

Can Analytics and Creativity coexist?

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AI FOR BUSINESS
Analytics at Wharton

Demand for content has fundamentally changed

DIGITAL

- Audiences are primarily consuming via OTT streaming platforms, with viewing up 100% YoY from COVID



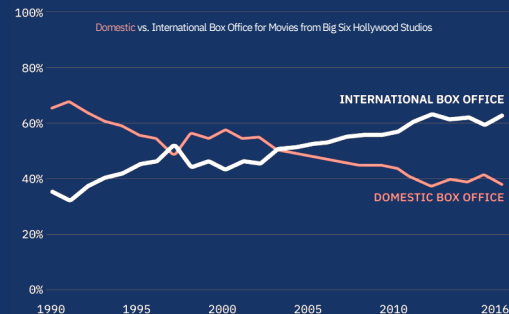
DIVERSE

- In 2019, films with more than 40% minority casts had the highest median global box office sales.

Race of Lead Actor	# of Films	Global Box (000,000s)	Mean International Markets
White	105	\$53.7	34.4
Black	21	\$48.4	24.0
Latinx	3	\$200.2	36.0
Asian	5	\$21.3	30.0
Multi	11	\$119.7	53.8

GLOBAL

- Demand for content is rising internationally
- In Q3 2020, non-U.S. shows accounted for nearly 30% of demand in the U.S.



But content supply has not evolved

TV/Film Production is still
an old boys club



In the absence of a science for content creation, the same studio executives have greenlit the same kinds of projects from people in their network

No science and all gut:
throwing spaghetti at the wall



“Nobody knows anything...not one person in the entire motion picture field knows for a certainty what's going to work. Every time out it's a guess.”

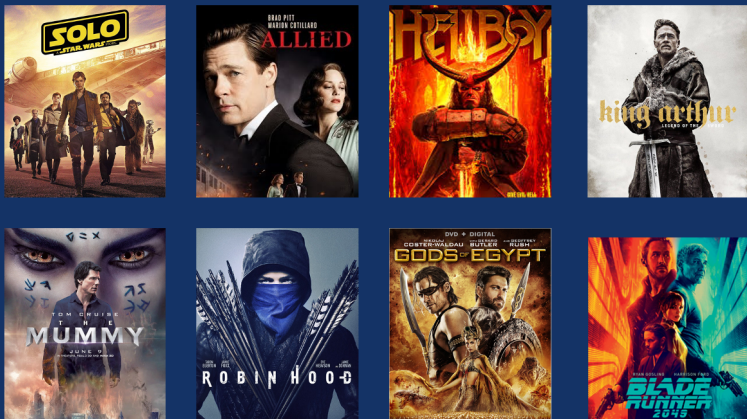
— William Goldman

AWARD WINNING SCREENWRITER

Which has resulted in significant costs

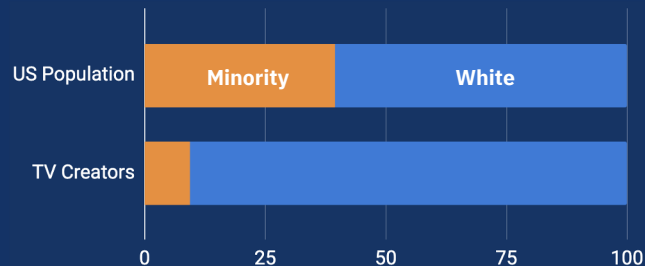
Economic costs

80% of films fail to make a net profit

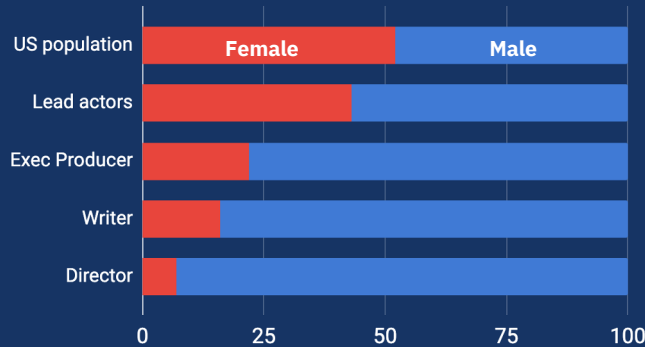


Social costs

TV Series Creators by Race



Gender Balance in Film Production



Data democratizes market for content



We can use **data & technology** to discover and derisk new voices and stories and democratize access to opportunities.

