

Previous seminar paper review :

The Determinants of Box Office Revenue : The Case of Thailand

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This paper study about the factors which affect the box office revenue in Thai movie market and international movie market since the movie industry has rapid growth and plays a significant role in driving the economy. Government in many countries, including Thailand, tries to promote this industry. This paper shows the comparison results between Thai movie market and international movie market, whether the same determinants have the same result or not. From the previous research, most of the study in the movie industry is conducted in the US movie market and rarely to find the study outside this market. Moreover, most of the research is focusing on the consumer side, not the production side.

The author used 3 main sources of data; box office mojo, IMDb, and the numbers. Box office mojo is an US tracking box office revenue website, containing various movie information including release date, MPAA rating or Motion Picture Association of America, the cost of movie production, and other movie data. IMDb is the online movie database providing the movie information and the movie rating. The numbers also provide similar information with 2 previous websites. However, there are some constraints for Thai movie data collection process since Thailand has no central official website that compiles movie data, this makes the data collection process be more harder. Author used multiple linear regression models in analyzing the determinants, which factors have a significant impact. The author uses the natural log form model in explaining the rate of change for both movie markets. The results from the models demonstrate that franchise and budget have a positively significant impact on the revenue, and R rated movies have negative correlation only on the international movie market. This can be concluded that with the same determinant can be resulted with different outcomes due to different market characteristics.

The author provides a clear comparison result between two different markets, the factor that effective in one market might not provide the same result with another market. However, in this study, the data collection process was limited. The source of data that authors choose are focusing on the US movie market and international movie market, this might omit Thai film from the small company. The consequences from the limitation in data collection might lead to inaccurate results. I also agree with the author about the further improvement on variables. This study did not take some variables into the calculation such as social network factor or the location factor, these factors might illustrate clearer outcomes.