

AI INSIDE-SCRIPT

10.15.21

AI INSIDE SCRIPT ANALYSIS BY



ScriptBook is a high-tech company with a mission to democratize storytelling through the art of AI. ScriptBook provides AI driven script analysis, content validation, financial forecasting & automated story generation for film & television.



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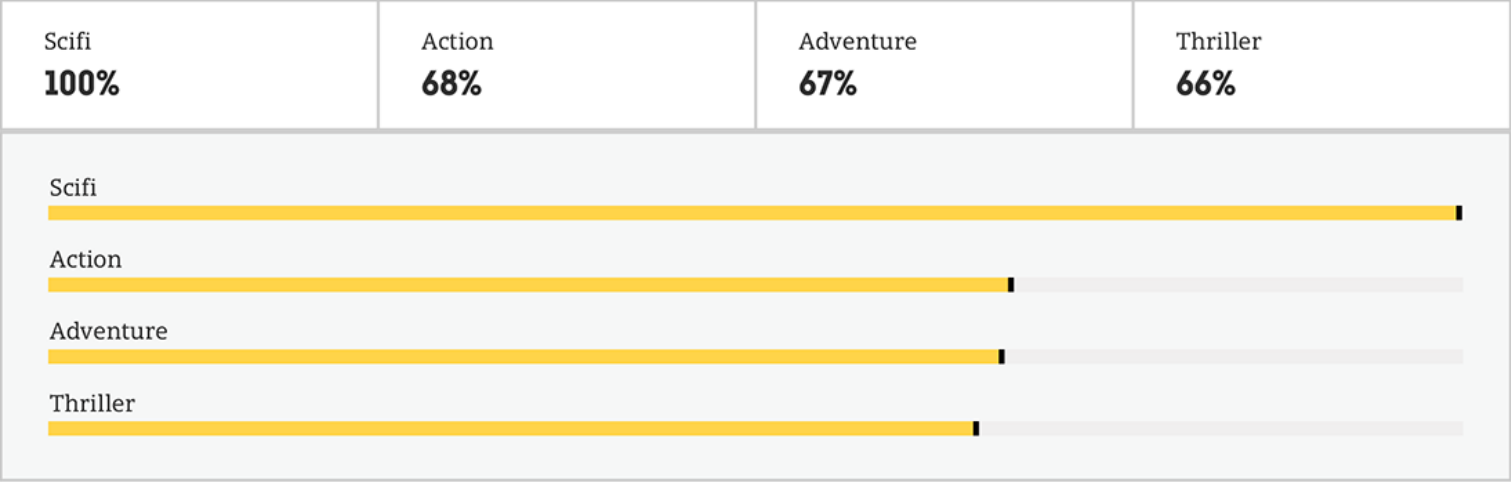
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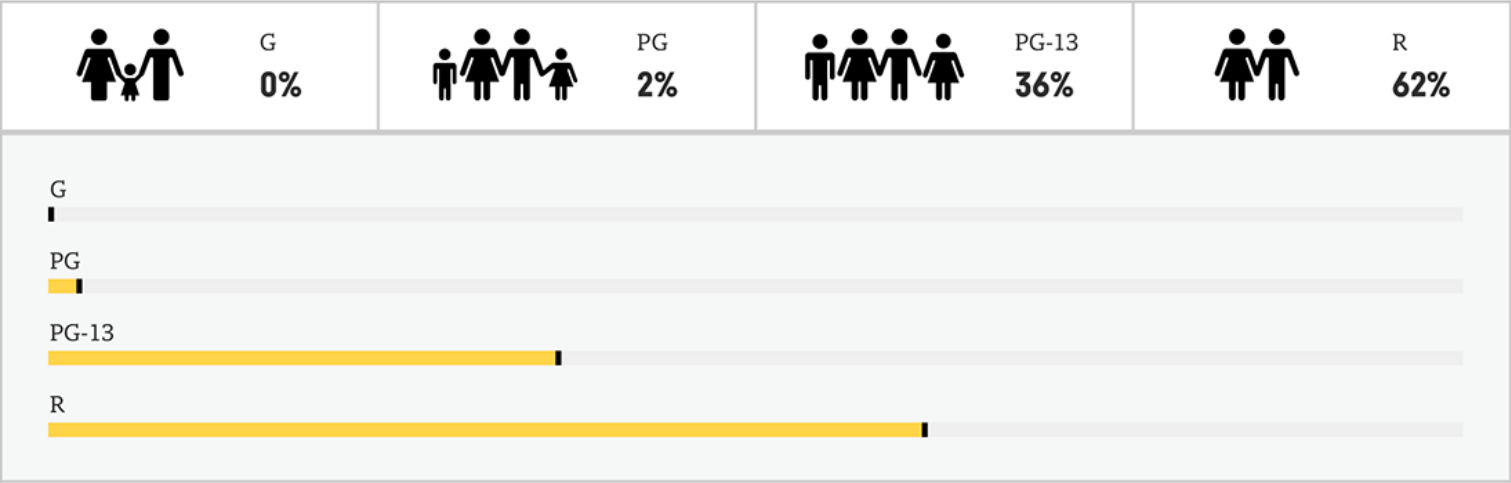
instagram.com/scriptbook.ai

