Wicked: For Good
— Methodology Overview

emberos

A three-layer forecasting system combining historical comps, AI visibility signals, and ensemble modeling.

AI visibility signals consistently move 7–12 days before traditional tracking, enabling earlier detection of demand shifts.

Three-Layer Forecasting Framework

Historical Performance Models

- Normalized performance curves
- Domestic ↔ global ratios
- Holiday corridor uplift
- Trailer shock elasticity
- Release pattern seasonality

AI Visibility Metrics

- SoP (Share-of-Prompt)
- AI Signals
- Prompt Density
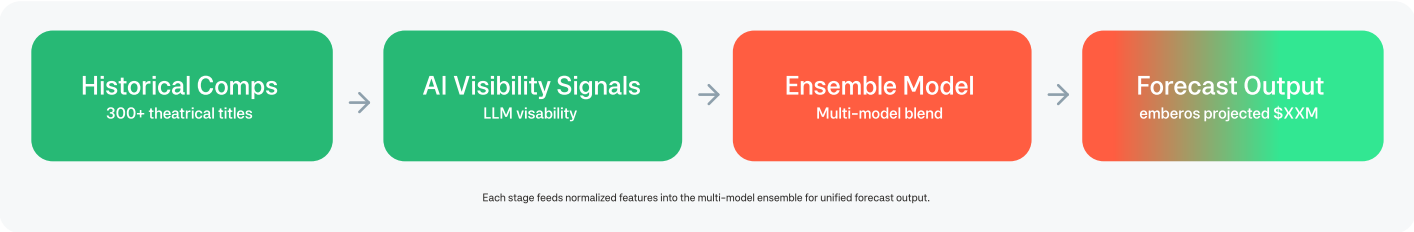- Sentiment + media reference velocity
- Cross-model consistency checks

No search, no presales curves, no exhibitor data, no leaks, no surveys, no social metrics — only AI visibility signals.

Ensemble Forecasting Engine

- Multi-model ensemble tuned for AI visibility
- Cross-signal weighting & stability controls
- Temporal calibration for release cycles
- Confidence interval calibration

Forecasting Pipeline

Historical Comps	AI Visibility Signals	Ensemble Model	Forecast Output
300+ theatrical titles	LLM visability	Multi-model blend	emberos projected $XXM

Each stage feeds normalized features into the multi-model ensemble for unified forecast output.

Data Input Layers

👁 Visibility Layer

SoP, SSI, PDI

SoP	SSI	PDI

📈 AI Buzz Layer

Sentiment, trailer views, media velocity

Sentiment	Trailer	Media

📅 Context Layer

Stable market factors that influence baseline demand before AI visibility signals are applied.

Timing	Audience Fit	Market Conditions	Release Landscape

These inputs act as normalization anchors so the model doesn't overreact to short-term AI or buzz fluctuations.

◎ Stability / Variance

MAE:	X
R²:	X
CI:	X

Stable   High variance

External factors such as reviews, competition, and weather introduce variance not captured directly within AI visibility signals. Reach out to sales@emberos.ai if you'd like to deeper into this.

🔒 Prediction Freeze Protocol

- Forecast lock #1: Nov 14, 2025, 12PM PT
- Forecast lock #2: Nov 20, 2025, 12PM PT
- No model edits post-freeze
- Outputs timestamped + archived

This protocol prevents any modification to the forecast after freeze, ensuring integrity and independent verification.