



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

HITS Spring 2019
Tobias Queisser - CEO

www.cinelytic.com



EXPERIENCED
TEAM

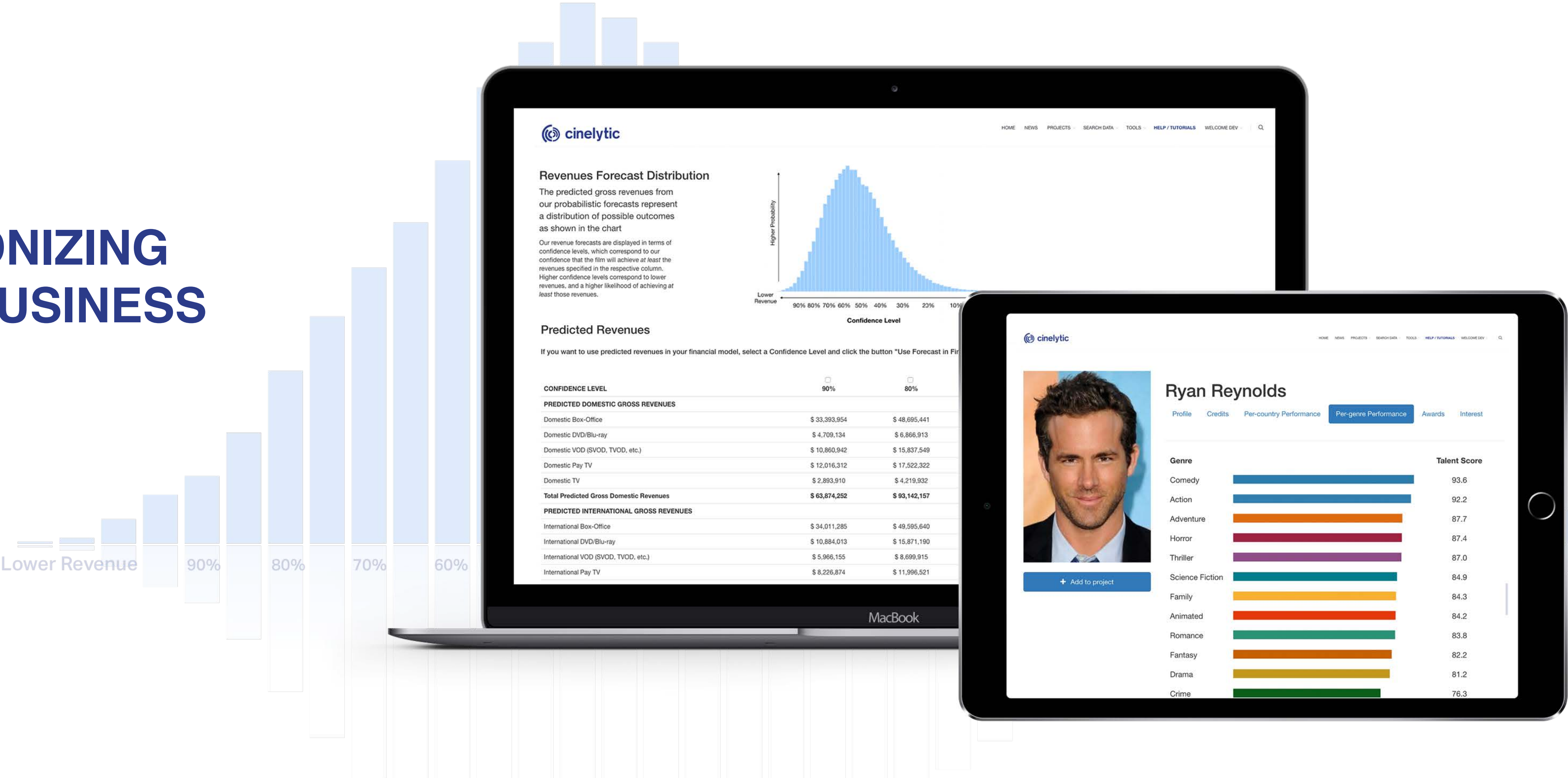


LA OFFICES



ONE VISION

WE ARE REVOLUTIONIZING THE FILM BUSINESS

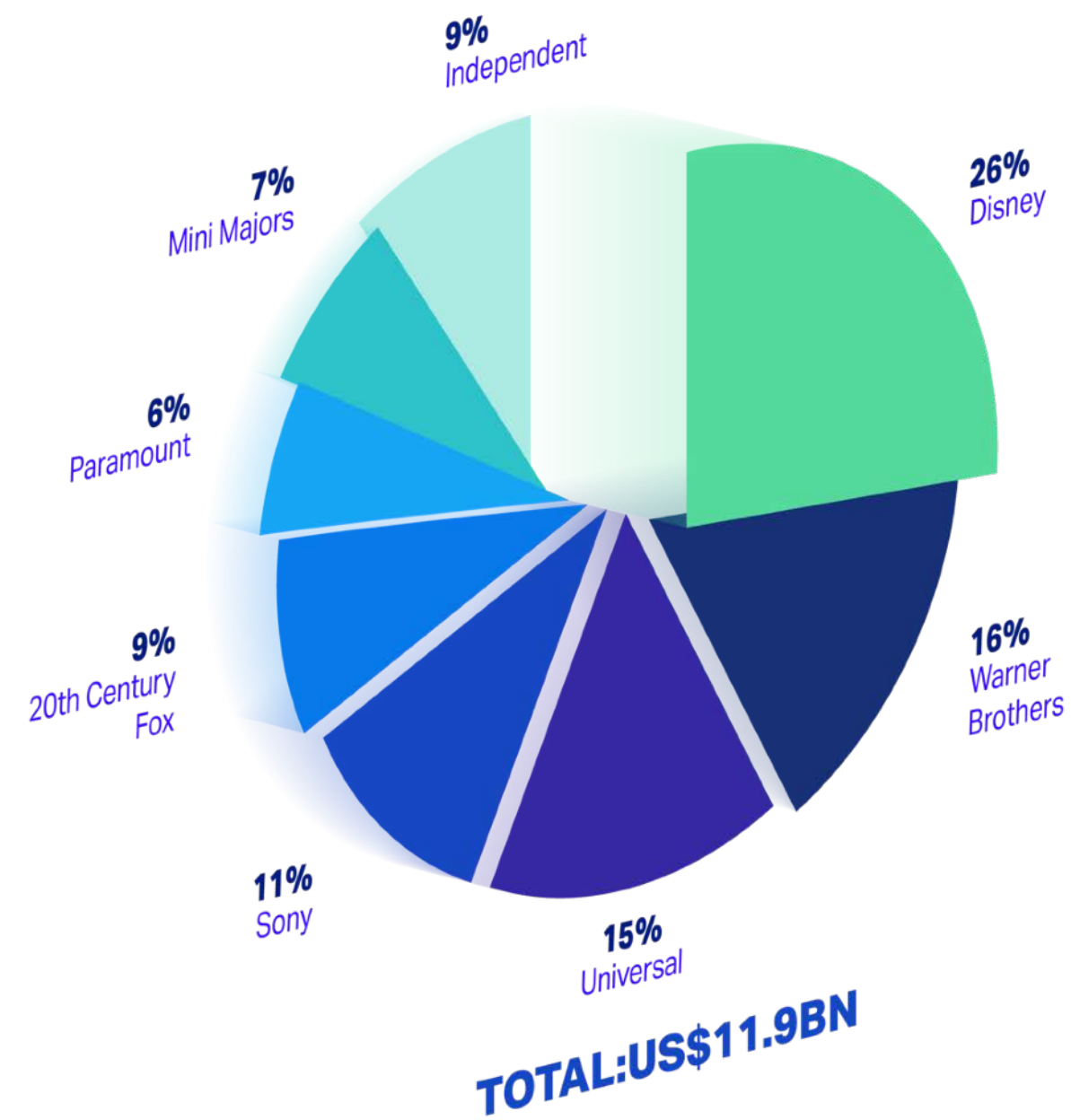


THE FILM INDUSTRY IS TRANSFORMING - STREAMING THE LEADING REVENUE SOURCE IN THE US

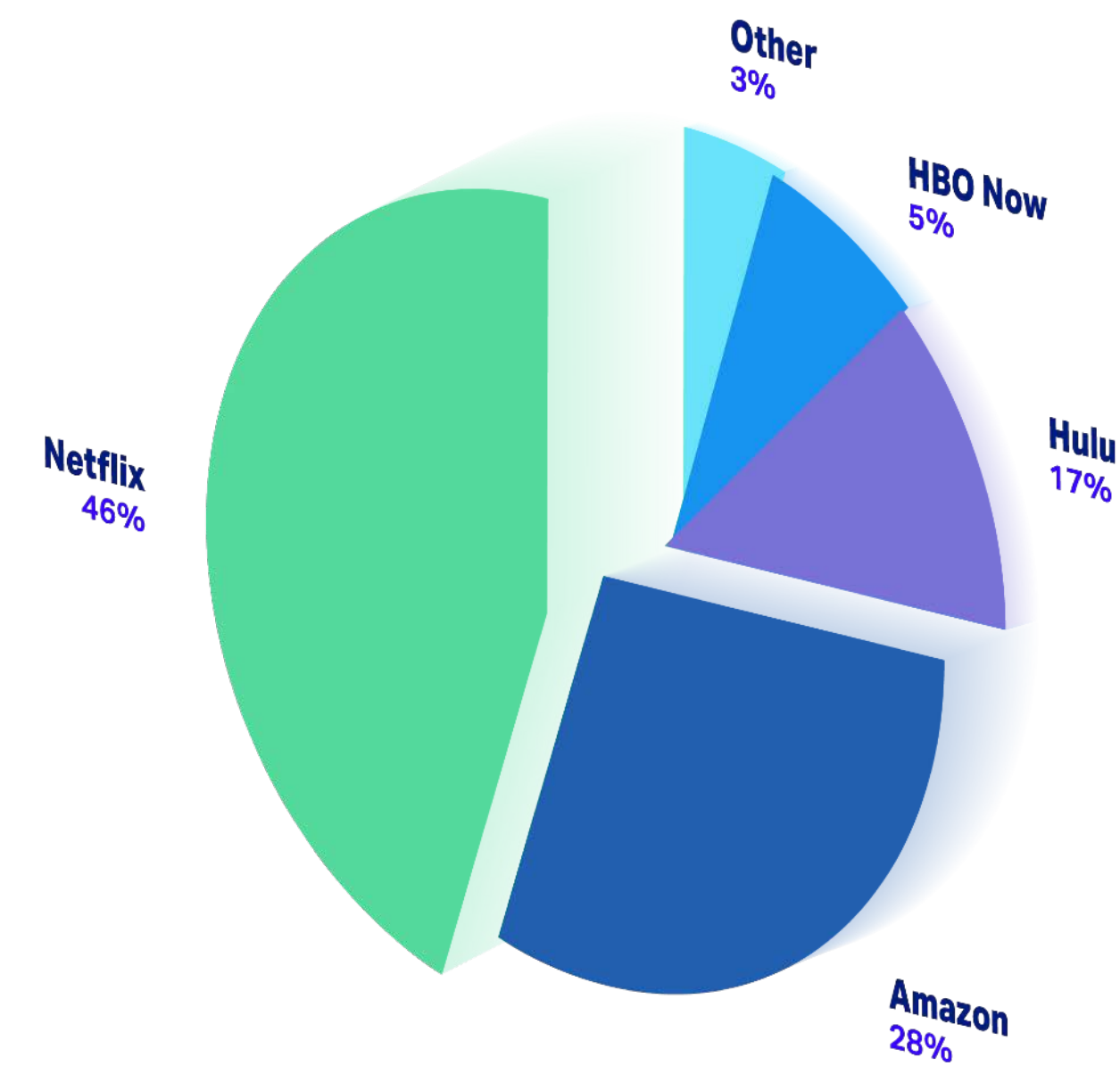


