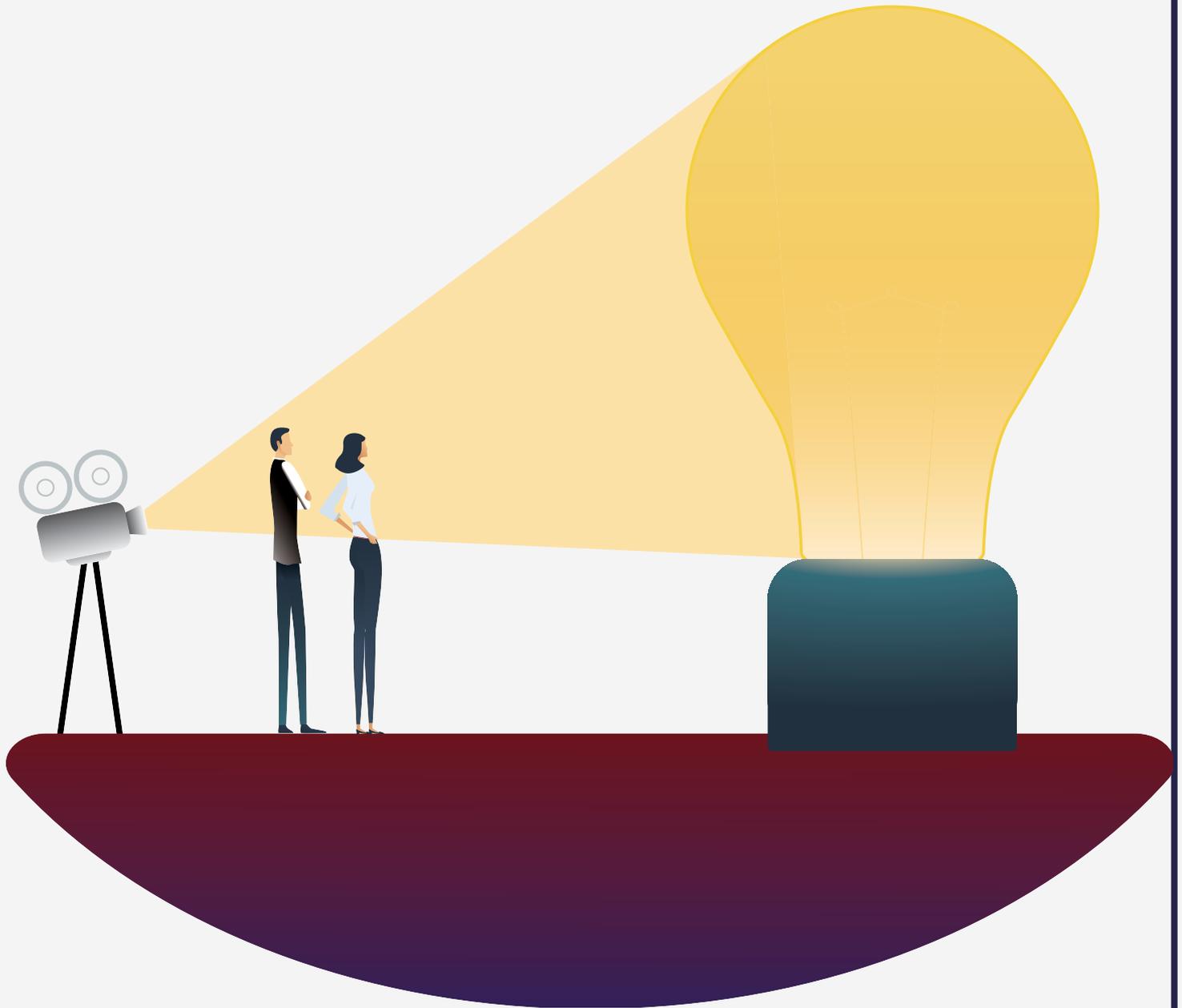


STRUGGLING WITHOUT BOX  
OFFICE METRICS?

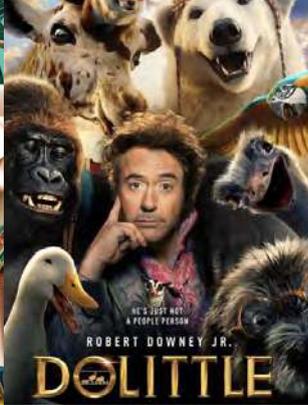


TOP 50 TITLES OF 2020

BASED ON OUR EXCLUSIVE PASSION INDEX

**nanocrowd**

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## THINKING OUTSIDE THE BOX, OFFICE

Hollywood and industry analysts, the people who track studio performance, measure success primarily with box office. With the theaters closed for most of 2020, several people have asked us how to measure performance. We'll show you our answer, but first, let's look at the problem of relying on box office alone.

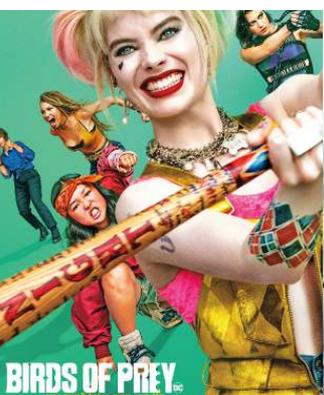
According to [Box Office Mojo](#), these are the top-grossing titles in the US:

RANK	TITLE	US BOX OFFICE (\$million)	US RELEASE
1	Bad Boys for Life	\$206	Jan. 17
2	Sonic the Hedgehog	\$149	Feb. 14
3	Birds of Prey	\$84	Feb. 7
4	Dolittle	\$77	Jan. 17
5	The Invisible Man	\$70	Feb. 28

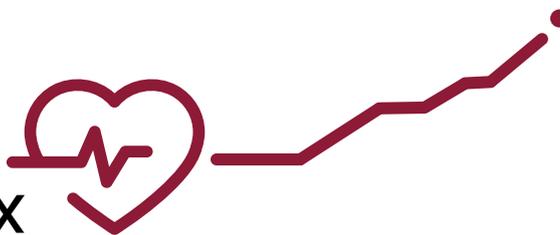
While all of these films deserve recognition, it's hard to imagine they would've been the top-grossing films if the theaters had stayed open all year. In fact, the one thing these five movies do have in common is they were released in January or February before the theaters closed.

