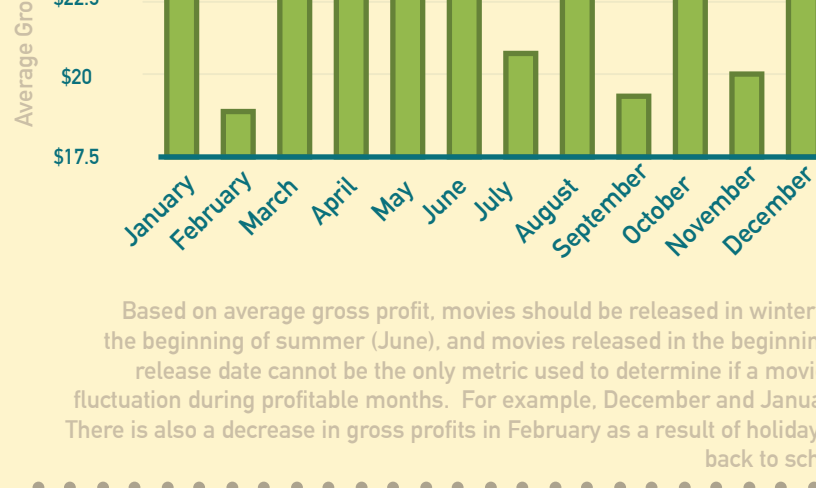


NOW PREDICTING HIT OR BUST

How can you predict which movies will be a hit or a bust?

BUILD THE PERFECT MOVIE



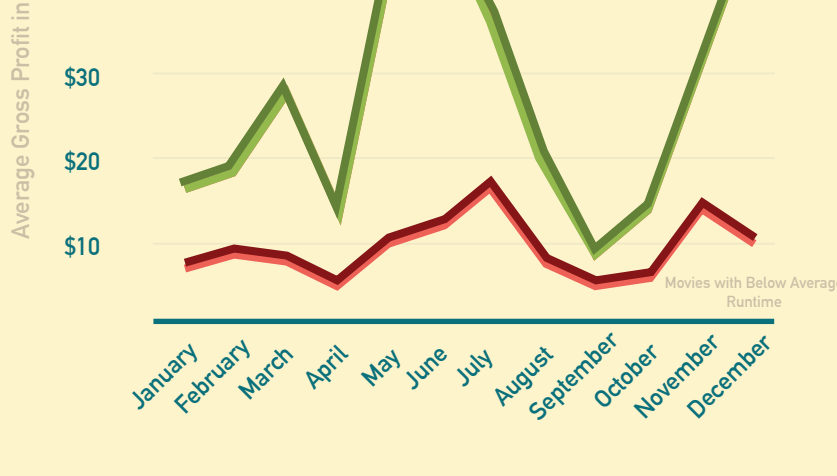
Average Gross Profit per Season



Based on average gross profit, movies should be released in winter seasons such as January, or December. Movies released at the beginning of summer (June), and movies released in the beginning of fall (October) also produce large gross profits. Therefore, release date cannot be the only metric used to determine if a movie will be a hit or a bust. However, it is important to note the fluctuation during profitable months. For example, December and January produce higher profit because they are movie award months. There is also a decrease in gross profits in February as a result of holidays and the Superbowl, and then again in September when kids go back to school.



