

# James Cameron Avatar: Different Business Models of Films and Their Interrelationship

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**Abstract.** However, film production is a facet of study that has prevailed over the years but has yet to be thoroughly investigated in the scholarly field. It is essential to have the film production in the scientific literature. This paper will focus on various business film approach organizations, focusing on James Cameron's famous movie Avatar. Movies business can be categorized into two models: business and studio models. For instance, Avatar is a new 3D movie that has prevailed in business and studio models. Still, the movie offers an excellent perspective of the studio model and the utilization of the technology. The blockbuster movie was first produced to meet the best values of the perceived audience; that is, no matter what the movie will cost and how much the consumers are willing to spend. Precisely, it is essential to ensure the production of a movie that will be affordable in terms of production and, at the same time, meets the consumer's expectations and enables a profit.

## 1 Introduction

Technological advancement has made the movie industry evolve rapidly, particularly impacting the economy and cultural transformation. Still, another impact that has affected the movie production is the movie's online distribution [1]. It is, therefore, essential for the existing film producers to stay apart in terms of innovation and offering what the consumers require to stay relevant. Movies significantly impact culture and economic transformation; thus, producers need to align themselves with these opportunities to remain competitive and relevant.

Nordic films are one of the several movie approaches that have recently prevailed on big screens. Still, Avatar is a photorealist "stereoscopic 3D" that has involved technology to offer the best scientific fiction that meets consumer value [2]. The approach has tried combining the conventional live-action and CGI imagery to offer the best movie production. The movies have involved many of its actors under specific production suits that allow the directors to edit them into the characters of their preference. One of the best ways the company could garner publicity and profit was its partnership with other major companies worldwide. Still, the company partnered with online platform companies to enable easy distribution of the movies it produced. Still, the internal Avatar team was well organized and prepared to offer the best performance in terms of production. The team ensured a strong partnership that made it possible to have the best quality and value intended by the prevailing consumers. The PR team was also able to offer top-notch provision of the movie through perfect collaboration.

## 2 James Cameron's Avatar as a 3D Blockbuster Movie

Avatar was one of the most anticipated movies in 2009. The movie was pre-sold with a fifteen-minute teaser before its release date. Avatar is like any conventional film but with more production techniques and outcomes. It was top-notch due to stereoscopic or a 3D USP film incorporating illusion to ensure a better outcome than traditional films [3]. The film portrays reality by using aliens and monster characters to offer the best values to lovers of Sci-Fi. 3D production has offered a new depth when it comes to movie production.

However, over the past years, movie production has been affected by piracy threats, which were not inevitable to the production and selling of Avatar. However, being a 3D movie, it cannot be duplicated in a cinema compared to the traditional forms of movies. The movie was reviewed as a game changer that introduced a new genre and production approach in the movie industry. The movie offered a new dynamism in movie production, and since then, many movies have been able to follow similar trends.

James Cameron has identified and grasped a niche, as movie production continues to be very productive. Film producers have been able to develop and impose new approaches and new ideas that have attracted many audiences in the movie industry [4]. Cameron is one of the movie producers expected to produce top-notch movies in the industry, and Avatar was exceptional. Meron has always focused on dynamism in the production of his movies. Before the Avatar Cameronductio, the

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sensational Titanic and Terminator 2 were another blockbuster. With these movies utilizing conventional techniques of production, Avatar was able to change the narrative. The movie was an inspiration from the Pandora world that was able to develop a vivid Sci-Fi to his audience.

Although the movie Avatar was not the pioneer in using technology in its stunt making, it is one of the movies that can be termed a game changer in the movie revolution. The characters were made possible by the help of the CG industry in collaboration with technology [5]. Avatar utilized unique cameras that were able to transform the images taken into real characters without the use of conventional editing. The characters' bodies were equipped with various sensors that could produce every reaction they portrayed. Still, many of the characters' facial expressions were enabled by the particular skull cap innovated by the producer. This approach enabled the production of the best landscapes of Pandora without much struggle.

The green screen enabled the transformation of the setups in various landscapes of the Pandora. The use of two simultaneous cameras achieved the production of the 3D images. The movie used the latest technology and IT infrastructure to offer a piece of creativity to its audience. Still, the company utilized software that could hold much more space than prevailed during the production and storage stages. Still, the company was able to merge with other technological companies like Microsoft to offer the best outcome of the pictures and images.

