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ANALYSIS OF FILMS SHOWN IN CINEMAS IN KAZAKHSTAN

Abstract. This research work about the analysis and information about 100 films shown in Kazakh cinemas in 2010-2018. In particular, the level and development of Kazakh films have been shown. In what genre films are shot in Kazakhstan, its interest rate. Mutual comparison of box office of Kazakhstan films and production companies has been done. In this paper, the percentages of the languages of the films have been shown. The countries of films shown in cinemas of Kazakhstan and their percentage are determined. The analysis of genres of foreign films has been presented. It was also reported about the budgets and box offices of foreign films, and their mutual verification. Countries of films with a high cash register. Well-known manufacturing companies and their percentage has been demonstrated. Awards of the films and their analysis shown in cinemas of Kazakhstan are defined.

Keywords: film, percentage, box office, analysis, genre, budget.

Аңдатпа. Зерттеу жұмысы 2010-2018 жылдары Қазақстан кинотеатрларында көрсетілген фильмдерді талдау және ақпараттарды көрсету туралы. Атап айтқанда, қазақстандық фильмдердің деңгейі мен дамуы көрсетілді. Қазақстанда фильмдер қандай жанрда түсіріледі, олардың пайыздық көрсеткіші. Қазақстандық фильмдер мен өндірістік компаниялардың кассалық алымдарын өзара салыстыру жүргізілді. Бұл мақалада фильмдер тілдерінің пайыздық үлесі көрсетілді. Қазақстан кинотеатрларында көрсетілетін фильмдердің елдері және олардың пайыздық үлесі анықталды. Шетелдік фильмдердің жанрларына талдау жасалды. Сондай-ақ шетелдік фильмдердің бюджеттері мен кассалары, сондай-ақ олар өзара салыстырылды. Жоғары кассалық алымы бар фильмдердің елдері мен белгілі өндіруші компаниялар және олардың пайызы көрсетілді. Қазақстан кинотеатрларында көрсетілген фильмдердің марапаттары мен оларды анализдеу анықталды.

Түйін сөздер: фильм, пайыздық көрсеткіш, кассалық алым, анализ, жанр, бюджет.

Аннотация. Статья об анализе и информации о 100 фильмах, показанных в казахстанских кинотеатрах в 2010-2018 годах. В частности, был показан уровень и развитие казахстанских фильмов. В каком жанре снимаются фильмы в Казахстане, его процентная ставка. Проведено взаимное сравнение кассовых сборов казахстанских фильмов и производственных компаний. В этой статье были показаны процентные доли языков фильмов. Определены страны показа фильмов в кинотеатрах Казахстана и их процентная доля. Представлен анализ жанров зарубежных фильмов. Также сообщалось о бюджетах и кассах зарубежных фильмов, а также об их взаимной проверке. Страны фильмов с высоким кассовым аппаратом. Были продемонстрированы известные компании-производители и их процент. Определены награды фильмов и их анализ, показанных в кинотеатрах Казахстана.

Ключевые слова: фильм, процентный показатель, кассовый сбор, анализ, жанр, бюджет.

Introduction

The dynamic development of the Kazakh film industry attracts the attention of the world film market. More and more domestic films are being released internationally. Kazakhstan's products are gaining recognition at major international festivals and competitions.

At the moment, the domestic film Studio "Kazakhfilm", which was founded in 1934 in Almaty, is the only and largest center of film production in Central Asia, providing a full range of services for the production of feature, documentary and animated films.

Film production is carried out both in film and digital format and allows Kazakh filmmakers to make films that become the property of the country.

The main topics of the paintings of the Studio is the best of the human qualities of the modern Kazakhs, friendship and unity of the people, complex historical path of the country, today Kazakhstan, as well as the preservation of historical and cultural heritage, the importance of the achievements of the country's independence [1].

According to official statistics, there are 35 film production organizations producing more than 250 films per year, including television and private projects. There are 93 theaters and 247 cinemas. Box office fees are more than 14 billion tenge, of which only 10% - from Kazakh paintings. Of the 400 films in the box office, only 6% or about 24 films are produced in Kazakhstan.

The volume of services for the production of films, TV programs and music records in Kazakhstan increased by 58.5 percent over the year. In monetary terms, the figure amounted to 18 billion tenge [2].

