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.