



Movie Market research

Microsoft



Overview

As the entertainment landscape continues to evolve with the proliferation of original video content from major players, there is need to adapt to changes in technology and hence the need to establish start of the art studio to meet these need. We recognize the opportunity to carve out our own space in this dynamic industry.



Overview

Our commitment to excellence demands a comprehensive understanding of the current trends shaping the film market. Through meticulous analysis of box office performance, audience demographics, genre preferences, and critical acclaim, we can glean invaluable insights into the types of films resonating with audiences today.

Data sources

- The Numbers(tn)
- The Movie Database(tmdb)
- Box office Mojo (bom)

Top three movies by profit



Avatar
2.35 billion



Titanic
2.21 billion



Avengers: Infinity war
1.75 billion

Popular languages apart from English

Norwegian Bokmal -8.22

Swahili – 7.44

Japanese - 5.71

Herero – 5.50

Ukrainian – 5.33



Least popular languages apart from English

Tibetan 0.6

Cree – 0.6

Welsh - 0.6

Dzongkha – 0.6

Hausa – 0.6



The 5 best movie genre by average rating

Comedy, Documentary, Fantasy

Documentary, Family, Musical

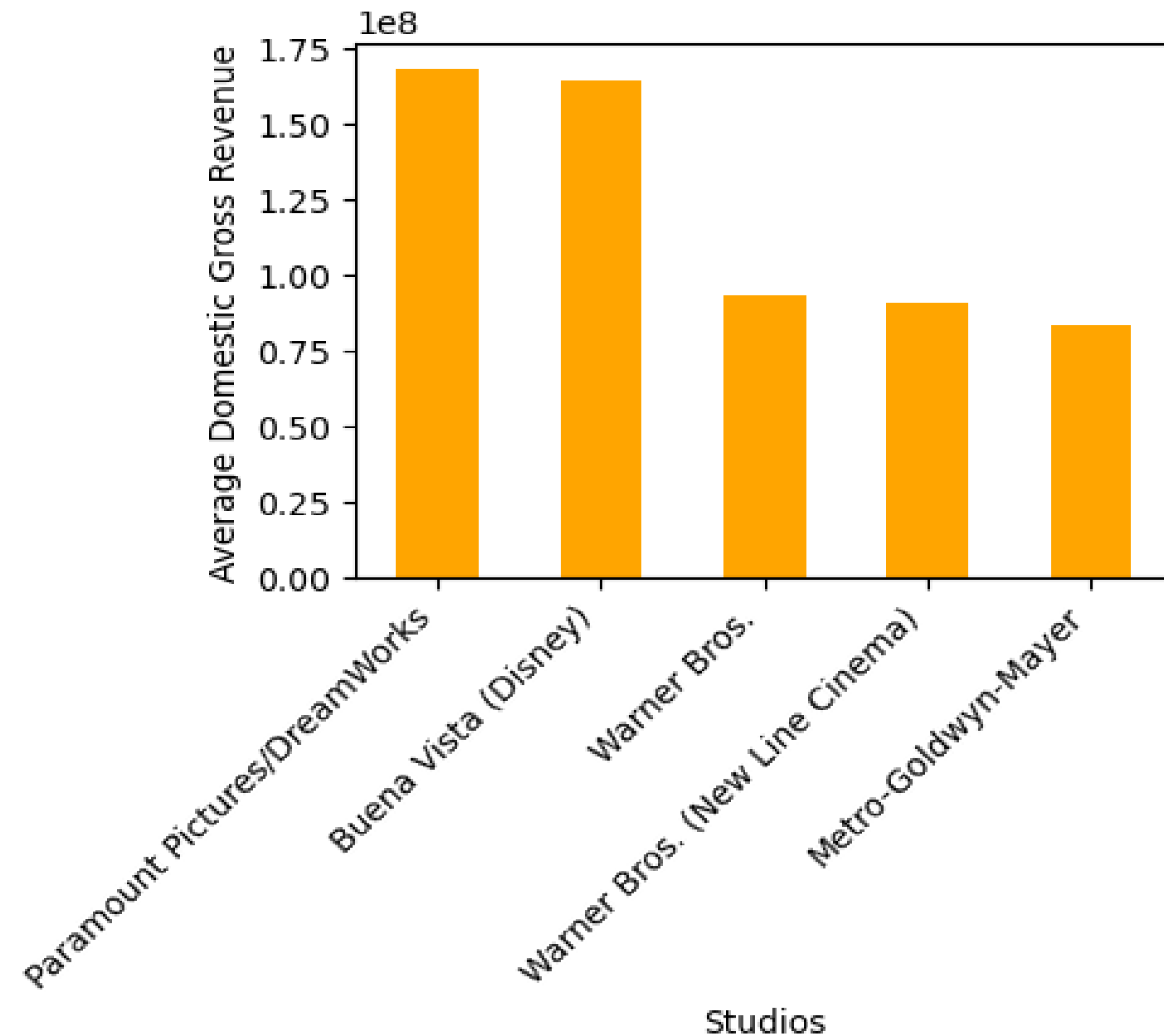
History, Sport

Music, Mystery

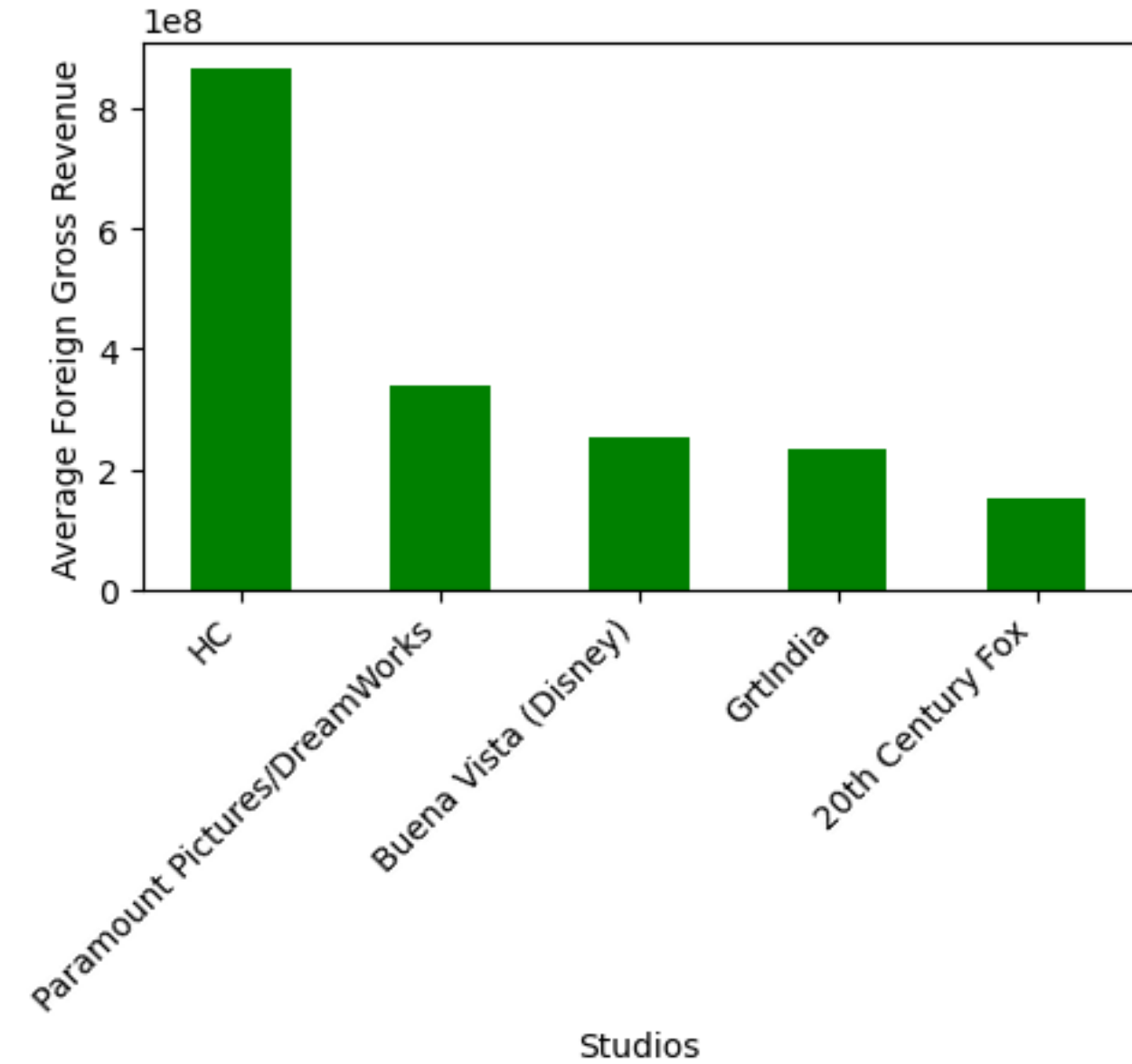
Game-show

The 5 best performing domestic and foreign studios

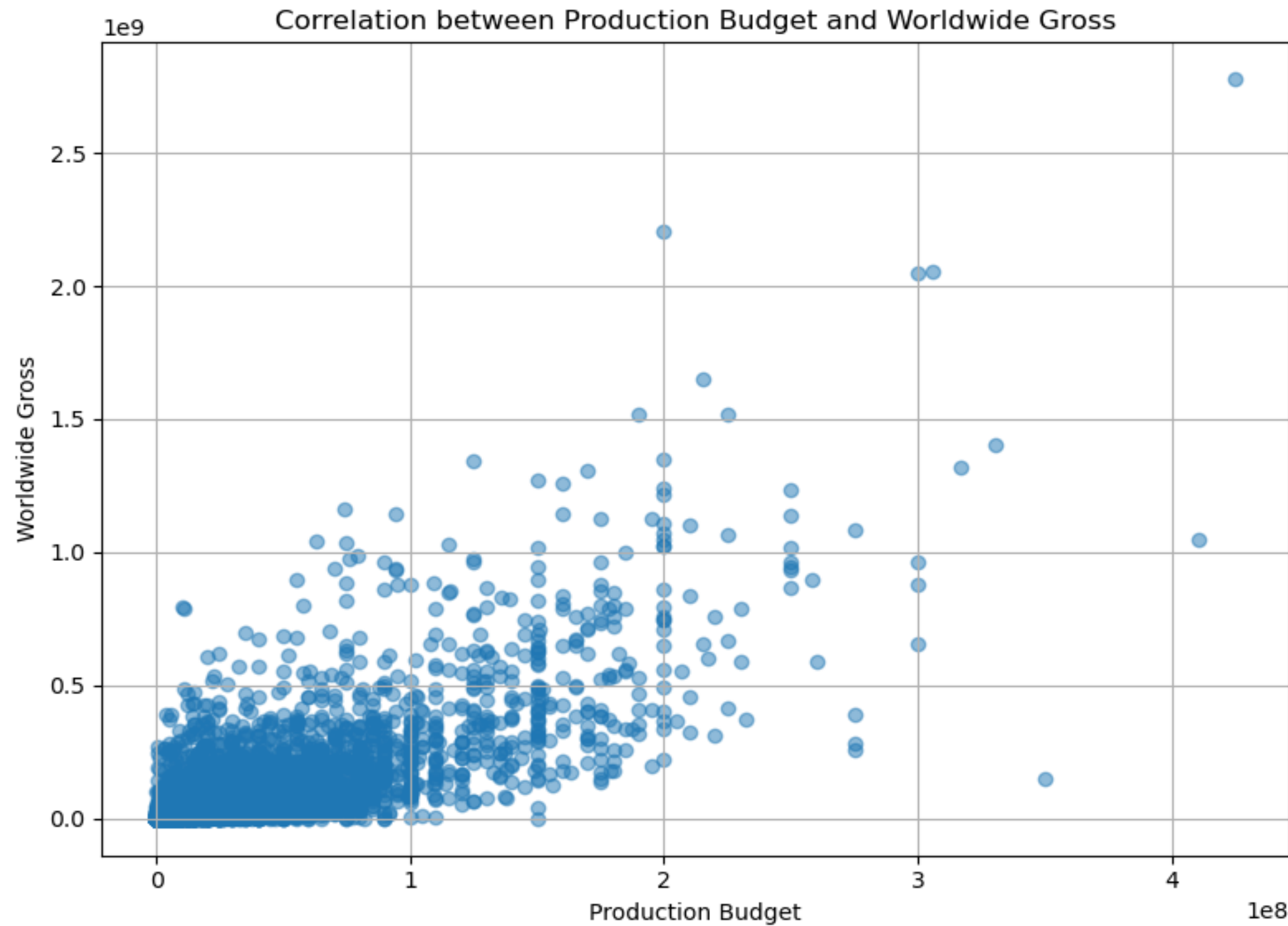
Top 5 Studios by Average Domestic Gross Revenue