Dashboard

Predicted Genre

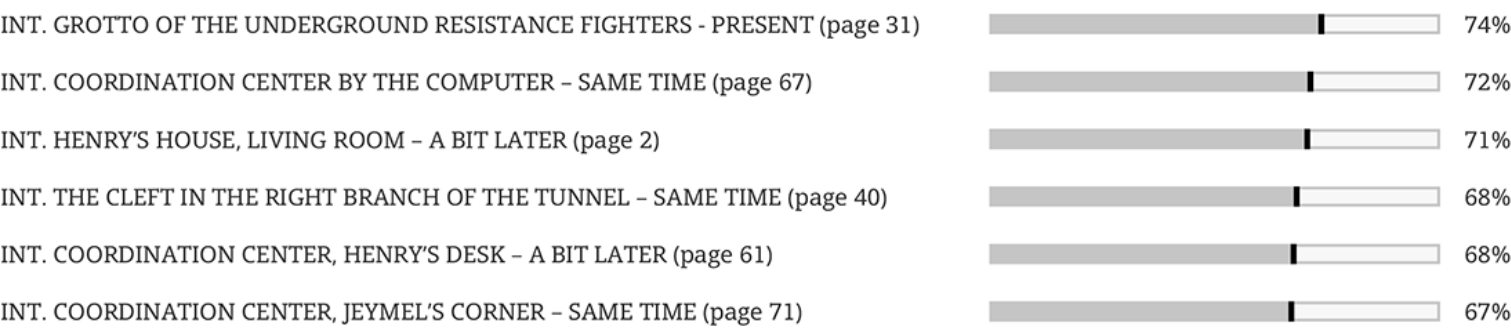


Predicted MPAA Rating



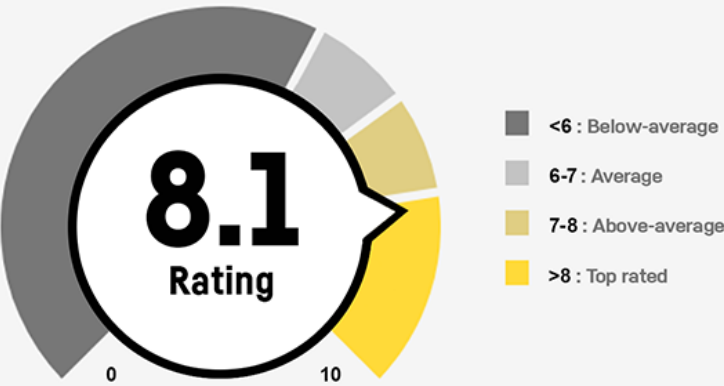
Our MPAA rating algorithm classifies this script as R

The following scenes contribute most to this rating:

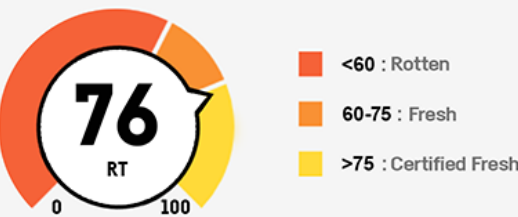


Audience Satisfaction

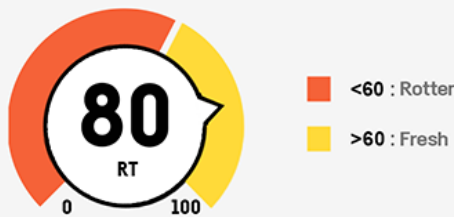
IMDb Rating



Rotten Tomatoes Critics



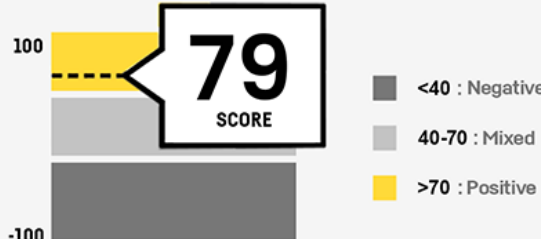
Rotten Tomatoes Audience



Net Promotor Score



Metacritic score

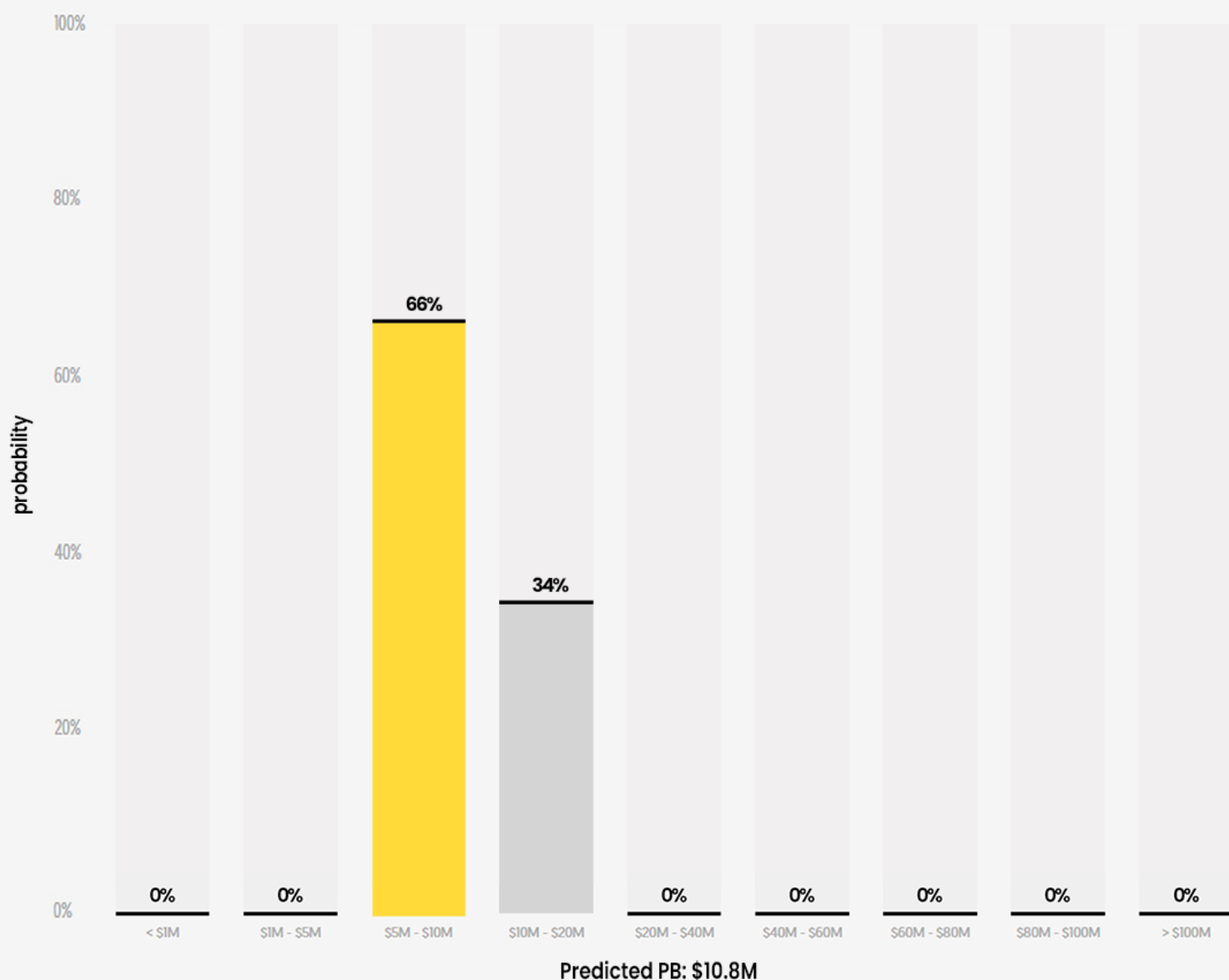


- DETRACTORS -100 to 0** : Unhappy audiences whose criticism and negative word-of-mouth can diminish a movie's reputation and discourage new audiences
- PASSIVES 0 to 25** : Satisfied but unenthusiastic audiences who are vulnerable to competitive offerings
- PROMOTORS 25 to 100** : Loyal audiences who will actively promote the movie to friends and family, fueling growth

