



Microsoft Movie Recommendations

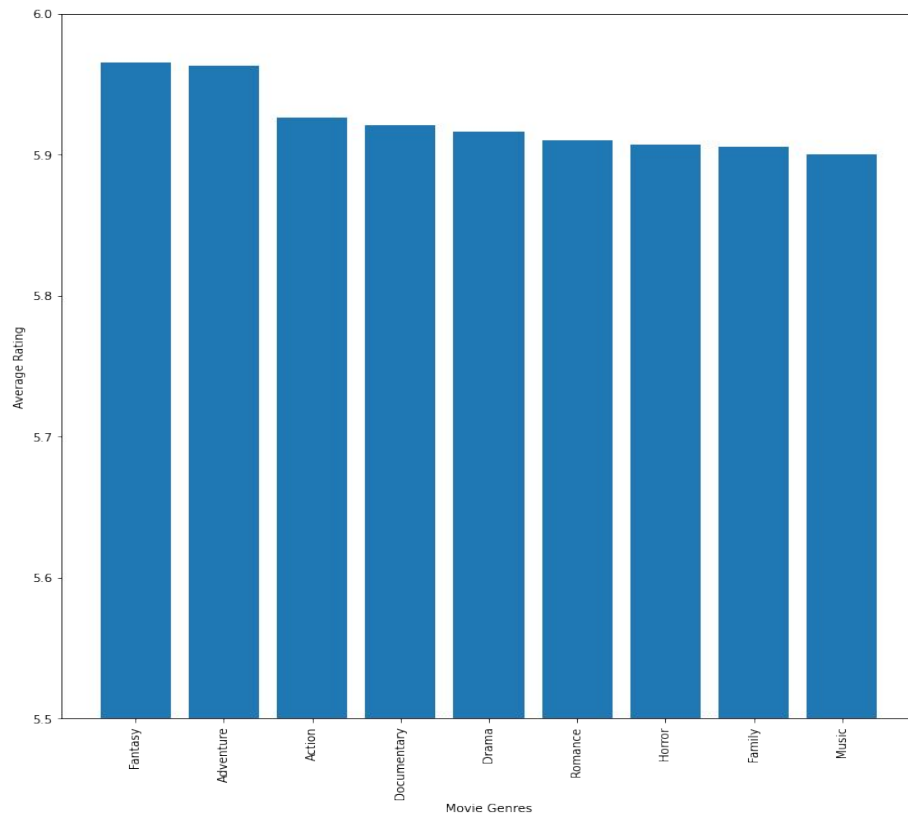
How to Break into the Film Industry

by Daniel Arthur, Adam Larsen, Matthew Reinhart and Michael Schor

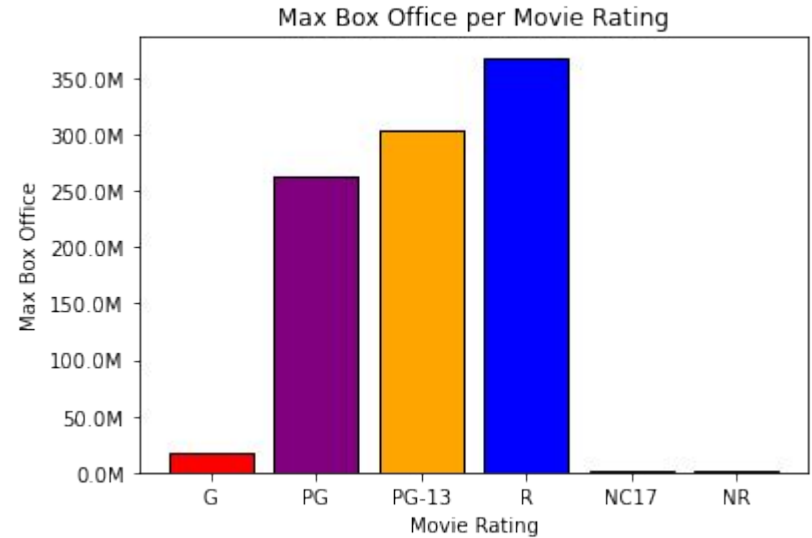
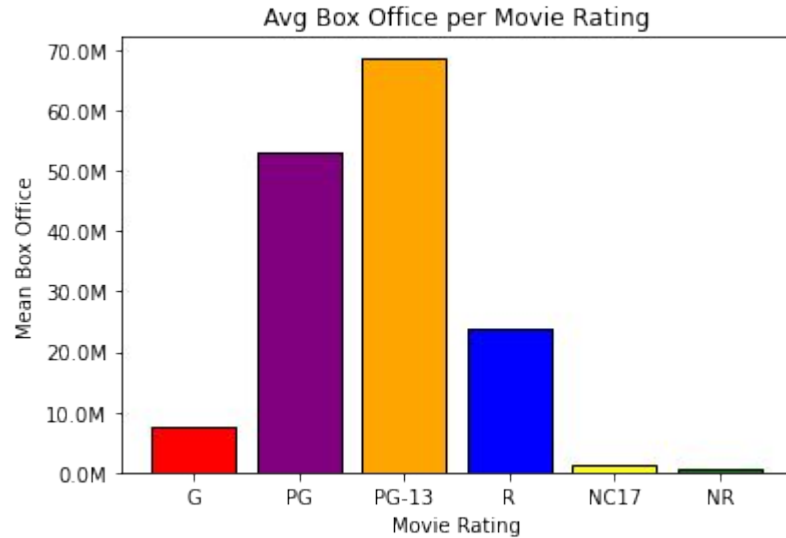


