Strategic Launch Of Microsoft Entertainment Studios

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Outline

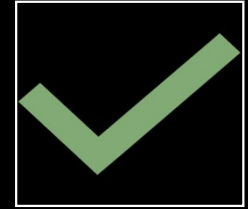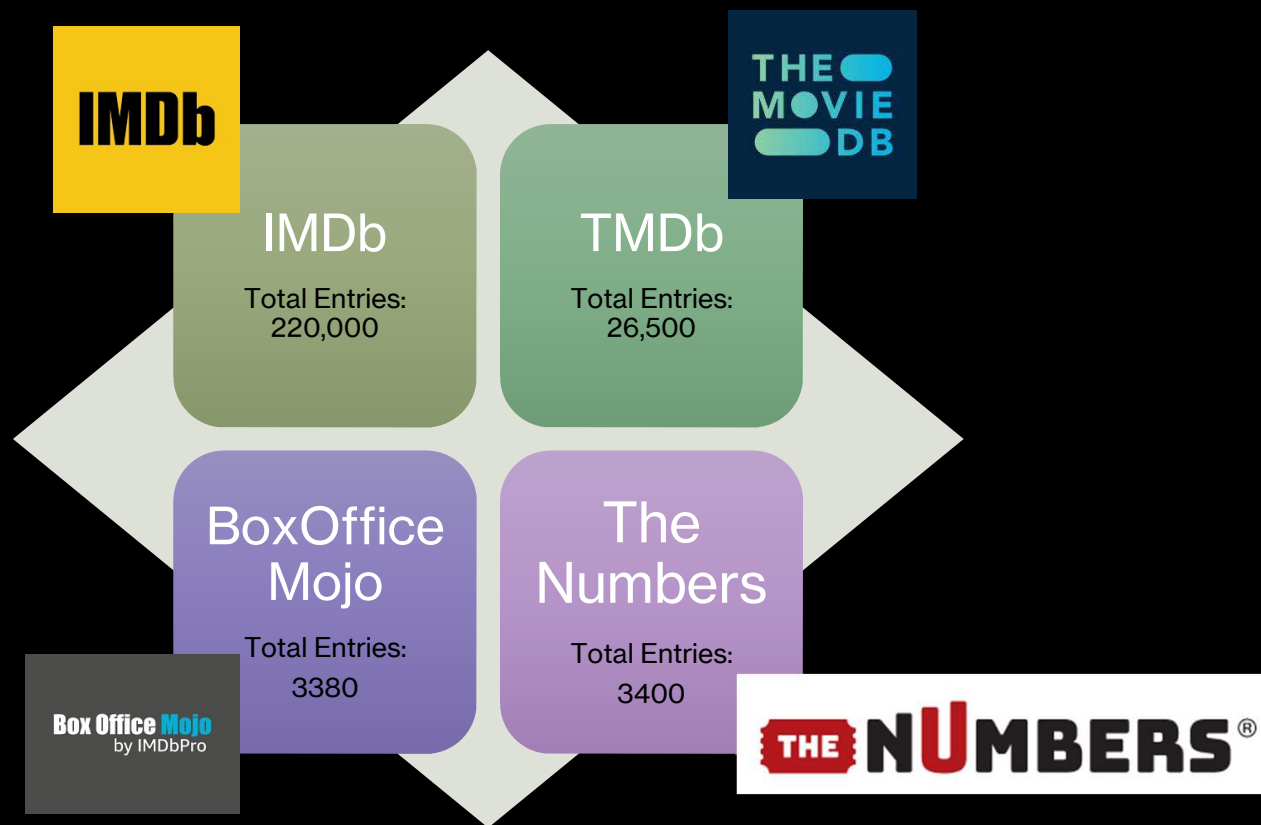Sources　　Objective　　Methods　　Results　　Conclusions

Sources

IMDb

Total Entries:
220,000

TMDb

Total Entries:
26,500

BoxOffice Mojo

Total Entries:
3380

The Numbers

Total Entries:
3400

Objectives and Methods

Questions to be answered:

Data Parameters:

