EXCEPTIONS
BRANDS
**Demand patterns**

**TOP 100 GLOBAL HITS**

- Sequel: 27
- Adaptation: 23
- Remake: 6
- Studio Comedy: 8
- Studio Genre: 7
- Studio original: 9
- EU/World: 5
- Studio animation: 13

70% of public funding goes to production.

Top 25 films make up 36.6% of EU admissions.

Source: European Audiovisual Observatory/Box Office Mojo
Brands
Participation and community

Diaspora

Shared experience

Genre communities

Exclusivity

Opal's Book Club 2.0

Themes

Other fanbases

YouTube

Crowdfunders

Fangoria

The First in Fright Since 1979

KICKSTARTER

Conversations About Cinema
Control over product/IP
Luck cannot be plan A