

So You Wanna Make Movies?

Insights for Microsoft

The Data

Resources:

- IMDB
- The Movie DB
- The Numbers

Key Analyzation Factors:

- Top Movie Studios
- Most Successful Movies
- ROI
- Most Effective Run Times

95.45

2022 Market Value in Billions (USD) for Movies Worldwide

169.68

Forecasted 2030 Market Value in Billions (USD)

Should you invest in the movie business?

- The industry is growing!

Even after the pandemic, the industry is bouncing back stronger than ever thanks to streaming services.

- Grew 13.5% from \$27.29 B in 2022 to \$30.99 B in 2023

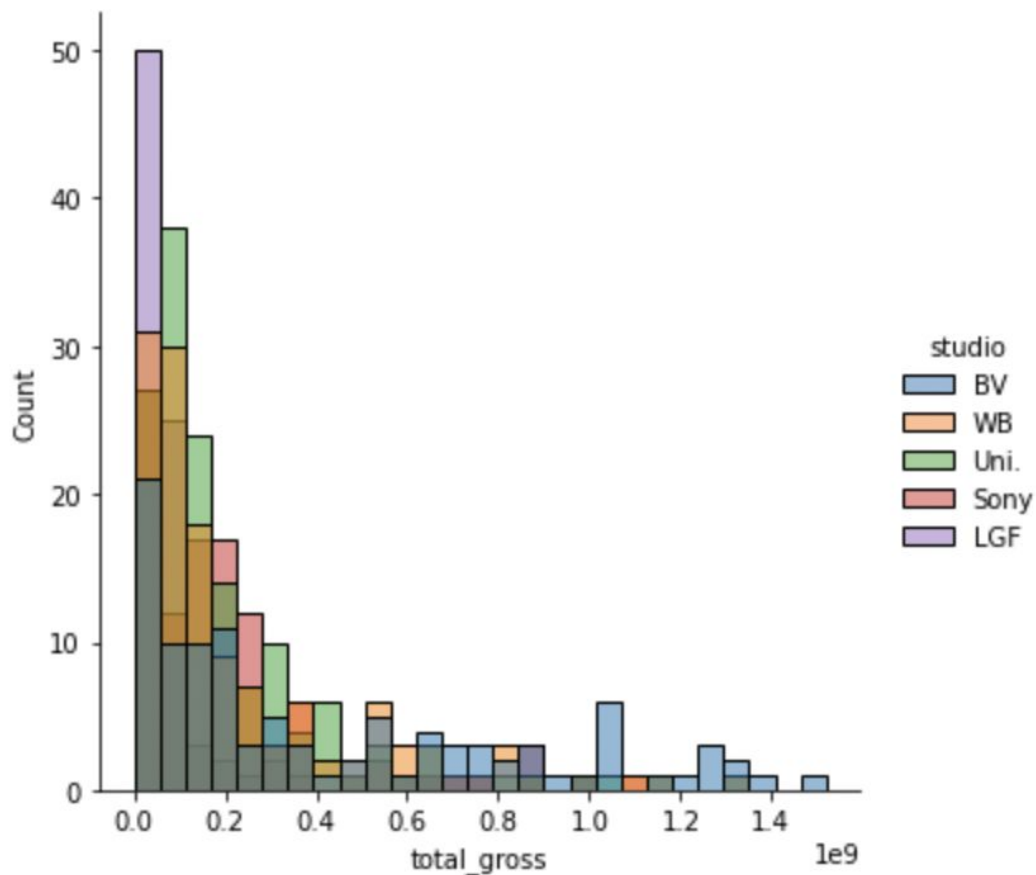
Looking at the past ten years of movie data:

- 258 studios worldwide that were in the game
- Only about 17% of them made 20/more movies during that time

There is opportunity for another power player!