Top 5 Studios by Average Foreign Gross Revenue

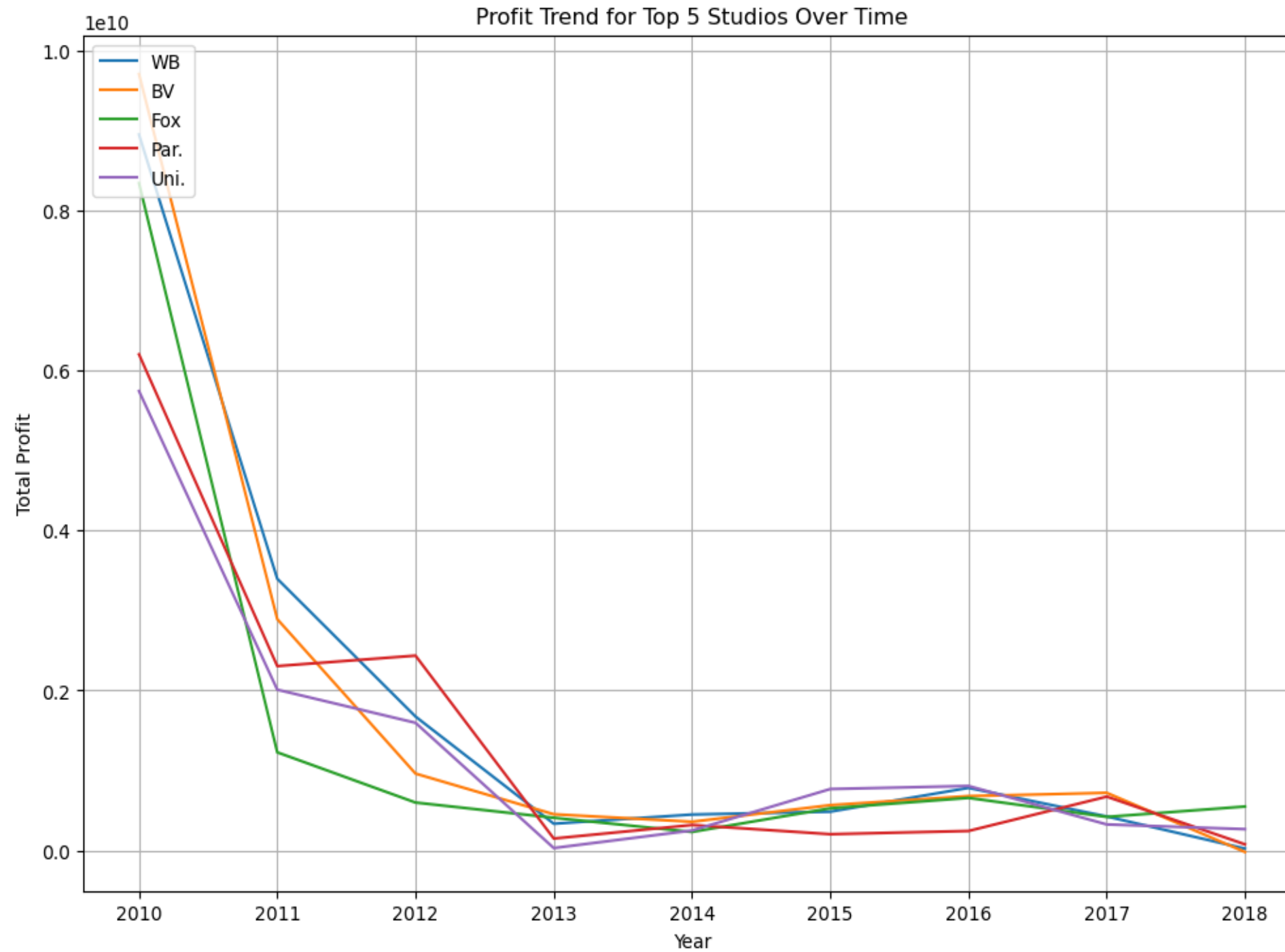


Is there correlation between the production budget and worldwide gross



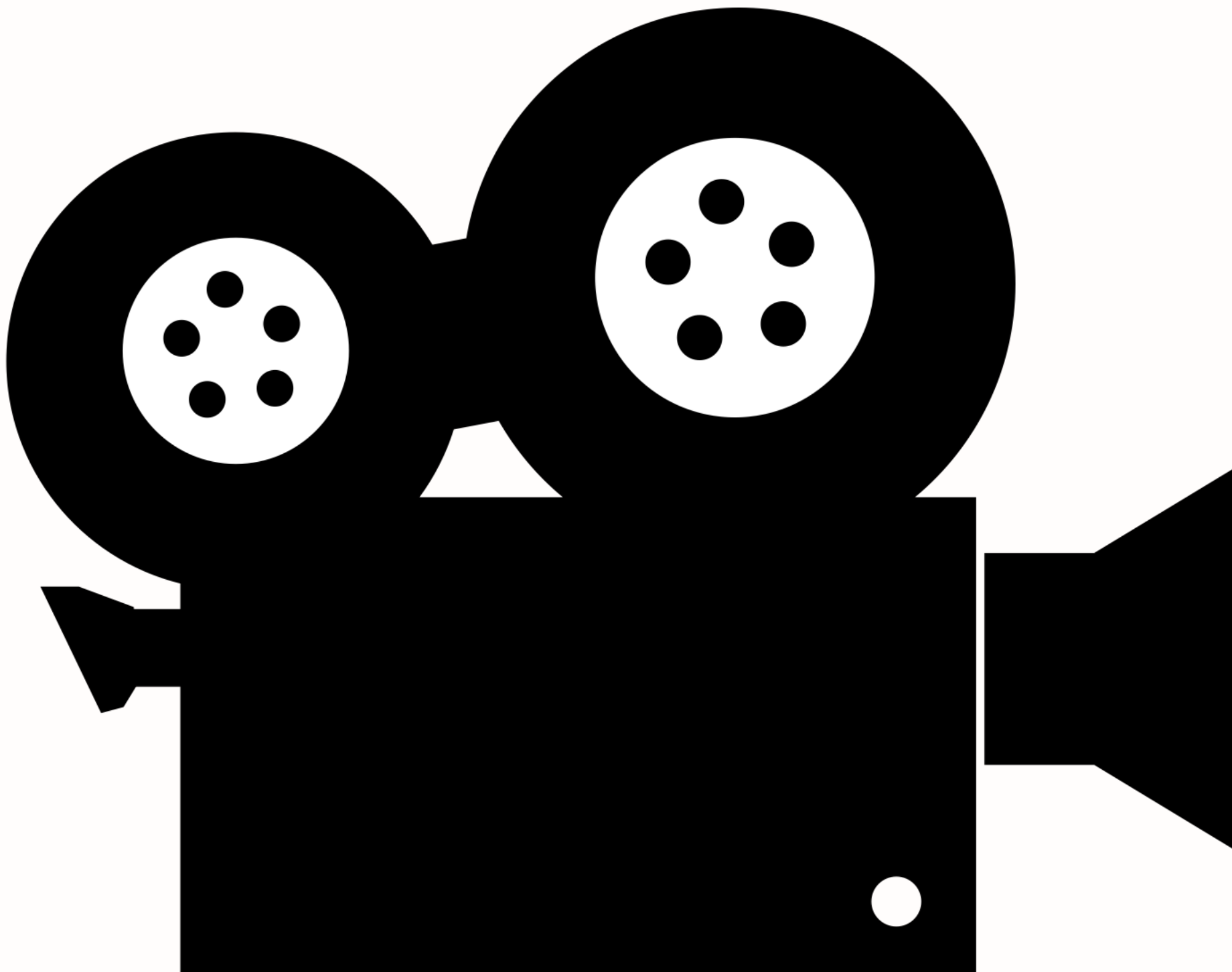
There is a significant relationship between production budget and the worldwide gross

Data understanding and Analysis



Emergent of digital platforms such as Tiktok, Instagram and Youtube which are popular among the millennials may have an influence on the profit trends among different studios

Recommendation



In terms of movie language, there are opportunities to leverage apart from movies in English

The need to invest in production cost as it have impact on the overall worldwide gross

The need to think about the emergent technology and platforms such as Tiktok and Instagram for short movie clips.

Conclusion

By leveraging these insights, we can guide the strategic direction of Microsoft's new movie studio, ensuring our productions align closely with audience expectations while also offering something fresh and compelling. Whether it's tapping into burgeoning genres, reimagining classic narratives for modern audiences, or pioneering innovative storytelling techniques, our approach will be grounded in data-driven decision-making





Thank You!