



# COMCAST

## Forecasting Box Office Hits

### SMALL BUDGET FILMS

\$1 MM



\$25.5 MM

Budget Range

smaller circle = smaller gross



Box Office Gross Range

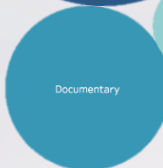
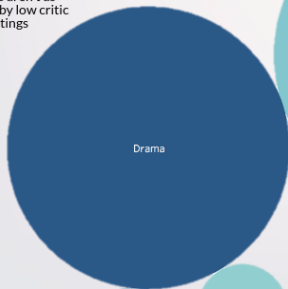


larger circle = higher gross



Religious films like "God's Not Dead" have a dedicated following

Because of that following, religious dramas aren't as affected by low critic ratings



Paranormal Activity is the highest grossing small budget film (\$107,918,810)



Horror films are able to employ low-quality film techniques to cut budget costs

### LARGE BUDGET FILMS

\$25.5 MM



\$54 BN

Budget Range

smaller circle = smaller gross



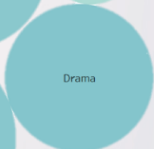
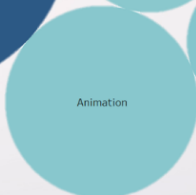
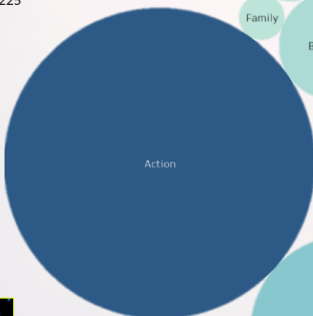
Box Office Gross Range



larger circle = higher gross



The Force Awakens is the highest grossing high budget film at \$936,662,225



The larger the budget the more grandiose the action

Avatar comes in a close second at a box office gross \$760,507,625

NBCU

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