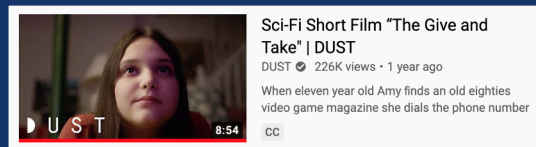
Application 1: Discover Talent and Ideas

Jumpcut uses data to identify underrepresented creators

- We scrape data on YouTube, Blacklist, and other platforms to identify high potential creators to partner with.
- We apply machine learning on video and user comments to assess storytelling, production value, user engagement

CASE STUDY

- We scraped short films on YouTube and ran them through our algorithm to identify high potential talent



- This led us to Anna Hopkins, an actress with a budding writing career. We're currently working with her to develop a TV series pitch



Application 2: A/B Testing

Like Focus Groups, but with Differences



1. Dramatically Larger Audience

Diverse group of ~100,000+ users

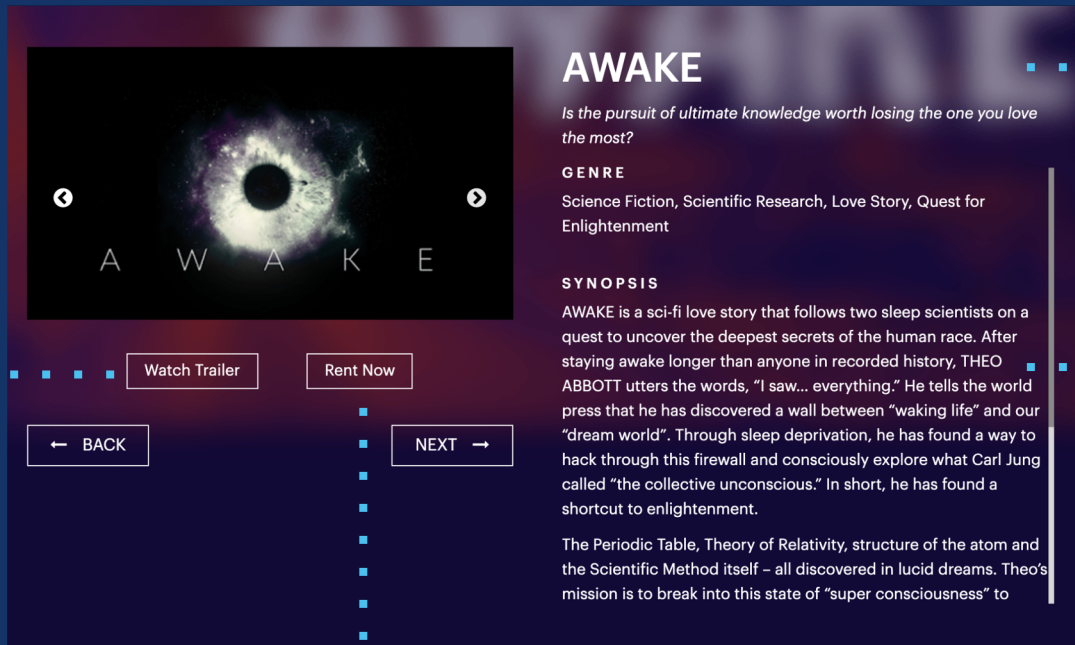
2. Non-Hypothetical

We observe users in a realistic environment

3. Can Be Conducted At Any Stage

Development — Post-Production

We Measure Non-Hypothetical Interest Signals



Interest in watching the trailer

Time spent on page

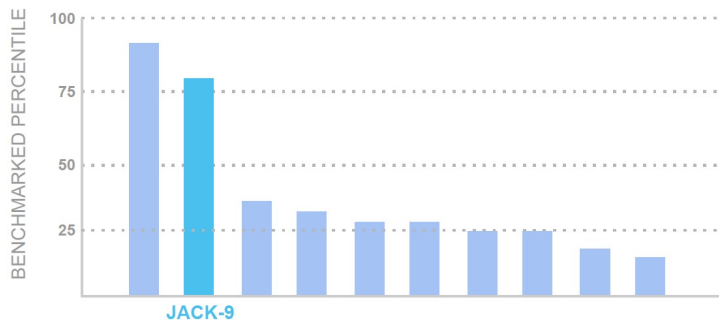
Scroll depth on the synopsis

Interest in watching immediately

Sample Insights

OVERALL PERFORMANCE

- 2nd best of 10 ideas tested
- Core group: Millennial men and women



GENDER

MEN	81	<div style="width: 81%;"></div>
WOMEN	76	<div style="width: 76%;"></div>

AGE

GEN-Z (13-23)	42	<div style="width: 42%;"></div>
MILLENNIAL (24-37)	89	<div style="width: 89%;"></div>
GEN-X (38-50)	58	<div style="width: 58%;"></div>

GENRE INTEREST

CORE SCI-FI	92	<div style="width: 92%;"></div>
GENERAL AUDIENCE	75	<div style="width: 75%;"></div>

LOCATION

TIER 1 CITIES	80	<div style="width: 80%;"></div>
TIER 2 CITIES	44	<div style="width: 44%;"></div>

Sample Insights

- Highest performing posters and trailer cuts
- Breakdowns by different audience segments
- Any significant qualitative feedback from the audience.