Genre Return on Investment

Release Date: 2012-2022

Average Studio Profit

Audience Rating: 7.5 or higher

Timing of Distribution

Domestic gross: $29,000,000 or higher

Genre Runtime Popularity Influence

Genres: at least 12 movies
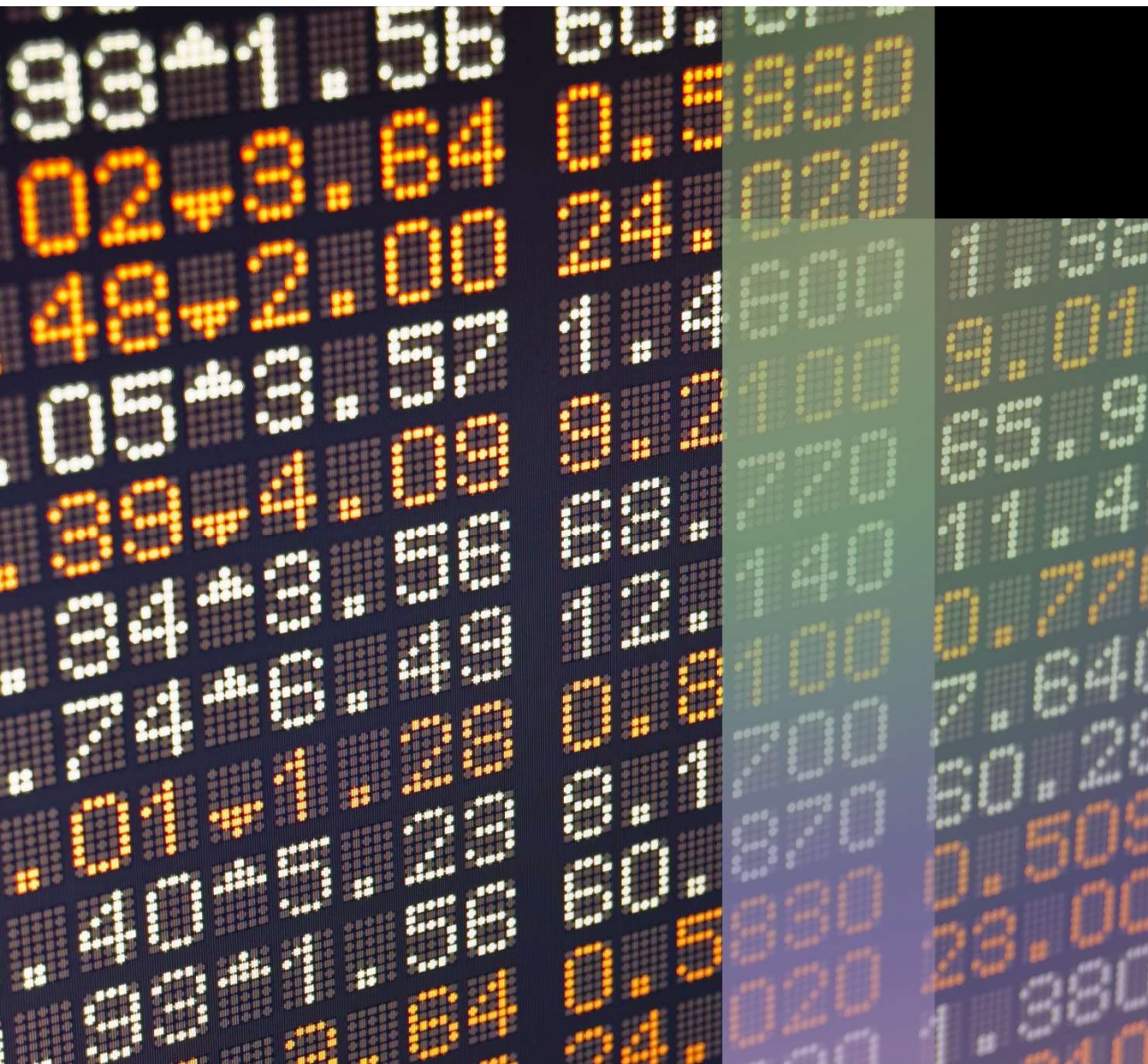
Results

Genre Return on Invest with Average Production Budget (USD)