THEATRICAL & STREAMING - TWO DIFFERENT LANDSCAPES LEADING TO INFORMATION ASYMMETRIES

**BOX OFFICE 2018: STUDIOS AND
MINI MAJORS OWN 91% OF MARKET**
SOURCE: COMSCORE



**NETFLIX AND AMAZON OWN 75%
OF THE SVOD VIEWERSHIP IN US**
SOURCE: EMARKETER, JULY 2018



CURRENT BUSINESS METHODS HAVE NOT KEPT PACE WITH TECHNOLOGY



EMAIL DOCUMENTS,
PAPER PRINT OUTS



INEFFICIENT
WORKFLOWS



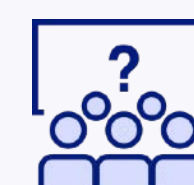
SILOED/
SCATTERED
DATA



SLOW DECISION
MAKING



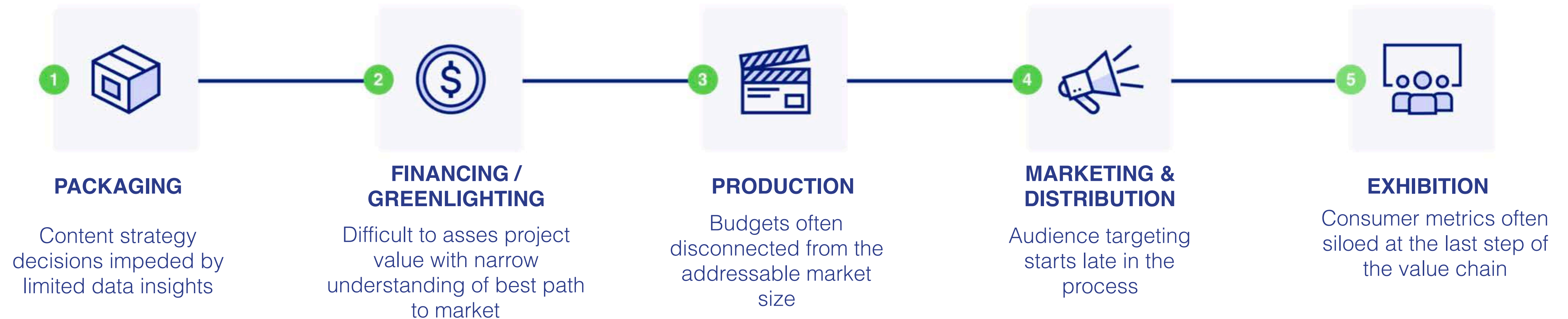
STATIC, QUERY BASED
FORECASTING



LACK OF AUDIENCE
UNDERSTANDING

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





PACKAGING



FINANCING



PRODUCTION



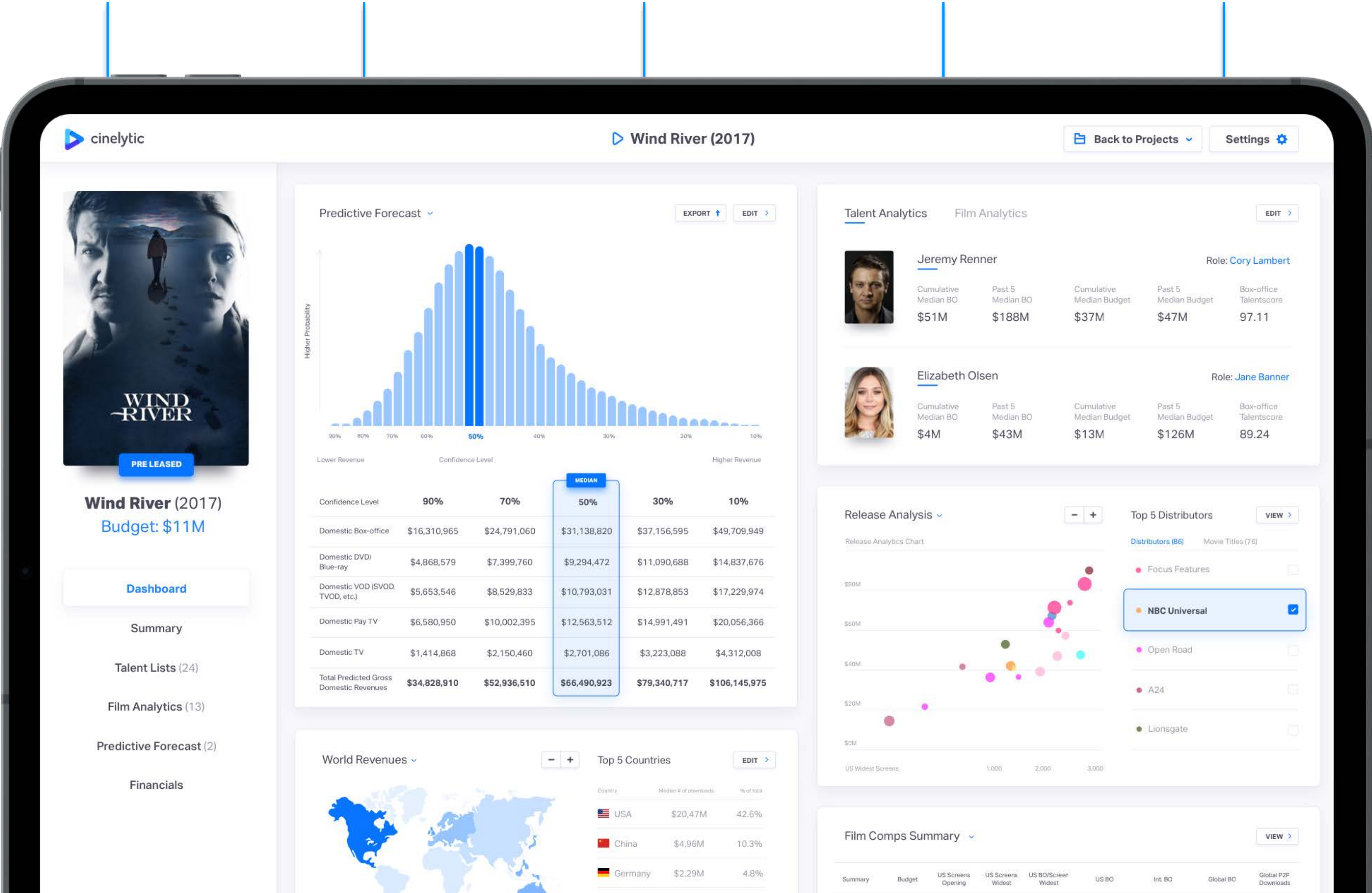
DISTRIBUTION



MARKETING

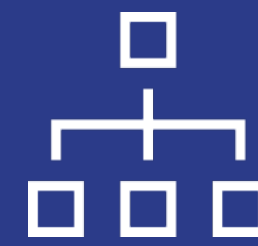
CINELYTIC: THE SCRIPT TO SCREEN SOLUTION

