Strategic Launch Of Microsoft Entertainment Studios

The analysis provided is meant to guide your company into establishing a profitable movie studio
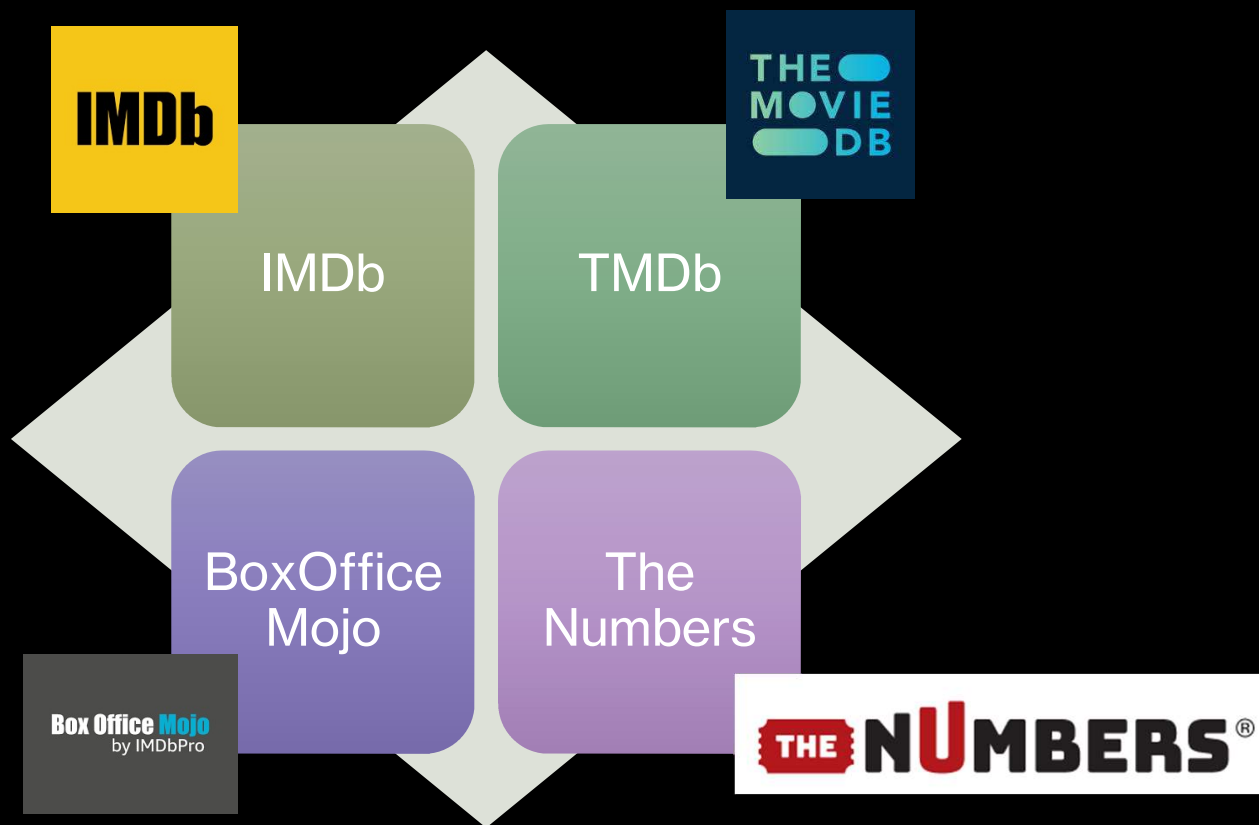
Outline

