

nielsen PreView™
for entertainment

Building a Wider Tent:

When to push for a PG-13 vs R Rating



Member Research

Introduction



To PG-13 or not to PG-13, that is the question

In the course of directing, producing, and editing a film, there are numerous decisions to be made in order to reduce the length of the film, quicken the action, and remove ambiguity. Each decision leaves an indelible impact on the final product. These choices, taken in their totality, shape the film and eventually lead it down the path of becoming either a PG-13 or R-rated film. In light of these decisions, a question remains - when should a film product strive for PG-13 status or R-rated status? When is the R-rated offering a handicap, or can it actually be an asset? What are the bottom-line financial implications of these decisions?

In this report you will find out:

- Why studios are losing \$200 M a year (page 16)
- 35% of drama films would benefit from a different rating (page 15)
- The one genre where PG-13 isn't beneficial (page 14)

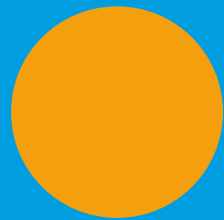
Table of Contents

Fundamentals	4
Study Road map	5
Terms & Definitions	6
The Basics.....	7
Business Intelligence	10
Interpreting the Data	11
Member Implications.....	12
<i>Comedy</i>	12
<i>Drama</i>	13
<i>Horror</i>	14
<i>Missed opportunities</i>	15
Key Learnings.....	17

Fundamentals



Study Road map



Terms & Definitions



The Basics

Study Road map

How to use this research:

- Understand if there is a financial benefit to pushing for an R vs. PG-13 rating
- Learn if the benefits of PG-13 vs. R ratings can vary by genre

For more information:

The insight and analysis provided here were sourced from the following Nielsen Company services:

- Nielsen eCINESYS
- Nielsen EDI
- Nielsen Media Research



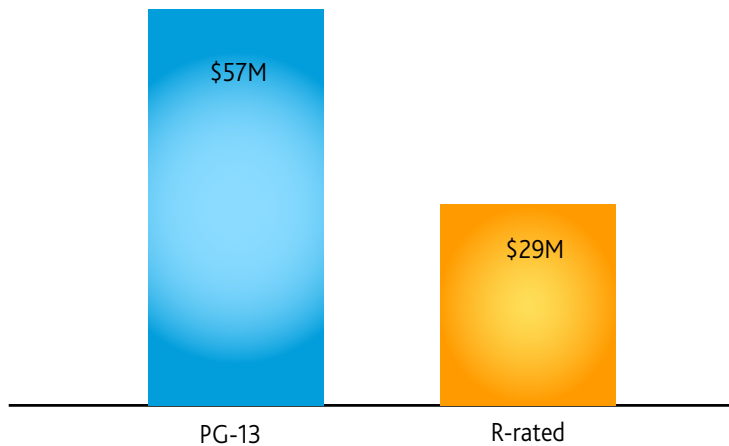
If you are interested in learning more about a specific type of service, email: more.preview@nielsen.com.

The Basics

Average total gross and media expenditure by PG-13 and R-rating

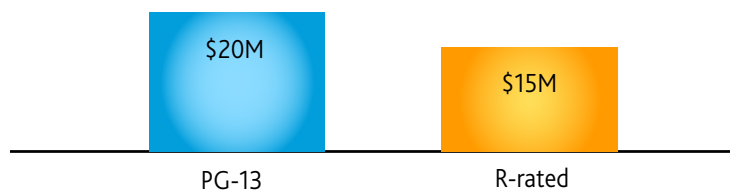
PG-13 films, on average, generate almost double the revenue of R-rated films. By their nature, PG-13 films have a broader reach than R-rated films ensuring revenues should be higher.

Average total gross by MPAA rating



The media marketing spend for PG-13 movies is 33% higher than R-rated movies.

Average media marketing spend by rating



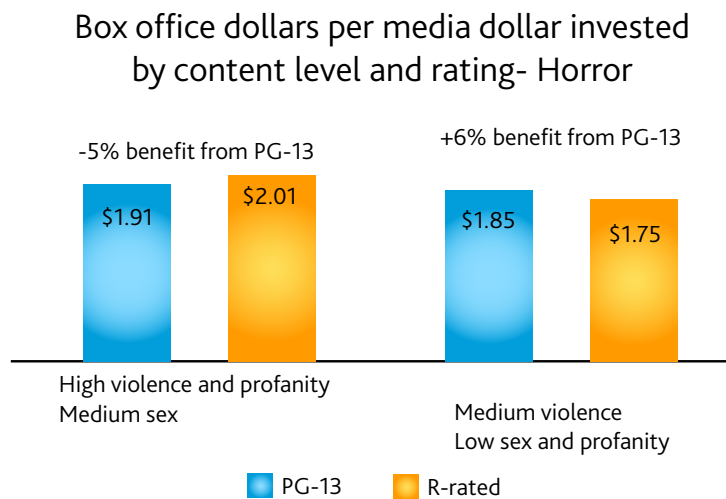
Member Implications

About horror film content and performance

Within horror, there were two natural groupings of film content, as defined by their level of sex, violence, and profanity. In rank order of graphic content (from high to low) the groups are: 1) movies with high levels of violence and profanity and medium levels of sex and 2) movies with medium violence but low sex and profanity.

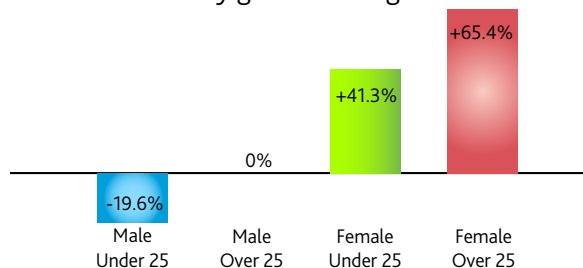
Tamer isn't better

The variance in performance between PG-13 and R is negligible in the horror genre. In both groups, PG-13 and R-rated movies had similar levels of box office dollars per media dollar invested.



Although we see that both PG-13 and R-rated horror movies are equal in dollars, there is a huge variance in acceptance by gender. Men reject PG-13 horror movies while women embrace them.

% change in interest level of PG-13 vs. R-rated for Horror movies- by gender and age



Key Insight:

To reach the widest horror audience, there is a need for both PG-13 and R-rated movies.

This is an EXCERPT only!

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