

# The Global Family Business: Challenges and Drivers for Cross-Border Growth

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BUS394 Video Presentation

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Presented by:  
Di-Hong (Group Leader)  
Chien-Hsin Zou  
Wudi Song  
Xiaoxun Wang  
Mingwei Wu, Yi-Lee

Can Bollywood Go  
Global?

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1. Is the film  
business global?

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YES:



NO:



1. Is the film  
business global?



Yip's Macro-Environment  
and Globalization Drivers



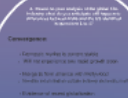
2. Hollywood: Is Bollywood a  
competitive threat or opportunity?



3. What is the best strategy for  
Bollywood to go Global?



4. Based on your analysis of the global film  
industry, what do you anticipate will happen to  
differences between India and the US identified  
in questions 1 to 4?



Thanks For Watching!



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304 Video Presentation

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Present By:  
Di Hong (Group Leader)  
Chenran Zou  
Wuxi Song  
Xiaoqian Wang  
Melanie Wai Yin Lee

Can Bollywood Go Global?  
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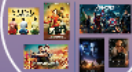
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YES:

No:

Bollywood style vs. Hollywood style



Yip's Macro-Environment and Globalization Drivers



2. Hollywood: Is Bollywood a competitive threat or opportunity?



2. Hollywood: Is Bollywood a competitive threat or opportunity?

Conclusion:  
- Bollywood is still a competitive threat to Hollywood.  
- Hollywood is still a competitive threat to Bollywood.

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## Box Office Analysis from the Guardians

Rank	Film name	Period Reven	Total Revenuc	Produce Country	Language
1	Home	6,025,917	6,025,917	USA	English
2	The Divergent Series: Insurgent	2,938,860	2,938,860	USA	English
3	The Second Best Exotic Marigold H	671,088	13,413,705	UK   USA	English
4	Focus	490,317	6,527,072	USA	English   Spanish
5	The Gunman	405,934	405,934	Spain   UK   France	English
6	Run All Night	348,638	1,680,666	USA	English
7	Suite Française	268,607	1,293,408	UK   France   Canad	English   German
8	Still Alice	257,016	1,698,527	USA   France	English
9	Fifty Shades of Grey	235,681	34,395,106	USA	English
10	Wild Card	152,034	152,034	USA	English
11	The Voices	118,255	-	USA   Germany	English
12	The Tale of Princess Kaguya	69,344	-	Japan	Japanese
13	Mommy	35,957	-	Canada	French   English
14	Jalaibee	21,717	-	Pakistan	Urdu
15	A Second Chance	5,031	-	Denmark	Danish   Swedish
16	Showboat	2,674	-	USA	English
17	Son Mektup	1,858	-	Turkey	Turkish
18	Mandira Filozofu Istanbul	429	-	Turkey	Turkish
19	Nobody Told Us Anything	134	-	UK	English
20	Dark Summer	32	-	USA   UK	English
21	Residue	15	-	UK	English

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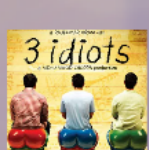


## No:

### Cultural restraints

- Limited to certain dialects
- Differences in storylines

Bollywood st



the film  
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x Office  
is from the



# YES:

**First:**  
Western countries investing  
in FDI in the global film  
industry

**Second:**  
US has the largest  
market share in the film  
market

**Third:**  
Popularity of Indian  
films in emerging  
markets

**Fourth:**  
Cross-border co-  
operations in film  
production

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