Objectives Sources Methods Results Conclusions

Sources

IMDb

TMDb

BoxOffice Mojo

The Numbers

Objectives

Genre Return on Investment

Average Studio Profit

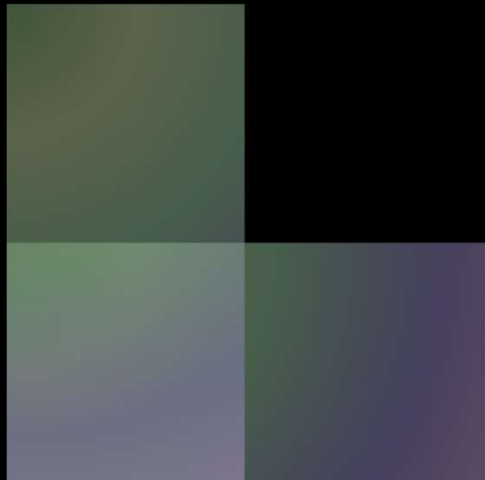Timing of Distribution
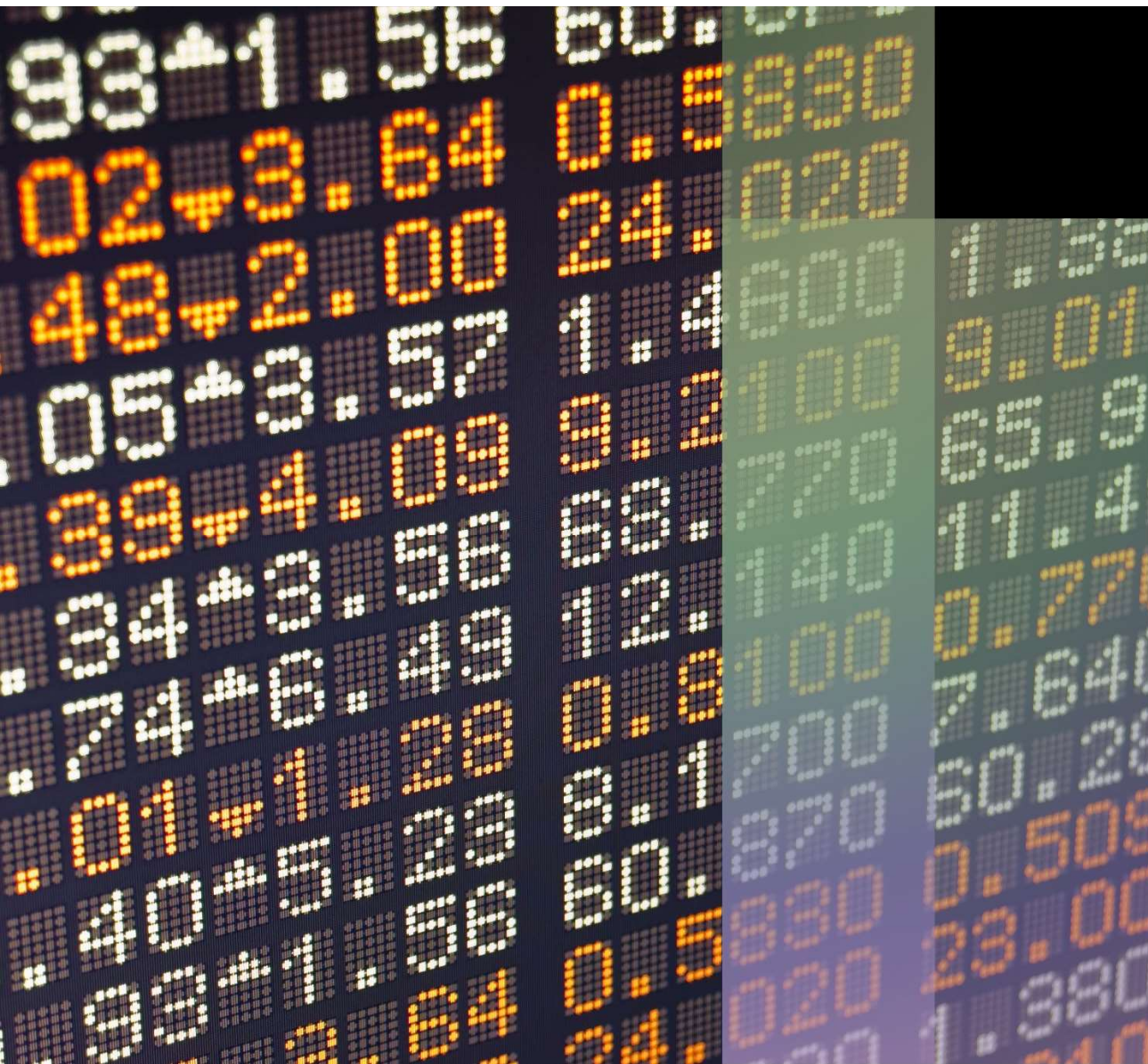
Genre Runtime Popularity Influence