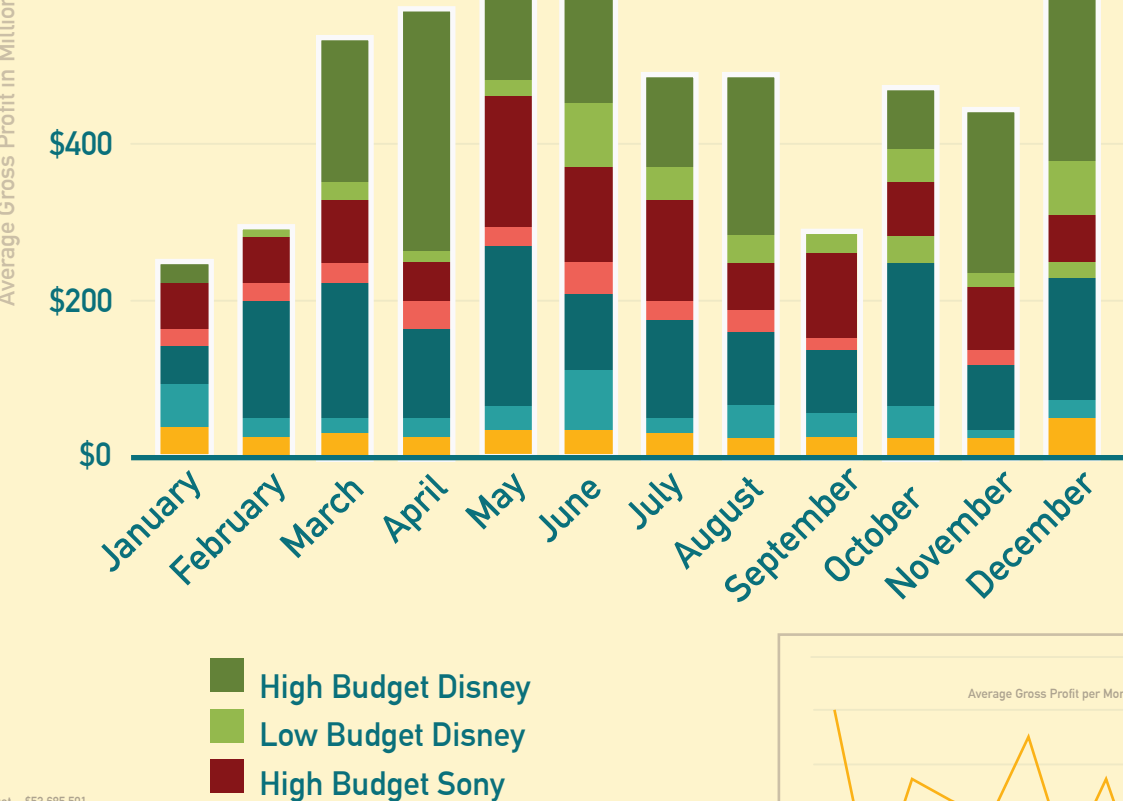
Average Runtime



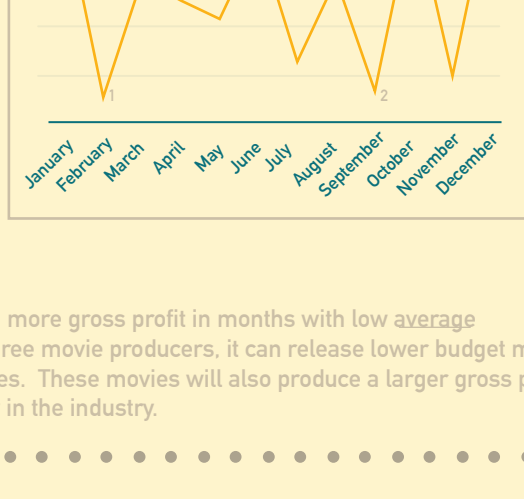
The average runtime for a movie is 103 minutes. Movies with above average runtimes (AAR) produce higher profits than movies with below average runtimes (BAR). The gross profit of movies with AAR is constantly increasing in fall and winter months. These are key months for distributors to market their films for the upcoming award shows. The gross profit of movies with BAR is constantly increasing in warmer spring and summer months. Consumers are less likely to sit through longer movies while on vacation and more likely to sit through shorter movies.



