Report on **Bachelor / Master Thesis**

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

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

OVERALL ASSESSMENT

Contribution

Artem Usov prepared a relatively good and straightforward thesis. He set his objective to identify and quantify the main factors affecting box office performance in the Czech Republic. I am neither familiar with the related literature nor at first persuaded by the importance of the exercise, but view it as an acceptable way of demonstrating some good empirical analytical skills using a topic that is likely of personal interest to the author. Overall, I find the contribution and the thesis overall as good, providing some interesting insights into the movie market in Czechia and letting the author exhibit some good economics.

Methods

The empirical methodology is relatively simple (ordinary least square), but likely appropriate for the task at hand (and okay for a bachelor's degree).

The data collection might have taken some time and required some good ideas from the author.

I would like to discuss one aspect of the empirical approach in detail. I believe that in similar exercises, the author should take into account price level differences over time (inflation) when using time series data on movie budgets as well as box office revenues. I might be wrong on this, but I find it likely that the following two variables should have been adjusted for inflation (but have not been by the author):
- "After that, budgets from IMDb and State Cinematography Fund were added. Budgets obtained from the IMDb were often in the original currencies of countries where the movie was produced. Hence all budgets we converted to the Czech Crowns using the average exchange rate of a year when the movie premiered in the Czech Republic."
- "revenues: Box office revenues in CZK."

I hope that my point is clear. On a more personal note, let me point out that it is interesting for me to point this aspect out as I have been teaching price levels in the introductory Principles course for over a decade and I have been using the example of motion picture box office performance to illustrate the importance of reflecting inflation. Specifically, I provided two tables showing top movies according to motion picture box office performance, which differed in whether they took into account inflation or not. The movies included differed a lot. I wonder how important this might be in the current thesis. Given that the cumulative inflation over the next three years (2020-2022) was about 30% and these years are included in the sample used in the thesis, I would think so and I would encourage the author to indeed reflect inflation accordingly.

Literature

Artem Usov seems to have demonstrated a good grasp of the relevant literature, including a recent similar study focusing on film attendance in Czechia by Žofák (2020).

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

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Manuscript form

Artem Usov structured his thesis well, but, for example, the introduction was a bit too short and not as informative as expected.

The thesis is written in appropriate English and the formatting of the text is adequate for a thesis.

Suggested questions for the committee

Above in the methods section I discuss the importance of taking into account price level differences over time (inflation) when using time series data on movie budgets as well as box office revenues.

I acknowledge that it is possible that the author does take inflation into account in his thesis, but I have not found evidence of it.

So, dear colleague, if you do not do so in your thesis, could you explain why it might be a good idea not to take inflation into account or, if you now think that it would be a good idea, how would you go about it in the future and what changes in methodology and results and your findings would you expect?

Summary

In short, the thesis fulfils the requirements for a bachelor thesis at IES, Faculty of Social Sciences, Charles University, and, in my view, Artem Usov did a good job of writing a thesis and I recommend **a grade of C**. Finally, let me note that in case Artem Usov does a good job of presenting and discussing his thesis at the defence (and the other report is more positive in its conclusions than mine), I am totally fine with awarding a better grade than suggested in my report.

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

CATEGORY	POINTS
Contribution (max. 30 points)	15
Methods (max. 30 points)	20
Literature (max. 20 points)	19
Manuscript Form (max. 20 points)	19
TOTAL POINTS (max. 100 points)	**73**
GRADE (A – B – C – D – E – F)	C

NAME OF THE REFEREE:

DATE OF EVALUATION: *Digitally signed (29. 8. 2023)*
                                                                              Petr Janský

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Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

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**