Methods

Limited to movies from the last ten years (2012-2022)

Movies receiving a rating of 7.5 or higher
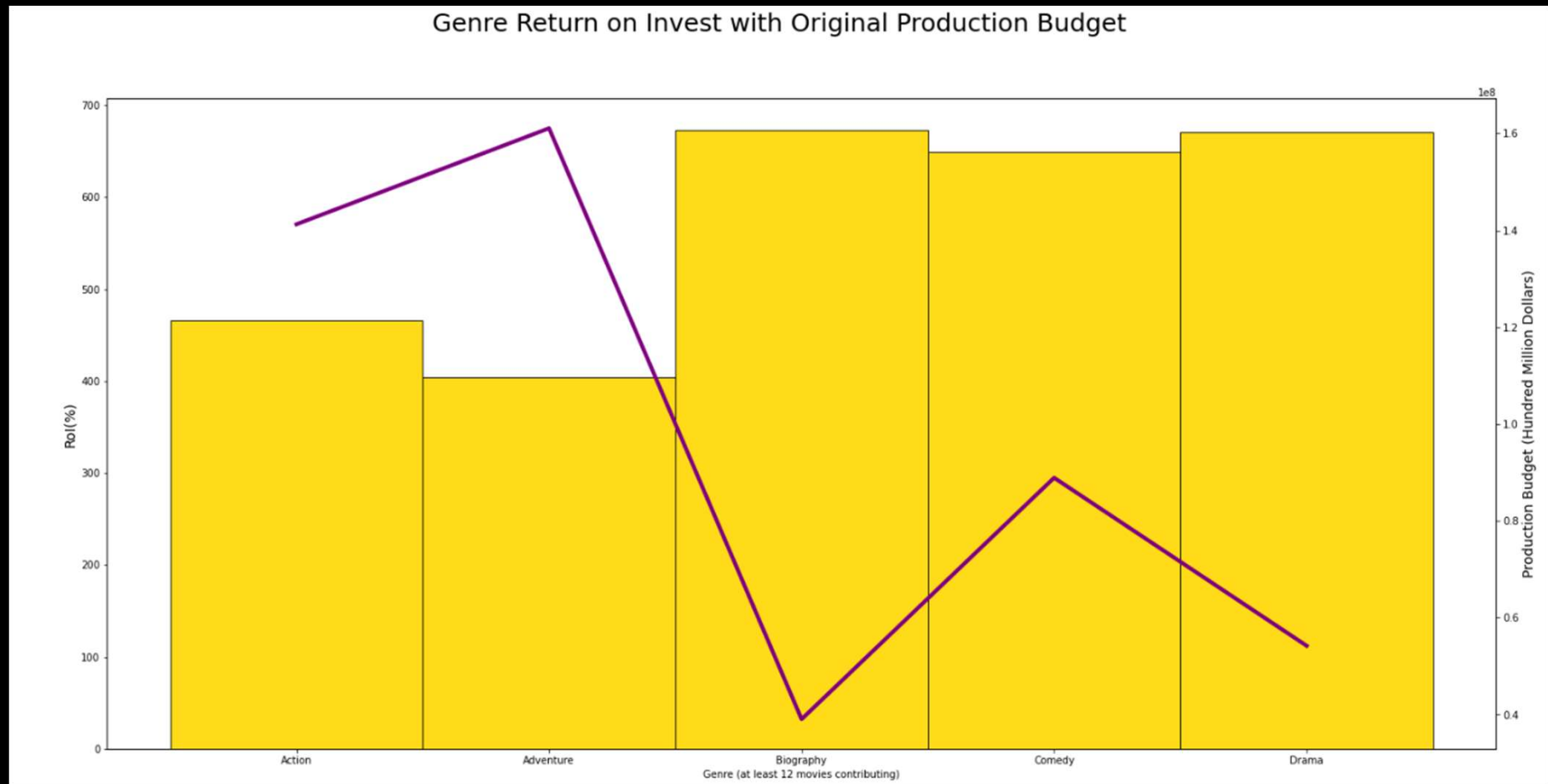