Production Budget

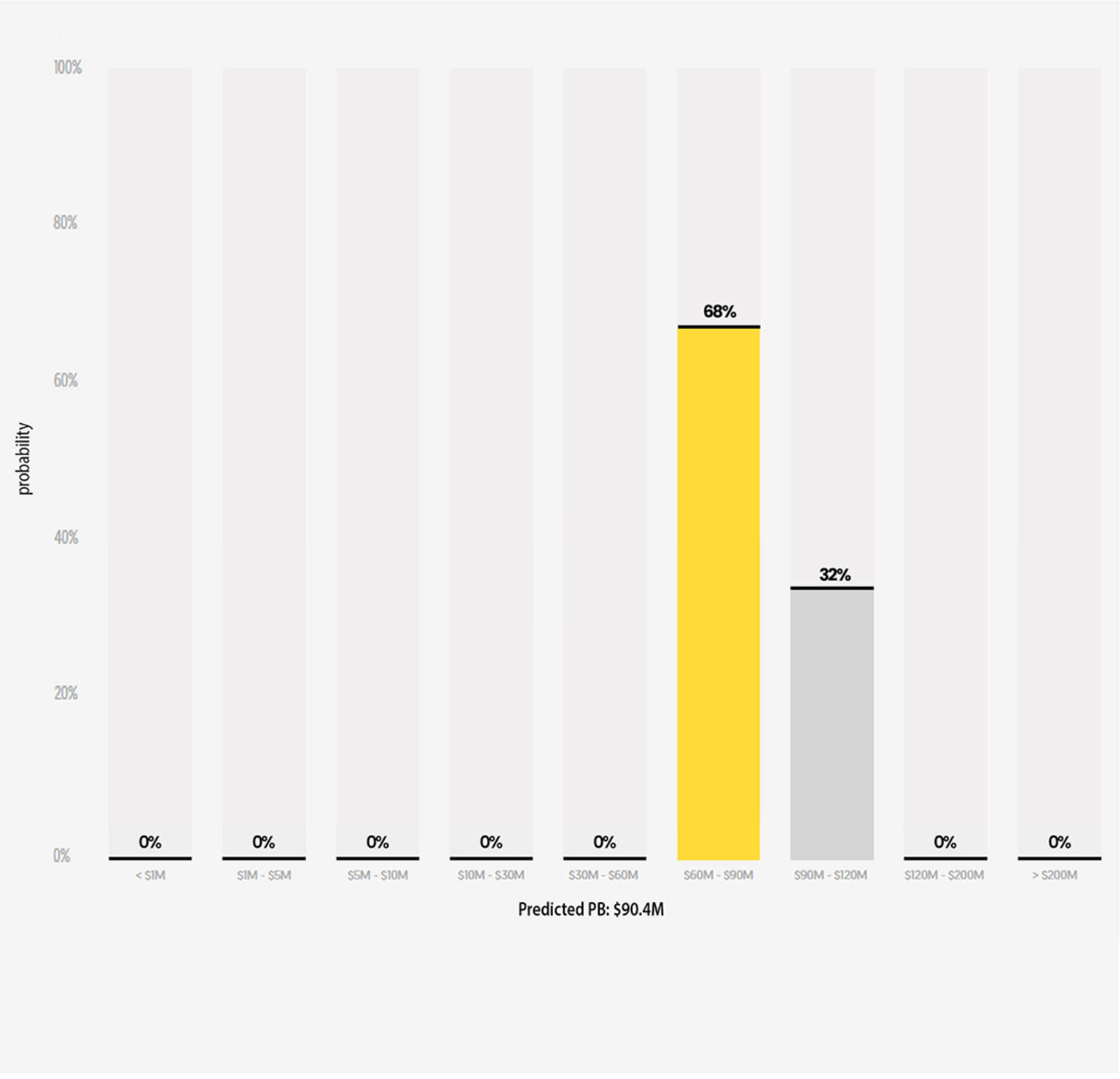
 \$10M - \$20M Production Budget	 Movie Package	 Number of Scenes	 Locations
based on following parameters	Click to see more	Click to see more	Click to see more

Production Budget Forecast



US Box Office

 \$60M – \$90M US Box Office based on following parameters	 Production Budget unknown	 Movie Package Click to see more	
 Story Analysis 98 scenes	 Character Analysis 15 characters	 Genre scifi / action / adventure	 Rating R

