

An economic analysis of hanger film movie

[Literature](#), [Russian Literature](#)



Hunger Games Economic Analysis The development of a movie can be one costly affair which proves to be rather discouraging to some movie producers. This is so because a large monetary outlay has to be put forth in relation to the movie which is to be created. The monetary logistics that are involved in the early stages of movie development cannot be said to be a local affair but rather an international one, especially if the movie aims at targeting an international audience. With this basic knowledge in mind an economic analysis of a movie can be carried out in order to establish where it is to be placed in economic terms.

The movie that is of interest in this case is entitled Hunger Games. It is a movie produced by Gary Ross and was released in March 2012. With this particular movie in perspective the issues that are to be looked at revolve around the production budget, the expenses incurred thereafter, sat in marketing together with the revenue that is generated upon its release and thereafter.

The estimated budget for the production of the movie was in the region of \$78 million. Quite a large budget it was but the fact that the global reception of the movie was not a letdown is something worth writing home about. A movie is considered a success in economic terms if the revenue generated from its sales in cinemas and individuals surpasses the breakeven point to the extent that the revenue gotten from sales is able to cover all the expenses incurred in the development and at the same time generate a profit.

The revenue that was generated from the movie puts the movie in the same league as some of the mentionable movies that have been produced over

the years. Upon the first weekend after its release, the movie was able to rake in a total of \$152.5 million dollars in the U. S. alone. This was just but the United States only. Further afield in a country like Denmark the movie was able to rake in close to \$4.5 million. These figures are only in relation to the showing of the movie in theatres and does not necessarily reflect the actual amount that is to be realized after considering even the individual purchases. What this points out is that the reception of the movie on a global level was quite positive. So far in the U. S. alone the movie has had a gross domestic total of close to \$340 million dollars.

The financial statistics also speak a lot about the movie. The fact that it has been able to topple the list when put side by side with other big movies such as Titanic in 3-D is something quite commendable. In the weekend of 14th April 2012 the movie had the most earnings from movie sales, an estimated \$21.5 million gross for that weekend while Titanic in 3-D raked in \$11.6 million locally. What these figures point out is the fact that the economy is in favor of the movie and it is sailing in favorable financial waters.

References

German, David , ' Hunger Games' earns \$21.5 million to slap down ' Stooges'- Associated Press Sun, Apr 15, 2012