A domestic gross of at least $29,000,000
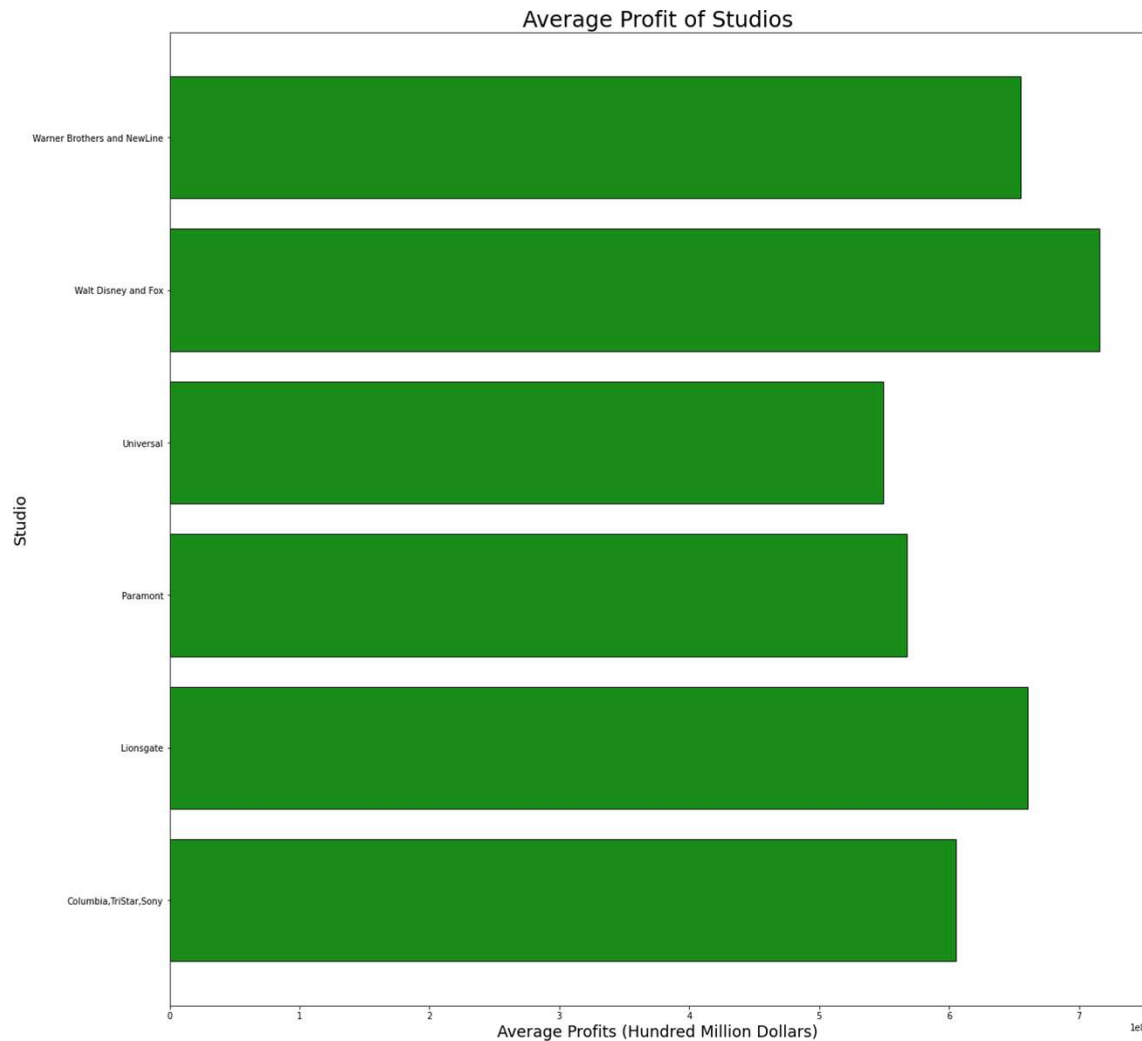
Genres will at least 12 movie represented