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



**CENTRAL
PROJECT
MANAGEMENT
SYSTEM**



**DATA AND
ANALYTICS
DRIVEN TOOLS**



**ADVANCED
TALENT AND
FILM SEARCH
ENGINE**



**FINANCIAL
AND SCENARIO
DEVELOPMENT
TOOLS**



**MACHINE
LEARNING-BASED
REVENUE
PREDICTION BY
TERRITORY**



**COLLABORATE
ACROSS TEAMS**

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

cinelytic

HOME NEWS PROJECTS SEARCH DATA TOOLS HELP WELCOME CURTIS

Actor Role: Actors

Media BO

Median Budgets

Box-office Talentscore

Top 5

Person	Known for	Cumulative	Past 5	Cumulative	Past 5		Countries	Genres
<div><div>Brie Larson</div><div></div><div><div>Per-Country Performance</div><div>Contact</div></div></div> <td><div>Kong: Skull Island</div><div>21 Jump Street</div><div>Trainwreck</div><div>13 Going On 30</div><div>Scott Pilgrim vs. the World</div></td> <td>\$8.2 M</td> <td>\$21.5 M</td> <td>\$14.2 M</td> <td>\$10.0 M</td> <td>90.41</td> <td><div>US 90.6</div><div>Australia 89.4</div><div>China 89.1</div><div>Taiwan 87.7</div><div>UK 86.8</div></td> <td><div>Period 91.0</div><div>Crime 89.8</div><div>Action 89.5</div><div>Comedy 89.3</div><div>Adventure 88.7</div></td>	<div>Kong: Skull Island</div> <div>21 Jump Street</div> <div>Trainwreck</div> <div>13 Going On 30</div> <div>Scott Pilgrim vs. the World</div>	\$8.2 M	\$21.5 M	\$14.2 M	\$10.0 M	90.41	<div>US 90.6</div> <div>Australia 89.4</div> <div>China 89.1</div> <div>Taiwan 87.7</div> <div>UK 86.8</div>	<div>Period 91.0</div> <div>Crime 89.8</div> <div>Action 89.5</div> <div>Comedy 89.3</div> <div>Adventure 88.7</div>
<div><div>Rooney Mara</div><div></div><div><div>Per-Country Performance</div><div>Contact</div></div></div> <td><div>The Girl With the Dragon Tattoo</div><div>The Social Network</div><div>Lion</div><div>Pan</div><div>A Nightmare on Elm Street</div></td> <td>\$14.2 M</td> <td>\$456 K</td> <td>\$20.0 M</td> <td>\$12.0 M</td> <td>88.5</td> <td><div>Australia 91.6</div><div>UK 89.4</div><div>US 89.2</div><div>Spain 88.1</div><div>Italy 87.5</div></td> <td><div>Action 94.1</div><div>Adventure 93.7</div><div>Comedy 89.7</div><div>Period 89.3</div><div>Drama 88.7</div></td>	<div>The Girl With the Dragon Tattoo</div> <div>The Social Network</div> <div>Lion</div> <div>Pan</div> <div>A Nightmare on Elm Street</div>	\$14.2 M	\$456 K	\$20.0 M	\$12.0 M	88.5	<div>Australia 91.6</div> <div>UK 89.4</div> <div>US 89.2</div> <div>Spain 88.1</div> <div>Italy 87.5</div>	<div>Action 94.1</div> <div>Adventure 93.7</div> <div>Comedy 89.7</div> <div>Period 89.3</div> <div>Drama 88.7</div>
<div><div>Naomie Harris</div><div></div><div><div>Per-Country Performance</div><div>Contact</div></div></div> <td><div>Skyfall</div><div>Pirates of the Caribbean: Dead Man's Chest</div><div>Pirates of the Caribbean: At World's End</div><div>Spectre</div><div>Rampage</div></td> <td>\$55.0 M</td> <td>\$78.0 M</td> <td>\$35.0 M</td> <td>\$36.0 M</td> <td>94.18</td> <td><div>UK 96.2</div><div>Netherlands 95.8</div><div>Germany 95.6</div><div>Australia 93.4</div><div>France 93.3</div></td> <td><div>Action 94.1</div><div>Adventure 93.7</div><div>Comedy 89.7</div><div>Period 89.3</div><div>Drama 88.7</div></td>	<div>Skyfall</div> <div>Pirates of the Caribbean: Dead Man's Chest</div> <div>Pirates of the Caribbean: At World's End</div> <div>Spectre</div> <div>Rampage</div>	\$55.0 M	\$78.0 M	\$35.0 M	\$36.0 M	94.18	<div>UK 96.2</div> <div>Netherlands 95.8</div> <div>Germany 95.6</div> <div>Australia 93.4</div> <div>France 93.3</div>	<div>Action 94.1</div> <div>Adventure 93.7</div> <div>Comedy 89.7</div> <div>Period 89.3</div> <div>Drama 88.7</div>
