

# Diversification and Concentration of U.S. Film Genre Configurations, 1946-2013

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## Research Question

How have the genre configurations of popular films changed over time?

## Data

- Top-30 films/yr, 1946–2013 (sources: Variety & BoxOfficeMojo.com)
- N=2,029 films
- 17 genres; 126 genre configurations (source: Rovi Data)

## Findings

- Post-war era (1946-72) exhibited greater generic diversity than current blockbuster era (1973-2013)
- Post-war era privileged serious films and realistic settings
- Blockbuster era privileges intense films and non-realistic settings

# Genre Dimensions

Contextual Genres		Affective Genres	
Where/When?	Nonrealism	Fantasy Science Fiction	Levity Comedy Musical Family
	Realism	Western War Historical	Gravity Drama Romance Epic
Who?	Crime Mystery Spy	Intensity Action-Adventure Thriller Horror	

# Historical Periods of U.S. Film Industry, 1946–present

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Industry Period	Years
<b>Postwar Era</b>	
Postwar transformation	1946–1959
Industry recession	1960–1972
<b>Blockbuster Era</b>	
Beginning of blockbuster production	1973–1984
Beginning of industry consolidation	1985–1995
Industry fully consolidated	1996–present

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# Genre Configurations Present In All Periods

ActAdv

ActAdv-Fantasty

ActAdv-SciFi

Comedy

Comedy-Family

Crime

Drama

Drama-ActAdv

Drama-Comedy

Drama-Romance

Drama-Romance-Comedy

Family

Family-Fantasy

Horror

Romance-Comedy

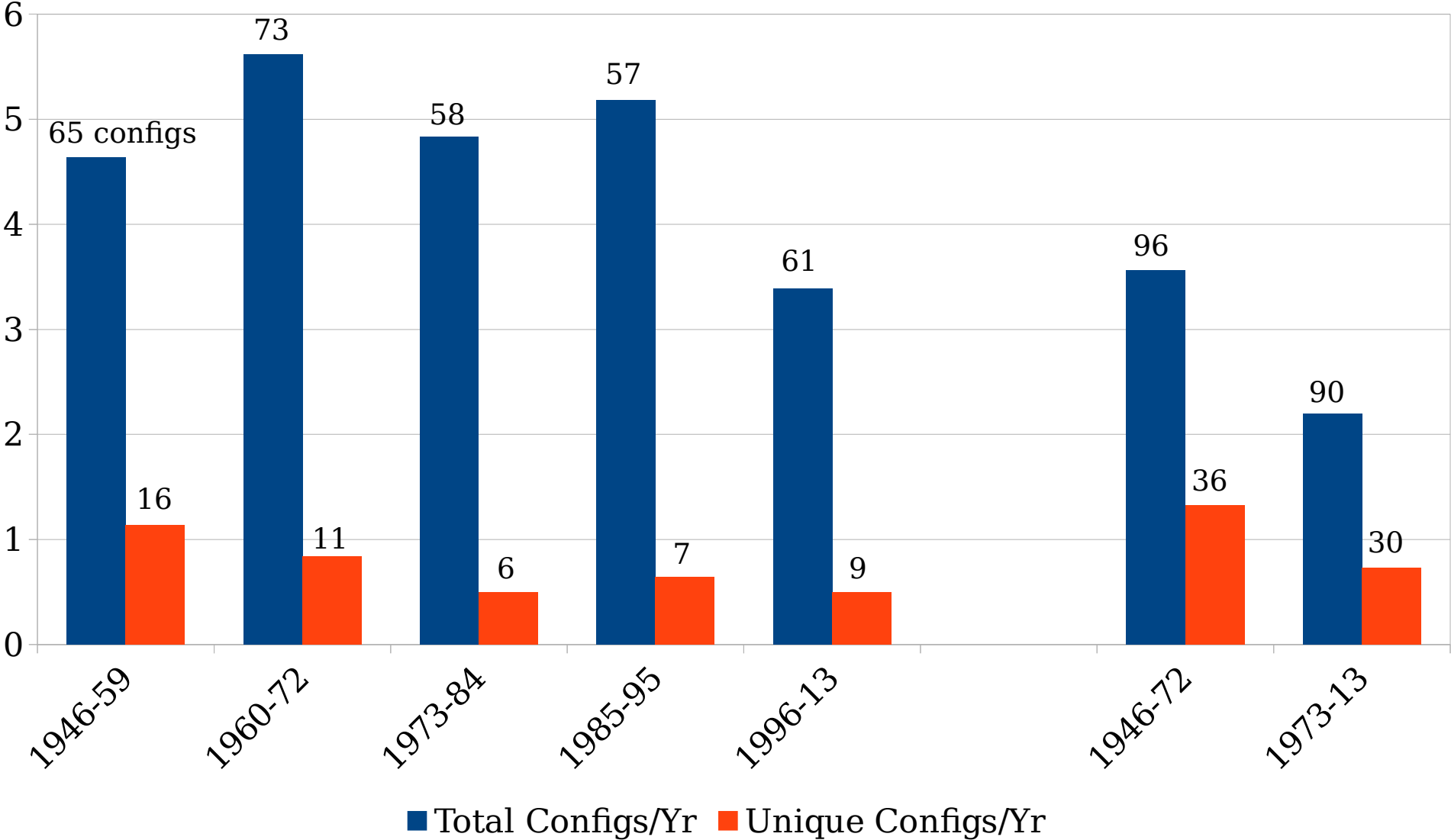
Thriller

Thriller-Mystery

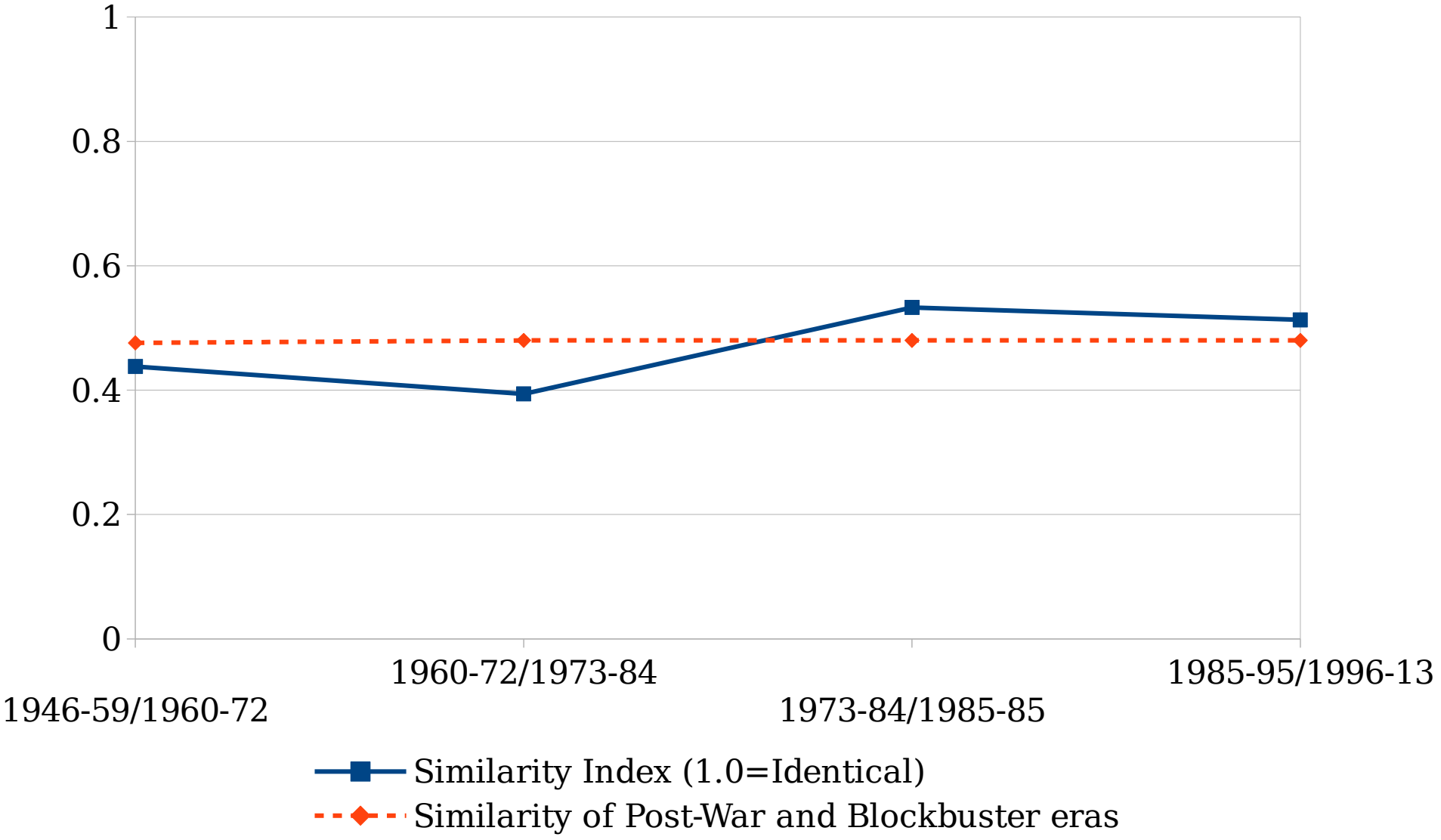
War

Western

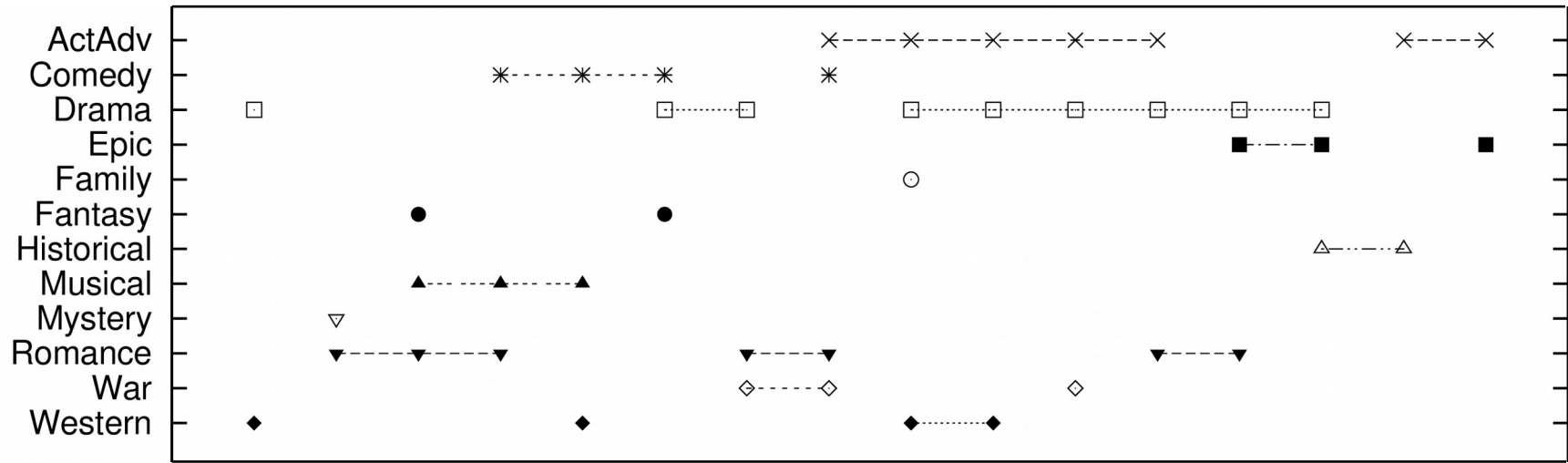
# Mean (Raw) Configurations per Year by Industry Period



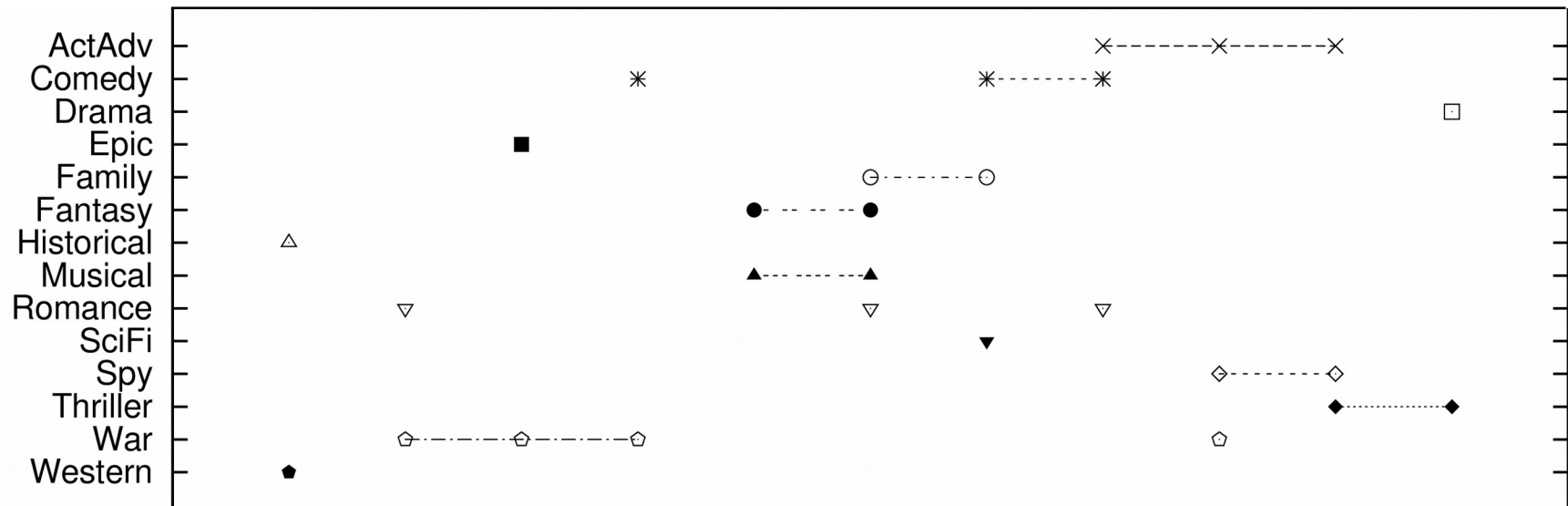
# Generic Similarity of Industry Periods



