





PRODUCT UPDATE

Theatrical Content Testing

Ormax Moviescope & Ormax First Draft

September 2022

SETTING THE CONTEXT

- In Ormax Moviescope and Ormax First Draft, the **Ormax Power Rating (OPR)** of a film is calculated using the performance of the film on a mix of **OPR drivers**
- The pandemic has led to several changes in the audience behaviour related to entertainment content, including theatrical films
- These changes warrant that we relook at OPR drivers, so that the drivers (and their weights) can reflect the current reality
- This product update exercise was undertaken to achieve this objective

OPR DRIVERS UPGRADE: STEPS

Extensive qualitative research conducted between May-Jul 2022 across India to understand factors contributing to the success of high-OPR films released since the pandemic (2021 onwards)

A long list of OPR drivers was thus generated. This list was used in a large-sample quantitative research in Aug 2022, to understand the contribution of these drivers to different high-OPR films, analysed using linear regression

Drivers that carry a significant weightage (4%+) were retained. 15 theatrical OPR drivers were finalised at the end of this exercise

PARAMETER MODIFICATION

- In Ormax Moviescope and Ormax First Draft so far, we have been using “Fit” as the parameter, i.e., how well does a driver fit a particular film
- Based on qualitative research, the parameter has been modified from **fit** to **quality of fit**, so that mediocre presence of a driver does not lead to a high score. For example, a comedy film should not score high on Mind Fresh simply because of its genre, if the quality of comedy in the film is poor

Earlier

**How well does this word/
phrase fit this film?**

Fits very well
Fits to some extent
Doesn't fit very well
Doesn't fit at all



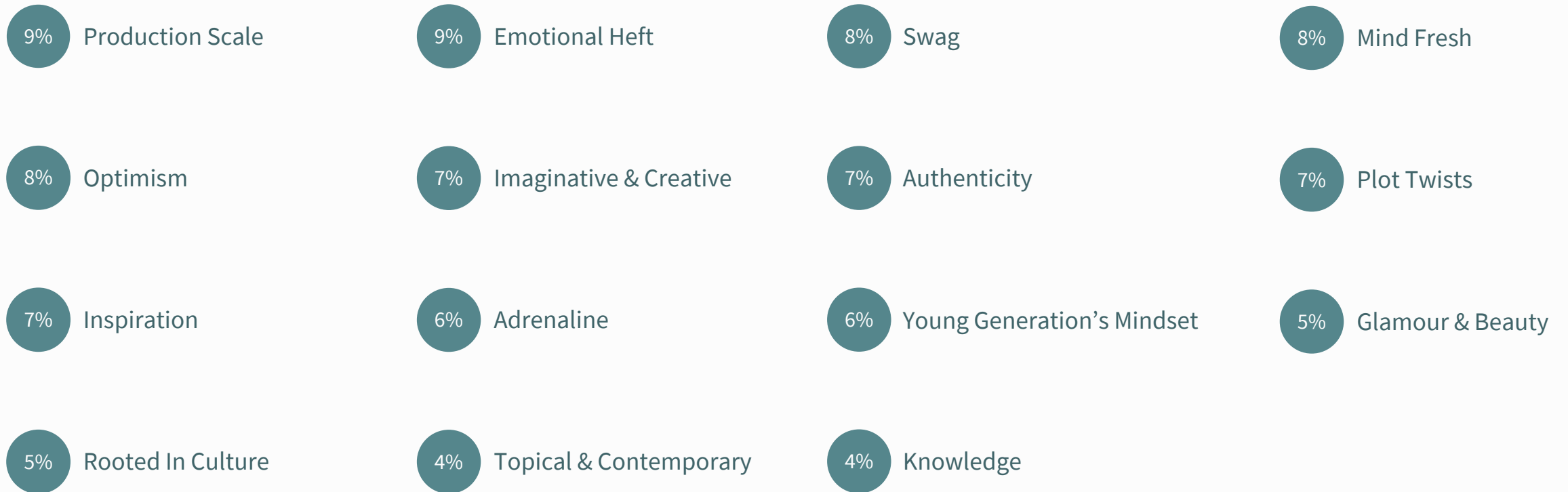
Now

**How good is the quality of this
aspect in this film?**

Excellent
Good
Average
Poor

Updated Theatrical OPR Drivers

UPDATED THEATRICAL OPR DRIVERS



Driver weights vary by language; Weights mentioned here are for Hindi theatrical films

