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# Sonder Productions

Industry Overview: Practice

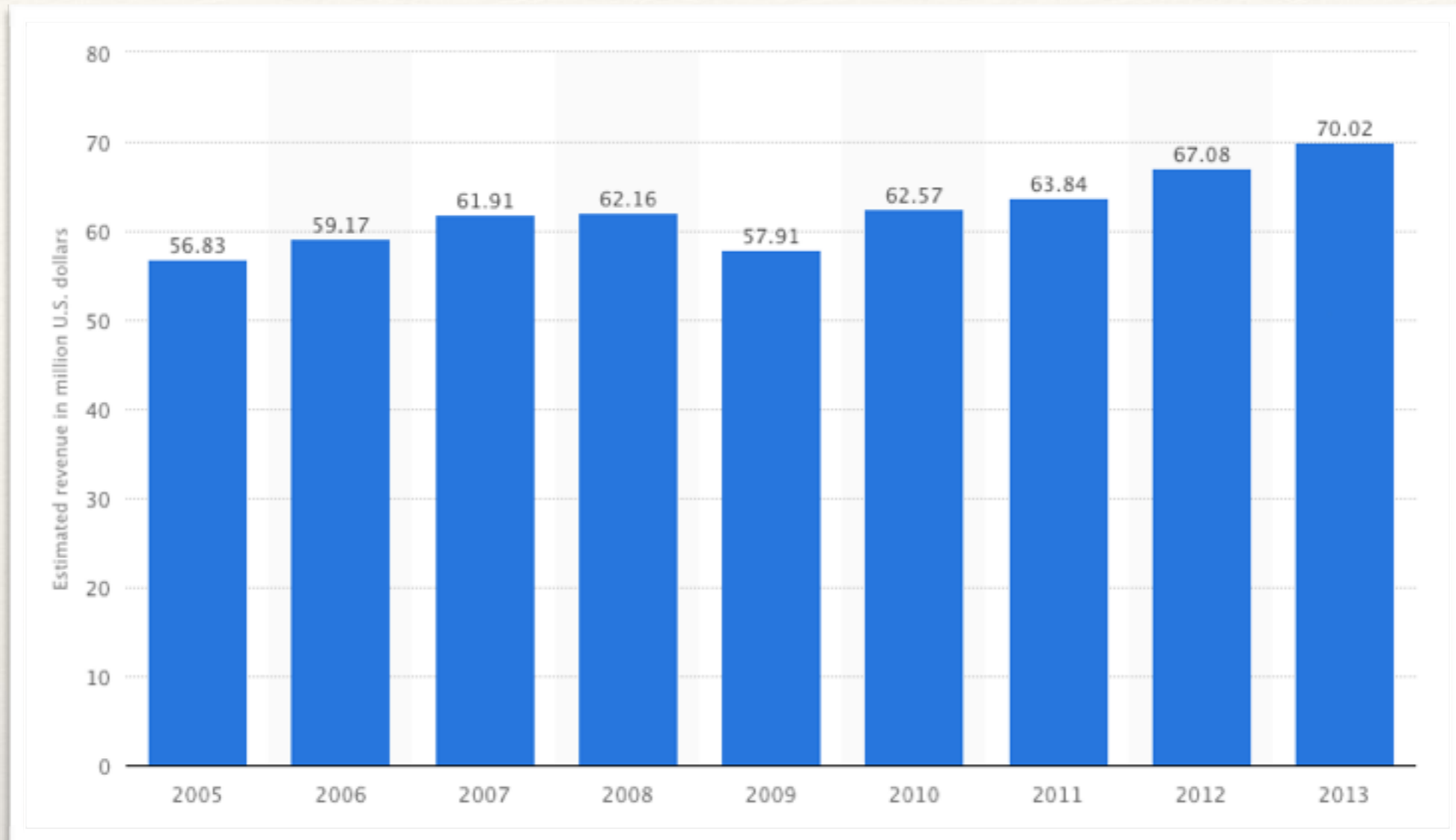
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# Industry Overview

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- ❖ **Production Industry:** Companies in this industry produce and distribute media on the lines of motion pictures, documentaries, promotional videos, television commercials, short films, corporate videos, etc.
- ❖ **Top Production Companies in U.S:** Disney, Fox, MGM, Paramount, Sony Pictures, Universal and Warner Bros.



*Based on annual aggregate revenue statistics in the U.S. alone.*

Estimated revenue of the motion picture/video production industry from 2005 - 2013.

[statista.com](http://statista.com)

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# Market Opportunities

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- ❖ After researching the production companies in the area of New Jersey, I have found out that it is a good market to begin with. The production companies there are high-end and best at their work of course. I see a lot of competition but I saw a lack of branding and marketing. I plan on capitalizing on that factor. Also, the production companies that are currently functioning in the New Jersey area are inclined towards the creative industry. I think that I could capitalize on this by stepping into the corporate side of video production because I see more potential for growth. (considering factors such as minimalistic production style, clean design and simple yet effective video techniques)

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# Long term outlook

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- ❖ The long term outlook that I am looking towards is the slow establishment of my ground in the New Jersey area, gaining a level of expertise and experience, and furthermore, expanding into the major league production industry in the New York area.
- ❖ Once I gather a commendable body of work in the production industry, that will speak for itself, I will be able to expand further. The eventual goal is to take this venture onto a global platform.