# Unique Genre Configurations, Post-war Period



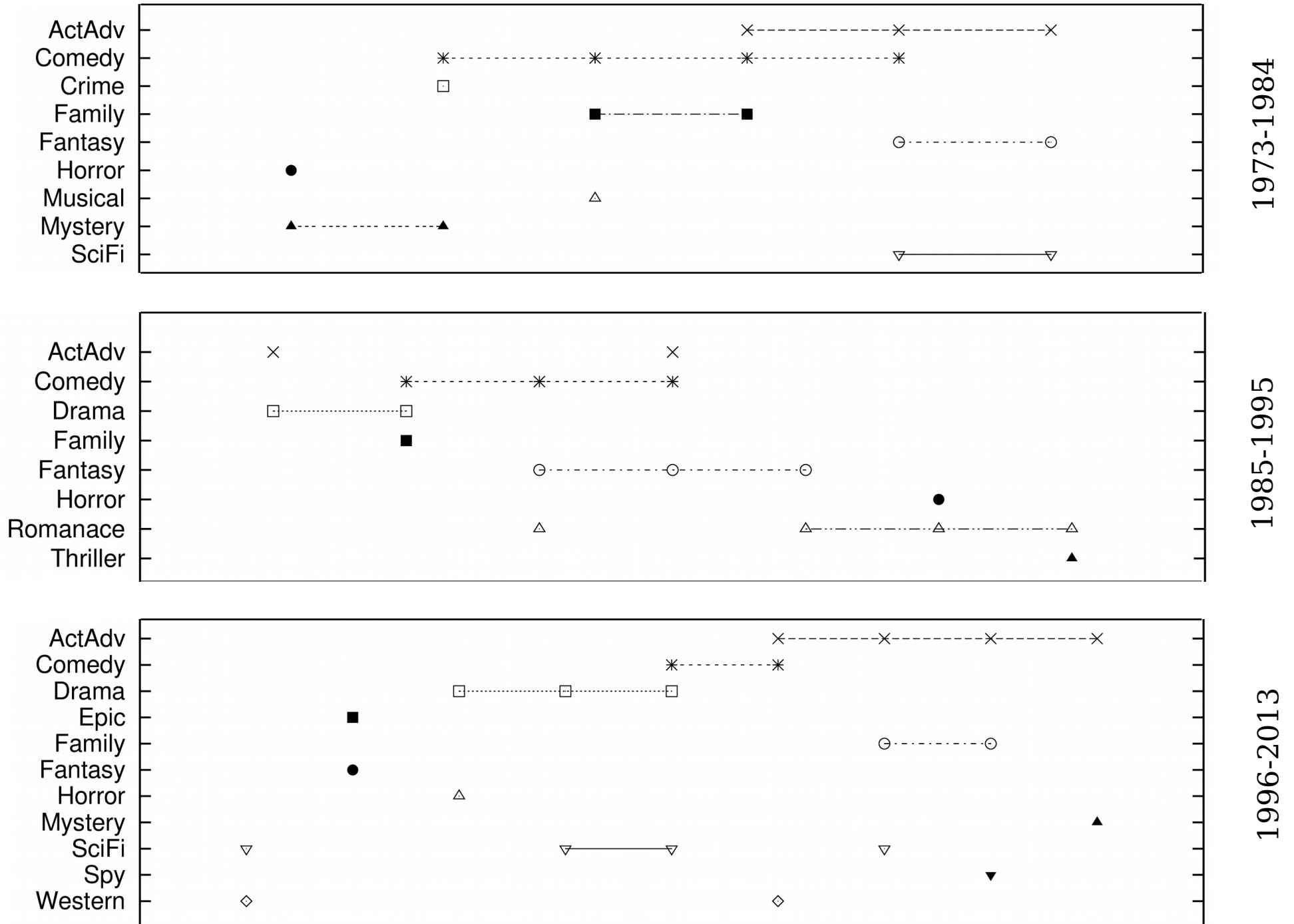
1946-1959



1960-1972



# Unique Genre Configurations, Blockbuster Period



# Findings

- More genres were prominent during post-war era and they were combined in many different ways.
- Popular films increasingly alike during blockbuster era.
- Comedy always popular.
- Post-war era: gravity (drama, romance, epic) combined with realism (Western, war, historical).
- Blockbuster era: intensity (action-adventure, thriller, horror) combined with non-realism (fantasy and science fiction).