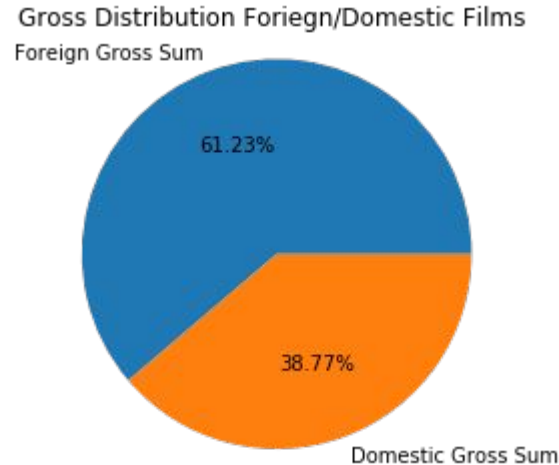


# Microsoft Studios

Forging a New Horizon

# Average's At Home & Abroad

- Foreign Markets build on successes of domestic success
- Recommendation: If a movie is successful in the domestic zone we should look into sending that film into the foreign markets.



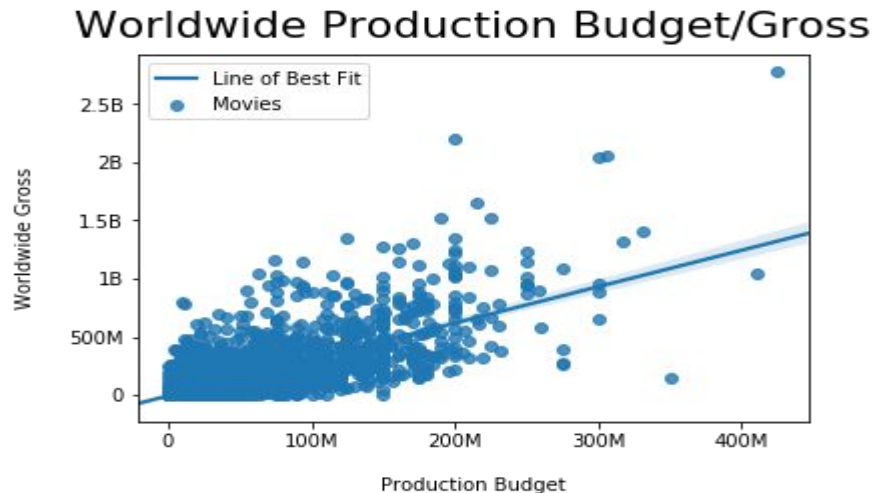
# Movies - Production & Gross Worldwide

- Data from 'The Numbers'
- Oldest movies from left to right

- Recommendation:

Whatever you are targeting to make

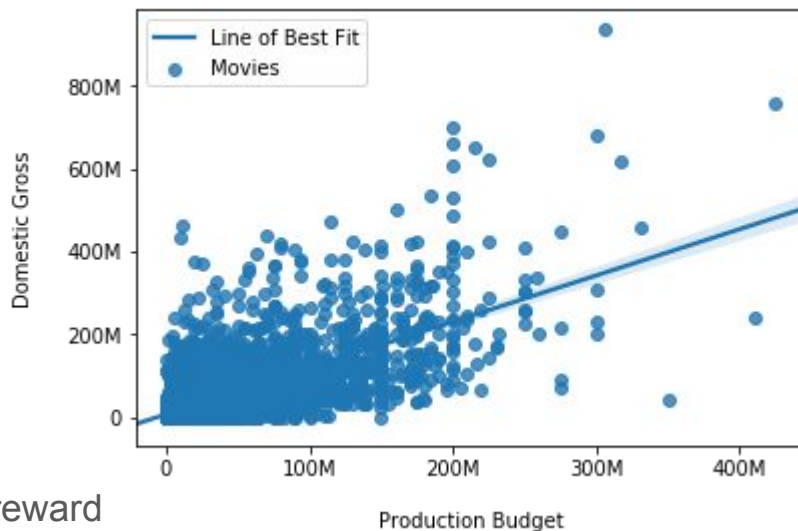
Don't exceed more than half that in your budget



