

2023

Luminate Year-End Film & TV Report

LUMINATE



Introduction

In the ever-evolving landscape of the television, film and SVOD industries, 2023 proved to be another notable year for trend shifts. New economic realities cast a formidable shadow over the filmed content sector, particularly impacting the budgets allocated for new content production. Combined with an increasingly competitive landscape vying for viewer attention, those economic realities have prompted a strategic shift in the approach of both linear TV networks and streaming platforms. As a result, linear TV networks are premiering fewer programs, and streaming platforms, while also unveiling fewer titles, are strategically bolstering their catalogs with a notable emphasis on foreign language programs and films. These industry-wide adjustments underscore the complex interplay between economic forces and creative strategies, challenging the traditional paradigms that have long governed the entertainment domain.

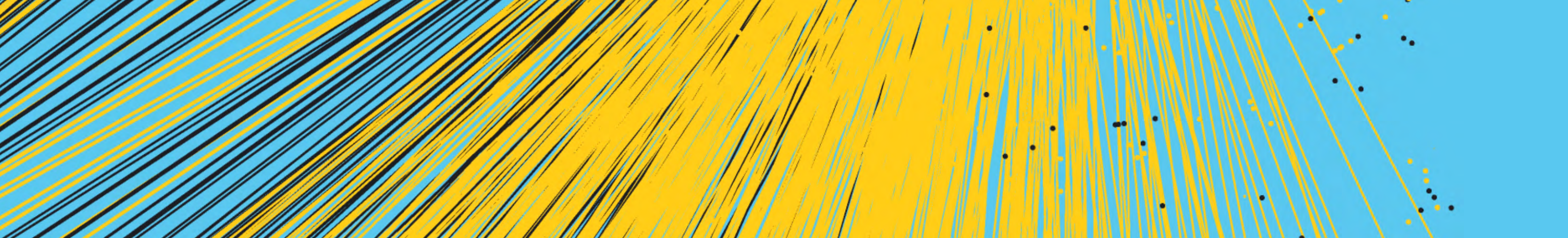
It's also no secret how dual strikes initiated by the WGA and SAG-AFTRA introduced an additional layer of complexity during the summer and fall. The collective bargaining disputes not only

disrupted ongoing productions but also raised pertinent questions about fair compensation and the evolving nature of work in an industry that is undergoing rapid transformation. In response to these challenges, film distributors adapted their release strategies, unveiling more films than the previous year. However, a closer examination reveals a nuanced shift in the types of films being released, indicative of a recalibration in response to the prevailing uncertainties. As we navigate this intricate landscape, it becomes apparent that the intersection of economic factors, labor disputes, and evolving audience preferences is reshaping the very fabric of the entertainment industry, demanding a strategic reevaluation of traditional approaches.

In Luminate's first-ever Film & TV Year-End Report, we unpack the aforementioned takeaways with our industry-leading intelligence and insights data. From genre shifts in production and audience preferences to new findings about foreign-language content and existing IP, the following is a reflection of the 2023 film, television and SVOD most notable trends.

ABOUT

Luminate is the preeminent entertainment data and insights company, unleashing access to the most essential, objective, and trustworthy information across music, film, television, gaming, short-form video and more. Luminate's databases house information compiled from over 500 verified sources, managing more than 20 trillion data points.



Contents

JUMP TO A SECTION THAT INTERESTS YOU

TREND 1

**Series Slow
Down, Cinema
(Re)Surge**

TREND 2

**Laughs,
Chills
& Thrills**

TREND 3

**Foreign Film
from the Family
Room & Other
Arena Trends**

TREND 4

**Empresses
of
Entertainment**

TREND 1

Series Slow Down, Cinema (Re)Surge

Unpacking the Current Landscape of New Content on Screen



Overall U.S. Premieres Decline in 2023

TV (Linear & Digital): In 2023, the number of U.S. program premieres (across broadcast, cable and digital distribution platforms) declined -21% from 2022 (2,264 vs. 1,784), which was already down versus the peak year among those analyzed (2021). This trend signals a more measured approach to content spend was already in the works before the start of the dual strikes this year.

-21%

The number of U.S. program premieres (across broadcast, cable and digital distribution platforms) declined -21% from 2022 (2,264 vs. 1,784).

