



## Amazon.co.uk reveals killer movie pitch and recipe for success

July 12, 2000

### HOW TO MAKE THE GREATEST FILM EVER

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Picture the scene: a futuristic drama set on a spaceship carrying a notorious Mafia mobster on the loose. Cut to a close up of Humphrey Bogart in a tight embrace with Diane Keaton. Suddenly Robert de Niro and sidekick Marilyn Monroe break down the door, all guns blazing

If this sounds like a fantastical pitch, that's because an analysis of the world's all-time favourite films and videos has uncovered exactly what makes a movie great. The plot outlined above would make the greatest ever.

Amazon.co.uk analysed the genre, plot, stars and even the words in the titles of the most popular 100 films at its Internet Movie Database (IMDb) site. Nearly 8 million votes have been cast by IMDb users to collate the top 100, from IMDb's catalogue of nearly 240,000 films.

The results show that the following ingredients are most likely to ensure a film is a success:

- **Genre:** dramas rate the highest, with classics such as *The Godfather*, *The Shawshank Redemption* and *Citizen Kane* accounting for eight of the top 10 films of all time.
- **Plot:** the perfect plot combines boy meets girl and good versus evil, set in the future. Think *Star Wars* and *Bladerunner*, with touches of *Casablanca* and the 1954 Japanese classic *Shichinin No Samurai* (*Seven Samurai*).
- **Stars:** Humphrey Bogart, Harrison Ford, James Stewart and Robert de Niro are the quartet who appear time and time again in our favourite films. Supporting actors and extras should include Kevin Spacey, Marlon Brando, Orson Welles, Tom Hanks and Charlie Chaplin.

When it comes to the leading ladies, Diane Keaton, Jodie Foster, Marilyn Monroe, Carrie Fisher and Sigourney Weaver should be first on the casting couch.

- **Title:** two words are best, and should ideally include a place or person's name, or an animal. Examples include *American Beauty*, *Schindler's List*, *Citizen Kane*, *LA Confidential*, *Reservoir Dogs* and *Raging Bull*. After all, who remembers *Revenge of the Nerds IV: Nerds In Love* or *The Incredibly Strange Creatures Who Stopped Living And Became Mixed-Up Zombies*?
- **Year:** but a word of warning before budding film makers attempt to follow Amazon.co.uk's recipe for success - the world's greatest movie would have been made in 1954.

So, coming soon at your local cinema, the feature attraction, the previously unreleased 1954 film, updated with the latest computer animation:

#### OBJECTIVE: ORION

Starring

HUMPHREY BOGART as Orion

DIANE KEATON

with special appearances from

ROBERT DE NIRO & MARILYN MONROE

"Most movie buffs generally avoid formulaic films," commented Col Needham, managing director of Amazon.co.uk's IMDb. "But it would be interesting to see how *Objective: Orion* was received by the critics and at the box office. Scenes from *Gladiator* featured Oliver Reed after his death - I challenge film producers to now make *Objective: Orion*, the greatest movie ever!"

Amazon.co.uk's DVD and Video store offers 22,000 VHS titles, which is almost every video available in the UK - six times more than the typical high street shop. The store also has every one of the 1,000 DVDs currently available in the UK and is committed to offering every new DVD as the selection of titles expands.

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**About IMDB** In 1993 a web version of the Internet Movie Database (IMDb) was created and launched in the UK. The site instantly became the leading film online resource and a major UK based service -- a position it still holds today. In 1996 IMDb switched from an volunteer run site into a professional advertising supported business. In April 1998 IMDb was acquired by Amazon.com as a launchpad for Amazon's entry into the online video market. IMDb continues to operate as a UK based independent subsidiary of Amazon.com.

IMDb covers over 220,000 movies from 1892 to 2003 with details on over 800,000 film industry professionals. The site receives around 90 million page views per month from over 4 million unique users, making it one of the most popular sites in the world. The site has won numerous awards including three consecutive "Best Film Site" awards at the prestigious Webby Awards.