Top Performing Studios

	Studio	Movie_Total	percent
0	Uni.	147	24.257426
1	WB	140	23.102310
2	Sony	110	18.151815
3	BV	106	17.491749
4	LGF	103	16.996700



	title	studio
727	Marvel's The Avengers	BV
1875	Avengers: Age of Ultron	BV
3080	Black Panther	BV
328	Harry Potter and the Deathly Hallows Part 2	WB
2758	Star Wars: The Last Jedi	BV
3081	Jurassic World: Fallen Kingdom	Uni.
1127	Frozen	BV
2759	Beauty and the Beast (2017)	BV
3082	Incredibles 2	BV
1128	Iron Man 3	BV
1876	Minions	Uni.
2322	Captain America: Civil War	BV
3083	Aquaman	WB
329	Transformers: Dark of the Moon	P/DW
728	Skyfall	Sony
1477	Transformers: Age of Extinction	Par.
729	The Dark Knight Rises	WB
0	Toy Story 3	BV
2323	Rogue One: A Star Wars Story	BV
330	Pirates of the Caribbean: On Stranger Tides	BV

- Buena Vista takes up 60% of this graph

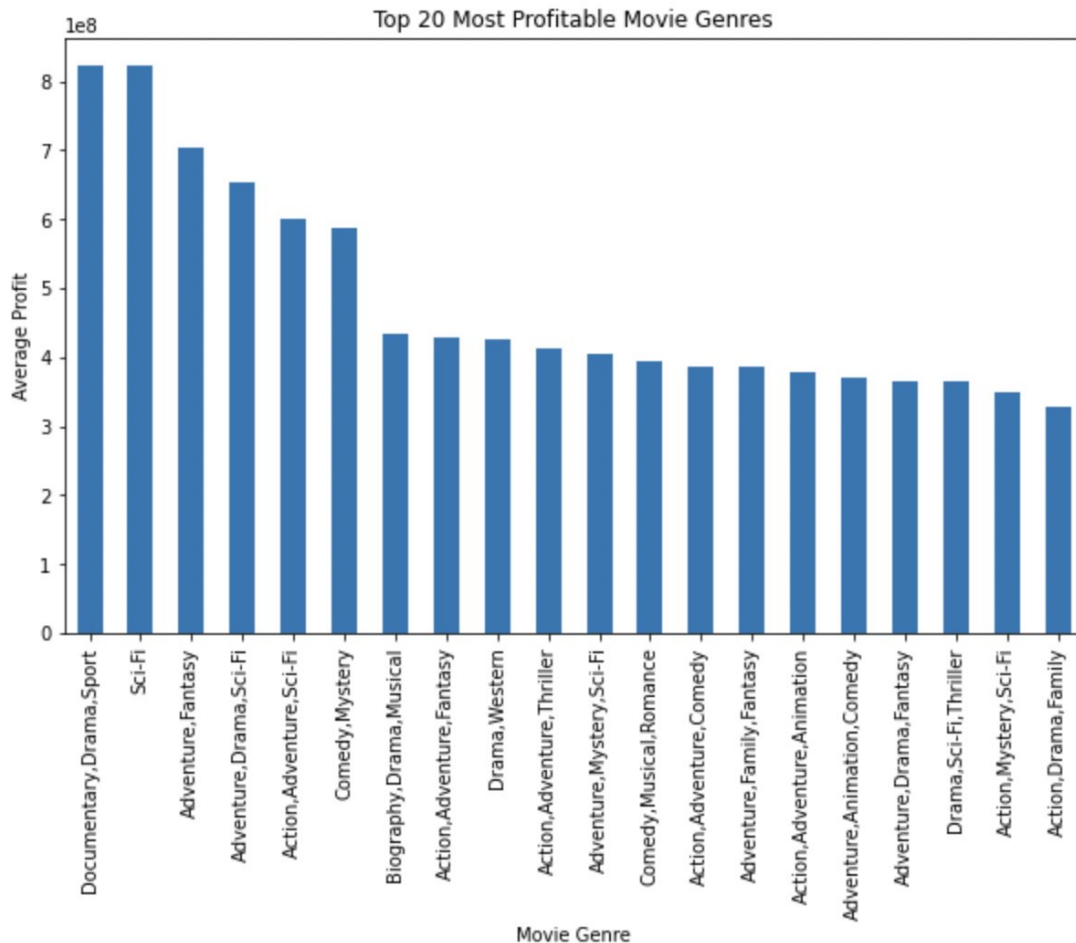
- Most compromises of big blockbusters.

