PREDICTIVE INSIGHTS AT YOUR FINGERTIPS:
A BETTER WAY TO EVALUATE CONTENT

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www.cinelytic.com
WE ARE REVOLUTIONIZING THE FILM BUSINESS
THE FILM INDUSTRY IS TRANSFORMING - STREAMING THE LEADING REVENUE SOURCE IN THE US

STREAMING LEADS ALL OTHER REVENUES

SOURCE: DEG, MPAA
THEATRICAL & STREAMING - TWO DIFFERENT LANDSCAPES LEADING TO INFORMATION ASYMMETRIES
CURRENT BUSINESS METHODS HAVE NOT KEPT PACE WITH TECHNOLOGY
INCENTIVES ALONG THE VALUE CHAIN ARE NOT ALIGNED

Each link in the value chain often operates in its own silo - creating inefficiencies by not communicating with each other and not operating on the same level of information.

1. PACKAGING
   Content strategy decisions impeded by limited data insights

2. FINANCING / GREENLIGHTING
   Difficult to assess project value with narrow understanding of best path to market

3. PRODUCTION
   Budgets often disconnected from the addressable market size

4. MARKETING & DISTRIBUTION
   Audience targeting starts late in the process

5. EXHIBITION
   Consumer metrics often siloed at the last step of the value chain
CINELYTIC: THE SCRIPT TO SCREEN SOLUTION

Cinelytic is the only platform in the film industry that provides data and analytics in an integrated project management system, enabling companies to quickly and consistently inform decisions throughout a film's value chain.
KEY FEATURES

Easy-to-use, cloud based, multi-user platform with industry leading data, predictive analytics and sophisticated financial modeling tools
Focus on What Matters

Cinelytic eliminates 90% of routine, low value tasks, so you can focus more time on critical decisions.
TALENT ANALYTICS

Our integrated talent analytics tools help identify key talent and provide data-driven insights to evaluate Directors, Actors and Writers and Producers.
PROJECT ANALYTICS

Use Cinelytic’s data and analytics tools to assess all aspects of a project for faster and smarter decisions regarding what films to produce and how...
REAL-TIME PREDICTIVE FORECASTING

Our implementation of state of the art Machine Learning allows you to predict revenues and ROI for films during development to inform green lighting decisions.
KEY PROJECT ATTRIBUTES FOR THE PREDICTIVE MODEL:

- Budget
- Genre
- Rating
- Sequel
- IP/Adaptation
- Franchise
- Run Time
- Key Themes
- Key Talent: Actor, Director, Writer Producer
- Country of Production
- Release Year & Month
- Holiday Release
- Distributor
- Number of Theaters
INTEGRATED
FINANCIAL
MODELING

Film Comps, and our sophisticated Machine Learning based Predictive Forecasting tool, are seamlessly integrated into our detailed Financial Models.
INDUSTRY LEADING DATA SOURCES

We have partnered with leading data providers to provide the best, and most comprehensive, data possible.

THEATRICAL & NON-THEATRICAL PERFORMANCE

Comprehensive theatrical (80+ territories), home video (digital & physical) and TV (free & pay TV) revenue data from 1980 to the present for our predictive modeling.

PROPRIETARY FILE SHARING DATA

Worldwide P2P film download data (120m per day) covering every country in the world (P2P TV data will be integrated in mid 2019).

INDUSTRY CONTACTS

Agencies, Agents, Managers, and other contact information.

SOCIAL MEDIA & OTHER

Including Facebook, Twitter and YouTube.