<div><div>Gal Gadot</div><div></div><div><div>Per-Country Performance</div><div>Contact</div></div></div> <td><div>Furious 7</div><div>Batman v Superman: Dawn of Justice</div><div>Wonder Woman</div><div>Fast & Furious 6</div><div>Fast & Furious</div></td> <td>\$577 M</td> <td>\$566 M</td> <td>\$121 M</td> <td>\$150 M</td> <td>94.2</td> <td><div>US 94.0</div><div>Australia 93.4</div><div>Mexico 92.9</div><div>Brazil 92.8</div><div>China 92.5</div></td> <td><div>Si-Fi 95.6</div><div>Action 94.4</div><div>Fantasy 94.0</div><div>Adventure 93.7</div></td>	<div>Furious 7</div> <div>Batman v Superman: Dawn of Justice</div> <div>Wonder Woman</div> <div>Fast & Furious 6</div> <div>Fast & Furious</div>	\$577 M	\$566 M	\$121 M	\$150 M	94.2	<div>US 94.0</div> <div>Australia 93.4</div> <div>Mexico 92.9</div> <div>Brazil 92.8</div> <div>China 92.5</div>	<div>Si-Fi 95.6</div> <div>Action 94.4</div> <div>Fantasy 94.0</div> <div>Adventure 93.7</div>
<div><div>Lupita Nyong'o</div><div></div><div><div>Per-Country Performance</div><div>Contact</div></div></div> <td><div>Star Wars: The Force Awakens</div><div>Star Wars: The Last Jedi</div><div>Black Panther</div><div>The Jungle Book</div><div>Non-Stop</div></td> <td>\$876 M</td> <td>\$1.0 B</td> <td>\$175 M</td> <td>\$200 M</td> <td>96.59</td> <td><div>UK 94.4</div><div>US 94.1</div><div>Australia 93.7</div><div>Germany 93.4</div><div>Netherlands 92.9</div></td> <td><div>Action 95.8</div><div>Si-Fi 94.7</div><div>Adventure 94.7</div><div>Fantasy 93.1</div><div>Family 92.7</div></td>	<div>Star Wars: The Force Awakens</div> <div>Star Wars: The Last Jedi</div> <div>Black Panther</div> <div>The Jungle Book</div> <div>Non-Stop</div>	\$876 M	\$1.0 B	\$175 M	\$200 M	96.59	<div>UK 94.4</div> <div>US 94.1</div> <div>Australia 93.7</div> <div>Germany 93.4</div> <div>Netherlands 92.9</div>	<div>Action 95.8</div> <div>Si-Fi 94.7</div> <div>Adventure 94.7</div> <div>Fantasy 93.1</div> <div>Family 92.7</div>
<div><div>Daisy Ridley</div><div></div><div><div>Per-Country Performance</div><div>Contact</div></div></div> <td><div>Star Wars: The Force Awakens</div><div>Star Wars: The Last Jedi</div><div>Murder on the Orient Express</div></td> <td>\$340 M</td> <td>\$313 M</td> <td>\$55.0 M</td> <td>\$52.0 M</td> <td>96.15</td> <td><div>UK 96.5</div><div>Germany 96.2</div><div>Poland 96.2</div></td> <td><div>Si-Fi 98.2</div><div>Mystery 97.8</div><div>Fantasy 96.6</div></td>	<div>Star Wars: The Force Awakens</div> <div>Star Wars: The Last Jedi</div> <div>Murder on the Orient Express</div>	\$340 M	\$313 M	\$55.0 M	\$52.0 M	96.15	<div>UK 96.5</div> <div>Germany 96.2</div> <div>Poland 96.2</div>	<div>Si-Fi 98.2</div> <div>Mystery 97.8</div> <div>Fantasy 96.6</div>