Results

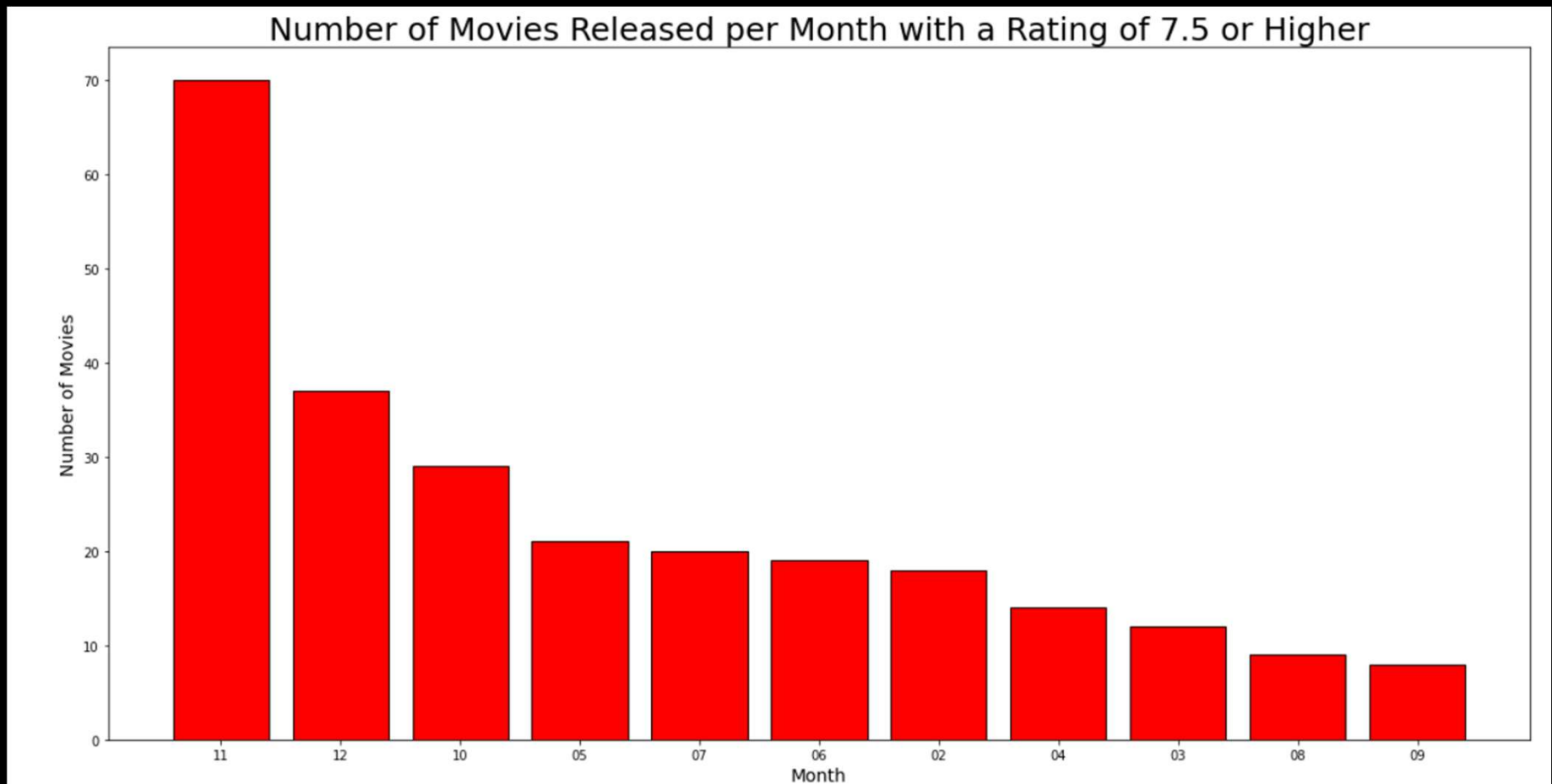# Return on Investment and Production Budgets by Genre

