Modern Movie Making



By Bradley Azegele for Microsoft

Overview

Short and long form video content consumption is on a parabolic rise. Technology has simplified the movie making process and the consumers yearn for entertainment seems insatiable.

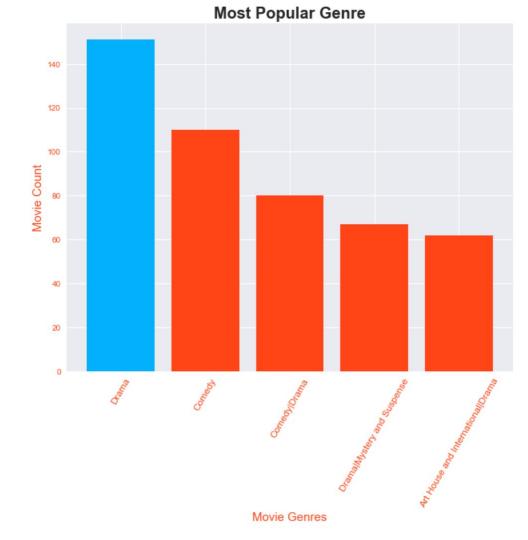
What are people watching?

Drama

Comedy

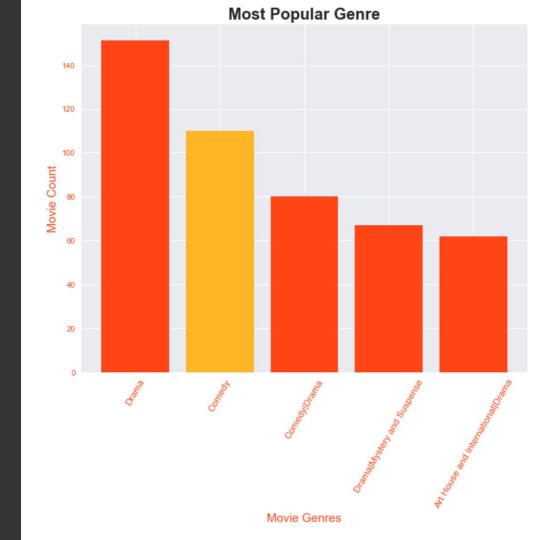
Comedy Drama

Drama



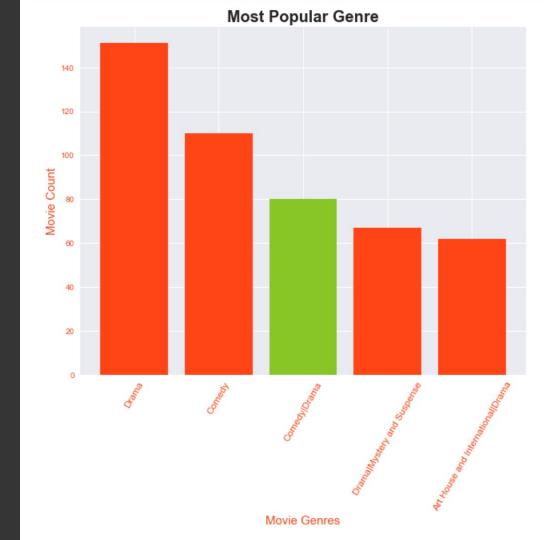
(movie type)

Graph



(movie type)

Graph



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How can we tap into the Movie Making Market?



Action Plan

- → Onboarding Platforms
 WebApps and MobileApps
- Revenue Model
 One Time purchase or Subscription based.
- Advertising Social Media, InApp ads and website ads.

Product Development

- 1. Content Creation.
- 2. Platform Development.
- 3. User onboarding.
- 4. Advertising.
- 5. User Retention.



Tip

Organic growth through **User Retention** is far more effective than targeted advertising.