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+ Add to project

Gal Gadot

Profile Credit Performance Awards Interest News

Theatrical Performance

Theatrical Scores

Non - Theatrical Scores

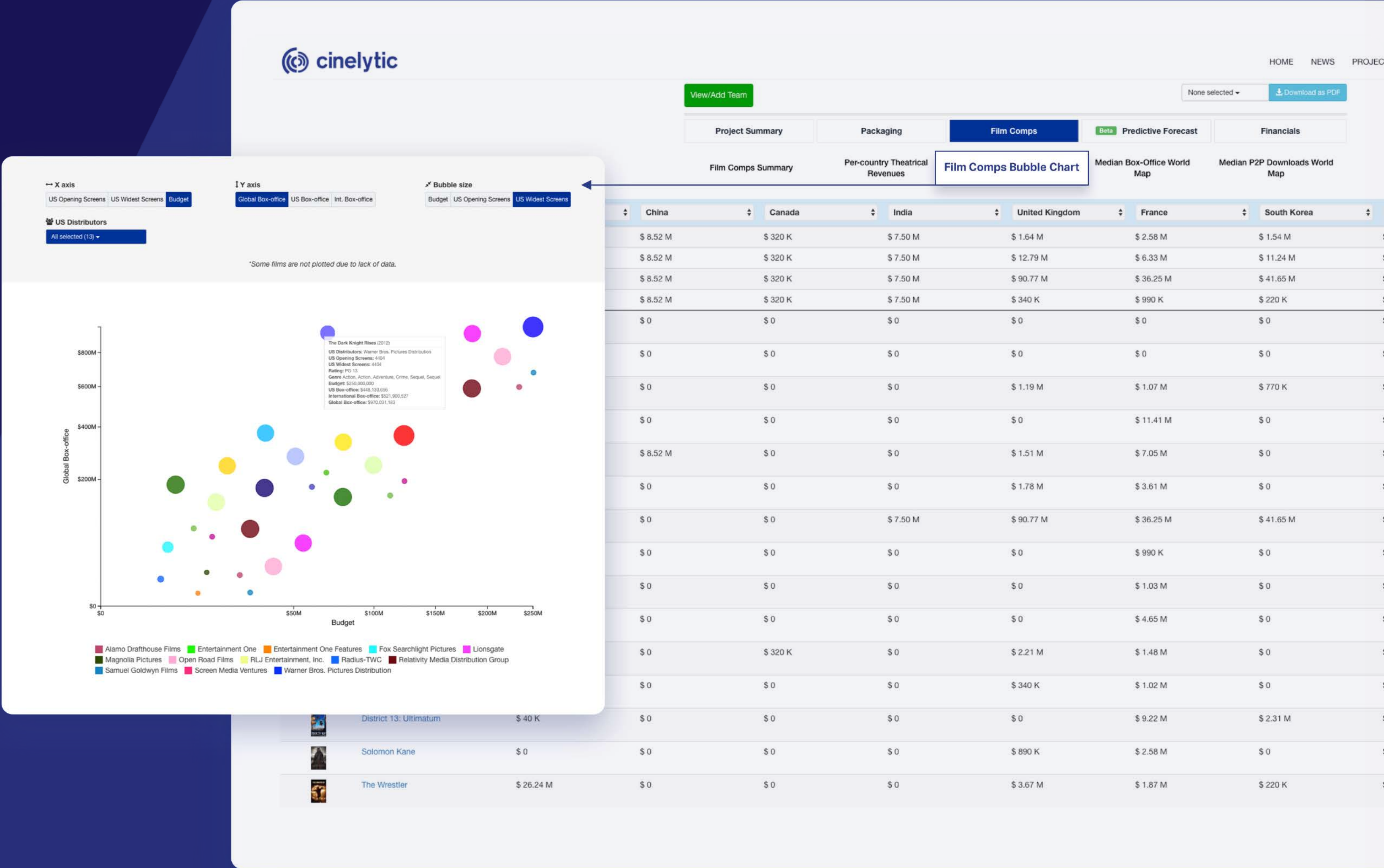
Per-Genre Performance

Country	Total Score
United States	94.0
Australia	93.4
Mexico	92.9
Brazil	92.8
China	92.5
Taiwan	91.4
Argentina	91.0
United Kingdom	90.7
Russia	90.5
France	90.4
Spain	90.0
Turkey	89.4
Netherlands	89.3
Hong Kong	89.0
Italy	88.6
Germany	88.3
South Korea	87.6
Japan	86.3
Poland	85.4
India	70.3



PROJECT ANALYTICS

Use Cinelytic’s data and analytics tools to asses all aspects of a project for faster and smarter decisions regarding what films to produce and how



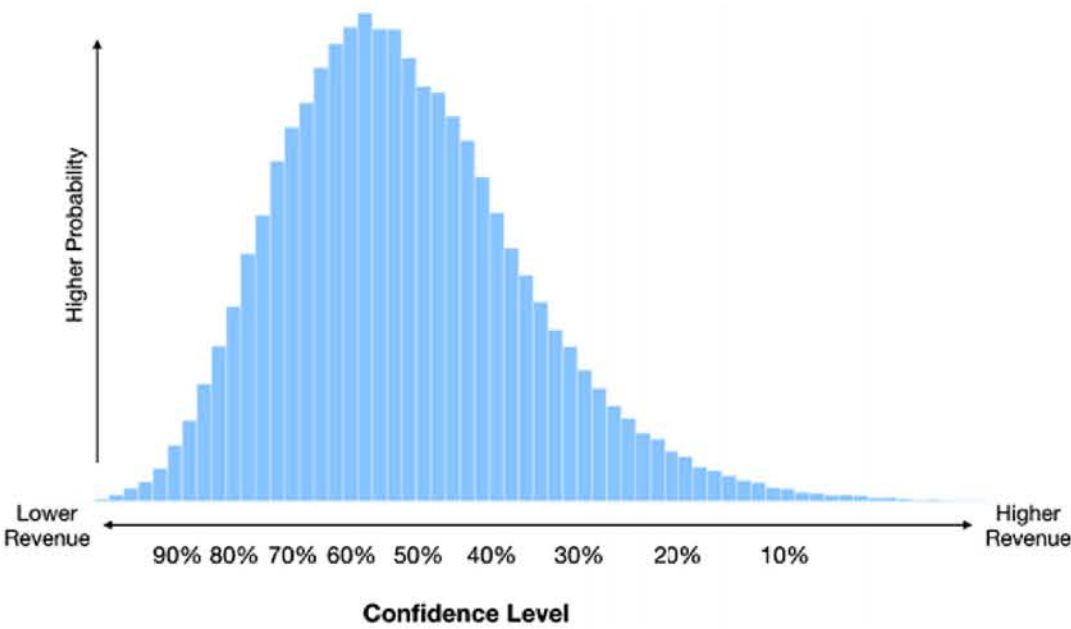
REAL-TIME PREDICTIVE FORECASTING

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

Revenues Forecast Distribution

The predicted gross revenues from our probabilistic forecasts represent a distribution of possible outcomes as shown in the chart

Our revenue forecasts are displayed in terms of confidence levels, which correspond to our confidence that the film will achieve *at least* the revenues specified in the respective column. Higher confidence levels correspond to lower revenues, and a higher likelihood of achieving *at least* those revenues.




