Paper-JT- 062: Predicting Animated Film of Box-Office Success with Neural Networks

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ABSTRACT

Animation industry involves huge funds in production process and its success will also give a great income. Predicting animated film of box-office has intrigued many scholars and industry leaders as a challenging problem. The success of animated films is obtained by objective parameters: the actors/actress, animation studio, genre, MPAA rating and the sequel of the film using neural network. In this study, the use of neural networks in predicting the financial performance of 120 animated films from 1995 until 2013 is explored. There are three categories of financial performance that become the class label of this study, they are: low, medium and high. Our prediction result in correctly classified instance is 66.67%, with the value of epoch: 0, number of epoch: 500, learning rate: 0.3 and momentum: 0.2. It is expected that this prediction can help animation film industry to predict the expected revenue range before its theatrical release.

Keywords: animated film, financial, predict, neural network and box office