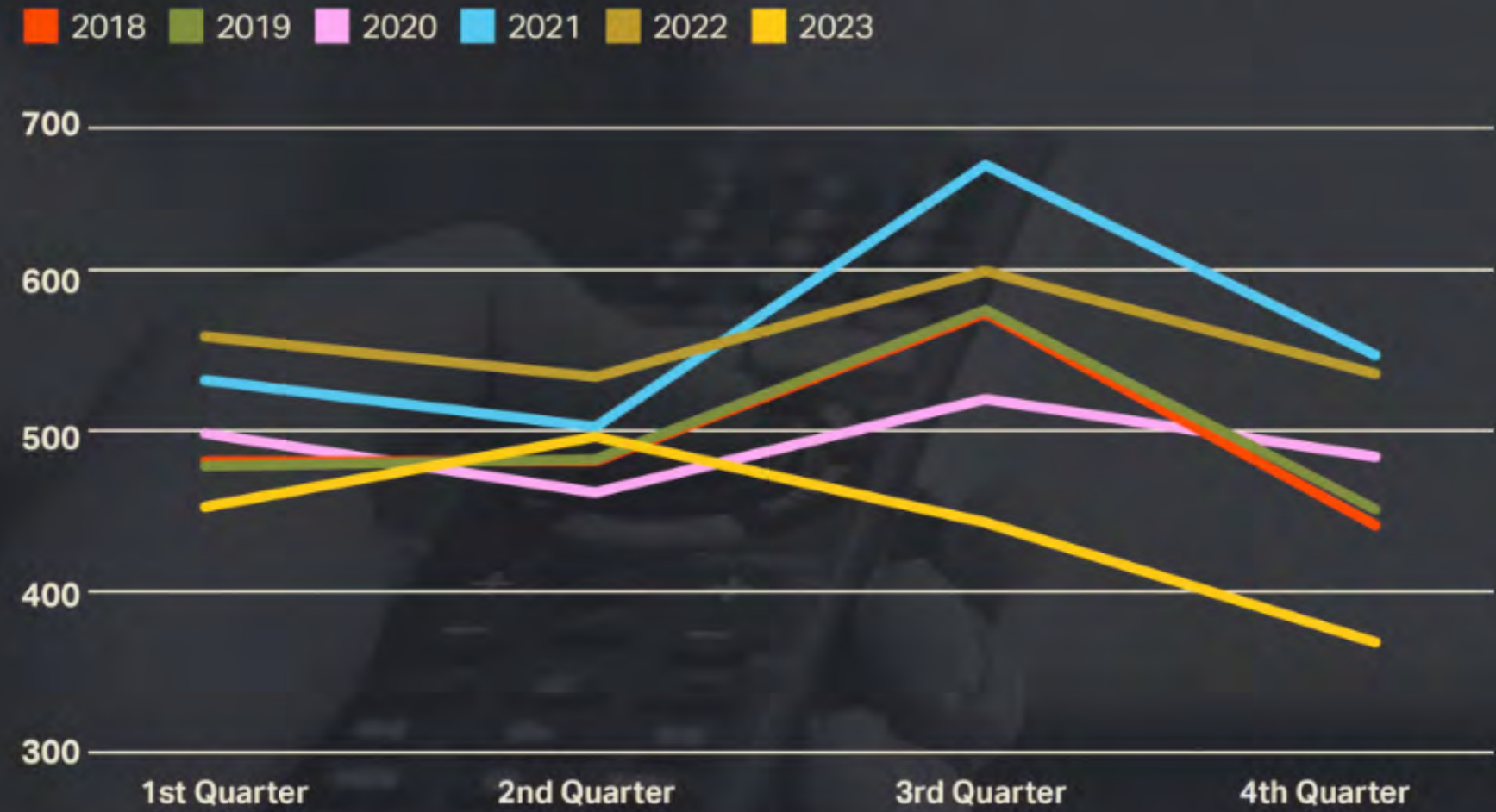
U.S. PROGRAM PREMIERES

YEAR	DIGITAL	TV	TOTAL
2018	456	1,550	2,006
2019	524	1,488	2,012
2020	740	1,253	1,993
2021	982	1,302	2,284
2022	1,090	1,174	2,264
2023	818	966	1,784
2023 vs. 2022	-25%	-18%	-21%

COUNTS BASED ON PROGRAM PREMIERES ACROSS U.S. BROADCAST, U.S. CABLE, AND U.S. DIGITAL NETWORKS FROM JANUARY 2018 TO DECEMBER 2023. EXCLUDES TITLE TYPE = DEVELOPMENT AND NETWORK TYPE = U.S. SYNDICATION.

TV (Linear & Digital) by Quarter: In addition to the dual strikes, macro-economic factors have led media companies to put more emphasis on profitability versus growth. As a result, content spending has leveled off, which negatively impacted the # of programs ordered. In total, program premieres were down -45% from their peak in 3Q 2021 (3Q21: 678 vs. 4Q23: 372). In fact, there were fewer program premieres in the 4th Quarter of 2023 than there have been in any other quarter analyzed since 2018, dipping below even COVID levels in 4Q 2020.

TV SEASON PREMIERES BY YEAR & QUARTER



COUNTS BASED ON PROGRAM PREMIERES ACROSS U.S. BROADCAST, U.S. CABLE, AND U.S. DIGITAL NETWORKS FROM JANUARY 2018 TO DECEMBER 2023. EXCLUDES TITLE TYPE = DEVELOPMENT AND NETWORK TYPE = U.S. SYNDICATION.



Overall, the Number of Films Released* in U.S. Increased in 2023

Film (Theatrical-Wide & Streaming): In 2023, the number of films released wide in Theaters and via Streaming Platforms in the U.S. actually grew slightly (+4%). Films released in the U.S. via Streaming platforms were down slightly (-3%), however there was a surge in films released wide theatrically (in 600 theaters or more) in 2023 versus the prior year.

+4%

In 2023, the number of films released wide in Theaters and via Streaming Platforms in the U.S. actually grew slightly (+4%).

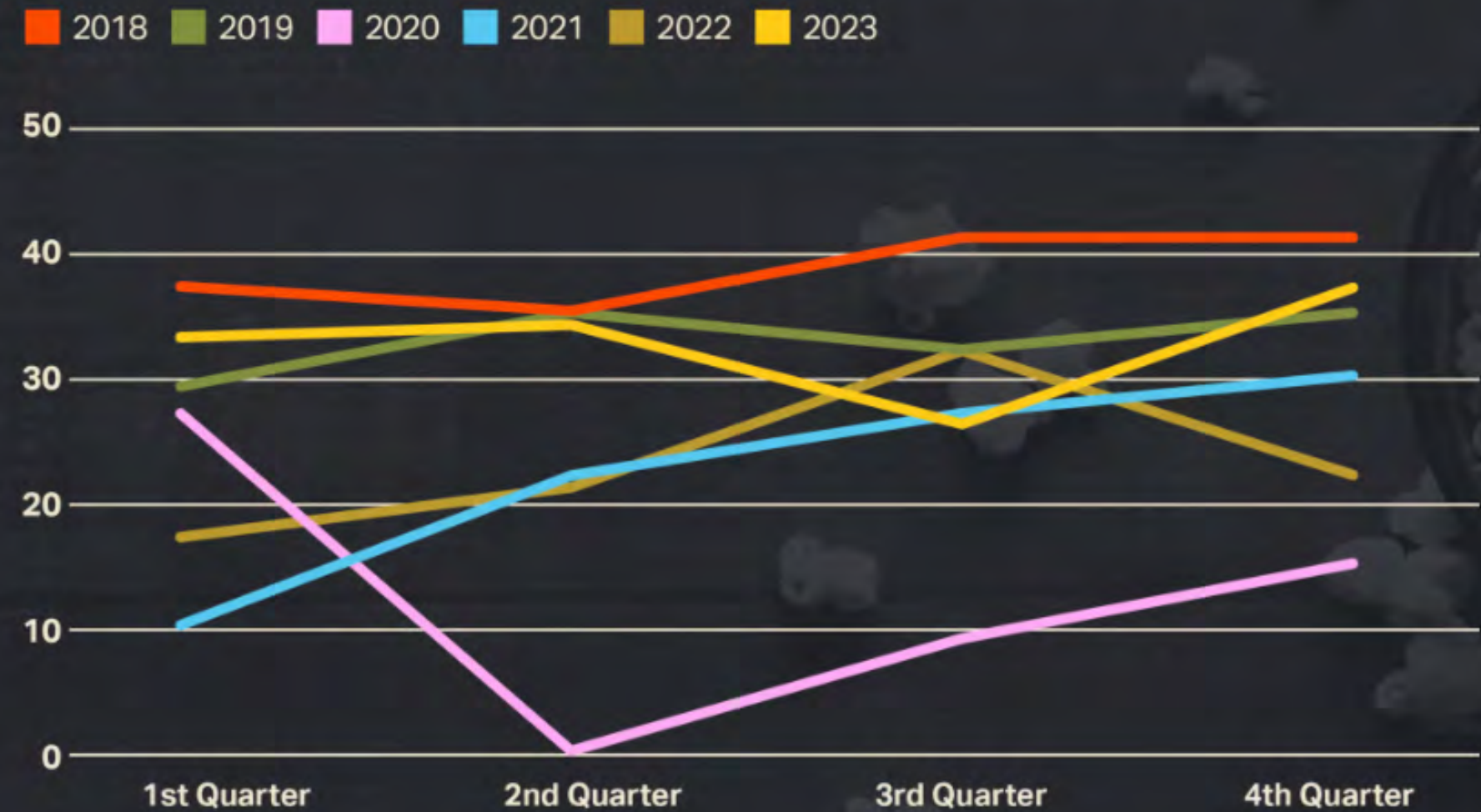
NUMBER OF FILMS RELEASED IN U.S.

