

The Market for Never Can Say Good-bye

Technological advances are forcing the entertainment industry to undergo radical changes in how it finds and presents its products. With the Internet venues and the increasing number of networks, new opportunities present themselves to people who are open and savvy enough to see the new possibilities. With an expanding number of venues, there is an increase in demand for quality programming.

Even with the current challenging economic times, the entertainment industry hasn't suffered as much as other industries.

2010 Total Box Office Gross: \$9,564,420,129

Tickets sold: 1,218,397,471

Average ticket price: \$7.85

These figures do not include DVD sales or rentals. The following graphs break down the movie financial information by year, genre and production category.

With or without an "A" list cast, the paranormal romance has remained a popular and profitable genre for both television and the silver screen. However, paranormal doesn't always mean vampires and werewolves; hauntings, reincarnation, déjà vu and extra-sensory perception also fall into this category. When these elements are paired in any combination with romance, the films and television series become long-lasting favorites, which are not only successful in their original venues, but also continue their profitability as DVD rentals and sales.

Demographically, paranormal romance films rank higher with women than men. However, the difference has been marginal. Strong characters with personalities who are placed in unique situations or challenged with impossible odds not only draw both genders, but they were also popular with viewers of all ages.

Heaven Can Wait 1978

Demographics

• All votes	6.8	7,671
Males	6.8	4,500
Females	6.8	751
• Aged under 18	7.7	20
Males	7.9	15
Females	7.1	5
• Aged 18-29	6.7	1,147
Males	6.7	983
Females	6.5	159
• Aged 30-44	6.7	2,237
Males	6.6	1,930
Females	6.8	281
• Aged 45+	7.0	1,839
Males	7.0	1,517
Females	7.0	292
• Top 1000 voters	6.6	470
• US users	6.9	3,006

- Non-US users 6.6 2,124

The Changeling 1980

Demographics

- All votes 7.3 7,889
 - Males 7.3 5,229
 - Females 7.5 956
- Aged under 18 8.0 38
 - Males 7.8 26
 - Females 8.6 12
- Aged 18-29 7.4 2,457
 - Males 7.4 2,094
 - Females 7.6 352
- Aged 30-44 7.3 2,837
 - Males 7.3 2,386
 - Females 7.4 423
- Aged 45+ 7.1 849
 - Males 7.1 671
 - Females 7.7 161
- Top 1000 voters 6.8 402
- US users 7.3 2,633
- Non-US users 7.4 3,37

Somewhere in time 1980

Demographics

- All votes 7.0 8,740
 - Males 6.9 4,322
 - Females 7.5 1,820
- Aged under 18 6.6 28
 - Males 5.8 11
 - Females 8.0 17
- Aged 18-29 7.0 1,677
 - Males 6.9 1,050
 - Females 7.4 617
- Aged 30-44 6.9 2,566
 - Males 6.7 1,850
 - Females 7.3 688
- Aged 45+ 7.1 1,846
 - Males 7.0 1,346
 - Females 7.7 470
- IMDb staff 6.6 5
- Top 1000 voters 6.2 345
- US users 7.1 3,595
- Non-US users 6.9 2,403

Ghost 1990

Demographics

- All votes 6.9 50,858
 - Males 6.9 30,625

	Females	7.4	8,382
•	Aged under 18	8.2	444
	Males	8.0	273
	Females	8.6	170
•	Aged 18-29	7.1	19,141
	Males	7.0	14,364
	Females	7.4	4,705
•	Aged 30-44	6.8	15,066
	Males	6.7	12,354
	Females	7.2	2,580
•	Aged 45+	7.3	4,272
	Males	7.3	3,375
	Females	7.7	849
•	IMDb staff	7.4	13
•	Top 1000 voters	6.8	696
•	US users	7.0	14,170
•	Non-US users	7.0	23,526

Dead Again 1991

Demographics

•	All votes	6.9	12,382
	Males	6.8	6,221
	Females	7.3	2,042
•	Aged under 18	2.8	23
	Males	4.8	13
	Females	1.1	10
•	Aged 18-29	6.9	1,808
	Males	6.9	1,295
	Females	7.4	500
•	Aged 30-44	6.9	4,664
	Males	6.8	3,540
	Females	7.4	1,084
•	Aged 45+	6.8	1,739
	Males	6.8	1,301
	Females	7.2	419
•	IMDb staff	7.6	8
•	Top 1000 voters	6.7	538
•	US users	7.1	4,198
•	Non-US users	6.7	3,868

Titanic 1998

	All votes	7.4	248,049
	Males	7.3	152,397
	Females	8.0	42,683
•	Aged under 18	8.5	4,898
	Males	8.3	2,866
	Females	9.0	2,017
•	Aged 18-29	7.6	117,884

	Males	7.5	89,299
	Females	8.3	28,146
•	Aged 30-44	7.1	58,330
	Males	7.0	48,297
	Females	7.4	9,497
•	Aged 45+	7.5	13,369
	Males	7.5	10,676
	Females	7.4	2,536
•	IMDb staff	7.5	37
•	Top 1000 voters	7.1	793
•	US users	7.4	64,791
•	Non-US users	7.4	115,594

The Lake House 2006

Demographics

•	All votes	6.8	36,385
	Males	6.7	21,071
	Females	7.4	10,914
•	Aged under 18	7.6	375
	Males	7.4	153
	Females	7.9	219
•	Aged 18-29	7.0	19,325
	Males	6.9	12,313
	Females	7.4	6,968
•	Aged 30-44	6.6	9,088
	Males	6.5	6,404
	Females	7.2	2,625
•	Aged 45+	6.8	3,141
	Males	6.6	2,089
	Females	7.6	1,026
•	IMDb staff	8.6	7
•	Top 1000 voters	6.2	417
•	US users	6.7	9,242
•	Non-US users	6.9	21,659

Twilight 2008

Demographics

•	All votes	5.6	117,842
	Males	5.4	69,804
	Females	6.7	41,423
•	Aged under 18	5.8	6,764
	Males	5.0	2,646
	Females	6.9	4,112
•	Aged 18-29	5.6	80,789
	Males	5.3	50,145
	Females	6.7	30,488
•	Aged 30-44	5.7	19,828

	Males	5.5	14,252
	Females	6.8	5,452
•	Aged 45+	6.0	3,650
	Males	5.8	2,462
	Females	6.6	1,151
•	IMDb staff	6.0	12
•	Top 1000 voters	5.3	426
•	US users	5.4	33,835
•	Non-US users	5.8	70,470

From the 1908 A Christmas Carol to the current Twilight craze the only constant was the public's need to be frightened, amazed and beguiled by the supernatural. Like all entertainment genres, paranormal romances have been produced before, yet each new generation or cycle is a different than those that have come before. Changes in society and technology open new possibilities for film makers to stretch to boundaries that were previously beyond their imagination.

There have been occasions when the special effects became more important than the characters or plot. The magic of 3-D and computer graphics razzled and dazzled, but didn't tell a complete story. Just because the technology is available to create the effects, it doesn't mean that they will make a successful. Special effects should enhance a project, not dominate. As long as they remain the background singers, which enhance the plot and supporting the characters, instead of being star, special effects/computer animation will be an asset to the production. Anything else makes the movie a costly flash in the pan, which is just as quickly forgotten.

Never Can Say Good-bye combines the best of storytelling with special effects, which seamlessly enhance reality. The characters are people the audience can relate to. They don't have super powers. Yet, their lives intersect in the great karmic web to prove that love and hate survive death