Predicted Revenues

If you want to use predicted revenues in your financial model, select a Confidence Level and click the button "Use Forecast in Financial Model".

CONFIDENCE LEVEL	<input type="checkbox"/> 90%	<input type="checkbox"/> 80%	<input type="checkbox"/> 70%	<input type="checkbox"/> 60%	<div>Median<input checked="" type="checkbox"/> 50%</div>	<input type="checkbox"/> 40%	<input type="checkbox"/> 30%	<input type="checkbox"/> 20%
PREDICTED DOMESTIC GROSS REVENUES								
Domestic Box-Office	\$ 33,393,954	\$ 48,695,441	\$ 52,665,265	\$ 53,788,471	\$ 65,910,592	\$ 74,928,457	\$ 89,877,737	\$ 102,011,111
Domestic DVD/Blu-ray	\$ 4,709,134	\$ 6,866,913	\$ 7,426,728	\$ 7,585,120	\$ 9,294,552	\$ 10,566,230	\$ 12,674,341	\$ 14,390,111
Domestic VOD (SVOD, TVOD, etc.)	\$ 10,860,942	\$ 15,837,549	\$ 17,128,682	\$ 17,493,990	\$ 21,436,549	\$ 24,369,491	\$ 29,231,547	\$ 33,201,111
Domestic Pay TV	\$ 12,016,312	\$ 17,522,322	\$ 18,950,803	\$ 19,354,972	\$ 23,716,935	\$ 26,961,878	\$ 32,341,152	\$ 36,731,111
Domestic TV	\$ 2,893,910	\$ 4,219,932	\$ 4,563,955	\$ 4,661,292	\$ 5,711,791	\$ 6,493,277	\$ 7,788,777	\$ 8,841,111
Total Predicted Gross Domestic Revenues	\$ 63,874,252	\$ 93,142,157	\$ 100,735,433	\$ 102,883,845	\$ 126,070,419	\$ 143,319,333	\$ 171,913,554	\$ 195,201,111
PREDICTED INTERNATIONAL GROSS REVENUES								
International Box-Office	\$ 34,011,285	\$ 49,595,640	\$ 53,638,851	\$ 54,782,820	\$ 67,129,034	\$ 76,313,607	\$ 91,539,244	\$ 103,911,111
International DVD/Blu-ray	\$ 10,884,013	\$ 15,871,190	\$ 17,165,066	\$ 17,531,150	\$ 21,482,084	\$ 24,421,256	\$ 29,293,640	\$ 33,271,111
International VOD (SVOD, TVOD, etc.)	\$ 5,966,155	\$ 8,699,915	\$ 9,409,163	\$ 9,609,834	\$ 11,775,569	\$ 13,386,699	\$ 16,057,533	\$ 18,231,111
International Pay TV	\$ 8,226,874	\$ 11,996,521	\$ 12,974,519	\$ 13,251,230	\$ 16,237,614	\$ 18,459,239	\$ 22,142,117	\$ 25,141,111
International TV	\$ 6,826,363	\$ 9,954,279	\$ 10,765,787	\$ 10,995,392	\$ 13,473,385	\$ 15,316,810	\$ 18,372,728	\$ 20,861,111
Total Predicted Gross International Revenues	\$ 65,914,690	\$ 96,117,545	\$ 103,953,386	\$ 106,170,426	\$ 130,097,686	\$ 147,897,611	\$ 177,405,262	\$ 201,401,111
Total Predicted Gross Revenues	\$ 129,788,942	\$ 189,259,702	\$ 204,688,819	\$ 209,054,271	\$ 256,168,105	\$ 291,216,944	\$ 349,318,816	\$ 396,601,111

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



Predictive Forecast

Project Inputs

How To Use

Clear Form Inputs

Input the appropriate information for your film.

Production Budget

\$US 62,000,000

Genres

Action

MPAA Rating

R

Sequel

Yes

Adaptation

TV Show

Franchise

Yes

Franchise Name

No

Runtime Minutes

129

Keywords* (You may specify up to 10 keywords)

Key Talent

Select the primary person for each role (you may leave fields empty).

Actors

Denzel Washington

Directors

Antoine Fuqua

Producers

Todd Black

Writers

Michael Sloan

Release Strategy

Choose the appropriate inputs for the release of your film:

Country of Production

United States

Release Year

2019

Release Month

April

US Distributor*

Holiday Release*

US Theaters

You can input the estimated number of theaters your film will show on in widest release in the US, or use the forecasted value from our predictive engine by clicking the "Forecast Theaters" button.

Input US Widest Theaters

3,388

Forecast US Widest Theaters

Forecast Theaters

Choose to use either your input theaters, or our forecast (if you ran one).

Use Input Theaters

OR

Use Forecast Theaters

Run Forecast

Running the Predictive Forecast will estimate the Domestic and International revenue streams for your film.

