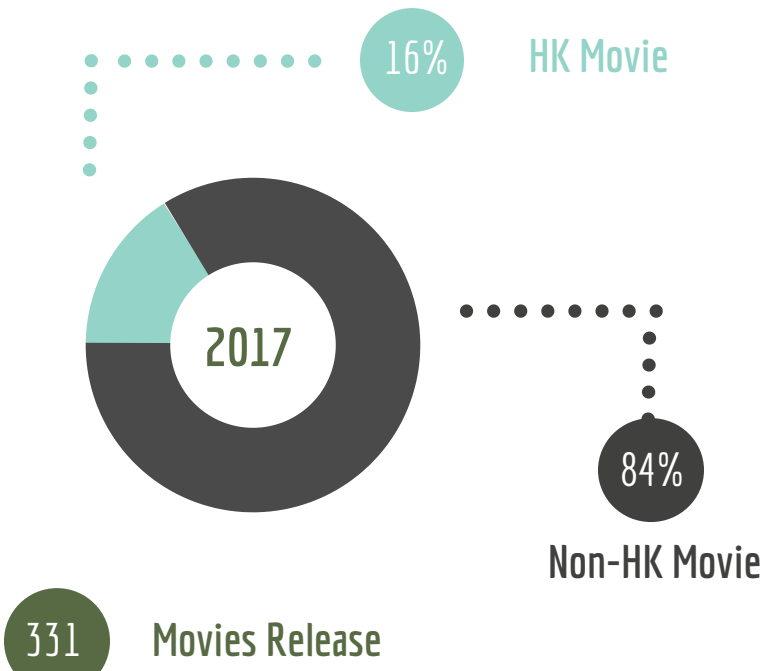


Movie Box Office Research Modelling

valtech $= \sum w \cdot \text{factors}$
Valuation Advisory

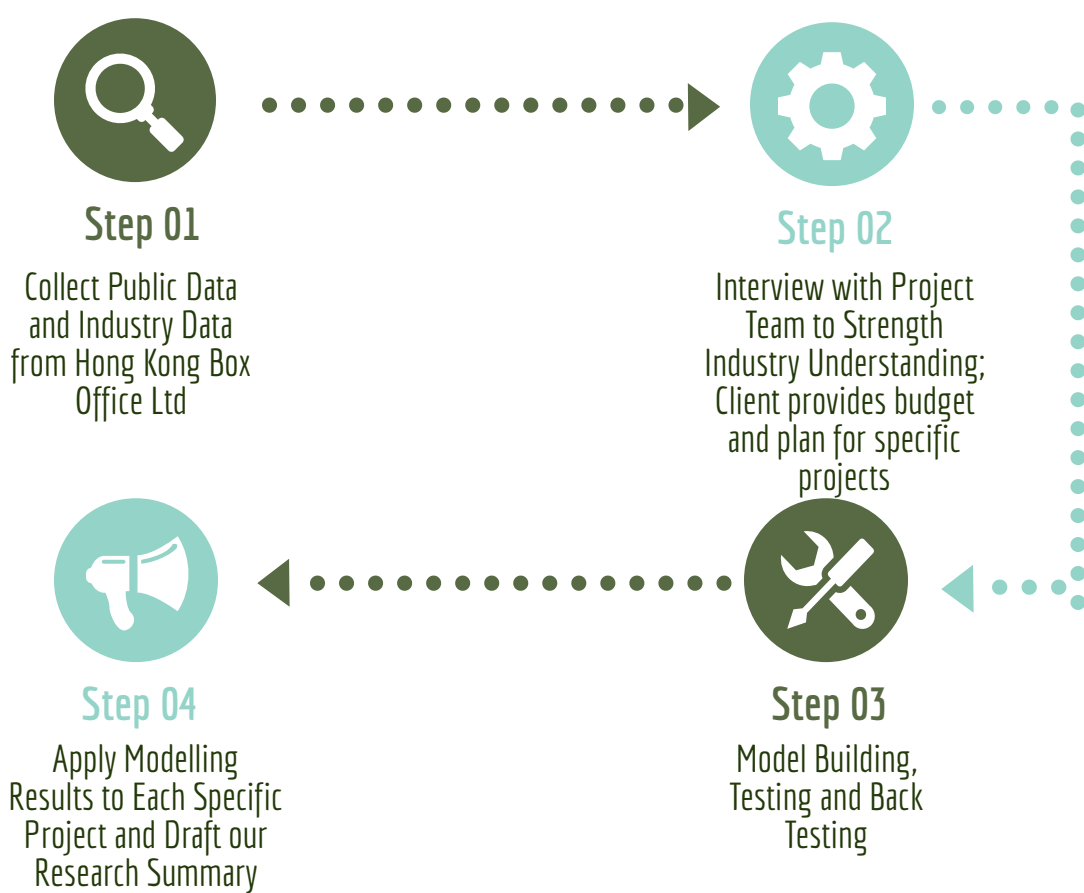
Movie Market in HK

Number of Movies in Released in HK in 2017



Createhk 創意香港 provides good source of box office data (HK only) and name of HK or Co-produced movies for further research

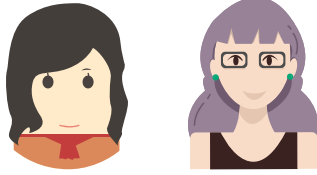
Procedures of Research



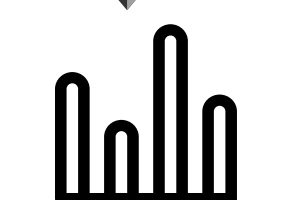
Leading Actor



Leading Actress



Director



Statistical Analysis against Box Office

01

喜劇

02

艷情

03

愛情

04

動作

05

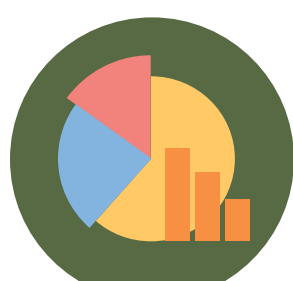
懸疑/恐怖

Key Performance Indicators (KPIs)

Potential KPIs

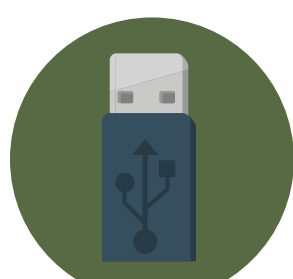
Crucial KPIs will be included in our model for estimation of box office by statistical models

Modelling Technique



- Regression Models
- Categorical Data Analysis
- Inflation Adjustment
- Using historical data up to 2014

Information Required (Prelim)



- Overall Budget
- Main Cast
- Director
- Type of Movie
- Expected time of premiere

Quality of Model Depends on



- Your trust
- Availability of Historical Data
- In-depth communication with project teams for crucial factors that affect box office

SOURCE:

MPIA, CREATEHK, Client Provided Historical Data, Hong Kong Box Office Ltd