

ABSTRACT

The film industry is a highly competitive industry with thousands of new films are queued to be released each year. It is important to know whether the film will produce the appropriate revenue. Therefore, this study aims to predict revenue using film attributes during pre-release.

Predicting film revenues are valuable to support decisions made by producers, distributors, and exhibitors. During the pre-release period, it is important to pick which film to be distributed and promoted. Both the producer and distributor can consider the prediction of the film's revenue for film decisions. Theatrical release becomes the initial key for the next performance of the film.

The secondary data derived from the official and most popular source of film content in the world, IMDb, are used in this study. The data collected for this study are Hollywood film data in the 10-year period ranging from 2008 to 2017. Predictions are made using the Neural Networks method.

The results of film predictions achieve an accuracy that is classified belong to a good level. This research also shows the most important factors in terms of the film prediction on the pre-release period.

Film revenue predictions can be used to aid the decisions of business people in this industry. Film producers and distributors can be aware of how much film revenue from the cinema's revenue will be in the range so that it aids their decisions when determining and adjusting marketing costs for film release.

Keywords—Hollywood Revenue Prediction, Classification, Neural Networks