### 3 Movie production and value making

Just like any business, movies are produced with the main aim of making a profit. James Cameroon invested millions of money in the main aim of developing the film. Still, just like any other movie, there was no guarantee that the public would accept it and make enough profits, that is, be able to pay the crew and other resources and make a formidable profit. Over the years, the Holy Wood has been criticized for its imperfect infrastructure. Thus, the business model is multiplex [6]. Even though many movie producers have focused more on making a profit and producing consumer-appealing movies in terms of quality, they are also supposed to offer an essential message to their intended audience.

The produced movie needs to offer critical political beliefs and ideologies that will benefit societies. James Cameroon's audience had much positivism in his production due to his previous productions. Still, companies should realize that what is produced clearly reflects their objectives and goals as an organization. Movie production has been impacted by the dynamism of technology and globalization [7] Movie production has been affected by an increasing phenomenon that has made the market very competitive, making movie producers produce movies that will make them stay relevant. Companies have expanded their studio model with the main aim of enhancing their business model and ensuring productivity in the market.

Still, the movie industry has evolved with piracy and online movie distribution. People nowadays can access movies in the comfort of their homes, making many avoid visiting cinema halls due to the cheaper available movies online. Online distribution has impacted not only the way movies reach their intended consumers but also the profitability of companies. James Cameron has been in the limelight since producing other notable movies such as the 'Terminator' and the 'Titanic.' Since then, the company has gathered or accrued a lot of fanbase on various platforms. Still, James Cameron has been able to interact and even incorporate multiple technologies and resources to ensure top-notch production of different movies. Movie producers need to check on the ongoing trends before developing a movie to stay relevant and competitive in the market. For instance, James Cameron adopted CGI technology to enhance the movie quality and ensure values were portrayed well. Utilizing technology and other notable advancements ensures that movie production is well coordinated and, simultaneously, ensures a valuable outcome that will also accrue more profit. Still, movie production needs to adopt the best business models that will adhere to his intentions, such as what the consumer terms as valuable and what the market requires.

### 4 The selling of the avatar franchise

Avatar has surpassed many blockbuster movies in its selling to the public. James Cameroon was able to invest much money in movie production and was optimistic about making a profit. Cameron literally believed in himself and was confident that the movie would appeal to the public and make a formidable profit. The movie focused on many themes that appealed to the audience. For instance, the franchise focused more on the colonization effect, conservation and environment. The first movie franchise was produced in 194, the second in 2009, and the third in 2024, offering introduction time to adhere to the best production and even developing the best ideology catchy to the mainstream.

For Avatar to sell its three franchisees without failure was a significant gesture of producing a quality movie. Cameroon has constantly developed something great value for its consumers [8]. The three movies have offered the best Pandora insights to its consumers, thus making it one of the most profitable movies ever. One of the gestures of it being a great movie was the messages that flooded social media such as Twitter and Instagram; the movie was hyped and showcased great positivity when making a profit. The teaser itself was the best seller of the movie. According to the studies, the movies could profit \$2 billion from a Budget of \$250 million. The movie producer had already employed what can be termed research and development (R&D) for its esteemed consumers before investing and developing what was intended.

One of the ways the movie could make a significant profit at the box office was its strong foundation of partnership. For instance, James Cameron made about \$435 in the latest franchisee, "Avatar: The Way of Water."

The movie's production was successful due to the existing partnership with the public team. The teams' significant interrelations enabled them to research the field and understand what was intended before the official release. There was a strong partnership between Kellogg and Disney Child to ensure the best production of a movie. Before the major release, the movie had already been marketed globally, and many fanbases had accepted it.

Another essential part of movie production is a PR team that ensures the movie reaches the intended production quality. The production team put their "A" by offering the best inputs, which later produced the best quality. The company was able to associate with the Mercedes-Benz company in its production. The movie portrays one of the best scenes incorporating the Mercedes-Benz futuristic vehicle aligned with the companies' production forms. Still, the portrayed vehicle passed the best message to its intended consumers, as it portrayed an electric vehicle promoting sustainability.

Mercedes-Benz and other movies ensured the movie came to reality and offered the best and intended values to the audience. It is critically precise that the movie was spellbinding and, at the same time, innovative [9]. The Avatar production team had previously interacted with their audience and knew what was expected. Before the official release, the movie was accompanied by trailers and teaser pictures that flared on various social media platforms. These images and media also focused on top-notch quality features to enable them to offer the best interaction to their audience. Still, the PR team offered the best consumer care, such as having dialogues with the prevailing consumers. However, production organizations can utilize various approaches and have significant interactions.

