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Critical determinants of box office success for the Malaysian film industry

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Abstract

The study seeks to identify the factors that contribute to the box office success of Malaysian films. Data on 316 films were collected from the National Film Development Corporation, Malaysia. Multiple regression and selected non-parametric tests were performed on the data. The findings suggest that the two factors that impact the box office success significantly are the number of days and the number of cinemas a film is screened. Further, closeness of a film's release date to a seasonal Malaysian holiday is considerably consistent at producing a positive correlation. The local film industry generates an average revenue of RM50 to RM80 million (US\$1 = RM4.2) a year and employs tens of thousands of people throughout the country. Thus, with limited previous academic literature on the Malaysian film market, such a study to boost the financial resilience of this industry, though exploratory, would prove important for many. © 2021 Inderscience Enterprises Ltd.. All rights reserved.

Author Keywords

Box office success factors; Business; Film genre; Film rating; Local film industry; Malaysian films

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