Video Completion Rates
95% video completions



Video Click Through Rates
Click throughs from the video to learn more



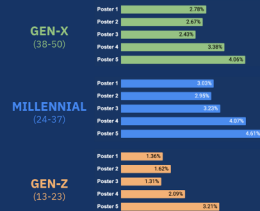
Video Watch Now Click Rates
On-platform conversions to Watch Now



We advise focusing on Gen-X and Millennials over Gen-Z

Overall, Millennial and Gen-X audiences reacted more favorably to the Laxmi Bomb posters

Poster Click-throughs by Age



Negative Sentiment from Audience

We're seeing an unprecedented level of negative comments.

SUSHANT SINGH BOYCOTT

"We can't see any movie till the Justice of S.S.R"

"Boycott"

"Boycott!!"

ANTI-HINDU BOYCOTT

"His movies are always anti Hindu"

"Ask the director, producer, and actor actresses to put their mother's surname bomb, patalkha, etc. We are not going to tolerate this humiliation of our religion anymore"

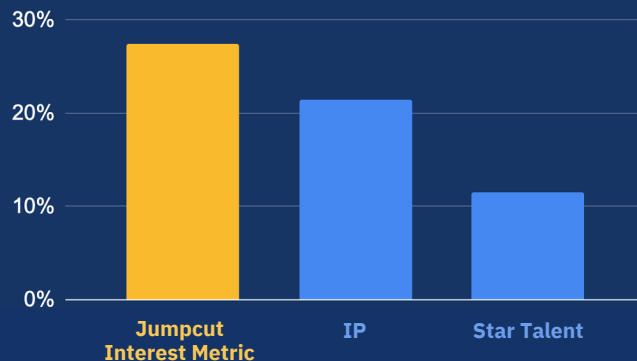
- Overall, we're seeing a similar level of pre-release interest in Laxmi Bomb as **Paatal Lok**.
- We're seeing a higher level of interest in **Bobby Bajpai**.

A Better Approach to Tracking

Our metrics are more effective in predicting viewership than IP or Talent at an early stage

We've demonstrated the effectiveness of our forward-looking concept testing by running actual upcoming TV shows and movies through the same proprietary methodology we use for evaluating development-stage concepts.

% of variation in 30-day viewership explained by



Implications for Media and Other Industries

Data-driven insights across the value chain

Sourcing Stage

JumpCut uses data to discover new talent and ideas

Development Stage

JumpCut applies proprietary testing process to determine how to develop a creative idea

Marketing Stage

JumpCut identifies ideal messaging and audience segmentation through proprietary large scale testing process

Thank You

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