1. Content Creation

We highlighted the types of movies people are watching, now to make them ourselves:

→ How

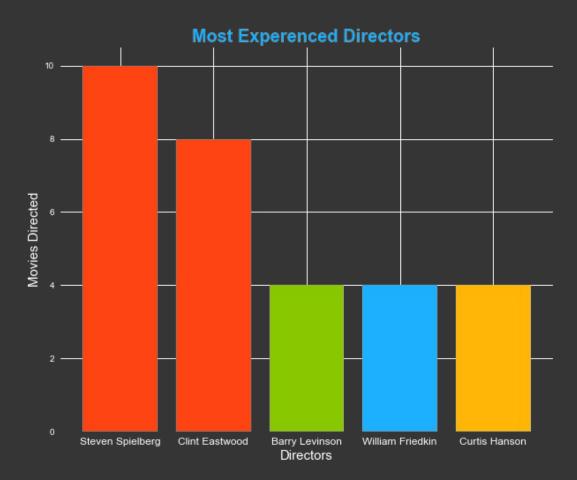
Partnering with accredited and renowned directors.

→ Where

As a global company we utilised our reach to everywhere we have our branches to identify the best of the best directors.

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Most experienced Directors





Meet:

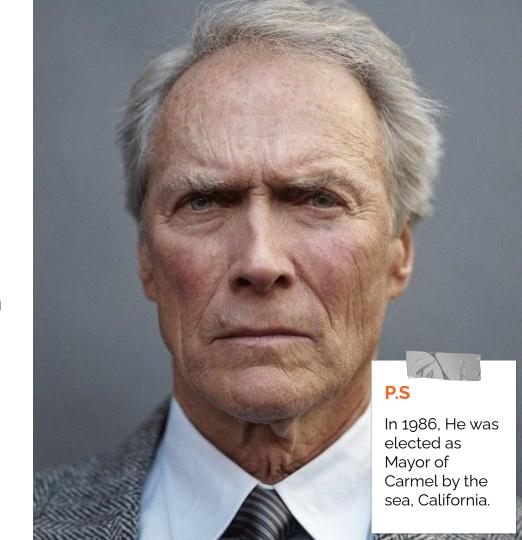
Steven Spielberg.

A figure of the New Hollywood era, he is the most commercially successful director of all time.

Meet:

Clint Eastwood.

An famed director of multiple Western TV series and films paired with impeccable acting experience.





2. Platform Development

To enable our clients to interact with created content, a user interface is indispensable.

There are 2 key factors to consider when developing an interface:

User Experience

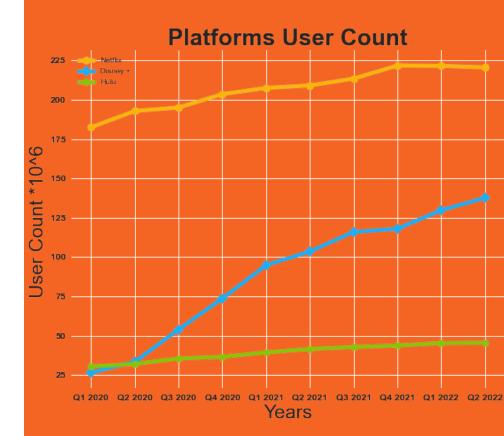
A friendly interface tends to attract more users.

→ Compatibility

The devices on which we expect content to be consumed on.

Disney+ got more than 50 million users in 2020

THAT'S MORE THAN THE POPULATION OF CALIFORNIA AND TEXAS COMBINED





3. Revenue Model

It is our responsibility to endeavour into activities beneficial to ourselves, investors and stakeholders.

Subscription model

A monthly subscription attracts more customers as they feel unburdened from making multiple individual purchases.

This can be derived from the popularity of our competition.

→ Compatibility

The devices on which we expect content to be consumed on.



→ Advertising

Incentivising users of our existing subscription services by granting them access to our extended product stack at a minimal additional cost.

A resulting network effect will slingshot **organic growth** of the platform as they recommend our unified product stack to their peers.

- Closing

Should we as a company family purpose to embark on Movie Making, we shall further extend our global reach and widen our arms to welcome new members into our family.

From our competitors success, we fall short of them in no capacity and with better execution will surpass their first mover advantage.

THANK YOU!

Q&A



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