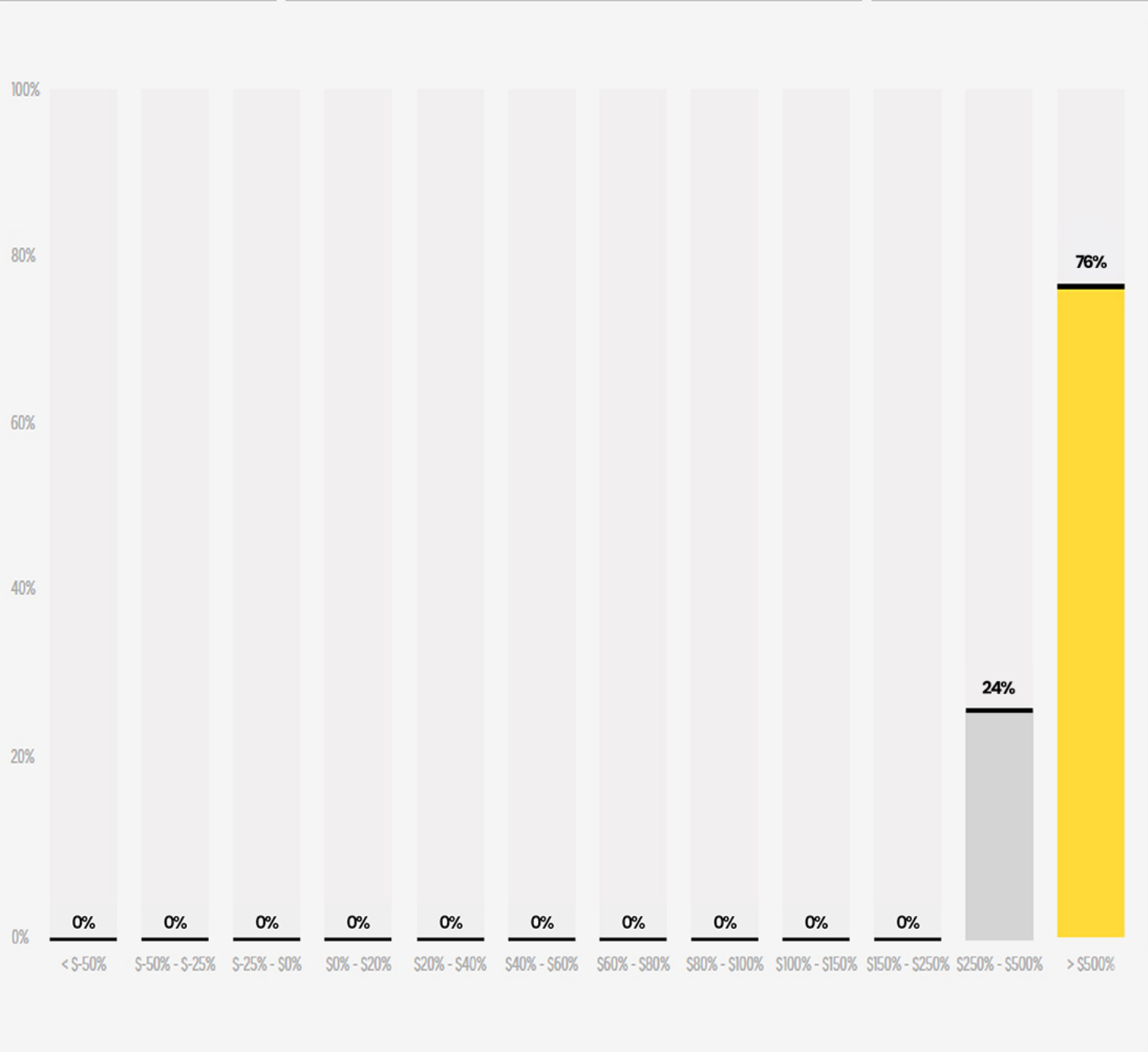


US Return on Investment

$$\text{ROI} = \frac{\text{US BO} - \text{PB}}{\text{PB}}$$

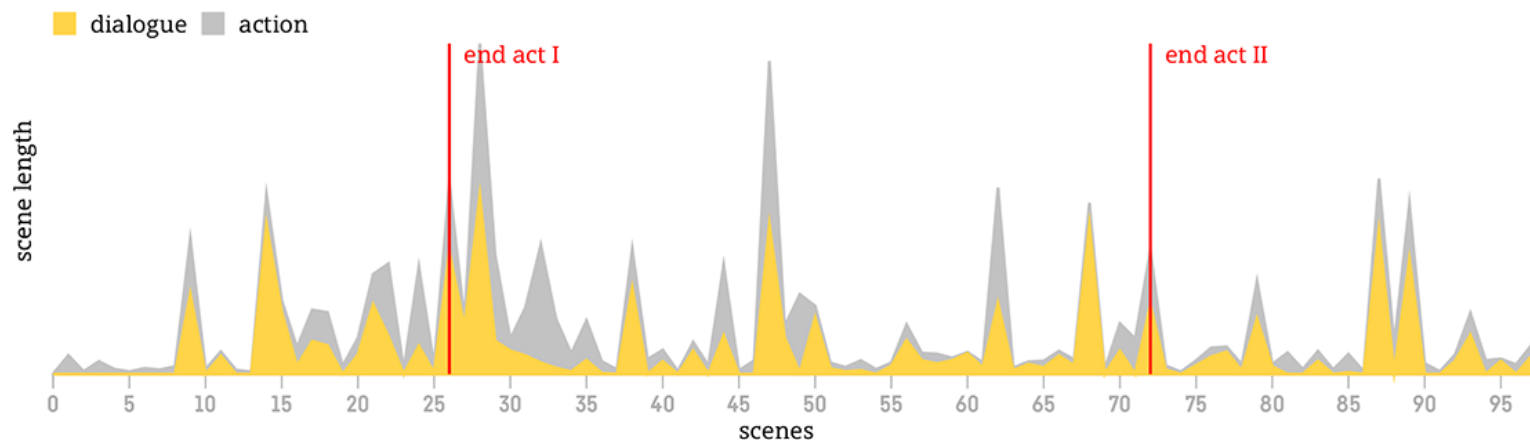
US BO: predicted us box office
PB: production budget