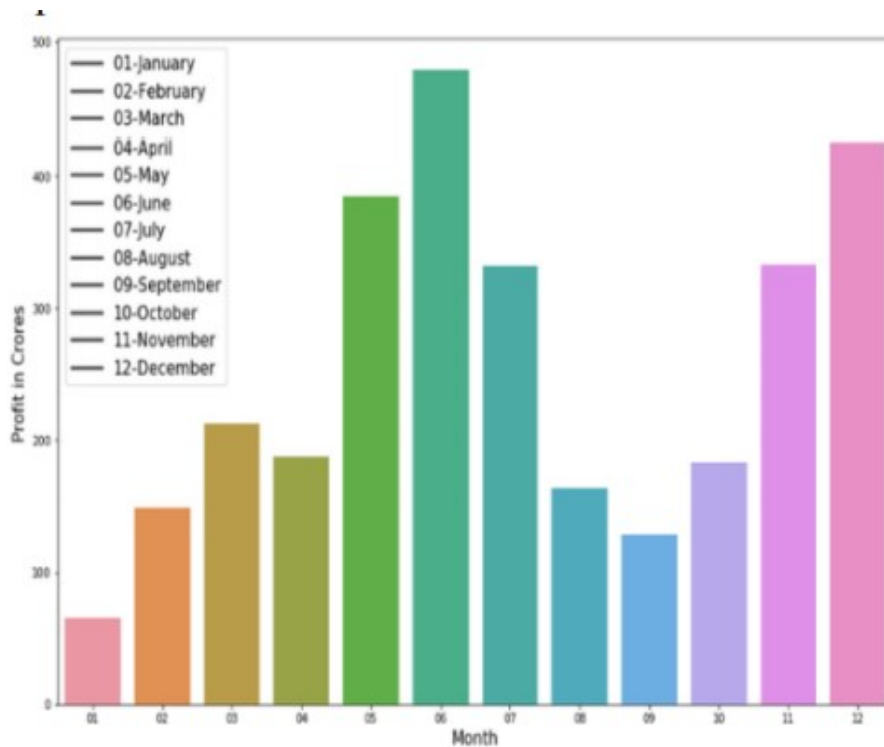
The locomotive of the Kazakh cinema in the first half of the year is the cultural capital. The share of Almaty increased to 59.8 percent from Kazakhstan, the volume of services increased more than twice, to 10.8 billion tenge.

Another 25.4 percent of all services in film and video production accounted for Astana - 4.6 billion tenge, plus 23.6 percent for the year [3].

Today we have three main trends. On the one hand, it is an ideological film, addressed to some specific ideas of power, including the ideology of state patriotism. There are also Directors who are, as it were, the official representatives of such a movie. This is primarily Rustem Abdrashev and Akan Satayev, balancing on a rope between the author's cinema and ideologically biased cinema.

The second direction, which today has acquired a certain clarity, is commercial cinema. Here the genre of Comedy has been gaining momentum for a number of years and now has gained visible features of commercial cinema, designed for cash, for audience demand. Here only the last films from this series: "Glamour is for fools", "Business Kazakh", "Brother or marriage", "Kalinka Sabina". And the third trend is the author's cinema.

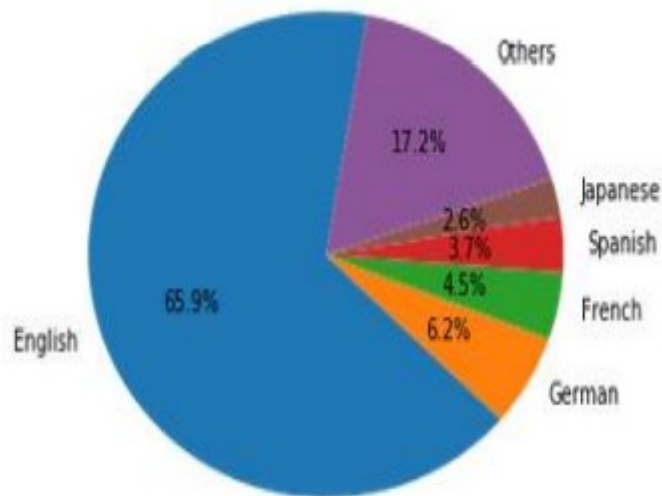
There are approximately 190 countries all over the world. Every year in each month, more number of movies are released in many different languages in many different countries the world. Though more number of movies are released every year, not all the movies acquire success and bring profit. There are specific months in year which give higher profit rate than the other months. The studios always keep an eye on the historical box office performance for every month and weekend of the year. V. Vaneetha, V.P. Sumati, V. Soundarya conducted an analysis on the most profitable month of the year of the film [4].



