

Though it is impossible to state projected earnings of a movie with any high degree of accuracy (at such an early stage in development), certain assessments of basic market-measurable features can be useful in understanding a project's commercial viability. We present these for your perusal:

Black Cat Walking Under A Ladder could be shot with an estimated budget of 1.2M USD, on 35mm Black&White Kodak film, at an aspect ratio of 1.33:1. The estimated run time will be 80 minutes, and the target rating of the film (in North America) is PG-13.

Films That Bear A Tone/Mood/Genre Relation:

Ghost Dog (1999, USA) : Total Gross in USA (July 7, 2000) \$3.3M. USA Rentals (Nov 12, 2000) \$6.1M. Non-USA Gross \$6M. Rated (USA) R, (Canada) 14A, (UK) 15. Language in English/French, Runtime 116 min, Color 35mm film, Aspect 1.85:1.
<http://www.imdb.com/title/tt0165798/>

The Triplets Of Belleville (2003, Canada/France/Belgium) : Total Gross in USA (July 2, 2004) \$7M. USA Rentals (July 18, 2004) \$9.2M. Non-USA Gross \$7.7M. Approx Budget \$8M. Rated (USA) PG-13, (UK) 12A. Language in French, Runtime 78 min, Color Animation 35mm film, Aspect 1.66:1.
<http://www.imdb.com/title/tt0286244/>

Black&White Films:

Pi (1998, USA): Total Gross in USA (Nov 27, 1998) \$3.2M. Approx Budget \$60K. Language in English, Runtime 84 min, 16mm film, Aspect 1.66:1.
<http://www.imdb.com/title/tt0138704/>

Coffee & Cigarettes (2003, USA) : Total Gross in USA (Sept 8, 2004) \$2.2M. USA Rentals (Nov 14, 2004) \$4.5M. Non-USA Gross \$5.2M. Rated (USA) R, (UK) 15. Language in English, Runtime 95 min, 35mm film, Aspect 1.78:1.
<http://www.imdb.com/title/tt0379217/>

Sin City (2005, USA) : Total Gross in USA (Aug 5, 2005) \$74M. USA Rentals (Nov 20, 2005) \$41 mill. Total Gross in Europe (Aug 19, 2005) \$35 mill. Total worldwide gross \$99 mill. Approx Budget \$45.5M. Language in English, Runtime 124 min, HD Video, Aspect 1.85:1.
<http://www.imdb.com/title/tt0401792/>

Good Night, And Good Luck (2005) : Total Gross in USA (Mar 10, 2006) \$31.5M. Total Gross in UK (Mar 17, 2006) \$3.7M. Approx Budget \$7.5M. Language in English, Runtime 93 min, 35mm film, Aspect 1.85:1.
<http://www.imdb.com/title/tt0433383/>

Movies Made For Less Than \$2M USD

A certain stigma exists -- owing to the dictum that one must spend money to make money -- that films made in this dollar range cannot yield profitable returns (without the support of a hugely expensive marketing campaign). This is simply not so, as the facts will support, in such cases ranging from Napoleon Dynamite (2004) (\$400K budget, USA gross of \$44.5M), to In The Bedroom (2001) (\$1.7M budget, USA gross of \$35.9M). In addition, steadily increasing dvd sales ("rentals" figures) ensured that the modest

box office numbers of films such as Buffalo '66 (1998) and All The Real Girls (2003) were not indicative of the actual profit successes enjoyed by the concerned parties.

A final note regarding Aspect Ratio:

The golden age of Hollywood saw its films composed in a frame that was roughly 1.33-1.37 units long to 1 unit high. This is the standard frame of a television monitor (pre-widescreen), and is commonly referred to as the Academy Ratio. North American widescreen measures 1.85:1, and European widescreen measures 1.66:1. Anamorphic (or 'Scope) widescreen measures 2.35-2.39:1, and is the most common aspect ratio of modern commercial cinema. However, the 1.33:1 frame still carries the regality of the furthest reaching cinema of days past, and enjoys use from such internationally recognized directors as Jean-Luc Godard, Eric Rohmer, and Gus Van Sant.