

The@Quorum



# What is The Quorum?

A new way of thinking about  
pre-release film data.  
Film Tracking



# About Film Tracking

Been around for decades

Handful of players

Health of a campaign

2 metrics:

- Awareness

- Interest



# Market Forces

- 10/16/15 *Beasts of No Nation*
- Emergence of Netflix
- Genre shift
  - Marvel/DC Dominance
  - Comedies, YA moved to Netflix
- Admissions were trending down in 2019
- Pandemic has likely accelerated these behavioral shifts
- Tracking must capture these shifts



# Away From Social

- Volume is easy to manipulate
- Sentiment is questionable
- Unreliable ways to measure video
- Metrics can be bought
- Post-social data environment

The pendulum is swinging back to panel



# Three Areas of Focus

## Film Insights

Multiple times a week

1. Awareness
2. Interest
3. Location
4. Intent
5. Subscribe
6. Price

## Trailer Insights

As Needed

1. Interest
2. Intent
3. Subscribe

## Custom Insights

Ongoing

1. Longitudinal studies to identify trends over time
2. Immediate snapshot

# Groups, Not Genres



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## Marvel/DC

Films that belong to the Marvel or DC Universe.

### Examples:

- THE BATMAN
- BLACK ADAM
- BLACK WIDOW
- ETERNALS
- MORBIUS

## Tentpoles

Large budget films that live outside the Marvel and DC Universes.

### Examples:

- AVATAR 2
- F9
- JURASSIC WORLD: DOMINION
- THE MATRIX 4
- NO TIME TO DIE

## Sequels

Sequels that are smaller in budget. Excludes animated films.

### Examples:

- THE CONJURING 3
- THE HITMAN'S BODYGUARD
- HALLOWEEN KILLS
- JOHN WICK 4
- TOMB RAIDER 2

## Animation

Animated films including hybrids featuring animated characters. Excludes adult animation.

### Examples:

- LUCA
- MINIONS: THE RISE OF GRU
- RUMBLE
- SPIRIT UNTAMED
- TOM & JERRY

## Known IP

Includes films based on culturally-relevant intellectual property. It also includes sequels, prequels, remakes or reimaginings of films that are 1. evergreen; 2. feature an entirely new cast or, 3. are at least 10 years old.

### Examples:

- BOB'S BURGERS
- CRUELLA
- DUNE
- JUNGLE CRUISE
- IN THE HEIGHTS

## Originals

Films of all genres that don't fit into the other groups. Includes biopics (these are not in "Known IP" group).

### Examples:

- FATHERHOOD
- FREE GUY
- KING RICHARD
- OLD
- MARRY ME



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# Newsletter

## The Quorum

To sign up: [thequorum.com](https://thequorum.com)

TUESDAY, MARCH 16, 2021

### Can WITHOUT REMORSE match the success of COMING 2 AMERICA for Amazon?

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If this is your first time reading The Quorum, welcome and please scroll down to the "About The Quorum" section to learn more about this newsletter. You can also find older newsletters at [thequorum.com](https://thequorum.com).

#### QUESTION #1: WHAT'S SO SPECIAL ABOUT WITHOUT REMORSE

Like COMING 2 AMERICA, WITHOUT REMORSE was developed as a theatrical release by Paramount before switching over to Amazon Prime. The movie, based on the Tom Clancy book of the same name, stars Michael B. Jordan, who has emerged as one of the few lead actors of his generation who can open a movie by himself.

Jordan has been acting for nearly two decades, but his big breakthrough came in FRUITVALE STATION (2013). He followed that up with the





In April

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