1. PRODUCTION SCALE (9%)

Definition

Big-scale production, as apparent through sets & locations, leading to visual escapism and a theatrical-worthy viewing experience

Keywords

Grandeur

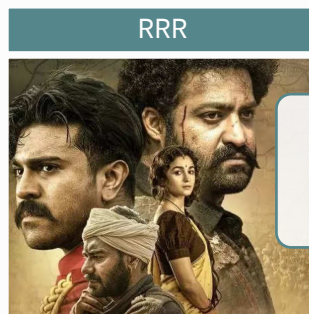
Larger-than-life

Opulence

Mega sets & locations

Big-screen look

Big-budget film



93



87



79

2. EMOTIONAL HEFT (9%)

Definition

Emotional depth because of characters, situations and conflicts, leading to an experience that engages the viewer emotionally

Keywords

- Strong emotional moments

Moving scenes

Touched one’s heart
- Relatable character conflicts

Emotional connect

Sentimental

Gangubai Kathiawadi



85

RRR



82

Rocketry



76

3. SWAG (8%)

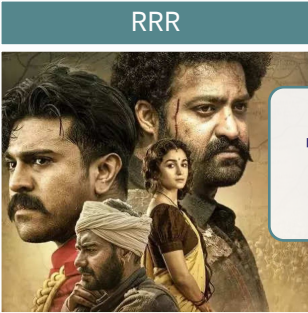
Definition	Depiction of characters that display style, confidence and irreverence, portrayed through their looks, mannerisms, actions & dialogues	
Keywords	Attitude Style Confidence	Rebel Charisma Captivating screen presence



92



90



78

4. MIND FRESH (8%)

Definition

Light-hearted and feel-good moments, delivered via comedy, fun and an overall lightness of touch in treatment

Keywords

Light-hearted

Humor & comedy

Funny

Tension-free

Entertaining moments

Happy & cheerful

Bhool Bhulaiyaa: 2



84

Pushpa: The Rise



78

Sooryavanshi

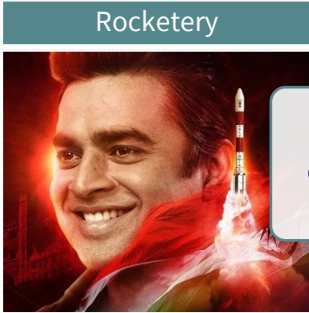


75

5. OPTIMISM (8%)

Definition Positive tonality delivered through characters, situations and messages, leading to a promise of feel-good, and an uplifting after-taste

Keywords	Hope	Happiness
	Positivity	Slice of life
	Trust	Idealism



6. IMAGINATIVE & CREATIVE (7%)

Definition

Uniqueness and originality of thinking, creating a sense of excitement to watch something that's beyond ordinary and not seen before

Keywords

Different from other films

Innovative idea

Fresh

High-concept

Never-seen-before

Original thinking

Pushpa: The Rise



92

K.G.F: Chapter 2



88

RRR



76

7. AUTHENTICITY (7%)

Definition

Accurate and realistic depiction of locations, setting, characters, etc., in a way that comes across as real and credible

Keywords

Realistic treatment

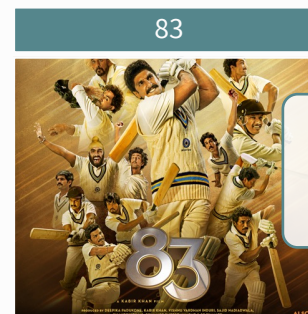
Credibility

Accurate representation

Real & believable

True representation of reality

Genuine & well-researched



8. PLOT TWISTS (7%)

Definition

Unpredictable plot, with constant twists and turns to keep the audience invested in ‘what happens next’

Keywords

Suspense

Twists & turns

Tension

Anticipation

Didn't see that coming!

