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0521843847 - A Concise Handbook of Movie Industry Economics

Edited by Charles C. Moul

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### A CONCISE HANDBOOK OF MOVIE INDUSTRY ECONOMICS

This concise handbook collects essays on all aspects of the motion picture industry by leading authorities in political economy, economics, accounting, finance, and marketing. In addition to bringing the reader an up-to-date perspective on what is known and what has been accomplished, it includes both new findings on a variety of topics and directions for additional research. Topics include the estimation of theatrical and ancillary demand, profitability studies, resolution of evident paradoxes in studio executive behavior, interaction of the industry and government, impacts of the most recent changes in accounting standards, and the role and importance of participation contracts. New results include findings on the true nature of the seasonality of theatrical demand, the predictive power of surveys based on trailers, the impact of the Academy Awards, the effectiveness of prior history measures to gauge cast members and directors, and the substitutability of movies across different genres.

Charles C. Moul is Assistant Professor of Economics at Washington University in St. Louis. His work documenting evidence of how movie quality improved as studios gained experience with synchronous-sound recording (i.e., “talkie”) technology has appeared in the *Journal of Industrial Economics*. Professor Moul’s ongoing research addresses whether economics is a valid and useful tool to analyze as volatile a process as weekly movie demand, how demand for a movie saturates as the pool of potential consumers views it, and the value of advertising to society. In April 2003, he organized and hosted *Entertainment Economics: The Movie Industry*, a conference bringing together leading authorities in digital production, copyright law, marketing, economics, accounting, and regulation.

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CHARLES C. MOUL

Washington University in St. Louis



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