

## Abstract

This thesis examines factors influencing box office performance in the Czech Republic. With an original dataset of over 1400 observations spanning 2013–2022, the thesis explores the impact of the following factors: country of origin, user reviews, production budget, star power, awards, and holiday releases. The ordinary least squares estimation method is used for the analysis. Findings reveal that movie performance is positively affected by Czech origin, user reviews, production budget, star power, and awards. This research contributes to understanding the Czech movie market and offers insights for policymakers, producers, and distributors. Further research opportunities include analyzing sequels' effects, marketing spending, and further clarification of the role of reviewers.

<b>JEL Classification</b>	D80, D49, C50
<b>Keywords</b>	movie, revenue, analysis, the Czech Republic
<b>Title</b>	The determinants of motion picture box office performance in the Czech Republic
<b>Author's e-mail</b>	10822023@fsv.cuni.cz
<b>Supervisor's e-mail</b>	petr.polak@fsv.cuni.cz