# Movies - Production & Gross Domestic

- Budget success is tighter for domestic Production
- Recommendation:  
Again, don't exceed more than half  
What you would like to earn  
AND be cautious when passing  
200M in production
  - These would be great for high risk/high reward

Domestic Production Budget/Gross



# What Studio's To Model After

## Recommendations for High Risk/High Reward

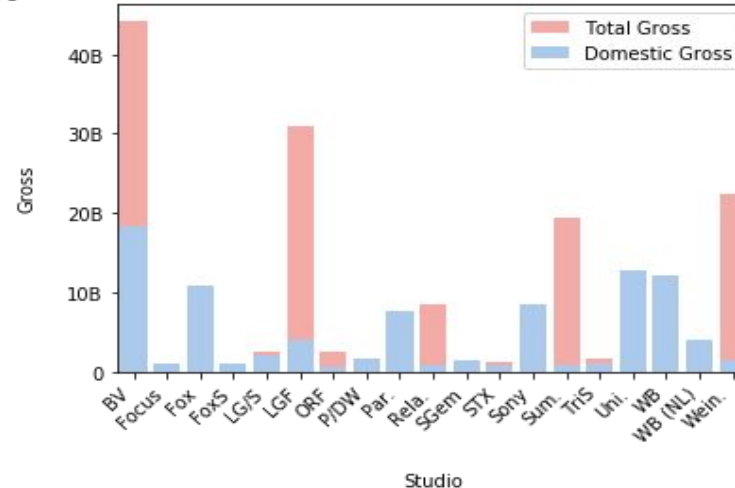
- Foreign & International Markets

- Buena Vista
- Lionsgate
- Weinstein

- Domestic Markets

- Buena Vista
- Fox
- Paramount
- Universal
- Warner Bros.

Studios Total Gross Vs. Domestic



Studios filtered by over 500M budget

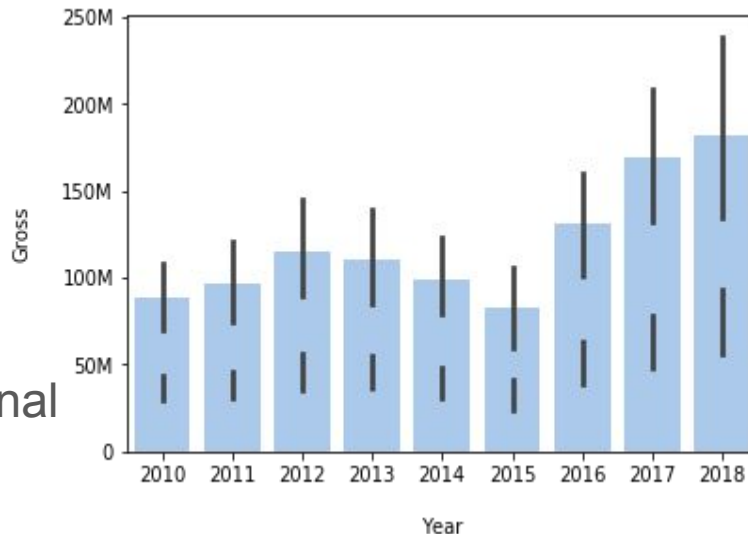
# What we Spend, What We Can Expect To Make

- Positive Growth!
- Tighter margins at home
  - But if successful

- Recommendation:

Push successful films to international audiences and ride that success all the way home!

Domestic & Worldwide Gross Over Last Decade



# Conclusion

- Don't go over budget, anything past 200M would be entering high risk/high reward.
  - Probably best saved for established franchises and sequels people are hyped to see
- If a movie is successful in the domestic sector you can push that success higher in the international market
  - Especially if the movie is being produced by Buena Vista, Weinstein, and Lionsgate

# Future Work

- 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