 737% ROI based on following parameters	 US Box Office \$90.4M	 Production Budget \$10.8M <i>predicted</i>	 greenlight
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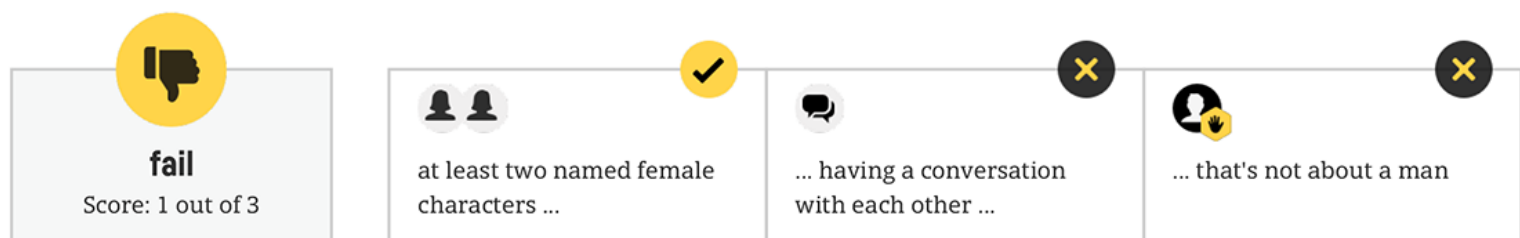
Script DNA

