**Data interface**

Our provided data will be divided into three main categories:

* Individual based data
* Targeted based data
* All audiences-based data

Each of these main categories will have the following features within them:

* Second by second emotional analysis
* Scene by scene emotional analysis
* Character related emotional analysis
* Overall emotional analysis

Each feature will allow the user to access three main data points:

* Seven main emotions – anger, fear, disgust, happiness, sadness, surprise, neutral
* Positive or negative experience
* Engagement level

**Main categories explained**

1. Individual based data

Under this category you will be able to open profiles of each of the audience members we have tested. Each audience will have their ethnicity/gender/age/income attached to their profile (individua’s description is revealed by our AI, not questionnaires)

1. Targeted based data

Besides the importance of identifying your primary and secondary target audience, it is also important to understand how a given/predicted target audience reacts to the subject movie/trailer. Hence, to validate or reject target audience predictions.

Under this category you will be able view all emotional related data of your predicted target audience. To more easily navigate Lionsgate will be able to customize their search by choosing age/gender/ethnicity groups.

Example – we conducted a test screening of a large audience group for a trailer whose primary target audience are predicted to be white males age 35-45. To more easily access their target audience data findings, you will be able to search data choosing particular age group / gender / etc… e.g. male, 35-45

1. All audience-based data

This category will allow to access the aggregate data findings e.g., emotions/feedback/engagement of all audiences

**Features explained**

It is important to allow higher flexibility of emotion data findings as different movie genres require different fulfilments to achieve success.

1.Second by second

Under this feature you will be able to track the entirety of the emotional journey experienced by the audience second by second.

This feature focuses on allowing the user to go into the details of the data collected and view certain seconds of the movie and audiences’ emotional responses to them.

For example, to better sell Art House movies such as “Shape of Water” it is important to understand the whole emotional journey the audience has experienced throughout the movie.

1. Scene by scene

This feature will allow the user to access the audiences’ responses to certain scenes in a movie. For many horror movies the success lies in having memorable ‘most scary’ scenes. Having the opportunity to perfect such scary scenes via our data will help the user better sell the movie.

Under this feature the user will be able to also view most engaging and emotional scenes throughout the movie.

1. Character related emotional analysis

Our data base will have a timeline of all character appearances and will allow the user to choose any of the characters and see how audience reacted to each of all character appearances. This will give insight into what characters resonate the most with which audience types, hence help to better promote and sell the movie (e.g. young females 25-35 love seeing Leonardo Di Caprio)

1. Overall emotional analysis

This feature will allow the user to view the combined emotional analysis of all tested audience.

**Marketing suggestions**

In addition to providing raw data we will also accompany it with various marketing suggestions based on our data.

1. Comparative and quality analysis

To help understand where the trailer/movie stands we will first identify what movies/trailers are similar to the subject content and then compare it. Based on the findings we will highlight both strong and weak aspects of the subject movie as well as give an overall score.

e.g. Strong aspects – buildup of suspense / abundance of emotional scenes

e.g. Weak aspects – pacing / consistency of engagement level

Score – 7/10. Good

1. Age suitability recipe

Upon analyzing the presence of violence/intimate and disturbing scenes/bad language we will provide a rating for the film

* G
* PG
* PG – 13
* R
* NC – 17

1. Financial forecast

We will estimate the subject movie’s estimated financial success both domestically and internationally (by country) based on our data of past similar movies.

We will also take into the account the involved actors’ box office success history as well as movie theme relevancy

First week – all week money given to film distribution company, 100%

All other weeks – diminishing records to film distribution companies

How many movies to be shown to cinemas

Netflix makes their own movies only

Disney plus – original plus

1. Genre recipe

Based on our data for past similar movies we will help identify movie’s genre

Whether your movie is a horror, thriller or a comedy will determine under what google search the movie comes up, where it will be recommended and how it will be marketed and sold.

It is also important to not only define your genre of a movie, but also to fulfill its expectations which is why correctly defining your movie’s genre is crucially important.