Run Predictive Forecast

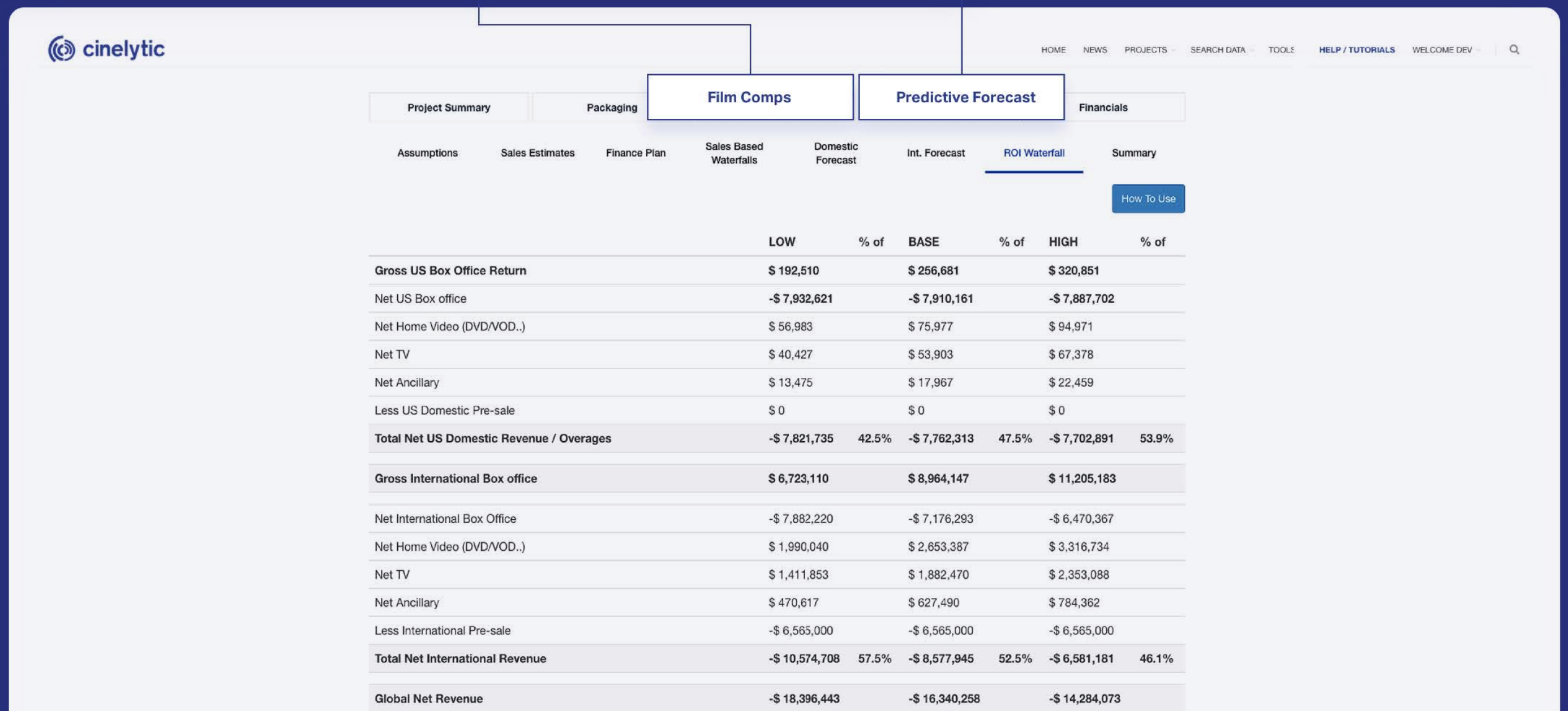
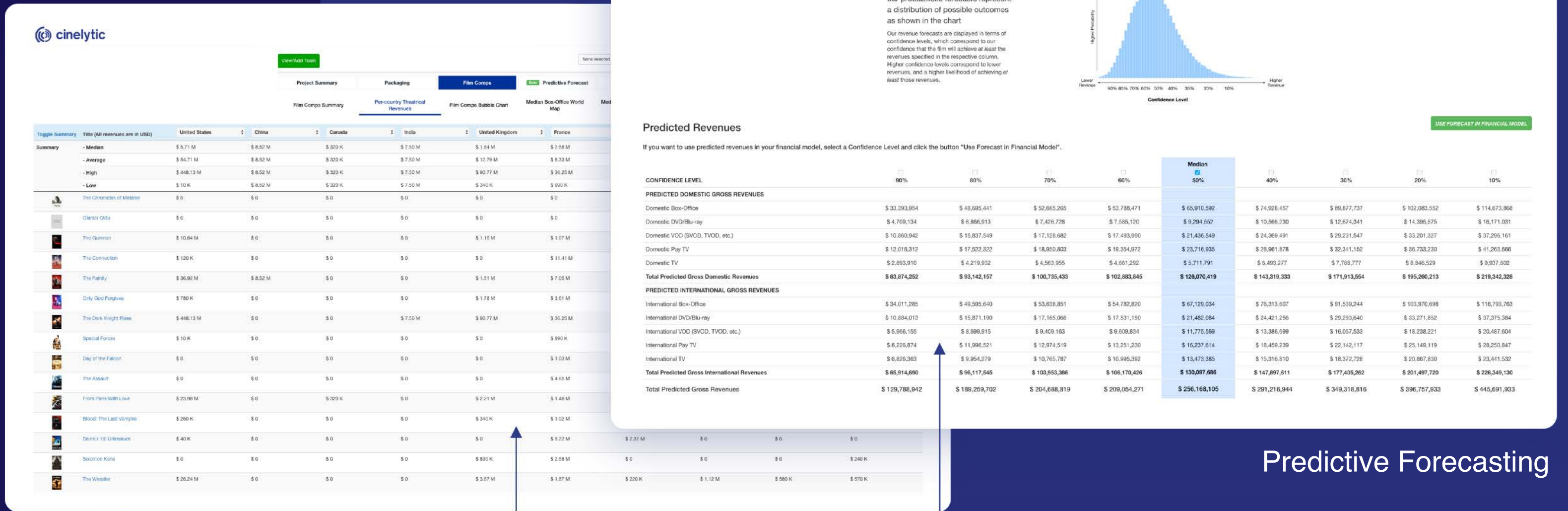
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INTEGRATED FINANCIAL MODELING

Film Comps, and our sophisticated **Machine Learning** based **Predictive Forecasting** tool, are seamlessly integrated into our detailed Financials Models

Film Comps





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



cinelytic

CONTACT

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