Profitability of Spiderman Movies

The latest Spider-Man movie, *No Way Home*, recently opened in theaters with the second best domestic opening weekend of all time.

The Raimi Films	Spider-Man (2002) Spider-Man 2 (2004) Spider-Man 3 (2007)		
The Webb Films	The Amazing Spider-Man (2012) The Amazing Spider-Man 2 (2014)		
The Animated Films	Spider-Man: Into the Spider-Verse (2018)		
The MCU Films (<u>M</u> arvel <u>C</u> inematic <u>U</u> niverse)	Captain America: Civil Wars (2016) Spider-Man: Homecoming (2017) Avengers: Infinity Wars (2018) Avengers: End Game (2019) Spider-Man: Far From Home (2019) Spider-Man: No Way Home (2021)		

We've been looking at all of the Spider-Man data.

We found this data on how much it costs to make one of these films and how much the worldwide ticket sales earned for the film companies.

Release	Title	Production Cost	Worldwide Gross
May 3, 2002	Spider-Man	\$139,000,000	\$821,706,375
June 30, 2004	Spider-Man 2	\$200,000,000	\$794,697,557
May 4, 2007	Spider-Man 3	\$258,000,000	\$894,860,230
July 3, 2012	The Amazing Spider-Man	\$220,000,000	\$757,890,267
May 2, 2014	The Amazing Spider-Man 2	\$200,000,000	\$708,996,336
Jul 7, 2017	Spider-Man: Homecoming	\$175,000,000	\$878,346,440
Dec 14, 2018	Spider-Man: Into The Spider	\$90,000,000	\$375,654,619
July 2, 2019	Spider-Man: Far From Home	\$160,000,000	\$1,132,532,832
Dec 17, 2021	Spider-Man: No Way Home	\$200,000,000	\$1,082,231,855
Averages		\$182,444,444	\$827,435,168
Totals	9	\$1,642,000,000	\$7,446,916,511

1. What does this list make you wonder? What would you like to find out?

- 2. How do you suppose that I should calculate the profit that these companies made from the movies?
- 3. What other factors should I try to account for in creating profit amounts that I could compare?

We don't think that it is fair to compare the profit made in 2002 to the profit made today. In 2002 a Hershey bar that weighed 1.55 ounces cost \$0.80. Today, that same sized Hershey bar costs at least \$0.98 at Walmart.

We have a few suggestions on how to make comparisons of the movies' earnings that might be fairer ... but feel free to choose a different method to calculate what you see.

1st. You could use the following past and present prices for a movie ticket to compare the net earnings.

2022	?	2015	\$8.43	2008	\$7.18
2021	\$9.16	2014	\$8.17	2007	\$6.88
2020	\$9.16	2013	\$8.13	2006	\$6.55
2019	\$9.16	2012	\$7.96	2005	\$6.41
2018	\$9.11	2011	\$7.93	2004	\$6.21
2017	\$8.97	2010	\$7.89	2003	\$6.03
2016	\$8.65	2009	\$7.50	2002	\$5.80

Or

2nd. You might want to compare what percent of every dollar spent on the making of each movie returned in profits.

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3rd. You might want to use an inflation calculator, like this one:

https://www.in2013dollars.com/us/inflation/2021?amount=1 to compare the value of one year's prices with present day prices. This calculator won't calculate the millions that are the movie's revenues but you can easily find out what \$1.00 in 2002 currency (or whatever year you are using) becomes in 2021 dollars and then just multiply that dollar amount by the dollar amount that you are trying to convert to today's dollars.

7. Do some research and try to create comparisons in the costs and profits of these 9 films.

	Production cost	Worldwide Gross	Net earnings	
Spider-Man	\$139,000,000	\$821,706,375		
Spider-Man 2	\$200,000,000	\$794,697,557		
Spider-Man 3	\$258,000,000	\$894,860,230		
The Amazing Spider-Man	\$220,000,000	\$757,890,267		
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- 8. So, what can you conclude about the cost and final profit made by this set of films?
- 9. When do you guess the next Spider-Man movie will come out and what do you guess the Worldwide Gross will be?
- 10. Decide in what format you want to present your conclusions to your class. What sort of chart or graph would be most persuasive for demonstrating your conclusions?

Sources: https://www.menshealth.com/entertainment/a37106875/spider-man-movies-in-order/https://www.the-numbers.com/movies/franchise/Spider-Man - tab=summaryhttps://www.foodtimeline.org/foodfaq5.html - candybar

https://247wallst.com/media/2021/03/29/this-is-the-price-of-a-movie-ticket-in-the-past-25-years/