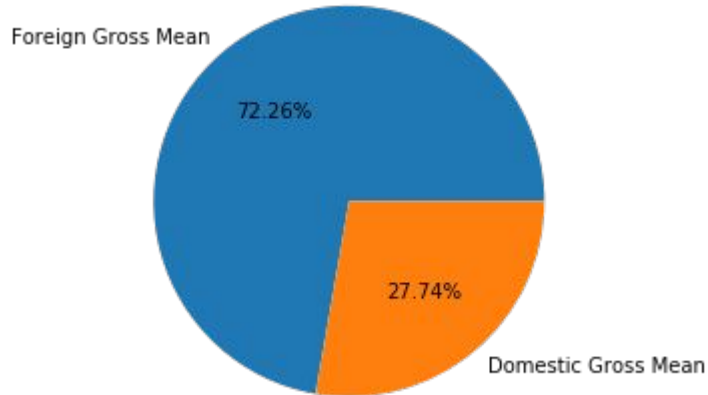


# Microsoft Studios

Forging a New Horizon

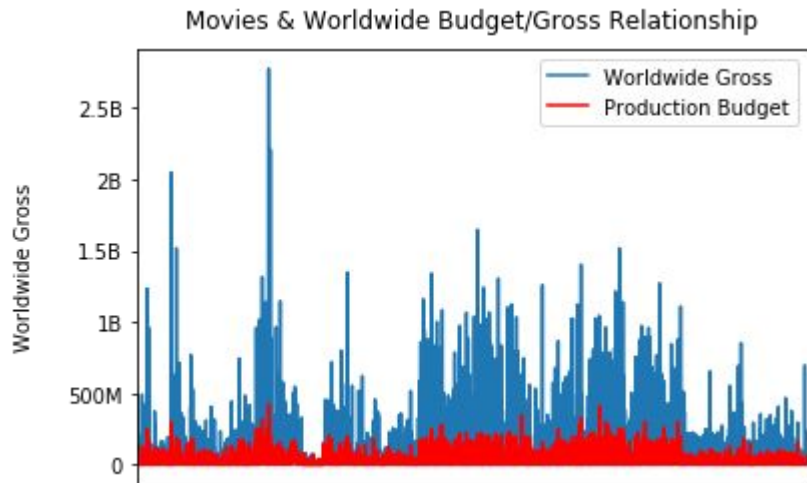
# Average's At Home & Abroad

- Foreign markets are booming
- Domestic makes money but...



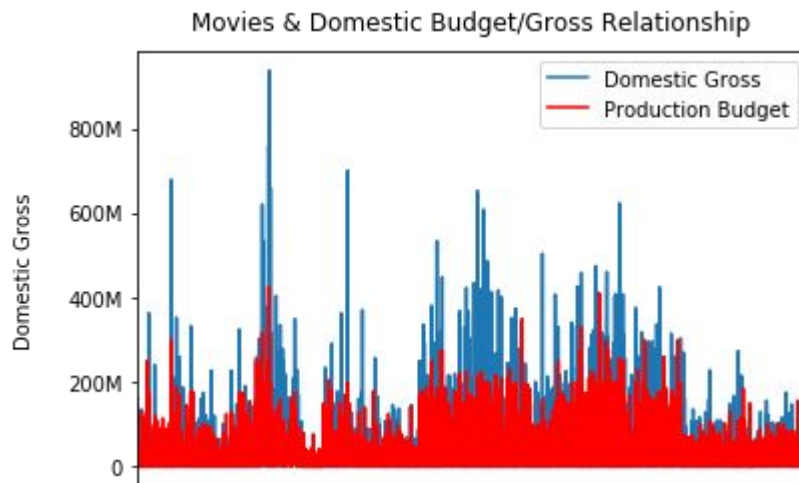
# Movies - Production & Gross Worldwide

- Data from 'The Numbers'
- Oldest movies from left to right
- We can expect to make money
- We have name recognition
- We have influence
- We are well known internationally



