



Issue 209, November 2009

SCORE THE SCRIPT

UK-based company Epagogix uses neural networks to advise Hollywood on the commercial potential of movie scripts.

Human readers assign scores to hundreds of variables in a script's content. The neural net then compares these scripts to those of previous movies with known box-office receipts to forecast how much a production of the new script is likely to make. Epagogix predicted that the 2007 movie *Lucky You*, made for \$50 million, would tank.

It made just \$5.7m in the US and Canada.