Report on **Bachelor / Master Thesis**

Institute of Economic Studies, Faculty of Social Sciences, Charles University

Student:	Artem Usov
Advisor:	Mgr. Petr Polák, MSc. Ph.D
Title of the thesis:	The determinants of motion picture box office performance in the Czech Republic

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

Please provide a short summary of the thesis, your assessment of each of the four key categories, and an overall evaluation and suggested questions for the discussion. The minimum length of the report is 300 words.

Short summary
In his thesis, Artem Usov analyses the motion picture market in the Czech Republic from the perspective of box office performance - therefore, the most relevant part for the finance sector. The thesis tries to find the drivers of attendance and revenue performance of more than 1400 movies that were shown in Czech cinemas in the last decade. The study finds that movies of Czech origin perform better, and so do also movies featuring known actors and actresses.

Contribution
The thesis uses a combination of sources that provides it with a unique dataset, but since it focuses just on a specific sample of movies, the results cannot be used generally in the movie industry, but only with care. But, since the results also confirm previous findings in similar academic studies, the study does focus on the relevant part of the market and is valuable from the economics and finance perspective.

Methods
It would be beneficial if the movie selection process would be better described in the thesis. Data availability is the key issue, but readers can ask if e.g. every movie shown in the cinema is in the dataset or what the limitations are. The cross-sectional dataset is then analyzed using OLS regression, and assumptions are tested. The database used for the thesis required a combination of several different sources and a great portion of data cleaning.

Literature
The literature overview covers existing literature and also provides a summary of existing results, which are mostly verified by the empirical part. The literature is used and cited properly according to academic standards.

Manuscript form
The thesis is well structured and formatted using a standardized Latex template. The language used is easy to understand. The thesis could be improved by looking at the data more visually - if some relationship between dependent and independent variables is obvious or not. I do not mean adding visualization to each of the independent variables, as it would not serve the purpose.

Overall evaluation and suggested questions for the discussion during the defense
From the perspective of a supervisor, Artem worked on the thesis continuously and, started with data gathering early and had first results quite soon. I could provide my comments over time so the interpretation of the results is significantly improved in the final version, and possible limitations are discussed as well. I appreciate the work connected to the data collection and cleaning and also the different ideas Artem had while analyzing the data.

My evaluation reflects the fact that the thesis could be improved by some sort of robustness check or additional analysis using only part of the date or data selection method. It would support the current results or might provide additional findings.

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I do not have a specific question for the defense since my major comments were incorporated. I would suggest that Artem elaborates on the following:
-   how possible robustness check could be performed
-   how he looked at possible relations among explanatory variables (e.g. budget be connected to popular actor or user reviews and awards)

The results of the Urkund analysis do not indicate significant text similarity with other available sources.

In my view, the thesis fulfills the requirements for a bachelor thesis at IES, Faculty of Social Sciences, Charles University, I recommend it for the defense and suggest a grade B

SUMMARY OF POINTS AWARDED *(for details, see below):*

CATEGORY	POINTS
Contribution *(max. 30 points)*	25
Methods *(max. 30 points)*	22
Literature *(max. 20 points)*	18
Manuscript Form *(max. 20 points)*	20
TOTAL POINTS *(max. 100 points)*	**85**
GRADE **(A – B – C – D – E – F)**	**B**

NAME OF THE REFEREE: Petr Polák

DATE OF EVALUATION: 30. 8. 2023

Digitally signed (30. 8. 2023)
Petr Polák

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Referee Signature

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Overall grading:

TOTAL	GRADE
91 – 100	A
81 - 90	B
71 - 80	C
61 – 70	D
51 – 60	E
0 – 50	F