

## MARKET ANALYSIS

### MARKETS

The world-wide film market is split into two, the American market and the rest of the world, the former accounting for over fifty percent of total box office receipts. As an example, consider Mel Gibson's *The Passion of the Christ*: the American box office amounted to \$370m, the world-wide to \$622. The same financial pattern is, in general, repeated for most Biblical films.

The distribution will therefore follow:

1. UK, USA & Canada
2. Europe [dubbed]
3. Australasia & South America [dubbed]

### TARGETS WITHIN MARKETS

Christians

Fans of ancient-world epic drama – *Troy*, *Gladiator*, *Clash of the Titans*, . . .

Those interested in End-of-Days prophecies [a huge increase] – *The Omen 1, 2 & 3*, *End of Days*, *The Watchers*, . . .

Audiences that expect a film to tell it as it was with no holds barred – *Gulag* [1985], *Schindler's List*, *Caligula*, . . .

All those concerned about the environment.

### FINANCIAL ANALYSIS

“There is competition for the Christian audience now that there hasn't been before. I thought at some point it would level off, but so far it's getting bigger and bigger. It's more than I could have possibly imagined.”

Ted Bachr, publisher of *Movieguide*

The following shows the extent of the market, assuming, of course, that the film captures the imagination of potential audiences. It is indicative that the highest grossing film has mention of the Lord Jesus Christ in the title – only to be expected!

### SIGNIFICANT CHRISTIAN FILMS

[Until lockdowns ruined our lives and very nearly our countries' economies]

Title/Year	World Box Office	Today's value [as per CPI]
<i>The Passion of the Christ</i> /2004	\$622.3m/£423.33m	£694m
50 films (average per film)/ 2006	\$39m/£26.53m	£41m each
<i>Son of God</i> / 2014	\$70.95m/£57.22m	£73m
<i>God's Not Dead</i> / 2014	\$64.7m/£52.18m	£66m
<i>Heaven Is for Real</i> /2014	\$101.3m/£81.69m	£104m
<i>War Room</i> / 2015	\$74m/£53.62m	£68m
<i>Miracles from Heaven</i> /2016	\$73.9m/£60.57m	£76m
<i>The Shack</i> /2017	\$96.9m/£85m	£103m
<i>The Star</i> /2017	\$62.8m/£55.09m	£67m

AVERAGE £57 Million

MINIMUM £41 Million

MAXIMUM £694 Million