YEAR	STREAMING	THEATRICAL (WIDE)	TOTAL
2018	139	154	293
2019	129	131	260
2020	298	51	349
2021	422	89	511
2022	507	92	599
2023	490	130	620
2023 vs. 2022	-3%	+41%	+4%

COUNTS BASED ON COMPLETED FILMS RELEASED IN THE U.S. FROM JANUARY 2018 TO DECEMBER 2023. *ONLY FILMS RELEASED WIDE IN THEATERS OR VIA STREAMING WERE COUNTED. NOTE: FILMS RELEASED WIDE IN THEATERS AND VIA STREAMING WERE COUNTED IN EACH CATEGORY.

Film (Theatrical-Wide) by Quarter: In fact, widely released theatrical films got off their strongest 1st quarter start since 2018 and remained high through the 2nd quarter, but dipped in 3rd quarter as a result of the strikes. That said, theatrical wide releases did rebound in the 4th quarter of 2023 and were on par with 2019's totals.

WIDE FILM RELEASES BY YEAR & QUARTER



COUNTS BASED ON THEATRICAL WIDE RELEASE FILMS IN THE U.S. FROM JANUARY 2018 TO DECEMBER 2023.



Oppenheimer capitalized on fewer wide releases in 3Q 2023. The critically-acclaimed film captivated audiences and has amassed just under \$1B in box office revenue.

Increase in Theatrical Wide Releases was Driven by Year-Over-Year Surge in Low and High Budget Films

Film (Theatrical-Wide): Low-budget films (<\$10M budget) and Blockbuster films (\$100M+) were both up significantly versus the prior year, driving the +41% year-over-year increase in films released wide in theaters. Low budget films grew +110%, while big budget blockbusters (\$100M+) grew by +86%.

+41%

Low-budget films and Blockbusters drove the +41% year-over-year increase in films released wide in theaters.