The above graph infers that among all the months in the year, the sixth month, June has the higher number of profit and June month is the most profited month all over the world in the movie production. Also, from this analysis, it is concluded that on an average, mid of the year during the summer seasons i.e., from May to July is the period where the profit gets increased more. It's been true that a strong turnout is a reflection of demand or overall consumer behaviour. This is why you will see an action blockbuster on the first weekend of summer. Holidays are vital for obvious reasons. The December month is the second profited month. During these month a more number of holidays and family movies are released more when family time is more. The May month is third most profited month which is the month for summer holiday seasons for schools. Maybe during holidays, people turn out to movies more often for the entertainment. More people buying ticket and watching movies during these seasons increases the revenue of the movie, which in turn increases the profit of the movie. This may be a reason for movie released in mid of the year getting more profited [5].

They also analyzed the language With More Number Of Movie Releases.

Language vs Number of movie releases:



In each and every language, a large number of movies are releasing annually. For instance, a Hollywood film typically takes 36 months to plan and 12 months to execute. From the dataset, the total languages is considered and top five languages with highest percentage of movies and other remaining languages are analysed and represented in pie-chart. This representation depicts which language has highest number of movies.

Working on this project, I found similar articles. One of them is “Analysis of the current state of the domestic film industry”. The authors of this work Spivakova Karina samvelovna, Arakelyan Arthur movsesovich [6].

They compared domestic and foreign films of 2004-2014.

Dynamics of distribution of domestic and foreign films 2004-2014

Год	Прокат фильмов			Годовой прирост			Доля отечественных фильмов
	Всего	Отечественные	Зарубежные	Всего	Отечественные	Зарубежные	
2004	283	50	233	4,4%	25,0%	0,9%	17,7%
2005	289	60	229	2,1%	20,0%	-1,7%	20,8%
2006	310	69	241	7,3%	15,0%	5,2%	22,3%
2007	369	85	284	19%	23,2%	17,8%	23,0%
2008	378	81	297	2,4%	-4,7%	4,6%	21,4%
2009	324	82	242	-14,3%	1,2%	-18,5%	25,3%
2010	363	80	283	12%	-2,4%	16,9%	22%
2011	373	95	278	2,8%	18,8%	-1,8%	25%
2012	451	84	367	20,9%	-11,6%	32%	18,6%
2013	520	65	426	2%	-22,6%	7,3%	18,2%
2014	521	84	437	6,1%	29%	2,6%	18,01%

In the period from 2005 to 2010, the period of relative stability in the country's economy as a whole and the conditional rise in domestic film production in particular, the share of domestic films in the repertoire of cinemas fluctuated around 20–23%. However, since 2012, this figure has dropped to 18%, despite the increase in the total number of Russian films produced. From 2012 to 2014 recovery of this indicator to the former level did not happen.

They also analyzed the Attendance of cinemas in Russia, 2004-2014

Attendance of cinemas in Russia, 2004-2014

Год	Число посещений, млн чел.	Годовой прирост
2004	73,7	12,9%
2005	84,5	14,7%
2006	86,9	2,8%
2007	115,1	32,5%
2008	120,0	4,3%
2009	132,3	10,3%
2010	155,9	17,8%
2011	160,0	2,6%
2012	160,4	0,3%
2013	176,3	9%
2014	176	-0,2%

As can be seen from the table, attendance at cinemas, until recently, grew at a rather high rate. However, in 2011, the first sharp decline occurred, and in 2014, for the first time, a slight decrease in visits was recorded compared to the previous year. Among the many possible reasons for this are two main ones: an increase in the average cost of tickets for film shows and a decrease in real household income due to a sharp jump in exchange rates. Nevertheless, the number of visits to cinemas in 2015 increased again, the data for the first half of the year recorded a rather sharp jump in this indicator.

This indicates that the potential for growth in the capacity of the film distribution market remains quite high.

The author studied the Network of commercial cinemas and the number of cinemas in Russia, as the features of the cinema in the country.