Surprise

Pushpa: The Rise



92

Bhool Bhulaiyaa: 2



86

Runway 34



73

9. INSPIRATION (7%)

Definition

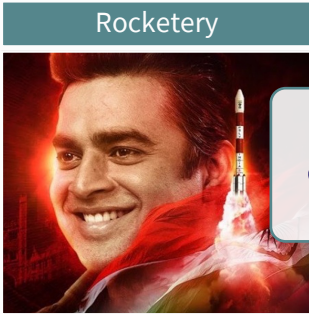
Depiction of extraordinary acts of courage, creativity or competence, that ignite a desire to accomplish something

Keywords

- | | |
|-----------------------|--------------|
| Inspiring & uplifting | Encouragment |
| Motivational | Resilience |
| Important message | Empowerment |



94



89



79

10. ADRENALINE (6%)

Definition

Content that delivers edge-of-the-seat moments, leading to a viewing experience that's escapist yet highly engaging

Keywords

Action & fight sequences

Daring stunts

Thrilling moments

Sporty & athletic

Adventure

Charged & energetic

K.G.F: Chapter 2



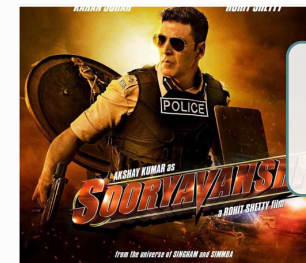
96

Pushpa: The Rise



89

Sooryavanshi



83

11. YOUNG GENERATION'S MINDSET (6%)

Definition

Depiction of stories and characters in a way that relate to today's youth, their life, their thinking, their culture and their aspirations

Keywords

Thinking of today's youth

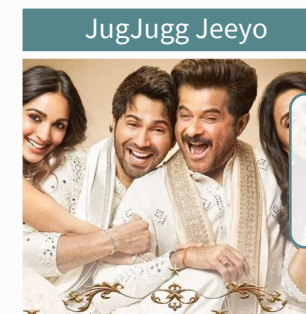
Reality of the young generation

Passion & energy of the youth

Voice & expression of the youth

Youngsters' thinking & ideas

Young India's aspirations



12. GLAMOUR & BEAUTY (5%)

Definition

Beautiful & eye-pleasing visuals, depicted through attractive cast, trendy styling, accessories, etc., resulting in escapist aspiration

Keywords

Trendy clothes & jewelry

Fashion

Stylish looks

Eye candy

Good-looking actors

Gorgeous-looking



79



75



70

13. ROOTED IN CULTURE (5%)

Definition

Story, characters and presentation that have their roots in values, traditions, culture and ethos of India (or the region of relevance), creating a sense of feel-good reinforcement

Keywords

Indian values

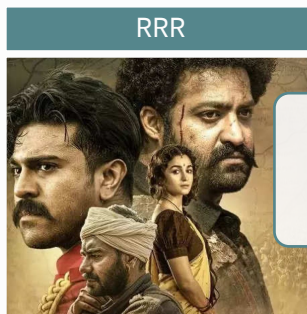
Sanskaar

Cultural pride

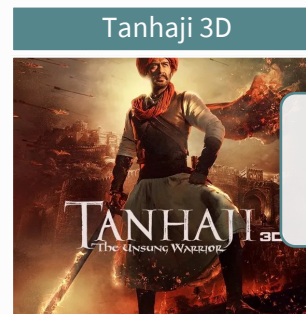
Family values

Culture & traditions

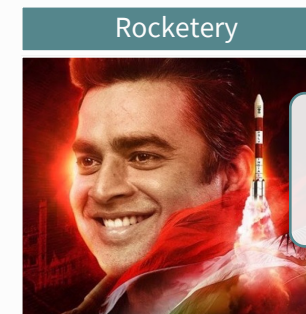
Ethnic & grounded



84



76



70

14. TOPICAL & CONTEMPORARY (4%)

Definition

Depiction of today's times, via events, themes and messages relevant in today's social, political or economic ecosystem