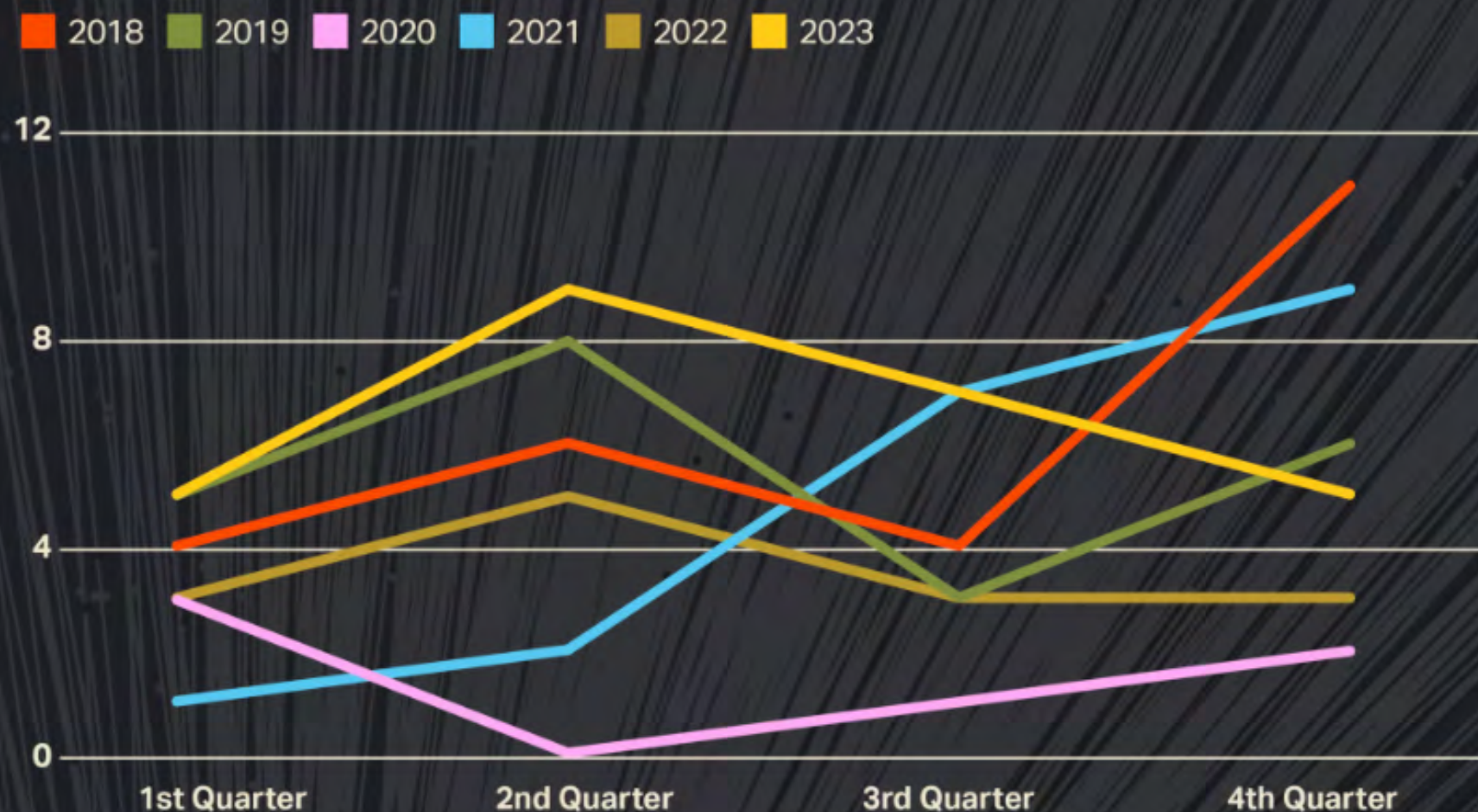
NUMBER OF FILMS RELEASED, BY BUDGET

BUDGET	2018	2019	2020	2021	2022	2023	2023 VS. 2022
<10M	31	25	12	12	21	44	+110%
10M to <20M	27	18	13	19	17	19	+12%
20M to <30M	15	20	8	8	7	8	+14%
30M to <50M	31	24	3	12	10	17	+70%
50M to <100M	25	21	9	19	22	15	-32%
100M+	25	22	6	19	14	26	+86%
N/A	0	1	0	0	1	1	0%
TOTAL	154	131	51	89	92	130	+41%

COUNTS BASED ON COMPLETED FILMS RELEASED IN THE U.S. FROM JANUARY 2018 TO DECEMBER 2023.
ONLY FILMS RELEASED WIDE IN THEATERS WERE COUNTED.

Film (Theatrical-Wide): In preparation for the dual strikes, Studios front-loaded the year with the release of \$100M+ films. The first two quarters of 2023 saw more \$100M+ films released than in all prior years analyzed (since 2018), with five \$100M+ films released in Q1 2023 vs. just three in Q1 2022.

\$100M+ FILM RELEASES BY YEAR & QUARTER



Cruising to record-breaking success, *Barbie* proved to be more than just a fun summer romp.

COUNTS BASED ON THEATRICAL WIDE RELEASE FILMS IN THE U.S. WITH A BUDGET OF \$100M+ RELEASED FROM JANUARY 2018 TO DECEMBER 2023.

TREND 2

Laughs, Chills & Thrills

The Latest Genre Trends in Film & TV Content

All Major TV Genres Posted Year-Over-Year Declines

TV (Linear & Digital): All major TV/Digital genres suffered year-over-year declines versus their 2022 levels. Alternative reigned as the top genre in 2023 (1,038 premieres) and has since at least 2018. This is not surprising given alternative series tend to be more budget-friendly and are faster to produce. Drama, the second strongest genre with 381 premieres in 2023, was down -25% year-over-year, as a result of a steep drop off in premieres across Broadcast and Cable networks due to the dual strikes. Animation ranked third (194 premieres) and Comedy ranked fourth with 134 premieres. Of the four major genres (e.g. those with 100 premieres per year or more), Comedy fell most sharply year-over-year (from 192 in 2022 to 134 in 2023, down -30%). Animation, which was down a slight -7% overtook Comedy as the #3 genre in 2020, as network and platforms rushed to order animated series to take advantage of increased screen time by kids sheltering in place and production logistics that were more adaptable to the WFH setting.



