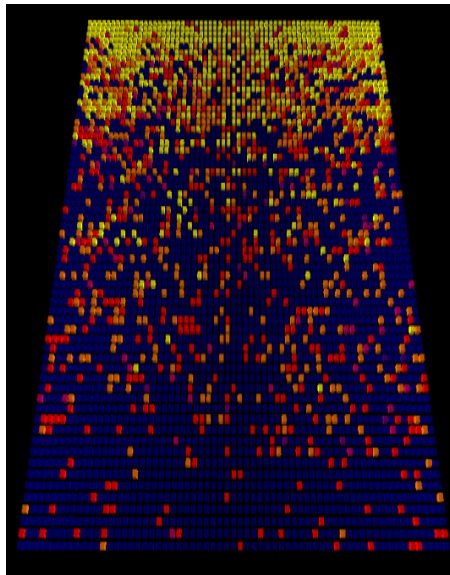
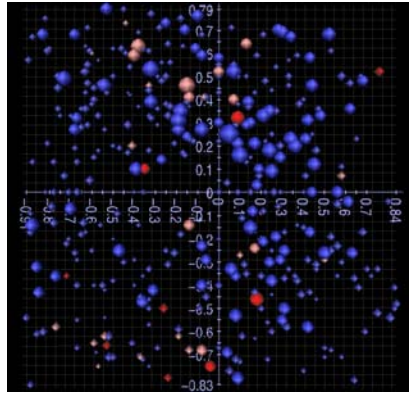


PwC Consulting

ABM and Microsimulation Projects



- **Client Need**

- 20th Century Fox Filmed Entertainment wanted a tool to help them better plan the distribution and marketing of first-run, widely released films.

- **PwC Solution**

- PwC developed the first commercial application of agent-based modeling in the film industry. The simulation, “MovieScape,” predicts how first-run films perform up to 8 weeks **before** opening. MovieScape also allows executives to run “what-if” scenarios to alter factors like distribution strategy, marketing, and release dates to see how those factors impacted box office receipts. MovieScape is not only more versatile than statistical techniques, but over a period of two years, MovieScape predicted wide-release film openings significantly better than any statistical technique or expert system in use over the same period.

- Built with ICEcore technology, for which PwC has a patent pending.

- **Benefits to Client**

- Using insight gained from simulation, executives were able to keep a competitive edge in the distribution and marketing of wide-release film releases.