Keywords

Current topic

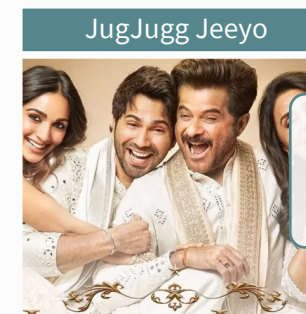
This is happening nowadays!

Trending subject

Reality of today's society

Relevant issue in today's times

Mood of the nation



15. KNOWLEDGE (4%)

Definition

Knowledge & information about people, events, culture or topics that one had only heard about, but did not know the details of

Keywords

Did not know this before!

Increased awareness

Lesser-known facts

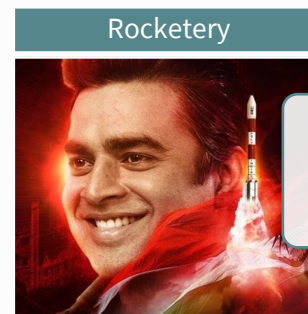
History & mythology

Biopics & true stories

Information of relevance



91



87



69

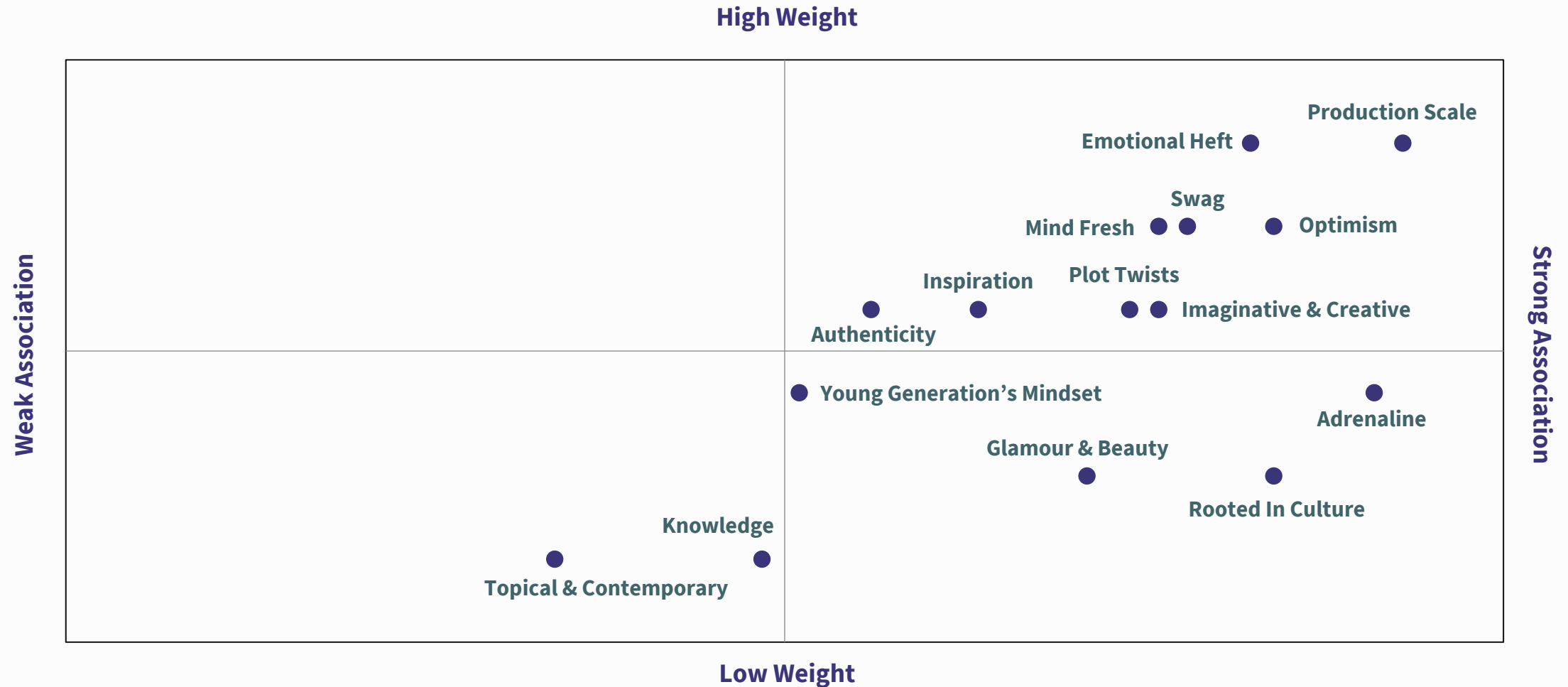


Driver Profiles

Examples

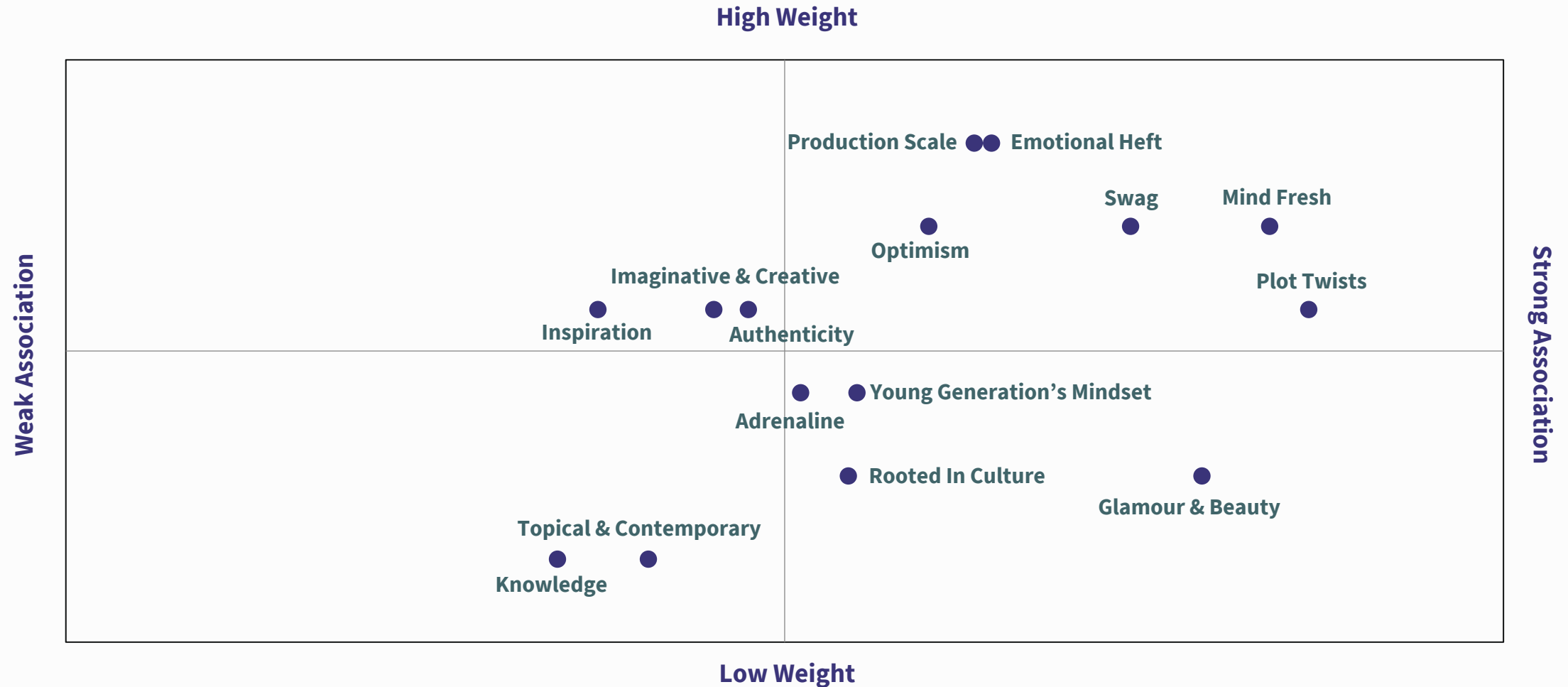
DRIVER PROFILE

RRR - HINDI (OPR: 90)



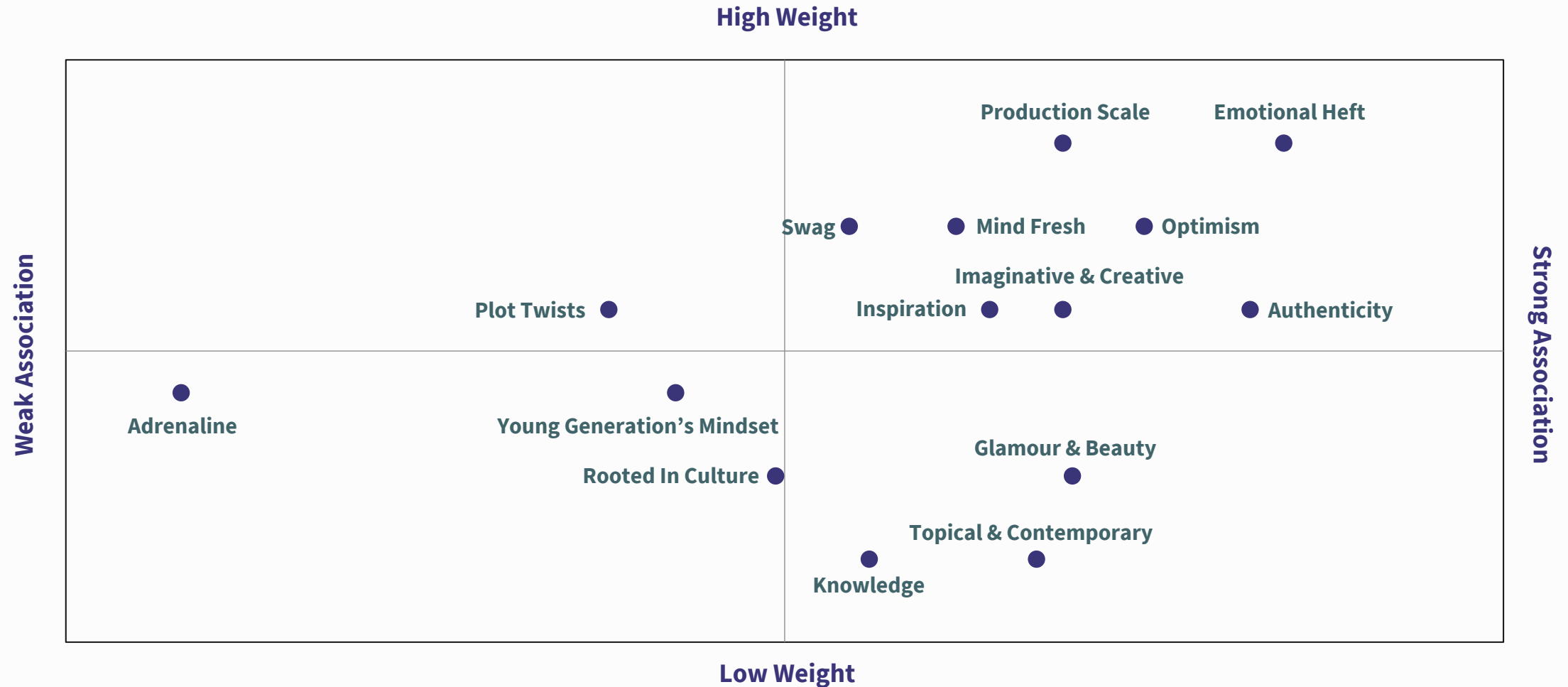
DRIVER PROFILE

BHOOl BHULAIYAA 2 (OPR: 72)