Network of commercial cinemas the number of cinemas in Russia

Год	Количество кинотеатров	Количество кинозалов	Кинотеатры с цифровыми залами	Цифровые кинозалы
2009	778	2101	272	338
2010	834	2395	532	941
2011	914	2704	709	1495
2012	1025	3100	871	2094
2013	1101	3479	1010	2967
2014	1122	3540	1040	3144

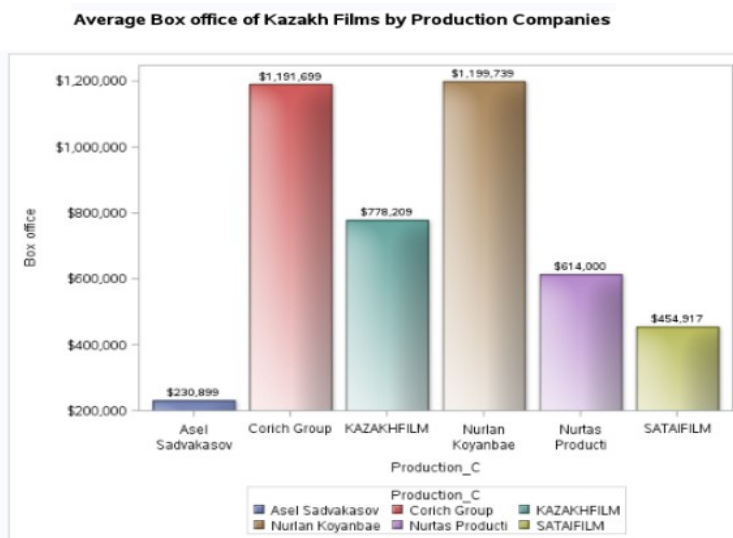
In 2014, the number of settlements with a high degree of equipment with modern cinema halls is quite large, however, the problem with the payback and investment attractiveness of domestic film projects remains. From these data we can conclude that Russian cinematography has reserves of growth and improvement. The commercial potential of the film business is quite high.

Author the main economic indicators of the industry are analyzed and the main development trends and their positive and negative traits. The author carefully studies such indicators as the dynamics of film distribution in the Russian film market, divided by the percentage of domestic and foreign films, the attendance of cinemas in Russia, the number of cinemas and especially the cinema in the country, shooting Russian and foreign film projects, production facilities of film studios.

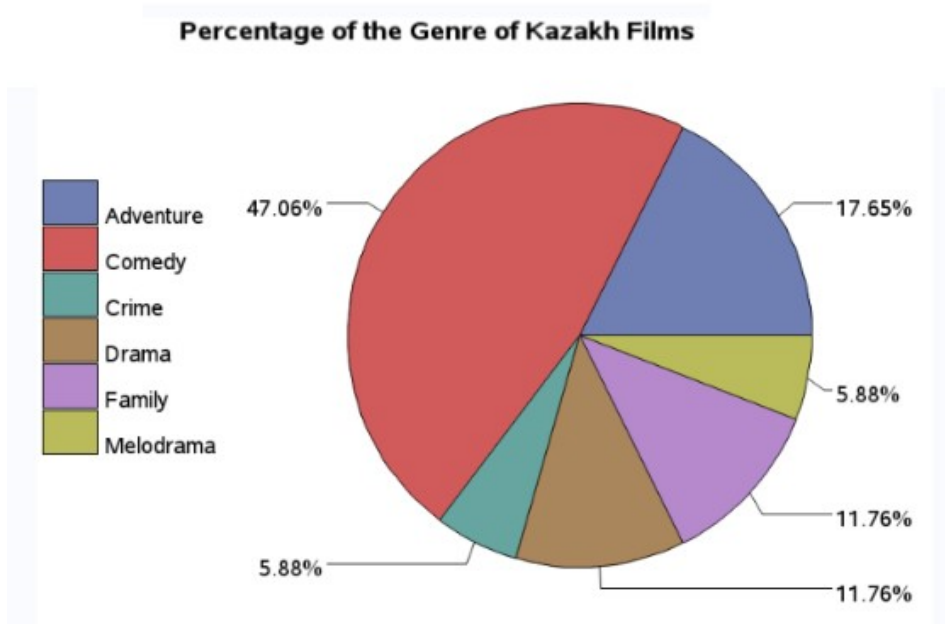
Main part

The dataset is captured from kaggle dataset and it contains 100 movies. It contains nearly 8 years (between the years 2010 to 2018) of movies data. The dataset accommodates nearly 18 attributes. The dataset holds attributes such as movie id, original title, the duration of film, production companies, the type of movie genre, revenue of the movie, movie budget, languages of the movie, country name of the movie, release date of the movie, movie languages count. Also names of awards.

The analysis of films shown in cinemas in Kazakhstan as a whole can be judged by the following indicators: the percentage of countries of films in cinemas, information about the genre of films, the average budget and the average box office of films. Information about the highest film production companies and film awards.