Genre Return on Invest with Original Production Budget

Average Profit of High-Performing Studios

Best Time of Year for Distribution

Number of Movies Released per Month with a Rating of 7.5 or Higher

Audience Rating versus Runtime

Average Rating by Genre and Runtime (IMDb and TN)
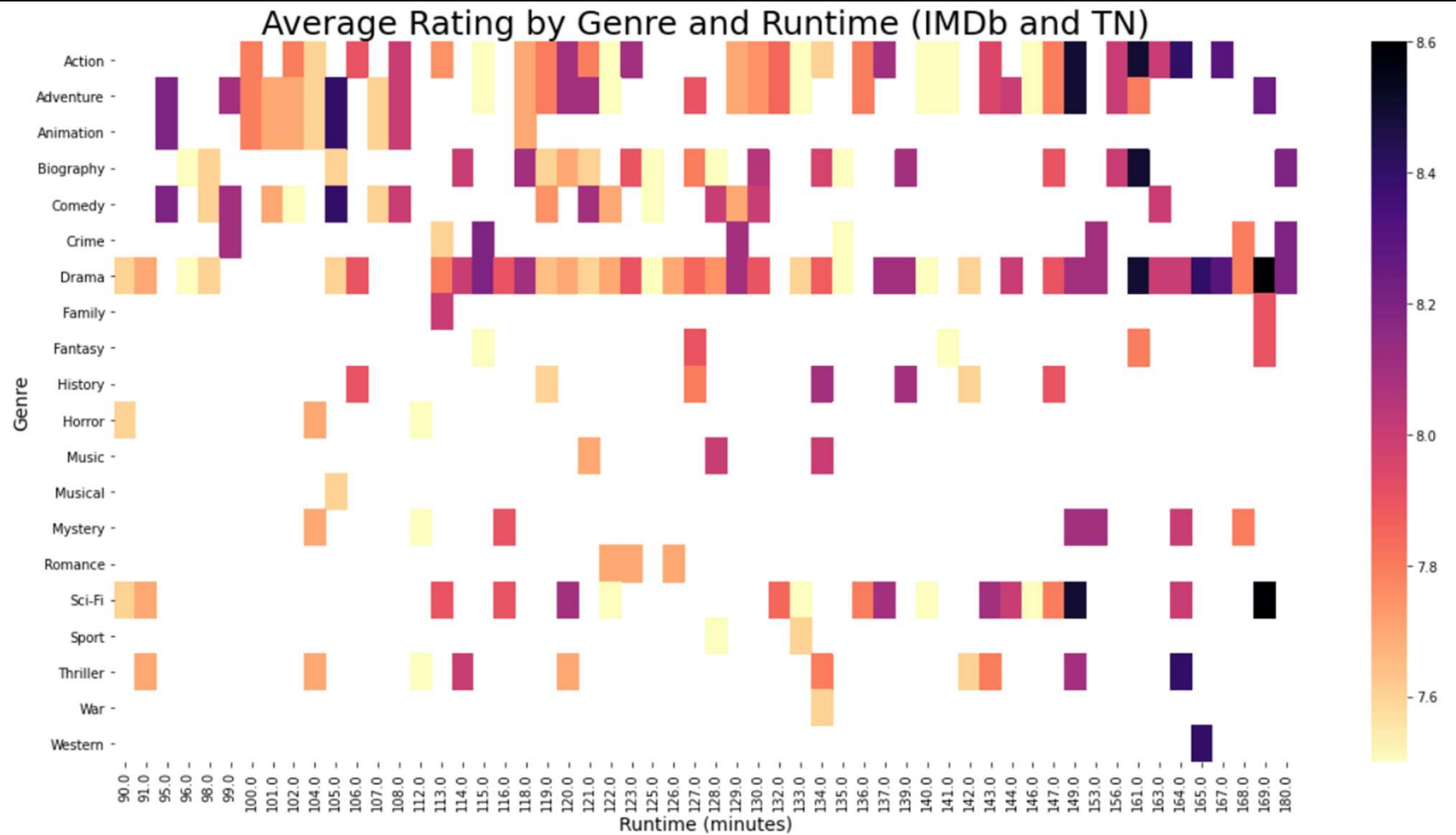
Conclusions

- Overall, paying attention to the strategy of the high-performing studios purchasing smaller studio has resulted booming profits. Microsoft opening their own studio will be costly, and they will be up against strong, established competition. My recommendation is to follow the lead of Walt Disney by starting research into studios with promising content who would be willing to come under a larger name with the promise of monetary help for production budgets

- Drama, Comedy, and Biographies are the most cost-effective genres with low production budgets needed resulting in higher returns

- Movies should be released in the fall, specifically November to maximize RoI

- Audience popularity for some genres can be influenced by the length(runtime) of the movie. For comedies, it is recommended you stay within 1.5-1.7 hour window. Dramas and Biographies tend to be more favorable when they are at least 2 hours.

Future

✓ MPAA Ratings

Diversity Index

Total profits of studios
before purchase