Scene Analysis



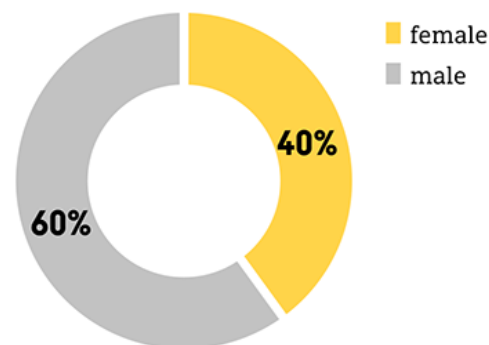
Gender Equality Measure

Bechdel Test

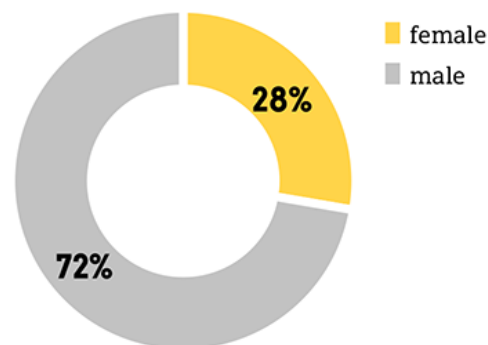


Statistics

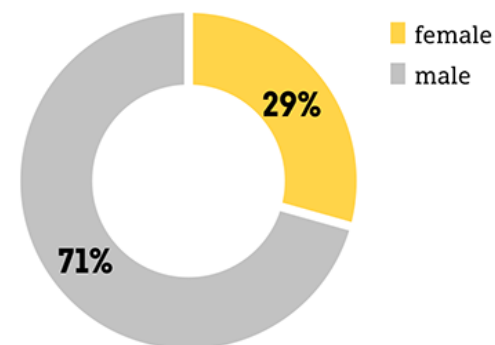
Percentage of characters



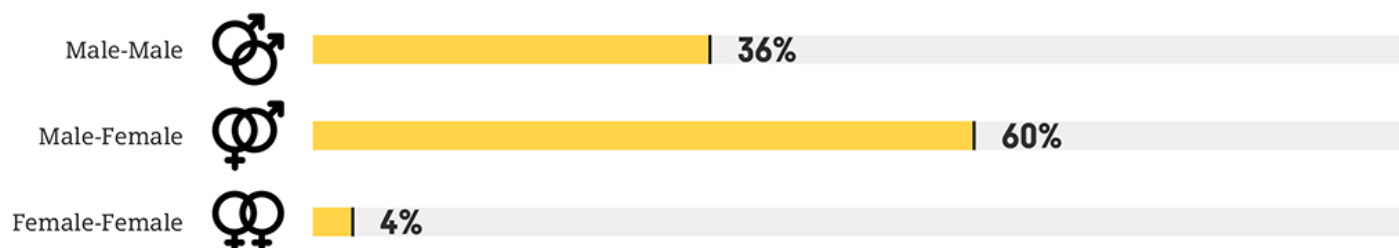
Percentage of speaking lines



Percentage of presence



Gender Interactions



Audience Insight

comparables by genre



Star Trek

66% SIMILAR

Star Trek Into
Darkness

61% SIMILAR



Serenity

58% SIMILAR

X-Men Origins:
Wolverine

58% SIMILAR

Sky Captain and
the World of T...

56% SIMILAR



TRON: Legacy

54% SIMILAR



The Avengers

54% SIMILAR

comparables by target audience



Blade Runner

70% SIMILAR



Aliens

66% SIMILAR



Star Trek

66% SIMILAR



Alien

64% SIMILAR



District 9

63% SIMILAR

Alien vs.
Predator

63% SIMILAR

Aliens vs.
Predator: Requ...

62% SIMILAR

Script DNA

Character Likeability

Protagonist	Henry			67%
	Ellis			79%
Antagonist	Jeymel			33%
Other	Grover			39%
	Sharita			46%
	Claude			49%

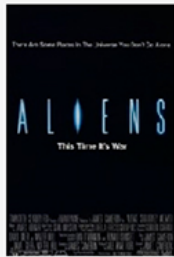
Comparables

similar movies by audience



Blade Runner

action sci-fi
69% similar



Aliens

action adventure
66% similar



Star Trek

action adventure
65% similar



Alien

horror sci-fi
64% similar



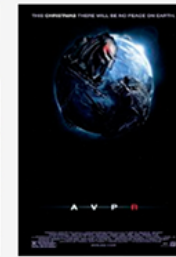
District 9

action sci-fi
63% similar



Alien vs. Predator

action adventure
62% similar



Aliens vs. Predator: ...

action horror
61% similar

similar movies by topics or themes



I, Robot

action crime
94% similar



The Matrix

action sci-fi
93% similar



The Titan

drama thriller
93% similar



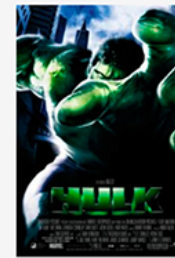
Replicas

drama sci-fi
93% similar



The Lazarus Effect

horror thriller
93% similar



Hulk

action sci-fi
92% similar



MindGamers

action sci-fi
92% similar

similar movies by genre



Star Trek

action adventure
65% similar



Star Trek Into Darkness

action adventure
60% similar



Serenity

action adventure
57% similar



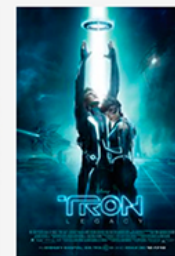
X-Men Origins: Wolverine

action adventure
57% similar



Sky Captain and the ...