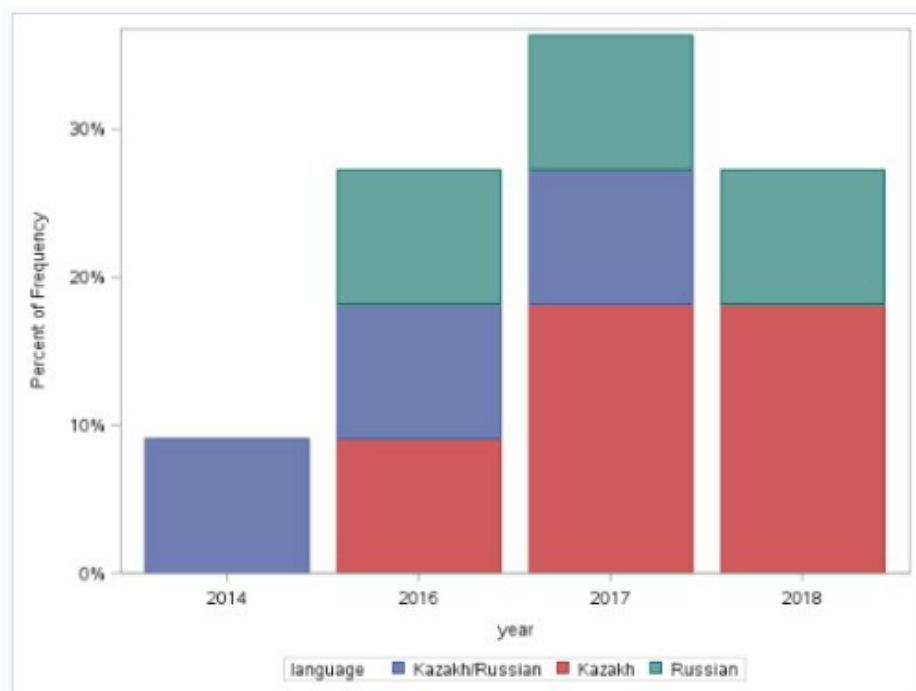
The chart displays the average box office of Kazakhstan films by production companies. The highest box office-this movie Corich Group and Nurlan Koyanbaev. Average box office of the film Nurlan Koyanbaev is \$1,199,739 and the film Corich Group is \$1,191,699. There is a slight difference in the box office of the films Nurtas Production, KazakhFilm, SataiFilm. Movies of Asel Sadvakasova low box office. The film Asel Sadvakasova is \$230,899.



This bar chart gives information about the genre of Kazakh films. 47% of Kazakhstan films are in the Comedy genre, 17.65% in the adventure genre are in the second place. There is a slight difference in the percentage of the genres Drama, Family. Minimum 5.88% in melodrama and criminal.

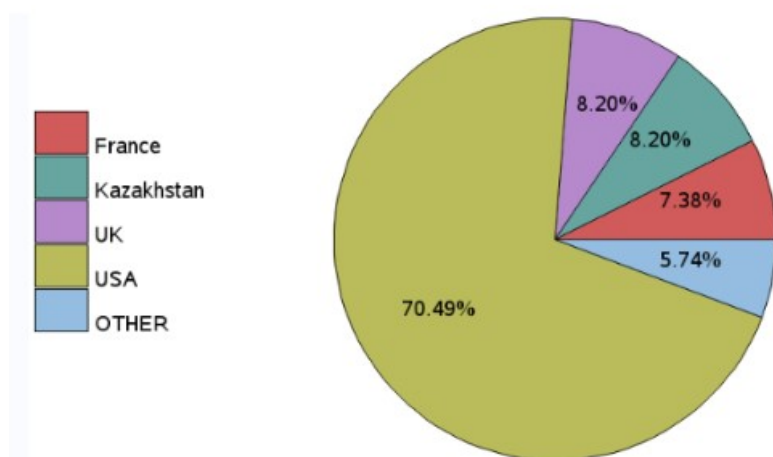
To high rating films in Kazakhstan include : “Бизнес по-казахски”, “Брат или Брак”, “Ұлы Дала Комедиясы”. The genre of these films is comedy.

Language of Kazakh Films by year



In this chart, 10% of Kazakh films shot in the Kazakh language in 2016. In 2017-2018, the growth was up to 19%. In the Kazakh and Russian languages (bilingual) for 2016-2017 was 10%. Also in the Russian language for 2016-2017 was 10%.