## 5 Types of business approach

### 5.1 Studio model

The studio model is the most prevailing conventional model and believes that a movie might be developed from several franchises while developing its plot into a prevailing movie. However, all in all, every model must work and should be able to make a profit for the movie production companies. Companies following this form of conventional production are aimed at ensuring consumer satisfaction while at the same time being able to make formidable profits. It is essential to ensure the movie maintains the audience's taste to achieve the intended profit. However, it is hard to predict the outcome of a movie. However, the team being involved, as seen in the production of Avatar, can be employed to ensure the team can develop the best-anticipated movie and have the capability of making a profit.

### 5.2 Product-oriented model

Still, a movie can be produced while focusing on the end product or what will be achieved by the consumers. Thus, a company should focus on quality, the prevailing material and resources to produce the best quality film.

James Cameron utilized this model in producing the three Avatar franchises [10]. Cameron was able to advance his movies in terms of series due to the advancing technology and other materials in the market. Still, it had to remain competitive and relevant in the market by offering better films than its competitors. The franchise has not lost its taste while in the chain and has tried to impose every advancement to ensure it remains relevant. Avatar has sold globally due to this approach, as it can retain its esteem among consumers without generally focusing on the larger market.

### 5.3 Market oriented model

Still, a movie can be produced while focusing on the prevailing market. Marketing is the opposite of product-oriented; it has to focus on the general market rather than the quality of the product. However, it is also essential to focus on the intended market and be capable of learning it [10]. For instance, a movie can be produced focusing on a particular demography, region, or specific population; thus, it must focus on the market before releasing the movie to its intended audience. Precisely, the product being produced must adhere to the expected market values. For instance, certain markets can be characterized by traits that should be followed when producing a particular movie. Still, the production must adhere to the prevailing marketing rules and regulations to sell productively.

### 5.4 Business model 2.0 basis

Still, with the advancement of technology and other materials, it is essential to ensure the film adheres to the prevailing requirements. For instance, many films are currently being distributed online; thus, the production of movies adheres to prevailing policies such as excitation, distribution, licensing, and regulations for the best outcome. For example, Avatar was produced by incorporating various technologies and resources. It is essential to ensure a movie adheres to state-of-the-art standards, such as the perfect use of graphics and CG software to ensure the best display of the characters and outline.

Still, the company should focus on how the movie will be distributed in the international market. For instance, the company can merge with various partners and distributors to enhance consumer needs. For instance, the movie producer should learn the requirements of the online policies and how the product will be able to reach its consumers while retaining the same high quality and simultaneously avoiding any case of piracy. For instance, a product might develop from the producer to the aggregator, then the end consumer, the core participants in the new value chain.

With the on distribution, many movies are being distributed by core actors such as the Netf, Apple, Amazon and Google. Due to technological evolution, the market has been impacted by extensive exploitation. Still, with many consumers liking online distribution, they might significantly impact film sales. Conventionally, producers of the films had a significant impact on movie

distribution. However, with the prevailing online players, there exists a detachment that gives the main online participants a more prominent platform when interacting with the consumers of the films.

Online distribution of films has closed a big gap when interacting with consumers compared to the past when large motion pictures were to be aired in cinema halls. Even if these aggregators are mandated to distribute the films, movie producers are also given a significant chance of interior interaction with consumers. They can improve on how to use the movies. In this scenario, James Cameron, who is not an interdependent film producer, might be impacted by this case. This is why producers opt to inline distribution, having reliable buyers of movies.

## 6 Relationship between the types of model approaches

The significant relationship between business models is the existence of the vertical integration approach. Still, a model such as the business model 2.0 can be chosen either to have an interaction or to act alone, in opposition to another model, such as the studio model that needs the interaction of the product-oriented, horizontal integration, and market-oriented model. As discussed above, there is excellent opposition regarding the product- and market-oriented models model.

With the advancement of technology and film producers migrating to online platforms, many businesses have tended to adopt the business model 2.0. However, many business models can still interact with each other and work perfectly. Still, the choice of a particular model also depends on the product market. For instance, geographical policies have a significant impact on what is the best model to adopt in movie production and distribution. It is essential to understand that the movie should have value to the intended consumers and, at the same time, should adhere to the prevailing marketing rules and regulations. There are other factors to consider, such as socio-psychological, legal and financial, before producing a movie.

Still, the locality of where a movie is being produced or sold can also play a role in ensuring the best value is offered by the movie. Countries can invest in such by ensuring taxation on movies or educating movie producers to ensure quality and value. For instance, they can offer some regulations like restrictive rules, certain fines, censorship and even condemn a movie that is not acceptable by the prevailing community guidelines. Thus, focusing on legal and financial resources is essential before crossing the best business model.