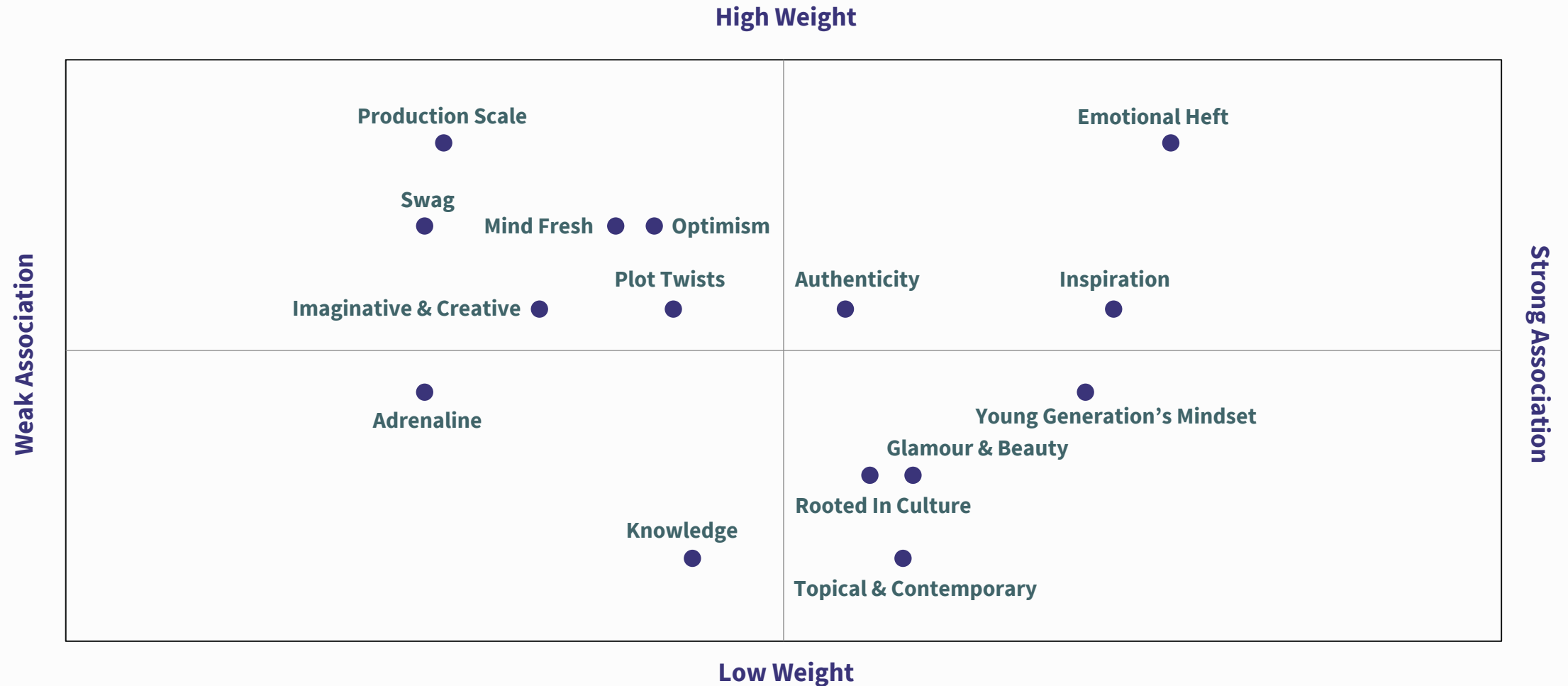
DRIVER PROFILE

GANGUBAI KATHIAWADI (OPR: 71)



