



The Determinants of Box Office Revenue : The Case of Thailand

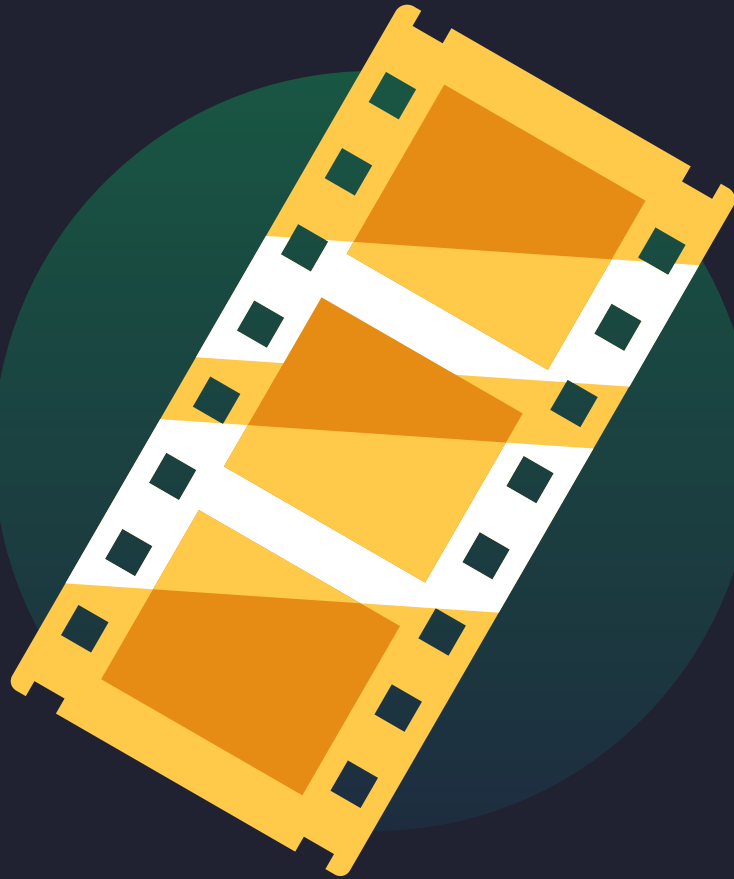
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RESEARCH OVERVIEW

Movie industry is one of the important entertainment industries that has rapid growth over the years. This industry also plays the significant impact to the economy. Author aims to study about the determinants that affect the box office revenue in Thailand and worldwide. The study shows the comparison results between Thai movie market and international movie market, whether the same determinants have the same result or not. Moreover, most of the study in movie industry are conducted in the US market. It is rarely to find the research outside the US movie market, especially the research on the production side.





GOAL & OBJECTIVE



To analyze the determinants of box office revenue



To test whether the factors that have impact on international market also have the impact on Thai market or not

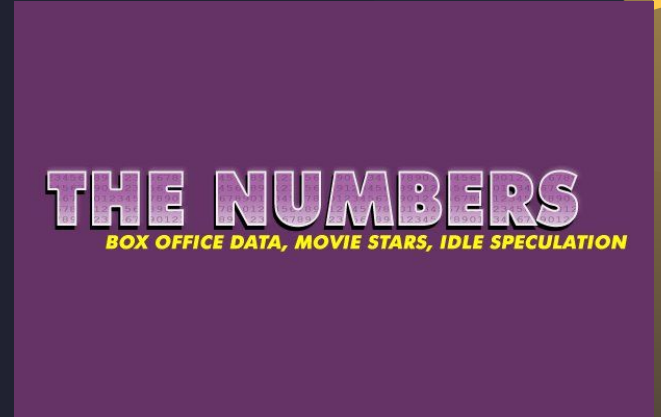
DATA COLLECTION



Box Office Mojo



IMDb



The Numbers

METHODOLOGY

Model analyzing the determinants of box office revenue in Thailand

$$GrossTH = \beta_0 + \beta_1 MPAA + \sum_{i=1}^{10} \gamma_i Genrei + \beta_{13} Nation + \beta_{14} Award + \beta_{15} Act + \beta_{16} Dir + \beta_{17} Franchise + \beta_{18} Budget + \beta_{19} IMDB + \beta_{20} Time + \beta_{21} Break + \varepsilon \text{ ---- (1)}$$