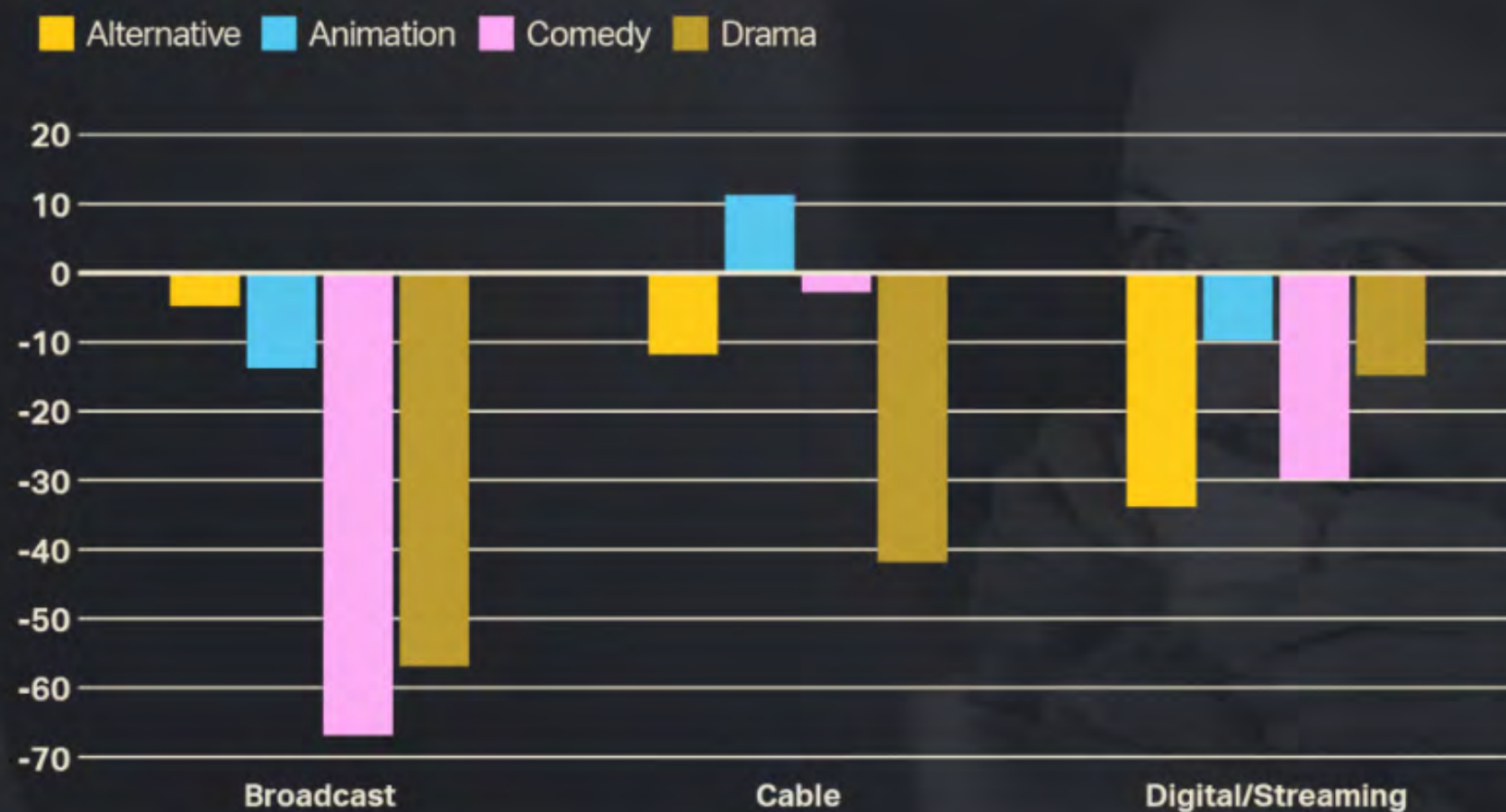
NUMBER OF TV PREMIERES, BY GENRE

YEAR	ALTERNATIVE	ANIMATION	COMEDY	DRAMA
2018	1,209	157	172	320
2019	1,142	171	183	379
2020	1,139	194	153	343
2021	1,293	227	176	426
2022	1,290	208	192	510
2023	1,038	194	134	381
2023 vs. 2022	-20%	-7%	-30%	-25%

COUNTS BASED ON PROGRAM PREMIERES ACROSS U.S. BROADCAST, U.S. CABLE, AND U.S. DIGITAL NETWORKS FROM JANUARY 2018 TO DECEMBER 2023. EXCLUDES TITLE TYPE = DEVELOPMENT AND NETWORK TYPE = U.S. SYNDICATION.

TV (Linear & Digital) Genre Deep-Dive: Broadcast saw the largest year-over-year percentage declines in Drama and Comedy premieres (down -57% and -67%, respectively). Cable networks cut back on Drama (-42%) and Alternative (-12%) premieres versus the prior year, while Digital Platforms decreased Alternative (-34%) and Comedy (-30%) premieres versus 2022.

YEAR-OVER-YEAR CHANGE AMONG GENRES BY NETWORK TYPE



YEAR-OVER-YEAR CHANGE BASED ON COMPARISON OF 2023 VERSUS 2022 PREMIERES AMONG TOP 4 GENRES ACROSS U.S. BROADCAST, U.S. CABLE, AND U.S. DIGITAL. EXCLUDES TITLE TYPE = DEVELOPMENT AND NETWORK TYPE = U.S. SYNDICATION.



Streamers rely on binge-worthy, serialized dramas like Netflix's *The Night Agent* to keep broad audiences engaged.

Drama and Comedy Continue to Rank as the Top 2 Film Genres, but Horror and Thrillers both Showed Momentum

Film (Theatrical-Wide & Streaming): Drama is perennially the top genre among Streaming and widely released Theatrical films. However, Comedy, which consistently ranks second, was up +13% versus 2022. The Thriller and Horror genres were also up in 2023, posting double-digit gains over the prior year (+22% and +14%, respectively).



NUMBER OF WIDE RELEASE FILMS, BY GENRE

GENRE	2018	2019	2020	2021	2022	2023	2023 VS. 2022
Drama	74	74	119	153	158	152	-4%
Comedy	62	47	67	72	116	131	+13%
Documentary	27	26	48	93	97	94	-3%
Thriller	36	26	35	41	55	67	+22%
Horror	21	22	25	49	56	64	+14%
Action	34	28	23	45	56	58	+4%
Animation	16	20	21	38	40	34	-15%
Sci Fi/Fantasy	23	17	11	20	21	20	-5%

COUNTS BASED ON FILMS RELEASED WIDE (>600 THEATERS) IN THEATERS OR ON A STREAMING PLATFORM FROM JANUARY 2018 TO DECEMBER 2023. NOTE: FILMS THAT WERE RELEASED IN BOTH WAYS ARE CREDITED TO EACH RELEASE TYPE (2022: 33, 2023: 35). CHART RANKED ON 2023 RELEASES.

Film Genre Deep-Dive: Thriller, Horror, and Sci-Fi/Fantasy were the three genres that posted the largest percentage gains on Streaming platforms (+27%, +17% and +17%, respectively). Conversely, Horror and Thriller posted little to no growth, and Sci-Fi/Fantasy actually declined among Theatrical Wide releases, while all other genres were up.

STREAMING
FILM RELEASES

GENRE	2023 VS. 2022
Thriller	+27%
Horror	+17%
Sci Fi/Fantasy	+17%
Comedy	+4%
Drama	-9%
Documentary	-10%
Action	-18%
Animation	-40%

PERCENTAGE DIFFERENCES BASED ON TOTALS FOR FILMS RELEASED ON A STREAMING PLATFORM FROM JANUARY 2022 TO DECEMBER 2023. NOTE: FILMS THAT WERE RELEASED IN BOTH WAYS ARE CREDITED TO EACH RELEASE TYPE. CHART RANKED ON 2023 % DIFFERENCE FROM 2022

THEATRICAL
WIDE RELEASES

GENRE	2023 VS. 2022
Documentary	+700%
Action	+83%
Comedy	+73%
Animation	+60%
Drama	+29%
Horror	+7%
Thriller	0%
Sci Fi/Fantasy	-33%

PERCENTAGE DIFFERENCES BASED ON TOTALS FOR FILMS RELEASED WIDE IN THEATERS FROM JANUARY 2022 TO DECEMBER 2023. NOTE: FILMS THAT WERE RELEASED IN BOTH WAYS ARE CREDITED TO EACH RELEASE TYPE. CHART RANKED ON 2023 % DIFFERENCE FROM 2022

+80%

Horror Movie fans are +80% more likely than the average U.S. Gen Pop to watch movies via streaming (88% vs. 49%, Wave 8 Avg.) and they are +89% more likely than the average U.S. Gen Pop to watch movies in a theater (51% vs. 27%, Wave 8 Avg.).

