

A Study on Big-Data's Effect of Film Marketing

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1. Introduction

In film marketing, use of SNS or Online marketing can give great benefit of reducing the price and also easy entrance in the market, as well as less or no issue of responsibility or duty which exist in face-to-face interaction, so it can be a part in social network.

From this viewpoint, the big data, which has become issue on market, would be a improved information technology which produces value to change estimation or preparation on the basis of generated information, that is generated by collecting and processing data existing on online.

2. Film marketing and big data

2.1. Practical use of big data in the industry of arts and culture

The level of using data in culture and art area seems just initial stage. Examples of organizations which actively adopt big data in culture business would be survey and research organizations, media and press groups, advertisement companies, game and music corporations, entertainment companies.

These groups apply real time monitoring technique on social media to detect and deal with dangerous factors to them, or to analyze taste of clients, certain person's image, or brand to use the result as a marketing's supporting factors.

2.2. Analyse of big data for film marketing's practical use

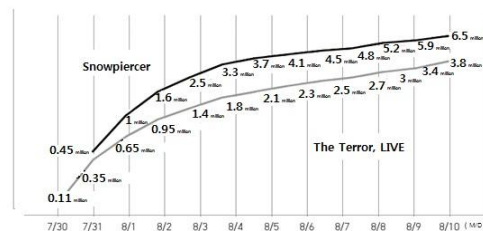
As seen in examples, Big Data Analysis enables analysis on paths of informations shown on social media, to recognize potential consumer groups and their different communities.

Methods adopted to analyze social media's information can be grouped into 3 categories. First, Technical statistics, Second, Network analysis. Third, Text mining.

Among them, Text mining is a technology as a sub-concept of Data mining, whose purpose is to extract and process valuable data from non-structured or semi-structured text data, on the basis of 'Natural Language Processing' technology.

Big capacity language resources and statistical and regular algorithm are used to mine hidden valuable data, by way of analysis on language used by human words(natural language) which is processed by computer.

In this study, I compar and analyzed 2012 and 2013's hit movies to find out mining analysis which fits to film marketing, to use its big data, and for proof analysis.



*Big data Academy's lab in Korea Database Agent

Figure 1. The Cumulative rise in audience according to big data: "snowpiercer" vs "The Terror, Live"

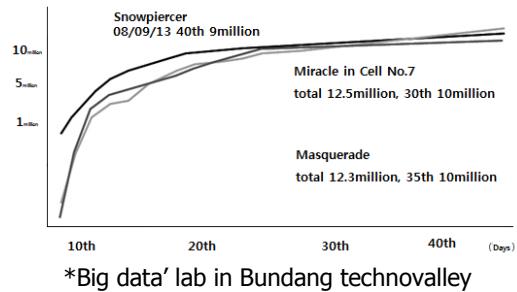


Figure 2. The Audience trend according to big data: "snowpiercer" vs 10 million films

3. Conclusion

In this study, how SNS communication impacts the box office film marketing will be analyzed through big data, which has been a big issue as of late.

Films are unpredictable because it's not a practical product. It's at times considered a sensual and an emotional product in our modern society. The product cannot be repaired nor refunded after it's been seen.

Through the data received via SNS communication, we can clearly analyze the viewer satisfaction rating, before and after people watch the film. Such data can be analyzed through hits on SNS by using big data.

By looking at the hits, one can predict how successful a film will be. Also, you can find out about the opinion mining and the open source of the films through the big query software system.

These results can be the first thesis using big data and can contribute to the film industry and film marketing.

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