Natural log form model (Thailand)

$$\ln(GrossTH) = \beta_0 + \beta_1 MPAA + \sum_{i=1}^{10} \gamma_i Genrei + \beta_{13} Nation + \beta_{14} Award + \beta_{15} Act + \beta_{16} Dir + \beta_{17} \ln(Franchise) + \beta_{18} \ln(Budget) + \beta_{19} \ln(IMDB) + \beta_{20} \ln(Time) + \beta_{21} Break + \varepsilon \text{ ---- (2)}$$

METHODOLOGY

Model analyzing the determinants of box office revenue in worldwide

$$GrossWW = \beta_0 + \beta_1 MPAA + \sum_{i=1}^{10} \gamma_i Genrei + \beta_{13} Nation + \beta_{14} Award + \beta_{15} Act + \beta_{16} Dir + \beta_{17} Franchise + \beta_{18} Budget + \beta_{19} IMDB + \beta_{20} Time + \beta_{21} Break + \varepsilon \text{ ---- (3)}$$

Natural log form model (worldwide)

$$\ln(GrossWW) = \beta_0 + \beta_1 MPAA + \sum_{i=1}^{10} \gamma_i Genrei + \beta_{13} Nation + \beta_{14} Award + \beta_{15} Act + \beta_{16} Dir + \beta_{17} \ln(Franchise) + \beta_{18} \ln(Budget) + \beta_{19} \ln(IMDB) + \beta_{20} \ln(Time) + \beta_{21} Break + \varepsilon \text{ ----(4)}$$

RESULT AND CONCLUSION

Thailand

The factors that have the significant impact on Thai movie market are franchise, the cost of movie production, movie genre, film nationality, and the IMDb rating. While the release period, award, actor, and director factors not have the significant impact on Thai movie market.

Worldwide

For the international movie market, franchise and cost of movie production factor are also have positively significant impact on worldwide box office revenue. The MPAA rating also has the significant impact on the box office revenue where the R rating film has negatively significant impact. Actor, award, and director factors also not have the significant impact on worldwide box office revenue.

COMMENT AND SUGGESTION



Data collection

The source of data collection is limited.

- ★ Most of Thai movie is not taking into the calculation since source of data that author use was focusing on the US and international movie market.



Variables

Some variables did not take into the calculation.



Result accuracy

The consequences from the limitation in data collection.



THANK
YOU



APPENDIX

SUMMARY STATISTIC FOR BOX OFFICE REVENUE THAILAND (2017)

	Mean	Std. Dev	Max	Min
GrossWW (USD)	220,855,228.05	291,432,011.84	1,332,571,510	8,986
GrossTH (USD)	993,390.2	1,687,219	9,367,766	2,937
PG (= 1 if PG)	0.17	0.37	1	0
PG-13 (= 1 if PG-13)	0.44	0.50	1	0
R (= 1 if R)	0.39	0.49	1	0
Action (= 1 if Action)	0.32	0.47	1	0
Adventure (= 1 if Adventure)	0.12	0.33	1	0
Animation (= 1 if Animation)	0.09	0.29	1	0
Comedy (= 1 if Comedy)	0.15	0.36	1	0
Drama (= 1 if Drama)	0.25	0.43	1	0
Fantasy (= 1 if Fantasy)	0.04	0.19	1	0
Horror (= 1 if Horror)	0.11	0.32	1	0
Romance (= 1 if Romance)	0.02	0.15	1	0
Sci-Fi (= 1 if Sci-Fi)	0.12	0.33	1	0
Thriller (= 1 if Thriller)	0.13	0.34	1	0
Documentary (= 1 if Documentary)	0.03	0.17	1	0
Asian (= 1 if Asian)	0.05	0.22	1	0
EU (= 1 if EU)	0.08	0.27	1	0
Foreign (= 1 if Foreign)	0.02	0.15	1	0
USA (= 1 if USA)	0.81	0.39	1	0
Thai (= 1 if Thai)	0.04	0.19	1	0
Award (= 1 if Awarded or nominated)	0.84	0.37	1	0
Actor (= 1 if Awarded or nominated)	0.95	0.21	1	0
Director (= 1 if Awarded or nominated)	0.92	0.27	1	0
Franchise (Number of franchise)	2.23	3.12	18	1
Budget (million USD)	56.93	62.05	300	0.3
IMDB Rating (Score out of 10)	6.58	0.97	8.5	3.1
Runtime (minutes)	114.27	16.72	163	79
Break (= 1 if released during break period)	0.18	0.39	1	0