SOURCE: ENTERTAINMENT 365 2023

Entertainment 365 is an original study that provides visibility into consumer behaviors, preferences, attitudes, likes, dislikes and all of the most popular ways people engage with entertainment.

TREND 3

Foreign Film from the Family Room & Other Arena Trends

While Linear TV Continues to Rely on Reality, Digital Platforms Gravitate to Foreign Language

TV (Broadcast & Cable): Non-Scripted arenas dominated the Top 5 among Broadcast and Cable networks in 2023, as they have every year since at least 2018. Even the Crime arena, which broke into the Top 5 this year, was propelled by series in the Alternative genre. Roughly 8 in 10 program premieres categorized as Crime fell within the Alternative genre.



Documentary series like NBC's *LA Fire & Rescue* continue to be among the most heavily utilized arenas across broadcast and cable.

TOP ARENAS AMONG TV (BROADCAST & CABLE) - BASED ON # OF PREMIERES IN 2023

ARENA	2018	2019	2020	2021	2022	2023	23 VS. 22 DIFFERENCE	23 VS. 22 % CHANGE
Reality Series	688	604	465	462	480	407	-73	-15%
Documentary	537	482	380	383	357	335	-22	-6%
Structured Reality	530	476	368	352	367	333	-34	-9%
Informative	171	151	137	148	171	151	-20	-12%
Crime (including True Crime)	118	148	124	141	139	147	+8	+6%

COUNTS BASED ON PROGRAM PREMIERES ON U.S. BROADCAST AND CABLE NETWORKS FROM JANUARY 2018 TO DECEMBER 2023. NOTE: TV SEASONS THAT WERE CLASSIFIED AS HAVING MORE THAN ONE ARENA WERE CREDITED TO EACH ARENA. CHART RANKED ON 2023 PREMIERES.

TV (Broadcast & Cable): True Crime continues to grow. There were 80 program premieres in the arena of True Crime across Broadcast and Cable in 2023, an increase of +48% over 2022. Note the sharp increase in this arena from 2018 is due in part to a shift from coding programs as "True Story / Event" to a more specific "True Crime" tag for cable networks like Investigation Discovery and Oxygen, which rely heavily on programming in this space. Survival-themed shows also saw a notable percentage uptick from 2022, while more kid-friendly fare like Children's Animation and Animal-focused shows also saw year-over-year growth, rebounding from their 2022 lows.

TOP ARENAS AMONG TV (BROADCAST & CABLE) -
BASED ON ACTUAL GROWTH IN 2023 VS. 2022

ARENA	2018	2019	2020	2021	2022	2023	23 VS. 22 DIFFERENCE	23 VS. 22 % CHANGE
True Crime	1	10	20	57	54	80	+26	+48%
Survival	5	4	1	3	2	13	+11	+550%
Children's Animation	64	74	54	46	27	36	+9	+33%
Detective Mystery Drama	17	18	13	19	8	16	+8	+100%
Animal	57	57	46	49	35	42	+7	+20%

COUNTS BASED ON PROGRAM PREMIERES ON U.S. BROADCAST AND CABLE NETWORKS FROM JANUARY 2018 TO DECEMBER 2023.
NOTE: TV SEASONS THAT WERE CLASSIFIED AS HAVING MORE THAN ONE ARENA WERE CREDITED TO EACH ARENA. CHART RANKED ON ACTUAL
DIFFERENCE BETWEEN 2023 AND 2022 PREMIERES .

+48%

There were 80 program premieres in the Arena of True Crime across Broadcast and Cable in 2023, an increase of +48% over 2022

TV (Digital): Global platforms like Netflix and Amazon Prime Video are driving an increase in the number of Foreign Language premieres. In fact, 2023 marks the first time that Foreign Language has ranked as the top arena, outpacing Documentary programs and Serialized Dramas, both of which had fewer premieres in 2023 versus 2022. Crime and Comedy rounded out the Top 5 but also posted double-digit declines versus 2022.

TOP ARENAS AMONG TV (DIGITAL) - BASED ON # OF PREMIERES IN 2023

ARENA	2018	2019	2020	2021	2022	2023	23 VS. 22 DIFFERENCE	23 VS. 22 % CHANGE
Foreign Language	49	94	119	162	174	183	+9	+5%
Serialized Drama	105	140	177	187	208	180	-28	-13%
Documentary	99	88	162	232	228	170	-58	-25%
Crime (including True Crime)	56	79	93	119	158	140	-18	-11%
Comedy	102	118	122	179	184	128	-56	-30%

Disney+'s Korean serialized drama *Moving* is part of a growing trend by streamers to launch foreign language series to U.S. audiences.

COUNTS BASED ON PROGRAM PREMIERES ON U.S. DIGITAL/STREAMING PLATFORMS FROM JANUARY 2018 TO DECEMBER 2023
NOTE: TV SEASONS THAT WERE CLASSIFIED AS HAVING MORE THAN ONE ARENA WERE CREDITED TO EACH ARENA. CHART RANKED ON 2023 PREMIERES.

TV (Digital): In terms of actual year-over-year growth, Stories from Asia outpaced all other arenas, more than doubling its 2022 total (55 vs. 27 in 2022). Relationship Dramas (e.g. *The Crown* and *The Summer I Turned Pretty*) ranked second in terms of year-over-year growth in actual number of premieres. Police Dramas and Mystery arenas ranked 3rd and 4th, and Anime rounded out the Top 5. Interestingly, 78% of the Anime premieres were also classified as Stories from Asia so an influx in the Anime arena also contributed to the overall growth in Stories from Asia.