Average Rating by Genre

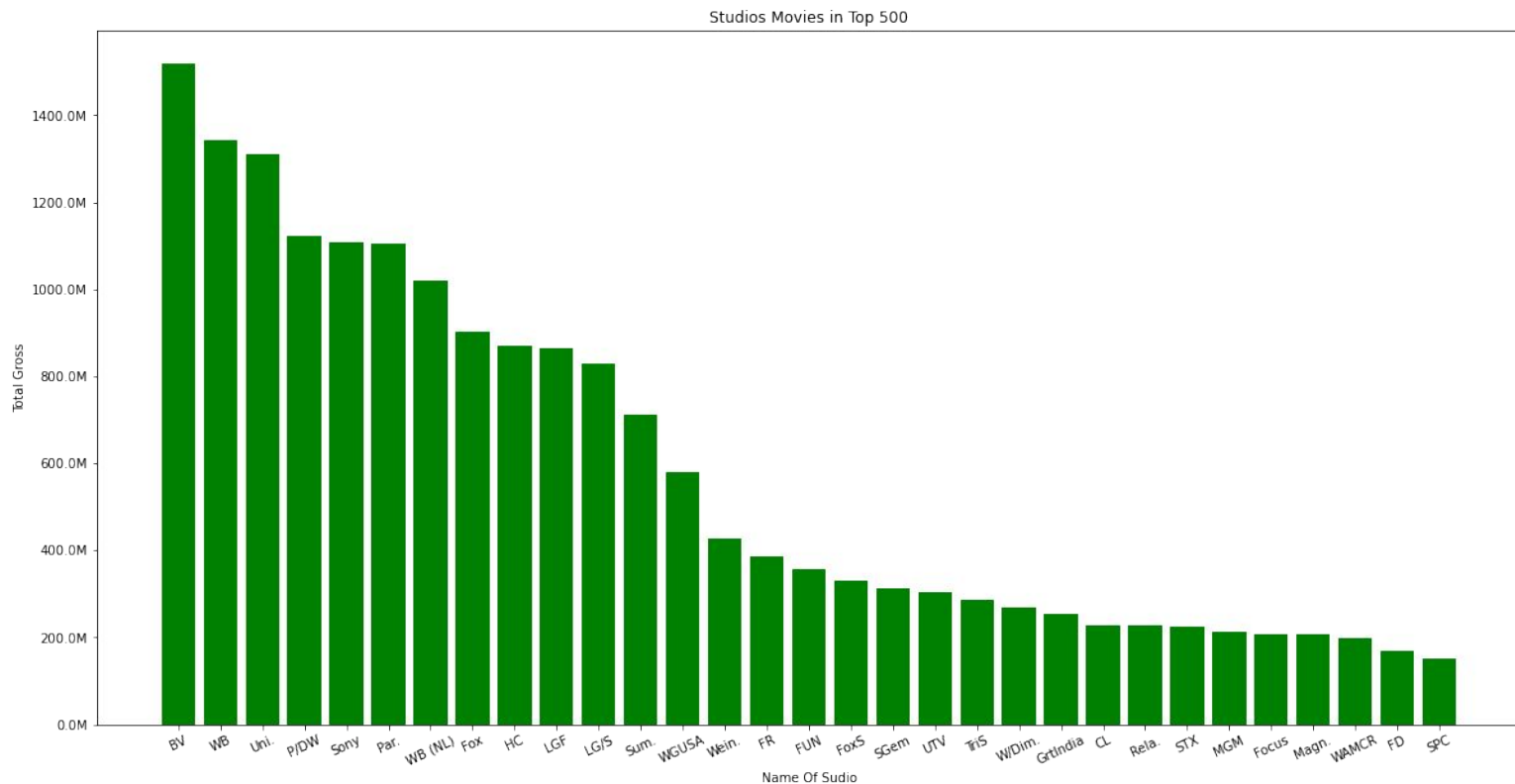
- Fantasy & Adventure movies outperform
- Opportunities to mix genres for unique movies
- Favorite genre subject to change