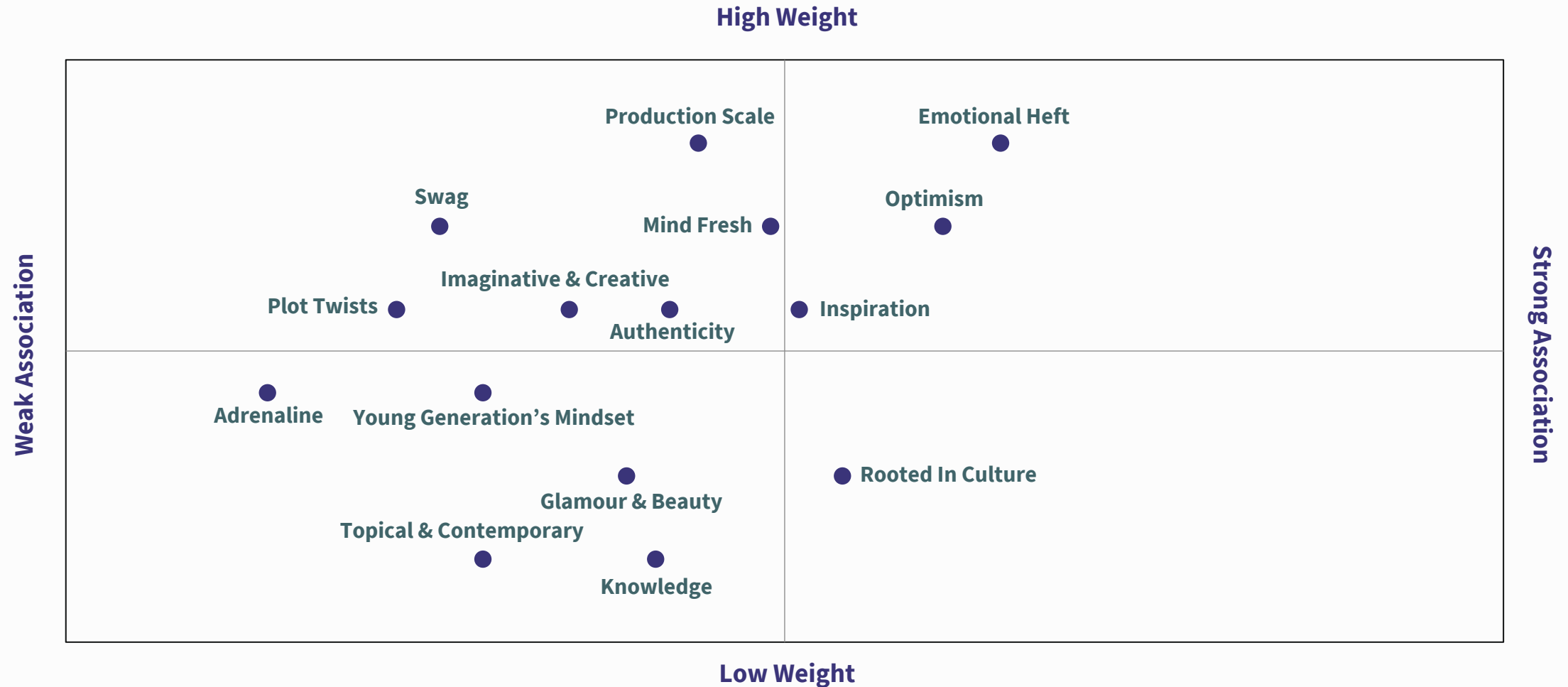
DRIVER PROFILE

JERSEY (OPR: 57)



DRIVER PROFILE

LAAL SINGH CHADDHA (OPR: 42)





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