We can break this down further into sequels and franchises.

- Most films fall under a combination of:
 - Adventure
 - Action
 - Drama
 - Sci-Fi
 - Fantasy
 - Comedy

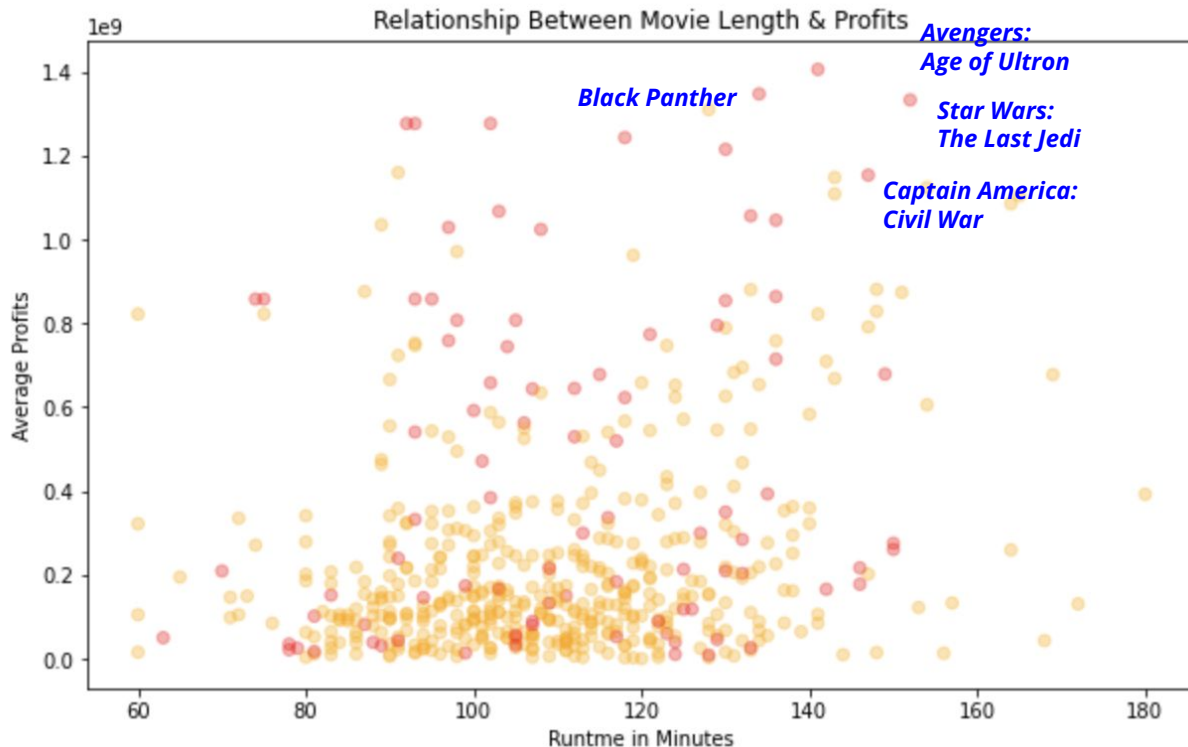
Most Profitable Movie Genres

- Adventure comprises 55% of the top 20
- Action (35%)
- Drama (35%)
- Sci-Fi (30%)



Successful Movie Length

- Interquartile Range:
92 - 118 min
- Median Run Time:
103 min



Insights & Recommendations



Three Main Recommendations

1. Focus on big blockbusters, sequels, and franchises
2. Spend money to make money
 - Focus on the quality of content rather than quantity
 - BV Median = \$131,261,111.11
3. Keep run time's in 92-118 min range
 - Bigger movies can get away with 130+
 - Limit to titles you feel will be most successful

Next Steps...

- Look at data after 2020
 - Same genres still successful?
 - Anything else we should dig into
- Dig into successful content you already own that could easily be turned into a movie franchise
 - Games that potential has yet to be tapped?
- Analyze deeper into best directors
- Should you consider streaming??

Thank You!

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Any Questions?
