पेटेंट कार्यालय
शासकीय जर्नल

OFFICIAL JOURNAL
OF
THE PATENT OFFICE

निर्गमन सं. 12/2024	शुक्रवार	दिनांक: 22/03/2024
ISSUE NO. 12/2024	FRIDAY	DATE: 22/03/2024

पेटेंट कार्यालय का एक प्रकाशन
PUBLICATION OF THE PATENT OFFICE

(12) PATENT APPLICATION PUBLICATION
(19) INDIA
(22) Date of filing of Application :13/03/2024

(21) Application No.202441018396 A
(43) Publication Date : 22/03/2024

(54) Title of the invention : PREDICTING MOVIE ECONOMIC SUCCESS: A MACHINE LEARNING APPROACH

(51) International classification	:G06Q0030020000, G06N0020000000, H04N0019117000, G06N0005020000, G01F0001660000
(86) International Application No Filing Date	:NA :NA
(87) International Publication No	: NA
(61) Patent of Addition to Application Number Filing Date	:NA :NA
(62) Divisional to Application Number Filing Date	:NA :NA

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(57) Abstract :
PREDICTING MOVIE ECONOMIC SUCCESS: A MACHINE LEARNING APPROACH The method for the development of a media content evaluation computer system consists of an input interface set up to receive media content for users in an online community to evaluate; a media content presenter set up to show the media content to users in the community for evaluation; an informative signal monitor set up to collect user-generated signals related to the media content; a media content analyzer set up to assess the media content based on user-generated signals and produce an analysis result related to the media content; and an incentive calculator set up to determine an incentive to one of the users in the online community based on the informative signals from one of the users. Based on certain parameters including the actors and directors, budget, release month, runtime, several movie ratings, and reviews, the model will predict the success of a film. Machine learning algorithms and other methods are then used to process the data for categorization. Using machine learning methods, the Cinema Ensemble Model (CEM) beats previous research prediction models. We propose that CEM is a potent instrument that industry experts might employ extensively to enhance their decision-making process. FIG.1

No. of Pages : 16 No. of Claims : 1