**SEAStudy**

A research initiative launched to assess the general health of independent films in Southeast Asia. By compiling data gathered directly via submissions from filmmakers, we aim to shed light on the financial realities of independent filmmaking in this region.

### Budgeting

**Total Budget**

The total budget of SEA independent films produced in 2017 is classified by budget bands. Budget bands are employed as a method to standardize the data collected as well as to provide consistency for further analysis.

- **Overall Average:** $250K
- **Minimum:** $5K
- **Maximum:** $700K

### Funding Sources

SEA independent films produced in 2017 were financed by various sources. Approximately 61% of films were funded with soft money from local sources, while 82% acquired market investment from international film funds or other sources.

### Distribution Channels

- **Theatrical Release:** 60%
- **Cable TV:** 4%
- **Directly Sold by the Sales Company:** 35%
- **Online Streaming:** 22%
- **And Half are Below:** 16.7%

### Box Office Performance

- **First, the Outliers were Produced with an Average Budget of Approximately $400K.**
- **For Southeast Asia, this is Considered Relatively High.**
- **The Higher Budget Allowed These Films to Be Made with Higher Production Values, Which in Turn Allowed Them to Be Relaunched in Larger Cinemas.**
- **During the Filming Period, They Receivably Had a Higher Production Team (such as DOPs, Cast, and Crew), which in turn Provided More Quality to the Completed Film.**
- **Outlier Films Were Made with an Average Budget of Approximately $400K.**
- **For Southeast Asia, This is Considered Relatively High.**
- **The Higher Budget Allowed These Films to Be Made with Higher Production Values, Which in Turn Allowed Them to Be Relaunched in Larger Cinemas.**
- **Accordingly, These Films Had a Higher Production Team (such as DOPs, Cast, and Crew), which in Turn Provided More Quality to the Completed Film.**

### Earnings

- **Total Earnings:**
  - **Average Back to the Production Company:** $45K
  - **International Sales Revenue:** $78K
  - **Broadcast TV:** $22K
- **Out of the 17 Films That Secured Representation from International Sales Companies, the Average International Sales Revenue was $78K, While the Average Earning Back to the Production Company was $45K.**

### International Film Funds

- **Approximately 25% or 11 of 44 Films Gained Financial Support from International Film Funds.**
- **While 9% of Films Were Funded with Market Investment from International Film Funds or Other Sources.**

### Advertising Budget

- **AVERAGE ADVERTISING BUDGET:** $27K
- **FINANCING AMOUNT RATIO:** 6:1
- **P&A BUDGET RATIO:** 1:2

### Genre Analysis

**Genres**

- **Drama:** 22%
- **Comedy:** 8.3%
- **Children/Family:** 7.3%
- **Thriller/Suspense:** 18.8%
- **Crime:** 16.7%
- **Fantasy:** 6.7%
- **Action:** 5.8%
- **Western:** 3.3%

### Audience Engagement

- **Theaters:** 60%
- **Online Streaming:** 22%
- **Cable TV:** 4%
- **Directly Sold by the Sales Company:** 35%

### Outliers

- **35% of the Outliers Had a Higher Budget than the Average Budget.**
- **The Average Back to the Production Company for Outliers was $57K, While the Average Earning Back to the Production Company for Non-Outliers was $43K.**

### Financial Success

- **All of the Outlier Films Were Theatrically Released in Local Cinemas with a Box Office Gross That Ranged from $50K to Over 1 Million.**
- **First, the Outliers Were Produced with an Average Budget of Approximately $400K.**
- **For Southeast Asia, this is Considered Relatively High.**
- **The Higher Budget Allowed These Films to Be Made with Higher Production Values, Which in Turn Allowed Them to Be Relaunched in Larger Cinemas.**
- **Accordingly, These Films Had a Higher Production Team (such as DOPs, Cast, and Crew), which in Turn Provided More Quality to the Completed Film.**

### Conclusion

The research conducted by Purin Pictures in the years 2019 - 2020 aimed to provide a comprehensive overview of the financial realities of independent filmmaking in Southeast Asia. By analyzing a variety of data points, including budgeting, distribution, and earnings, we aim to contribute to the ongoing conversation about the health and future of independent cinema in this region.