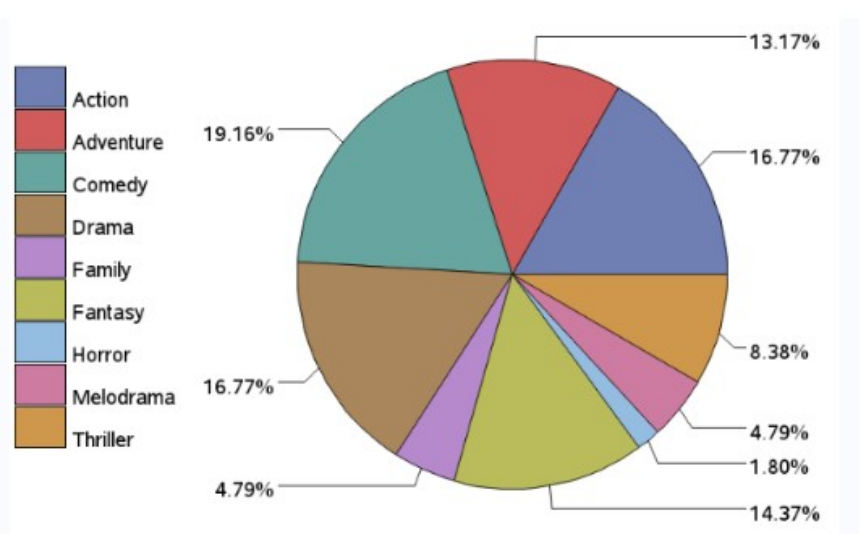
Percentage of countries of the films in 2010-2018



The success of the film contributes to major changes in the world economy. Every country produces films every year. There countries that produce films on a large scale compared to other countries. The analysis is done to portray which country produces more films.

The chart displays the Percentage of countries of the films shown in cinemas of Kazakhstan in 2010-2018. Most of the movies are from USA, 70.49% , and 7.38% of films are from France. Also 8.20% of films are from UK.

Percentage of the Genre of Films



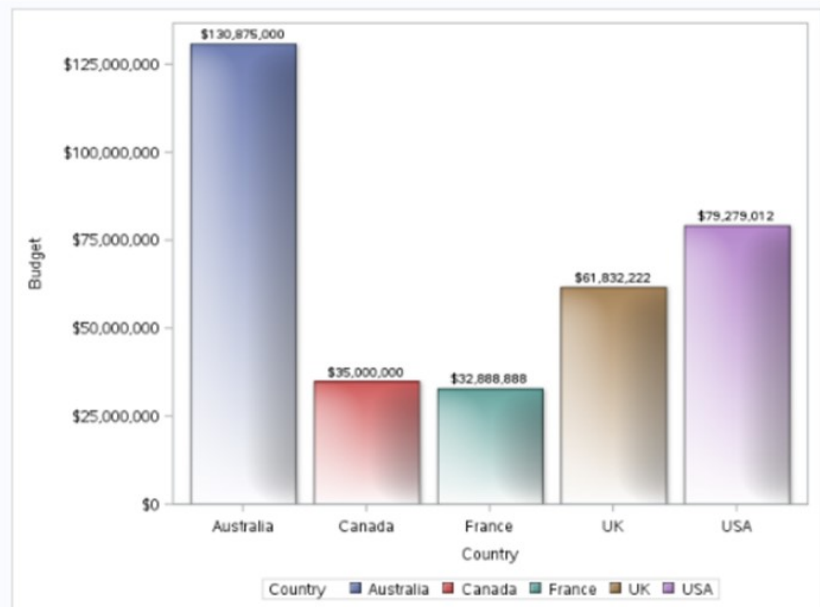
This bar chart gives information about the genre of films shown in cinemas of Kazakhstan in 2010-2018 years.

There are shown 9 genre: Action, Comedy, Adventure, Drama, Famiy, Fantasy, Horror, Melodrama, Thriller.

19.6% of films are in the Comedy genre, 16.77% in the adventure genre and drama genre. There is a slight difference in the percentage of the genres Fantasy, Adventure, Thriller. Minimum 1.80% in the horror genre.