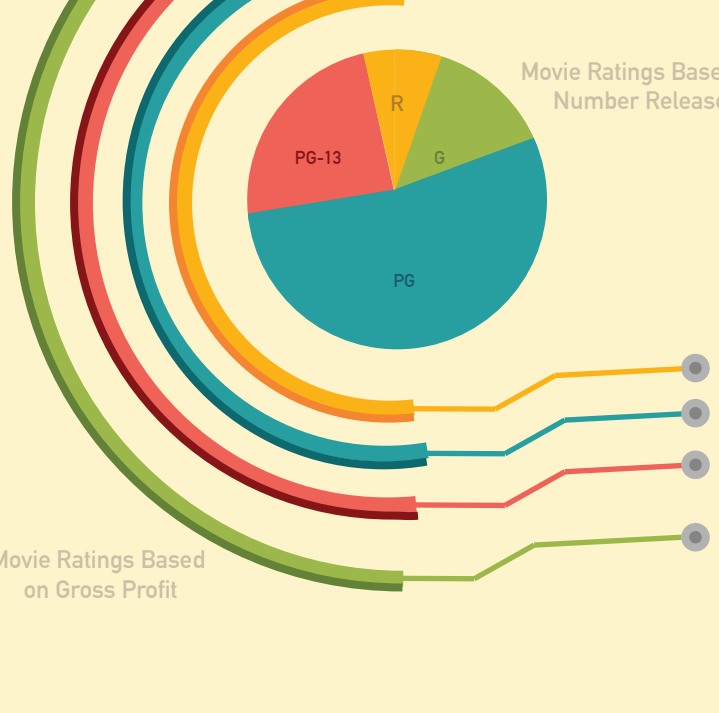
Average Gross Profit in Millions



- High Budget Disney
- Low Budget Disney
- High Budget Sony
- Low Budget Sony
- High Budget 20th Century Fox
- Low Budget 20th Century Fox
- Average