Nanocrowd analyzes audience reactions to help studios find the largest audience for their films and TV shows. We often use box office to analyze a title's success, but it isn't a very useful measurement for 2020.

Even before the theaters closed last year, box office wasn't the best metric for ranking the full range of viewers' entertainment choices available today. It didn't allow us to compare theatrically-released movies to streaming movies, and it certainly didn't compare movies to television or streaming series. That's why we developed our Passion Index for movies and series.



# NANOCROWD PASSION INDEX



In addition to analyzing box office, we developed a Passion Index™ based on the volume and sentiment of viewer comments. We use the viewers' words in their online comments as input to calculate which titles get the most attention and whether the viewers' words are positive or negative. By combining these two calculations, we compare how passionate viewers are about titles.

According to our Passion Index, these are the top 50 US titles released in 2020 (a score of 100 is the highest any title can receive, and the other titles are indexed to that top title).

RANK	TITLE	TYPE	PASSION INDEX	US RELEASE
1	Wonder Woman 1984	Movie	100.0	Dec 25
2	Tenet	Movie	97.8	Sep 3
3	Birds of Prey	Movie	48.9	Feb 7
4	Mulan	Movie	48.8	Sep 4
5	Extraction	Movie	40.15	Apr 24
6	The Invisible Man	Movie	40.11	Feb 28
7	Star Trek: Picard	Series	40.08	Jan 23
8	The Queen's Gambit	Series	34.9	Oct 23
9	The Haunting of Bly Manor	Series	33.6	Oct 9
10	The Gentlemen	Movie	26.2	Jan 24
11	Sonic the Hedgehog	Movie	25.1	Feb 14
12	Uncle Tom	Movie	22.9	Jun 19
13	The Old Guard	Movie	22.6	Jul 20
14	Bad Boys for Life	Movie	22.1	Jan 17
15	Away	Series	21.3	Sep 4
16	Eurovision Song Contest: The Story of Fire Saga	Movie	20.2	Jun 26
17	I'm Thinking of Ending Things	Movie	20.0	Aug 28
18	Onward	Movie	19.1	Mar 6
19	Cursed	Series	18.3	Jul 17
20	Da 5 Bloods	Movie	17.8	Jun 12
21	Borat: Subsequent Moviefilm	Movie	17.55	Oct 23
22	Underwater	Movie	17.51	Jan 10
23	Bill & Ted Face the Music	Movie	17.50	Aug 28
24	The Devil All the Time	Movie	17.2	Sep 16
25	The Hunt	Movie	15.7	Mar 13

RANK	TITLE	TYPE	PASSION INDEX	US RELEASE
26	Messiah	Series	15.61	Jan 1
27	Lovecraft Country	Series	15.58	Aug 16
28	Greyhound	Movie	15.3	Jul 10
29	Space Force	Series	14.7	May 29
30	Raised by Wolves	Series	14.3	Sep 3
31	Mank	Movie	13.9	Dec 4
32	Hunters	Series	13.63	Feb 21
33	Hamilton	Movie	13.56	Jul 3
34	The Trial of the Chicago 7	Movie	13.5	Sep 25
35	The New Mutants	Movie	12.7	Aug 28
36	Hillbilly Elogy	Movie	12.2	Nov 24
37	Bloodshot	Movie	11.8	Mar 13
38	Artemis Fowl	Movie	11.7	Jun 12
39	The Outsider	Series	11.6	Jan 12
40	Just Mercy	Movie	11.5	Jan 10
41	Color Out of Space	Movie	11.4	Jan 24
42	Little Fires Everywhere	Series	11.3	Mar 18
43	Dolittle	Movie	11.188	Jan 17
44	Devs	Series	11.186	Mar 5
45	The Vast of Night	Movie	11.1	May 15
46	Scoob!	Movie	10.8	May 15
47	Project Power	Movie	10.59	Aug 14
48	Locke & Key	Series	10.55	Feb 7
49	Hollywood	Series	10.3	May 1
50	Unhinged	Movie	10.2	Aug 21

## A MORE COMPLETE PICTURE

The Passion Index is an integrated metric that can be used alongside box office. It provides a side-by-side comparison of movies and series as well as streaming and theatrical release titles. Now that word of mouth and online mentions are so critical to the success of any entertainment product, the Passion Index provides a method to measure the viewers' voice. Analysts can use it to rank titles and get a quick look at which titles are trending with viewers and make informed strategic decisions.

And, even though Bad Boys for Life and Sonic the Hedgehog had to give up their #1 and #2 spots, they both made it into the Passion Index top 15. Congrats!





We're a team of scientists, technologists, developers and film industry professionals who are passionate about movies and TV. We set out to understand WHY people like things, because we believe that understanding WHY is crucial. Movies and TV programs evoke a variety of feelings and emotions that are complex, and these complexities aren't captured by ratings or viewer's histories. By understanding WHY, we were able to develop a powerful new suite of audience analysis tools. Find out more about what we do and how we do it.

[www.nanocrowd.com](http://www.nanocrowd.com)

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- Find your true audience
- Use the words they use
- [The Viewer Voice™ Platform](#)