
Social Media and Commercial Success of Movies

P. Ammani

Associate Professor,
National Institute of Construction Management and Research,
Hyderabad, India.

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ABSTRACT

The Indian film industry is the highest producer of films and release films from various parts of the country. According to an estimate by FICCI & KPMG, the film entertainment market would grow at an annual compound growth rate of 3.1%, reaching USD 100.6 billion in 2017 from existing revenues of USD 88.6 billion in 2012. Furthermore, it has also been reported that Indian film entertainment business will grow at a rate of 21%. The films are marketed through various channels and modes; however, today's social media is playing a key role in the promotion of films. This article endeavours at comprehending the relationship between the likes at Facebook and Twitter on the gross income of the movies. A correlation analysis has been practiced to comprehend this relationship, for which a sample of the most popular films released in 2014 was considered.

KEYWORDS: Film marketing, Tracking, Facebook, Twitter, Digital marketing.

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