Film policy also plays a significant role when it comes to movie transactions. Considering the prevailing policies before developing a film that might get censored or condemned due to violating community and society ethics and morals is essential. Still, companies should be vigilant about what type of business models or combinations can work in specific productions and values. Some policy model models determine the censoring and control of movie production in various places and levels.

### 6.1 Paternalistic model

Culture is a significant thing when it comes to movie production. Culture ensures the production of valuable and intended movies in the market. This model ensures the best form of sponsorship, which can be indirect or direct when investing in a particular movie. A movie that follows the best form of culture ensures it garners many consumers and will profit significantly. Still, some nations have full influence on what is being produced and released in the market. Still, when a producer is associated with specific values, they will likely be sponsored or directly supported by their local country.

### 6.2 Patronizing model

In this model, a state and other legal authorities impose some regulations while following the value of respect. For instance, a government might have some funding that is debuted by the movie industry in a country to support movie production. A government and the existing industry authority might offer funding with the main aim of production and distribution of a particular film.

### 6.3 Liberal model

In this kind of setting, it is speculated that the film has total control of what they are producing currently, and the government has no significant impact. However, the government can support the production through particular types of taxation for the production and distribution process [11]. However, some markets might have existing policies regulating their distribution and what type of values must be required. In this model, the production and distribution process depends on what the consumers intend and the market conditions. The liberal model is seen to be the primary model that was adopted with the production of the Avatar franchises by James Cameroon.

## 7 Conclusion

James Cameroon movies have prevailed very successfully in the market. The current film was seen to surpass the billion-dollar profit. However, due to the selected business model and the use of the liberal model, the movie did not sell significantly in China as compared to other countries that are less restrictive. James Cameron has used the business model where he has advanced with the continuing series of three movies. For instance, recent movies have grossed faster than the previous franchisee movies. The movie is said to have grossed rapidly, more with local sales. James has a great impact on his movie, more so when it comes to incorporating various technologies and resources in making the movie.

However, the business model used by James Cameron showcases many liberties. However, it might not work in some countries, as seen in the muted selling in China. Still, another local issue, COVID-19, has kept the sales stable and low, as the movie's producer predicted. However, due to its previous repercussions, the movie could be aired in China, in opposition to other movies that have been

denied sales. Avatar is a global blockbuster, and China has been a major buyer of Hollywood movies; thus, the reluctance to buy has significantly slowed the expectations of the current Avatar franchise.

Not only these prevailing issues concerning the selling of Avatar, but the world of movie production has been impacted by gradual changes. Over the years, the film industry has migrated to online distribution of many films. Technological advancement has had a significant impact on film production and distribution. However, with many movies being sold in brick and mortar, like in cinema halls and attracting many sales, the transformation may be deemed relevant and irrelevant. However, it will have a significant impact in the future. Still, several changes in consumer behaviours, value chains and business models significantly impact the production and distribution of films. To remain competitive and relevant, the prevailing core market participants must adapt to the profiling changes and requirements. Although technology has yet to be disruptive, it is essential to invest in innovation to remain relevant.

Many films, not only Avatar franchisee by James Cameron, have been impacted by the changing business model that might prevail in various market setups and local governments. The company must check the existing studio and business model before imposing the best productive and selling strategies. Many resources have changed, including critical offerings, revenue streams, consumer requirements, partner networks, and distribution channels. Many films have opted for online transacting when producing and distributing their films. It is seen that the film companies that have migrated the platform will have a higher likelihood of making a profit compared to companies that refuted the change.

The online platform has or will give many movie companies easy access to their intended consumers with ease. Still, these companies will be able to make or instead generate more revenue than other companies. Still, online migration has enabled many companies to merge with other companies, such as distribution aggregators, thus easing the distribution and heightening the selling of movies. Still, companies are entitled to introduce highlight-quality valuable products to retain and even attract new consumers in the market. Avatar is one of the franchises that has met these standards by focusing on market and consumer orientation in producing a high, sensational quality movie. It is essential to realize that technology has enabled many companies to stay on top by producing international products compared to national movie production.

The movie industry needs to be studied well, as it entails many limitations that must be addressed and mitigated in the future. It is seen that the film industry has adopted the business model to ensure it offers what is required or valuable to the consumers and simultaneously be able to make a substantial profit. Still, innovation is a great thing, and with the advancement of technology, the movie industry has experienced what can be termed as gradual changes of phenomenal. The key participants in the value chain need to understand the existing changes and be able to adhere to them to ensure a profitable outcome in the movie production.

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