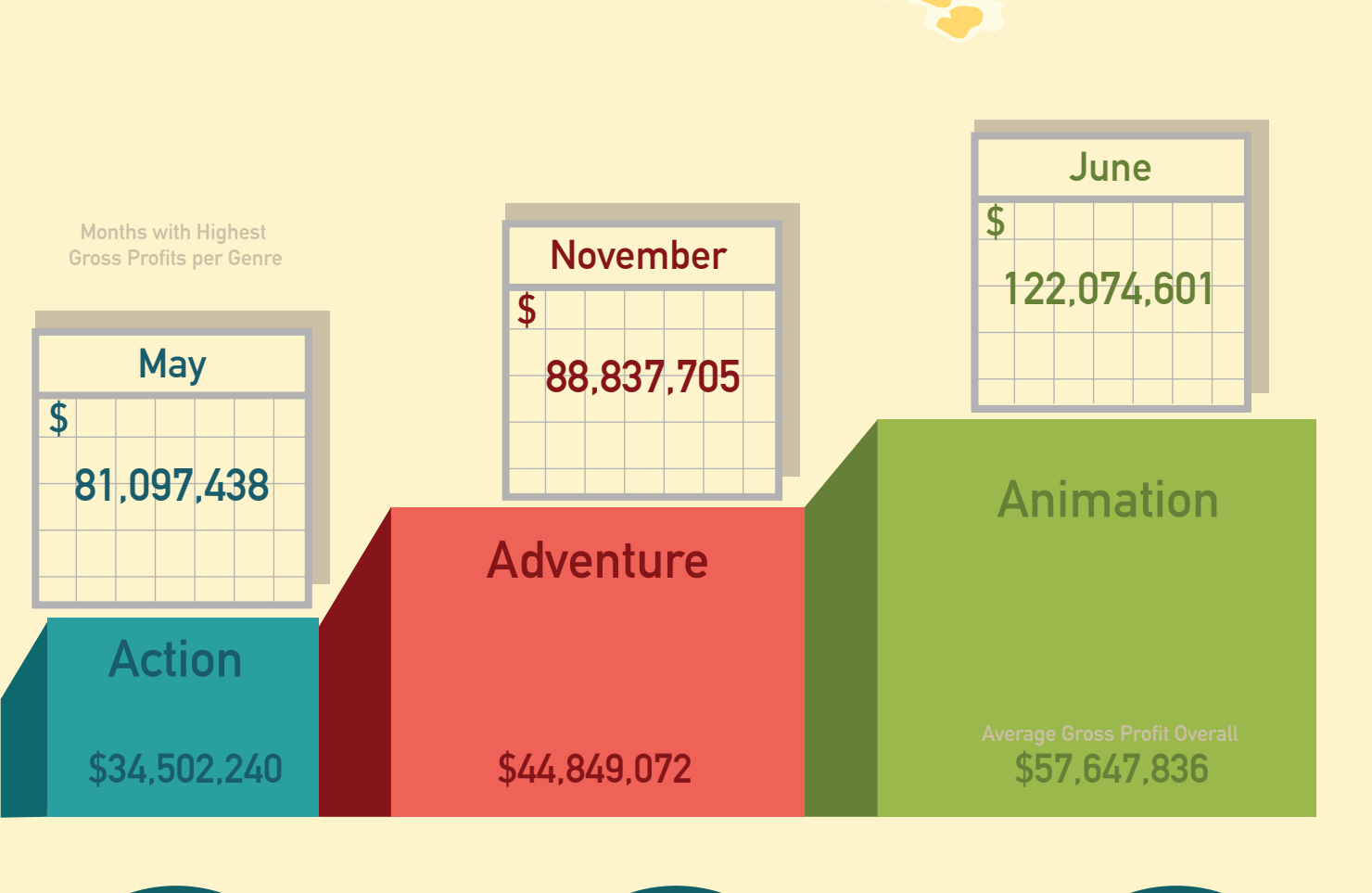
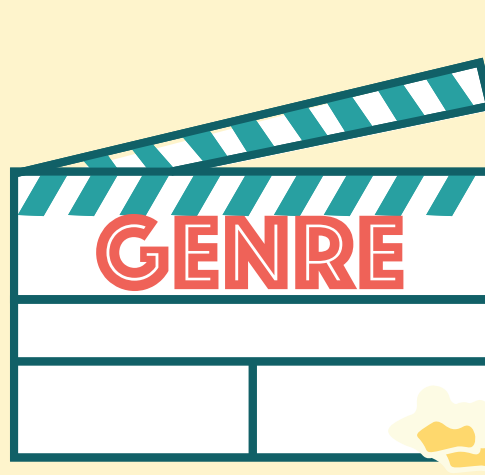


Low budget movies produced by top performing production companies make more gross profit in months with low average profits such as February, and September. If a production company is one of the top three movie producers, it can release lower budget movies during these times because those movies are not competing with higher budget movies. These movies will also produce a larger gross profit than other movies because of their familiarity in the industry.



R	\$14,089,190
PG	\$43,650,378
PG-13	\$45,846,507
G	\$52,901,551

Though "G" rated movies are produced the second least, they are the most profitable due to the fact that there is the least amount of competition for that rating as seen in the pie chart depicting the amount of releases per rating. Alternatively, "R" rated movies produce the least gross profit compared to other ratings. Unlike "G" rated movies, "R" rated movies eliminate the entire market ages 17 and below.



Animation movies produce the highest gross profit out of all genres. Animations produce the most profit in June than any other month. Animation movies are frequently rated G and intended for younger audiences who get out of school at this time. This type of movie is most often made with an average runtime which is suitable for children.



Building Monster's University



PROFIT = \$268,492,764

Monster's University (MU), a "G" rated animation, was released with the highest profitable rating and genre. One of the best months to release a movie with above average runtime is in June. Additionally, animations produce higher gross profits when the movie has an above average runtime. Lastly, the second highest profitable month for Disney is June. MU followed the recommended metrics that produced highest gross profit outcomes and earned an above average gross profit. Average gross profit is \$14,907,664.