TOP ARENAS AMONG TV (DIGITAL) -
BASED ON ACTUAL GROWTH IN 2023 VS. 2022

ARENA	2018	2019	2020	2021	2022	2023	23 VS. 22 DIFFERENCE	23 VS. 22 % CHANGE
Stories from Asia	10	14	12	18	27	55	+28	+104%
Relationship Drama	15	17	24	26	31	52	+21	+68%
Police Drama	9	13	11	8	12	26	+14	+117%
Mystery (including Detective Mystery Drama)	14	32	40	39	61	74	+13	+21%
Anime	4	7	11	16	14	27	+13	+93%



COUNTS BASED ON PROGRAM PREMIERES ON U.S. DIGITAL/STREAMING PLATFORMS FROM JANUARY 2018 TO DECEMBER 2023.
NOTE: FILMS THAT WERE CLASSIFIED AS HAVING MORE THAN ONE ARENA WERE CREDITED TO EACH ARENA. CHART RANKED ON ACTUAL DIFFERENCE BETWEEN 2023 AND 2022 PREMIERES.



Foreign Language Films Rank as Top Arena on Streamers; Films Based on Existing IP Top for Theatrical Wide Releases

Film (Streaming): Foreign Language easily ranked as the top arena among Streaming films, as 191 films in this arena were released in 2023, marking a +22% increase over its 2022 total as well as a noteworthy +85% advantage over the second place arena (Family).

+22%

Foreign Language easily ranked as the top arena among Streaming films, as 191 films in this arena were released in 2023

TOP STREAMING FILMS ARENAS - BASED ON # OF RELEASES IN 2023

ARENA	2018	2019	2020	2021	2022	2023	23 VS. 22 DIFFERENCE	23 VS. 22 % CHANGE
Foreign Language	34	29	94	137	157	191	+34	+22%
Family	16	25	67	97	114	103	-11	-10%
Crime	23	26	41	80	99	99	0	0%
Action (incl. Action/Adventure)	25	24	50	70	79	97	+18	+23%
Thriller	17	17	35	66	81	82	+1	+1%
Comedy	24	19	49	61	97	82	-15	-15%

COUNTS BASED ON FILMS RELEASED ON A STREAMING PLATFORMS FROM JANUARY 2018 TO DECEMBER 2023.
NOTE: FILMS THAT WERE CLASSIFIED AS HAVING MORE THAN ONE ARENA WERE CREDITED TO EACH ARENA. CHART RANKED ON 2023 RELEASES.

Film (Streaming): In addition to ranking as the top arena in terms of total 2023 releases, Foreign Language ranked as the top arena in terms of actual growth in 2023, posting an increase of +34 releases from 2022.

TOP STREAMING FILMS ARENAS -
BASED ON ACTUAL GROWTH IN 2023 VS. 2022

ARENA	2018	2019	2020	2021	2022	2023	23 VS. 22 DIFFERENCE	23 VS. 22 % CHANGE
Foreign Language	34	29	94	137	157	191	+34	+22%
Action (incl. Action/Adventure)	25	24	50	70	79	97	+18	+23%
Mystery	11	10	28	26	42	57	+15	+36%
Dramedy	9	12	17	23	38	49	+11	+29%
Comic Book / Graphic Novel Adaptation	2	1	5	9	13	23	+10	+77%
Supernatural	4	6	5	15	22	32	+10	+45%

COUNTS BASED ON FILMS RELEASED ON A STREAMING PLATFORMS FROM JANUARY 2018 TO DECEMBER 2023.
NOTE: FILMS THAT WERE CLASSIFIED AS HAVING MORE THAN ONE ARENA WERE CREDITED TO EACH ARENA.
CHART RANKED ON ACTUAL DIFFERENCE BETWEEN 2023 AND 2022 RELEASES.



Theatrical-Wide Releases: Films based on existing IP continue lead the pack in terms of sheer number of films released. Literary Adaptations topped all other arenas in 2023, while Remakes finished second — proving Studios are still betting on proven IP (and their built-in fan bases) to draw audiences back to the theaters. There was a notable uptick in films in the Family arena (31) as well as films in the Thriller arena (30), and both continue to climb back to pre-pandemic levels.

46%

of all Theatrical Wide releases in 2023
were categorized as Literary
Adaptations or Remakes

TOP THEATRICAL-WIDE ARENAS -
BASED ON # OF RELEASES IN 2023

ARENA	2018	2019	2020	2021	2022	2023	23 VS. 22 DIFFERENCE	23 VS. 22 % CHANGE
Literary Adaptation	52	40	16	35	26	37	11	+42%
Remake (incl. Sequel/ Prequel/Remake)	41	44	9	30	25	32	7	+28%
Family	32	37	11	18	22	31	9	+41%
Action (incl. Action/Adventure)	56	48	18	26	26	31	5	+19%
Thriller	30	32	7	18	21	30	9	+43%

COUNTS BASED ON FILMS RELEASED WIDE IN THEATERS FROM JANUARY 2018 TO DECEMBER 2023.
NOTE: FILMS THAT WERE CLASSIFIED AS HAVING MORE THAN ONE ARENA WERE CREDITED TO EACH ARENA. CHART RANKED ON 2023 RELEASES.

Theatrical-Wide Releases: Films in the Crime space were up +71% year-over-year and matched 2019's total. Comedy also had a stronger year in 2023, but still trails pre-COVID levels. However, the biggest story in terms of year-over year growth was Foreign Language films. Eleven made it to wide-release in 2023 an increase of +450% over 2022 as theaters looked to fill screens during the dual strikes.

TOP THEATRICAL-WIDE ARENAS -
BASED ON ACTUAL GROWTH IN 2023 VS. 2022

ARENA	2018	2019	2020	2021	2022	2023	23 VS. 22 DIFFERENCE	23 VS. 22 % CHANGE
Literary Adaptation	52	40	16	35	26	37	11	+42%
Comedy	26	34	8	10	17	27	10	+59%
Crime	41	24	11	20	14	24	10	+71%
Family	32	37	11	18	22	31	9	+41%
Thriller	30	32	7	18	21	30	9	+43%
Foreign Language	3	1	2	1	2	11	9	+450%

COUNTS BASED ON FILMS RELEASED WIDE IN THEATERS FROM JANUARY 2018 TO DECEMBER 2023.
NOTE: FILMS THAT WERE CLASSIFIED AS HAVING MORE THAN ONE ARENA WERE CREDITED TO EACH ARENA. CHART RANKED ON ACTUAL
DIFFERENCE BETWEEN 2023 AND 2022 RELEASES.

