

THE CAMBRIDGE STATISTICS DISCUSSION GROUP

Thursday 7th May 2020 7:15 for 7:45

Amgen Ltd,
Cambridge Science Park,
Milton Road,
Cambridge CB4 0WG

Statistics and Data Analytics in the Film Industry

Allègre L. Hadida

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Abstract: Film studios have for some time been using statistical methods to look at predicting aspects of a film such as the type and distribution of audiences, box office takings, and even the creative side. New online streaming services, including Netflix and Amazon Prime Video, also base most of their decisions on advanced data analytics and recommender systems. Such approaches, however, have a mixed track record, and most filmmakers still abide by William Goldman's 1983 quote that when it comes to predicting the success of motion pictures, 'nobody knows anything.' To this day, the distribution of box office revenue and online consumption of movies remains highly skewed with asymmetric tails. In this seminar, we look at various approaches to modelling film performance and their key insights, and consider the importance of statistics and data analytics in the movie business in the future.

Speaker: Dr Allègre L. Hadida is a Senior Lecturer in Strategy at University of Cambridge Judge Business School (CJBS). She is also a Fellow at Magdalene College, and a faculty member of the Centre for Film and Screen and the Heritage Research Centre, both at the University of Cambridge. She pioneered teaching and research in Cultural, Arts and Media Management at CJBS and on the Cambridge MBA and EMBA. One of her core research areas focuses on strategy, decision-making and performance in cinema and television. Her academic work on Hollywood and French cinema has been featured in the business press, including the Financial Times, and she has developed teaching case studies on Columbia Pictures, 'The King's Speech' Oscar-winning movie, and Channel 4. She has received numerous awards for her teaching, including two CJBS Faculty Teaching Prizes, four Cambridge MBA Professor of the Year Awards, and the 2018 University of Cambridge Pilkington Prize for Excellence in Teaching.

Directions: Head north on Milton Road. Two traffic lights before the A14 turn left into the Science Park (clearly signposted). Turn left at the roundabout. The meeting takes place at Amgen in the restaurant in building 214 (the ground floor of the middle building on the attached map which is also at <http://imaging.mrc-cbu.cam.ac.uk/statswiki/csdg/amgen>). Parking is available on site. There will be no admittance after 7-45pm. Arrivals after 7-45pm can gain admittance by contacting the secretary on 07761769436. **If anyone would like complementary transport to the talk venue from Central Cambridge please inform the secretary in advance of the meeting.**

Provisional Next Meetings:

6th October – Rod Jones (Chemistry).

November – Andrea Manica (Zoology).

Supper: Some members eat regularly in the University Centre before each meeting **at 5-45pm**. All welcome !

Subscriptions: of 1 pound are now due for attending the 2019-2020 session.

Secretary: Peter Watson, MRC Cognition and Brain Sciences Unit, 15 Chaucer Road, Cambridge CB2 7EF; telephone 01223 769479; E-mail peter.watson@mrc-cbu.cam.ac.uk

Slides and .mp3 files of old talks: <http://www.mrc-cbu.cam.ac.uk/people/peter.watson/csdg.html>