Obs	Country	Budget
1	USA	\$79,279,012
2	UK	\$61,832,222
3	France	\$32,888,888
4	Australia	\$130,875,000
5	Canada	\$35,000,000

Average Budget of the Films by Country

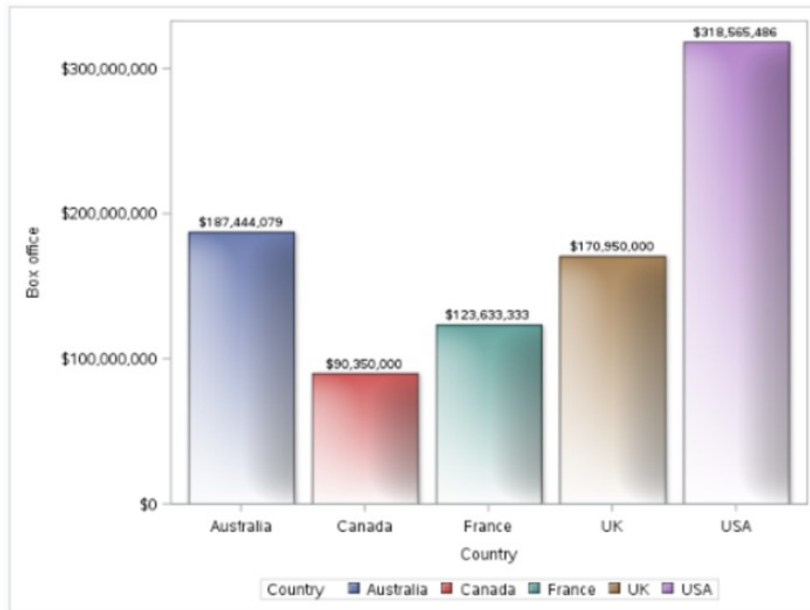


The chart displays the Average budget of the films by country.

The highest average budget is in Australia is \$130,875,000. There is a slight difference in the average budget are in USA and UK. Movies of USA average budget is \$79,279,012. Fims of UK is \$61,832,222.

Obs	Country	Box_office
1	USA	\$318,565,486
2	UK	\$170,950,000
3	France	\$123,633,333
4	Australia	\$187,444,079
5	Canada	\$90,350,000

Average Box office of the Films by Country

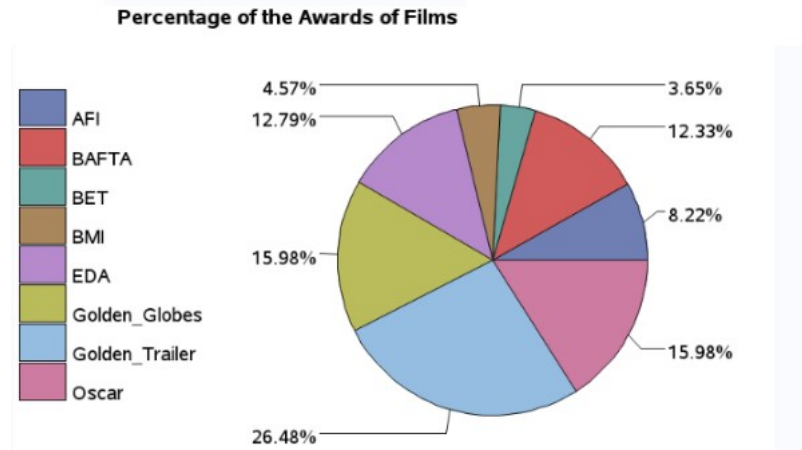


Here we see that average box office of films of USA more 4 times than average budget. Also average box office of films of UK more 2.75 times than average budget.

Average box office of films UK and Australia are slight difference.

Percentage of Awards

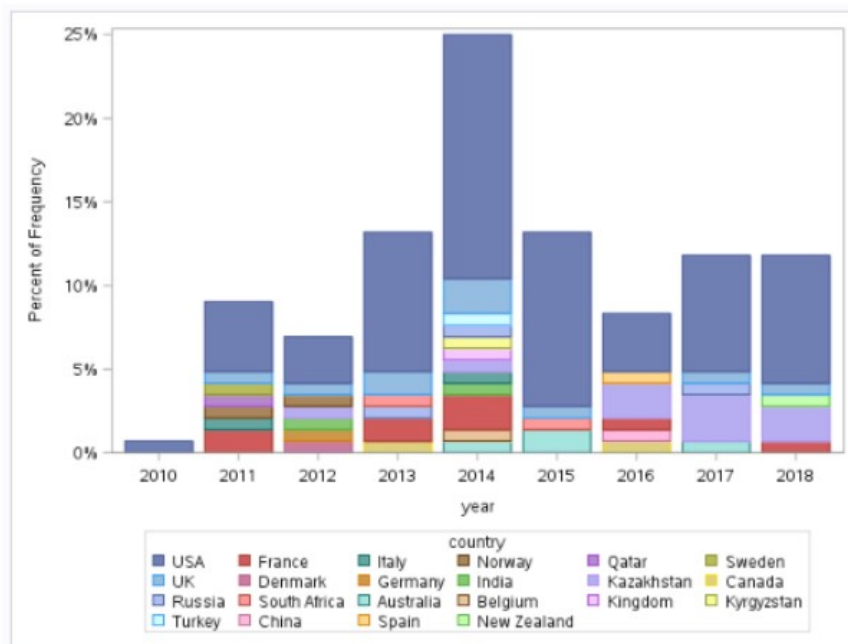
Obs	Awards	Count
1	Oscar	35
2	Golden_Globes	35
3	EDA	28
4	Golden_Trailer	58
5	BET	8
6	BAFTA	27
7	AFI	18
8	BMI	10