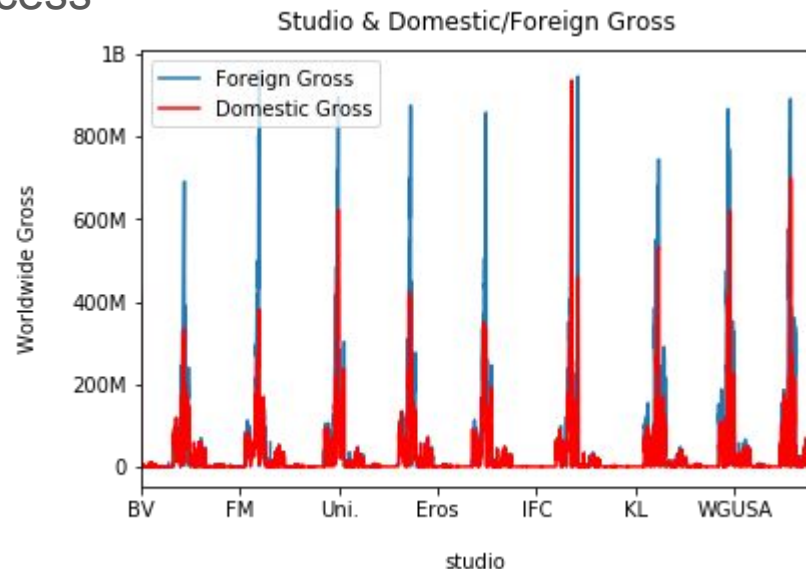
# Movies - Production & Gross Domestic

- Domestics have larger budgets, smaller successes
- Overall smaller gross, even among blockbuster hits



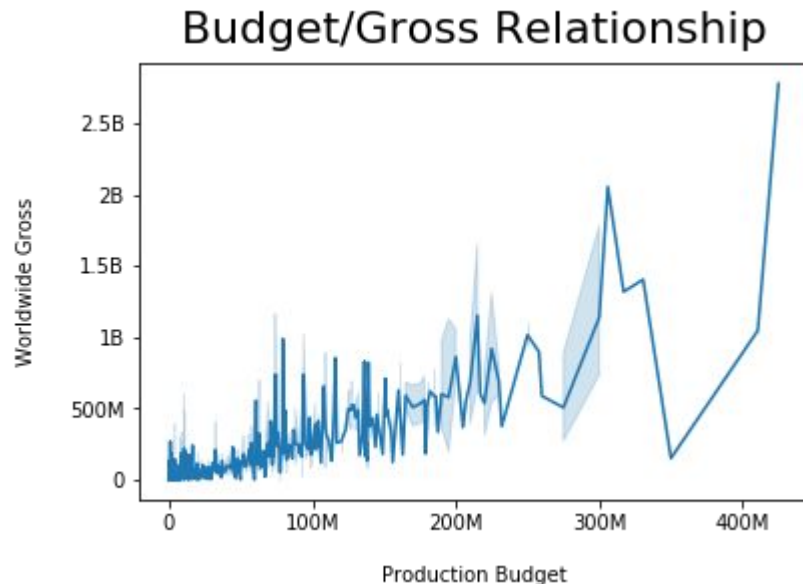
# What Studio's To Model After

- Once again we see that the foreign market is booming
- In some cases studios have shown success  
In both markets
- Domestic appears to have smaller  
success in a bulk of movies produced
  - Lots of small success, big blockbusters  
rarer



# What we Spend, What We Can Expect To Make

- Positive Growth!
- If we spend more, we'll make more!



# Future Work

- Analyze movies over the last decade specifically
  - Correlate against our other models to see if there is a niche to box office success
- Take a deeper dive into individuals that impact these decisions
  - Have other studios had success with these individuals?
  - Is there success a positive trend?
- Do critics or audiences opinions matter
  - Whose opinion matters more when helping a film become successful
- How to avoid pitfalls of the “DC Syndrome” Vs. “Marvel Success”
  - Explore the deeper relationship within studios, individuals, and timing to avoid this.

# Thank You

Thank you for your time ladies and gentlemen