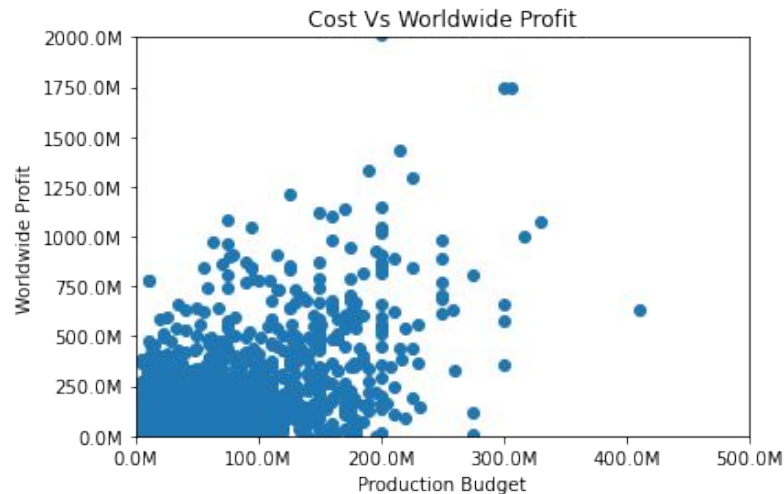
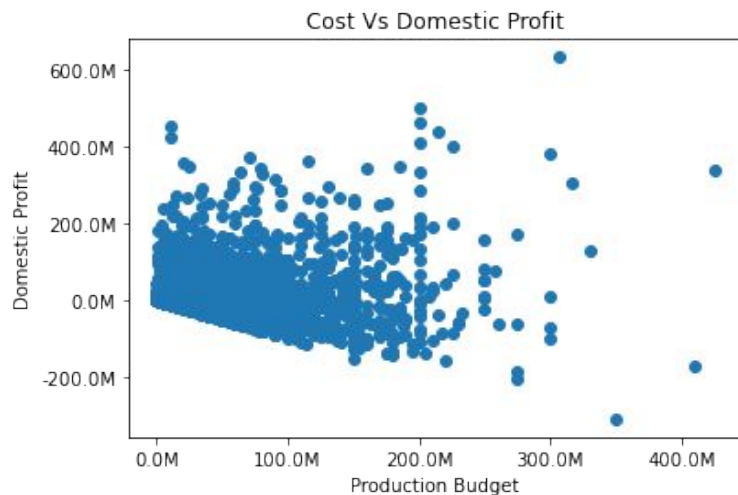
The Ratings Effect on Box-Office



Successful Competitors/ Models to Follow



Budget vs. Profit



- Spend money to make money (within limits)
- Global films see more returns of financial investment than domestic films (Domestic)

In conclusion...

- Genres matter
- Target movie rating
- Spend money to make money



Any questions?

Michael Schor

[LinkedIn](#)

Matthew Reinhart

[LinkedIn](#)

Daniel Arthur

[LinkedIn](#)

Adam Larsen

[LinkedIn](#)