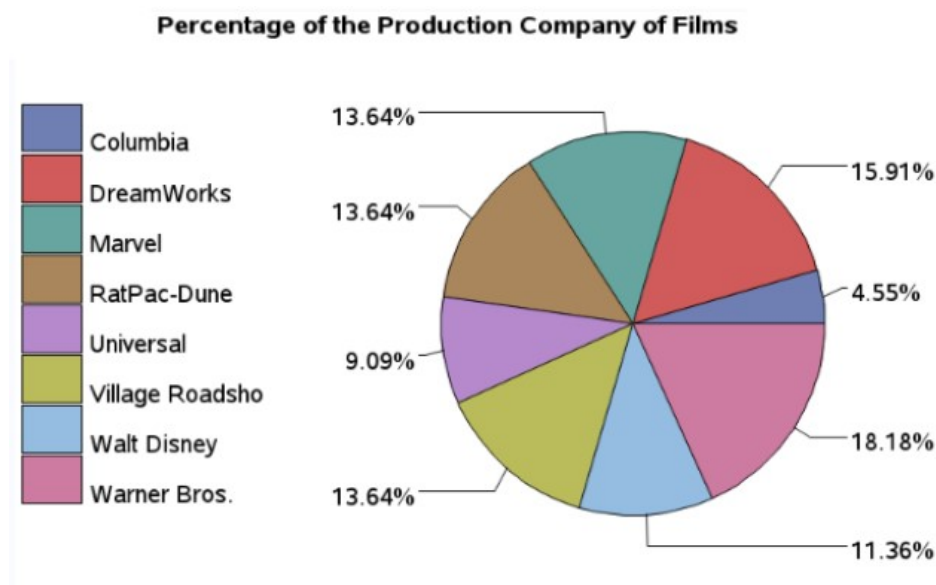
This bar chart gives information about the awards of films shown in cinemas of Kazakhstan in 2010–2018 years. There are shown 8 most popular awards: Oscar, Golden Trailer, Golden Globes, EDA, BMI, AFI, BAFTA.

The highest 26.48% of the film was awarded the Golden Trailer, 15.98% of the film were awarded the Golden Globes and Oscar. Also 12.79% of the film were awarded the EDA.

Country by Year



From this data we can conclude that the level of the United States is large. The largest poker was 27% in 2017. There is a slight difference in the India, Norway, Turkey, Canada, New Zealand.



This bar chart gives information about the Production Companies of films.

There are shown 8 most popular Production Companies: Worner Bros. Pictures, Walt Disney Pictures, Columbia Pictures, Universal Pictures, DreamWorks, Marvel, RatPac-Dune, Village Roadshow.

The highest 18.18% of the film Production Company is Warner Bros. Picture, In the second Production Company is DreamWorks Picture with 15.91%.

Conclusion

We analyzed Kazakh and foreign films in cinemas in Kazakhstan. We showed information about their genres, average budgets and average box office. 47% of Kazakhstan films are shot in the Comedy genre. Among the films with a high rating, and box office, includes films Corich Group (Brother or Marriage), Nurlan Koyanbaev (“Business in Kazakh”), Kazakh Film (“Zhauzhurek myn Bala”). In recent years, the production of Kazakh films in the Kazakh language has increased. In 2010-2018, about 70% of USA films are shown in cinemas of Kazakhstan. In addition, most of the films were shot in the genre of Comedy, adventure, drama. The highest average box office movies USA.

The highest percentage of the films Production Companies are Worner Bros. Pictures, Walt Disney Pictures, Dreamworks Pictures.

Upon analysing , the movie success is independent to the factors like the budget of the movie, it doesn't make profited movie even when lot of budget is invested in a movie. From this analysis, it's clear to the point that to make a movie to be successful, the studios, releasing the movie has to release the favourable genre movie of people's interest.

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