

# THE CAMBRIDGE STATISTICS DISCUSSION GROUP

**Tuesday 10th October 2023 7:15 for 7:45**

Large Lecture Theatre,  
MRC Cognition and Brain Sciences Unit,  
Chaucer Road, Cambridge, CB2 7EF

## **Statistics and Data Analytics in the Film Industry**

**Allègre L. Hadida**

Cambridge Judge Business School & Magdalene College

**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. Online streaming giants Netflix and Amazon Prime Video also base many 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 and insights to modelling film performance as well as other key dimensions of success in the film industry, and consider the importance of statistics and data analytics in the movie business in the future.

**Speaker:** Dr. Allègre L. Hadida is Associate Professor in Strategy at the University of Cambridge Judge Business School (CJBS), a Fellow and Director of Studies at Magdalene College, and a faculty member of the Centre for Film and Screen and of the Heritage Research Centre, University of Cambridge. She pioneered teaching and research in Creative, Arts and Media Management and on Creativity in Business at CJBS and on the Cambridge MBA. Her research interests focus on strategy and decision-making in creative, arts and media organizations, on creativity in business, and on temporary organizations. Allègre has won numerous awards for her research, including the 2022 Mallen Award for Published Scholarly Contributions to Motion Picture Industry Studies and the 2011 Best Paper Prize at AIMAC (International Association for Arts and Cultural Management). She has also received numerous awards for her teaching, including three CJBS Excellence in Teaching Prizes, four Cambridge MBA Professor of the Year Awards, and the 2018 University of Cambridge Pilkington Prize for Excellence in Teaching. Her work has been published in the Harvard Business Review and in international peer-reviewed journals, including Organizational Behaviour and Human Decision Processes and the Journal of Marketing. Her innovative work as a researcher and educator has been noted in the press, including Business Week, The Financial Times, and Variety.

**Annual General Meeting:** Allègre's talk will be preceded by a brief Annual General Meeting.

**Directions** Chaucer Road is off Trumpington Road - if you are heading away from the city centre it is the first right after the junction with Brooklands Avenue. Number 15 is at the end on the left and is a large Victorian House with a more modern extension to its right. The entrance is in the porch located in the middle of the older section on the left as you come in and is accessed by ascending a few steps from the car park. Cars may be parked there. Note due to building work please enter and leave car park via the 'OUT' entrance (the second of the two entrances on the left as you go down Chaucer Road). The outside door will be locked at 7:45. **Arrivals after 7:45pm can gain admittance by contacting the secretary on 07761769436. A map showing the location of the unit is at <http://www.mrc-cbu.cam.ac.uk/contact-us>.**

**Supper:** Some members eat regularly in the Mill pub on Mill Lane before each meeting at 5-45pm. All welcome !

**Subscriptions:** of 1 pound are now due for attending the 2023-2024 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](mailto: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>

**TURN OVER for the Annual General Meeting agenda**

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## **Annual General Meeting**

The annual general meeting will be followed immediately by Allègre L. Hadida's talk 'Statistics and Data Analytics in the Film Industry '.

### **Agenda:**

0. Approval of Minutes of previous A.G.M.  
(<http://imaging.mrc-cbu.cam.ac.uk/statswiki/csdg/newtalks>)
1. Treasurer's Report.
2. Secretary's Report.
3. Election of Chairman, Secretary, Treasurer, plus 3 other members of the Committee.
4. Any Other Business.

### **Rules for Election:**

1. FRANCISE: All paid-up members may vote or stand for office.
2. NOMINATIONS: The offices to be filled are Chairman, Secretary and Treasurer and three other members of the Committee.

An outgoing Chairman will be a member of the Committee ex officio. At the end of each year the entire Committee will stand down, but may stand again for the same office as they are leaving without nomination. To be elected to a different office a candidate must be nominated by one person from the paid-up membership, not including himself. Nominations do not require a seconder to be valid, but do require the consent of the nominee. One person can be nominated for more than one office, but hold only one. If a person is elected to a higher office (according to the ordering given below) he or she automatically ceases to be a candidate for a lower office. A candidate for the post of Chairman, Secretary, Treasurer is automatically a candidate for the Committee if he or she fails to gain election to one of these three posts.

**TURN OVER for directions to the Cognition and Brain Sciences Unit and abstract of Allègre's talk**