+71%

Films in the Crime space were up
+80% year-over-year and matched
2019's total.

TREND 4

Empresses of Entertainment

Taylor, Beyoncé and Barbie Take Center Stage in 2023

Taylor Swift

2023 has been
"The Year of Taylor."

Her "Eras" Tour has generated \$1.04B as of early December, making it the highest grossing tour of all-time, and it's projected to hit \$2B by the end of its run.

Her movie, *Taylor Swift: The Eras Tour* has become the highest-grossing concert film of all-time domestically.

Her impact has even haloed to her boyfriend Travis Kelce, who's ScreenScore grew from 26 in March, shortly after his team won the Super Bowl, to 63 (up +37 points) in October following Taylor's appearances at his games.



\$250M+

"The Eras Tour" concert film
has grossed more than
\$250 million globally

SWIFT: MICHAEL BUCKNER

32

In February 2023, Beyoncé became the top Grammy winner of all time, with 32 Grammys.

BEYONCÉ: CHRISTOPHER POLK



Beyoncé also had a record-breaking year.

In February she won 4 Grammys, which brought her career total to 32, officially making her the Top Grammy winner of All Time.

On December 1st, *Renaissance: A Film by Beyoncé* opened wide in theaters and has amassed \$30M domestically and nearly \$40M worldwide.

As a result of the stellar year, Beyoncé's ScreenScore jumped 27 points over the course of the year (from 57 in January to 84 by the end of December).

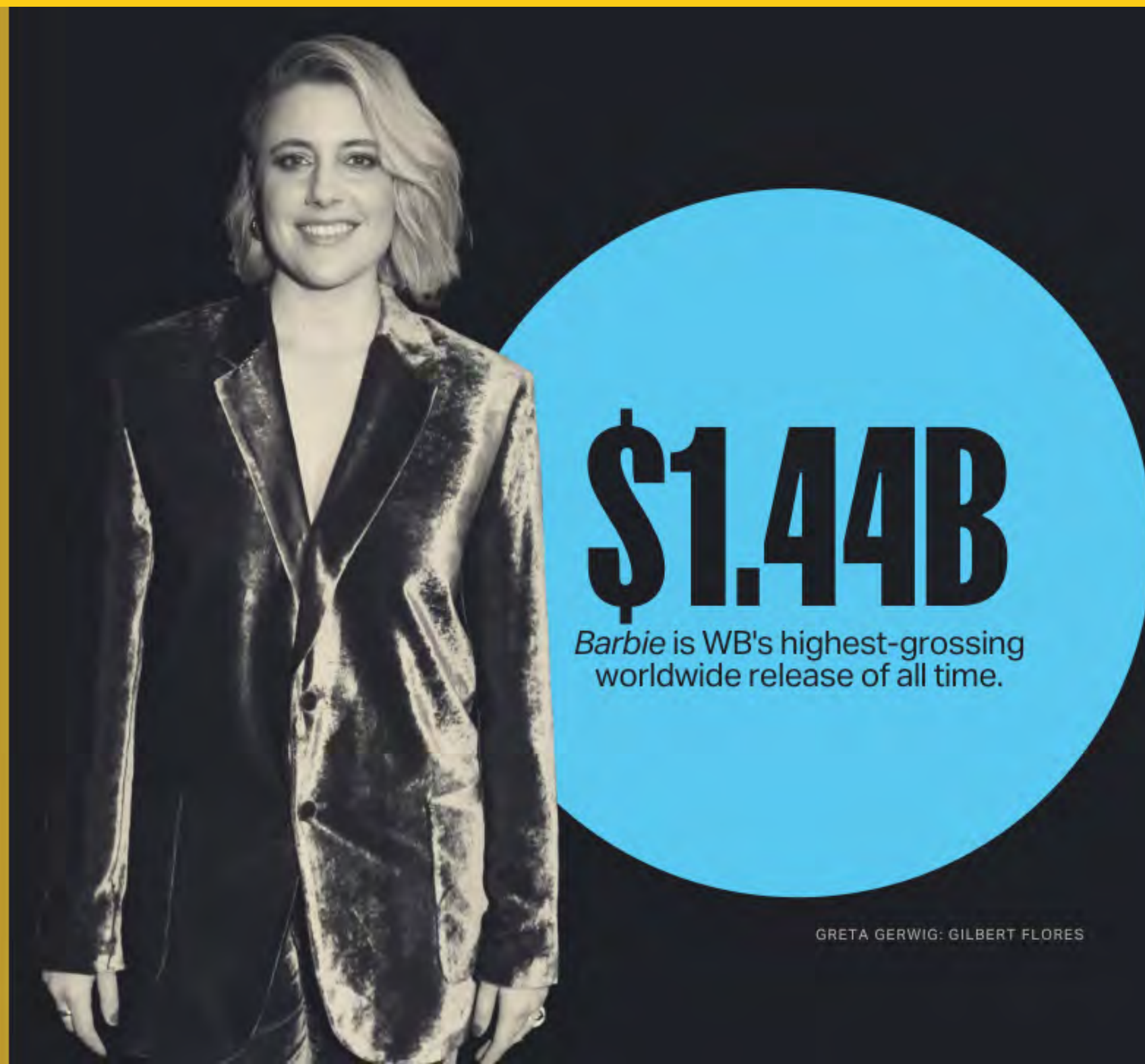


Barbie was the highest-grossing film of 2023 (\$1.44B YTD).

It was also WB's highest-grossing worldwide release of all-time (eclipsing *Harry Potter*), Warner's biggest domestic title in 100 years and the highest-grossing movie directed solely by a woman.

It's currently the 14th-biggest domestic release and 15th-biggest global release in history.

Greta Gerwig's ScreenScore was already at an impressive 76 at the beginning of 2023 and grew +7 points to reach its current level at 83.



\$1.44B

Barbie is WB's highest-grossing worldwide release of all time.

GRETA GERWIG: GILBERT FLORES

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