action adventure
56% similar



TRON: Legacy

action adventure
54% similar



The Avengers

action adventure
54% similar

similar movies by audience reach



Hancock

action fantasy
43% similar



Source Code

action drama
42% similar



The Postman

action adventure
33% similar



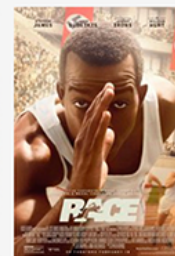
Kung Fu Panda

animation action
31% similar



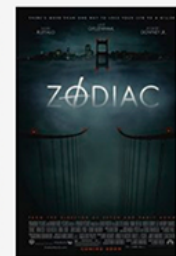
Limitless

sci-fi thriller
28% similar



Race

biography drama
26% similar

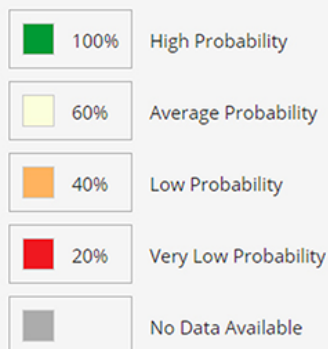
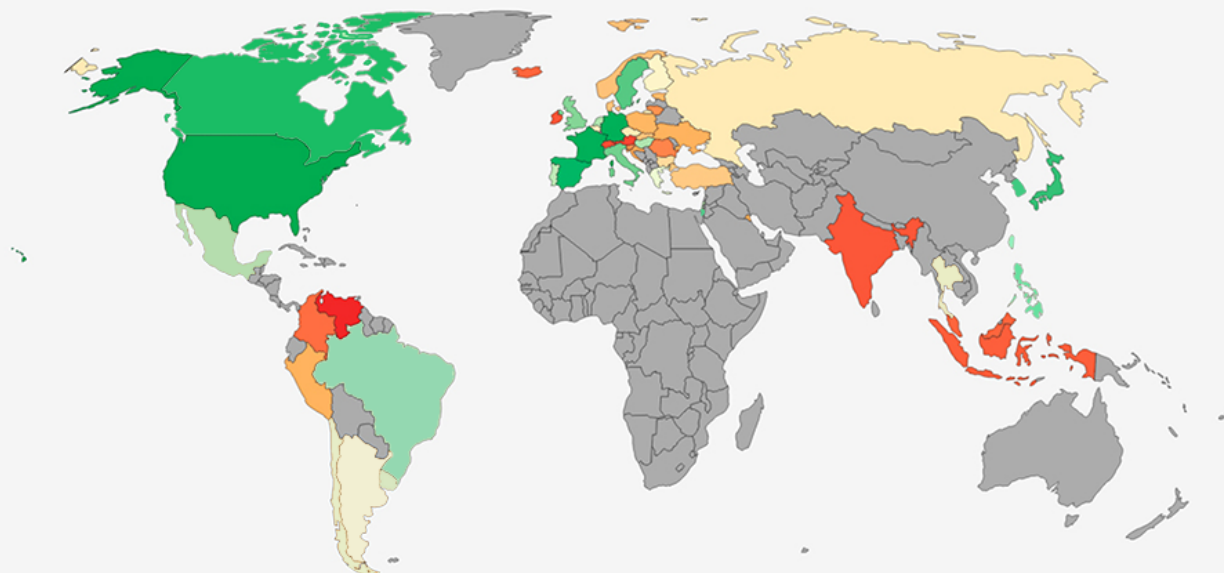


Zodiac

crime drama
24% similar

Territoriality

A comprehensive analysis of the territories where your film is likely to find a receptive audience.



AMERICA	ASIA	EUROPE
United States 98%	Japan 89%	France 92%
Canada 96%	South Korea 84%	Germany 92%
Brazil 89%	Israel 82%	Spain 89%
Mexico 69%	Philippines 77%	Sweden 82%
Uruguay 62%	Taiwan 71%	Italy 79%
Chile 60%	Hong Kong 69%	United Kingdom 77%
Argentina 57%	Thailand 57%	Hungary 71%
Peru 40%	Singapore 41%	Netherlands 71%
Colombia 31%	Kuwait 40%	Portugal 69%
Venezuela 22%	Malaysia 30%	Greece 62%
	Indonesia 29%	Finland 57%
	India 28%	Belgium 55%
		Czech Republic 54%
		Russia 54%
		Bulgaria 50%
		Turkey 46%
		Slovakia 45%
		Denmark 45%
		Norway 44%
		Estonia 42%
		Poland 41%
		Ukraine 40%
		Croatia 39%
		Lithuania 36%
		Slovenia 36%
		Romania 34%
		Iceland 30%
		Ireland 28%
		Switzerland 27%
		Austria 26%