Comedy, Drama, & Thriller are the most cost-effective genres since the production budgets for those genres are below the return on investment
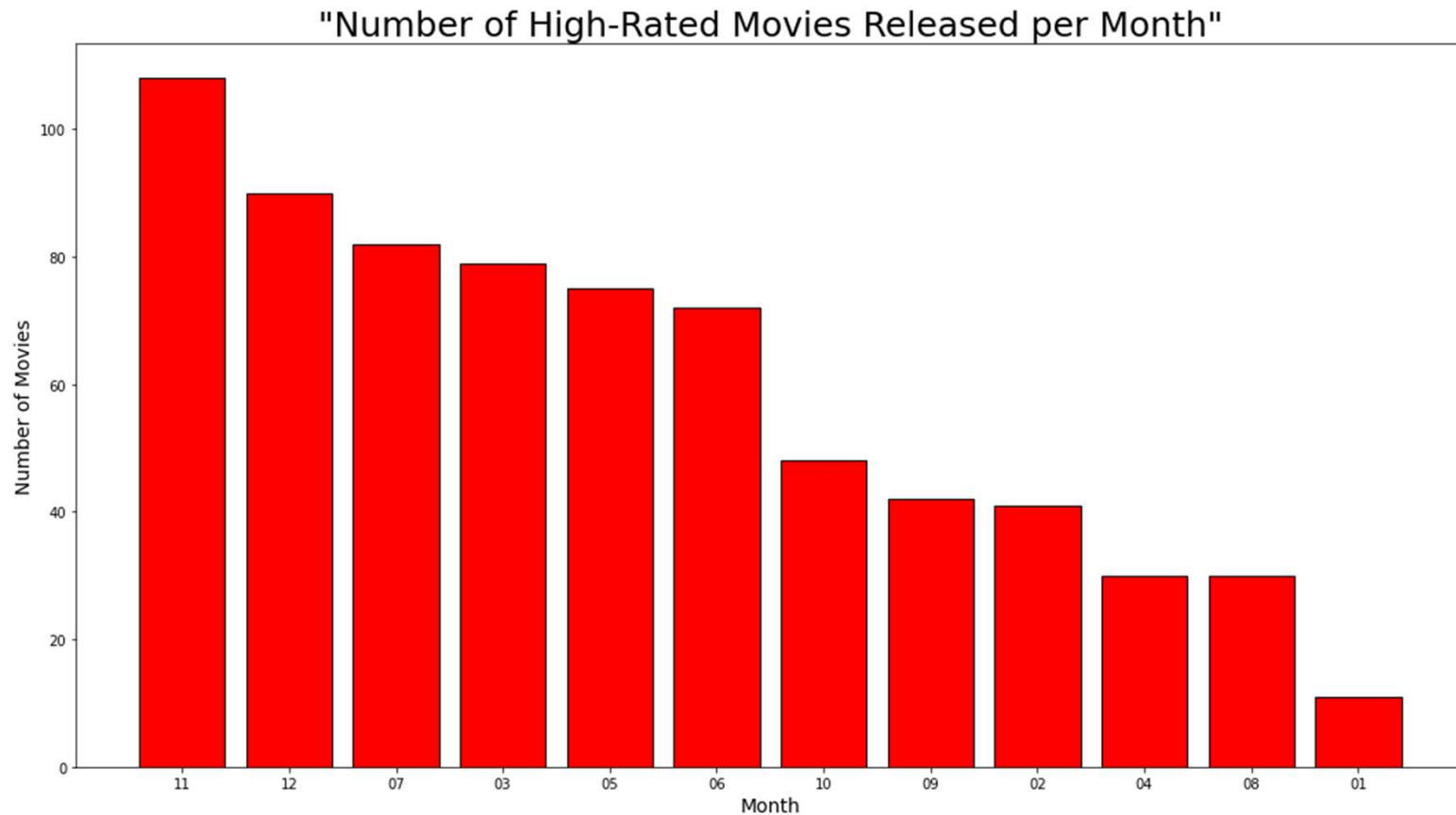
Average Profit of Studios
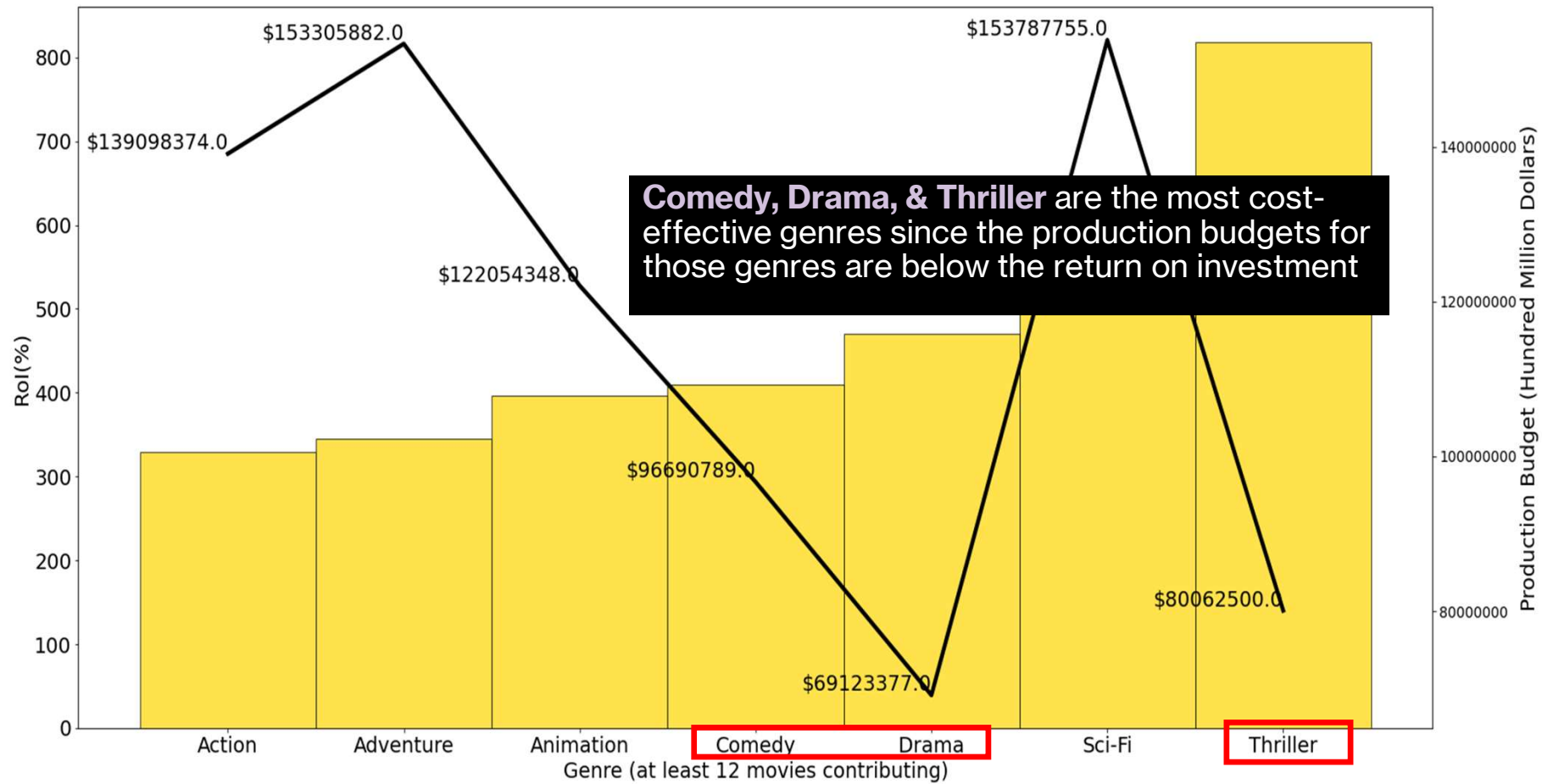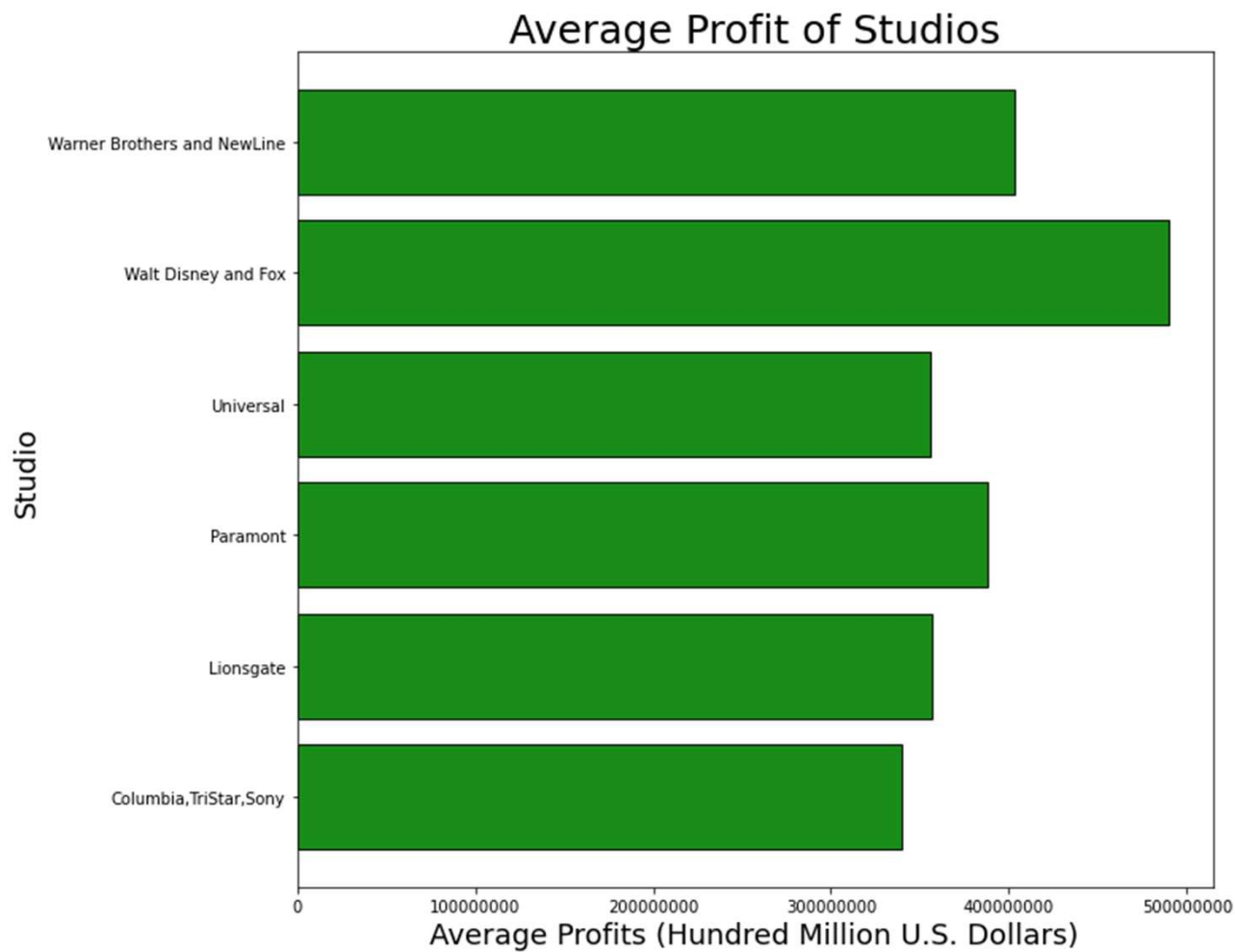
- **Walt Disney and Fox** show the highest profits.

- **Evaluate** their production process to find working **strategies** Microsoft can mirror

- **November** is the best month to release new movies in theatres
- Months to avoid release include January, August, and April

"Number of High-Rated Movies Released per Month"

- **Comedy** should be **no longer than 105 minutes** (1 hr. 45 mins)
- **Adventure, Drama, and Sci-Fi** perform best at **169 minutes** (2 hrs. 49 mins)
- **149 minutes** should be the **minimum** for all genres except comedy
- Movies should not go over 169 minutes

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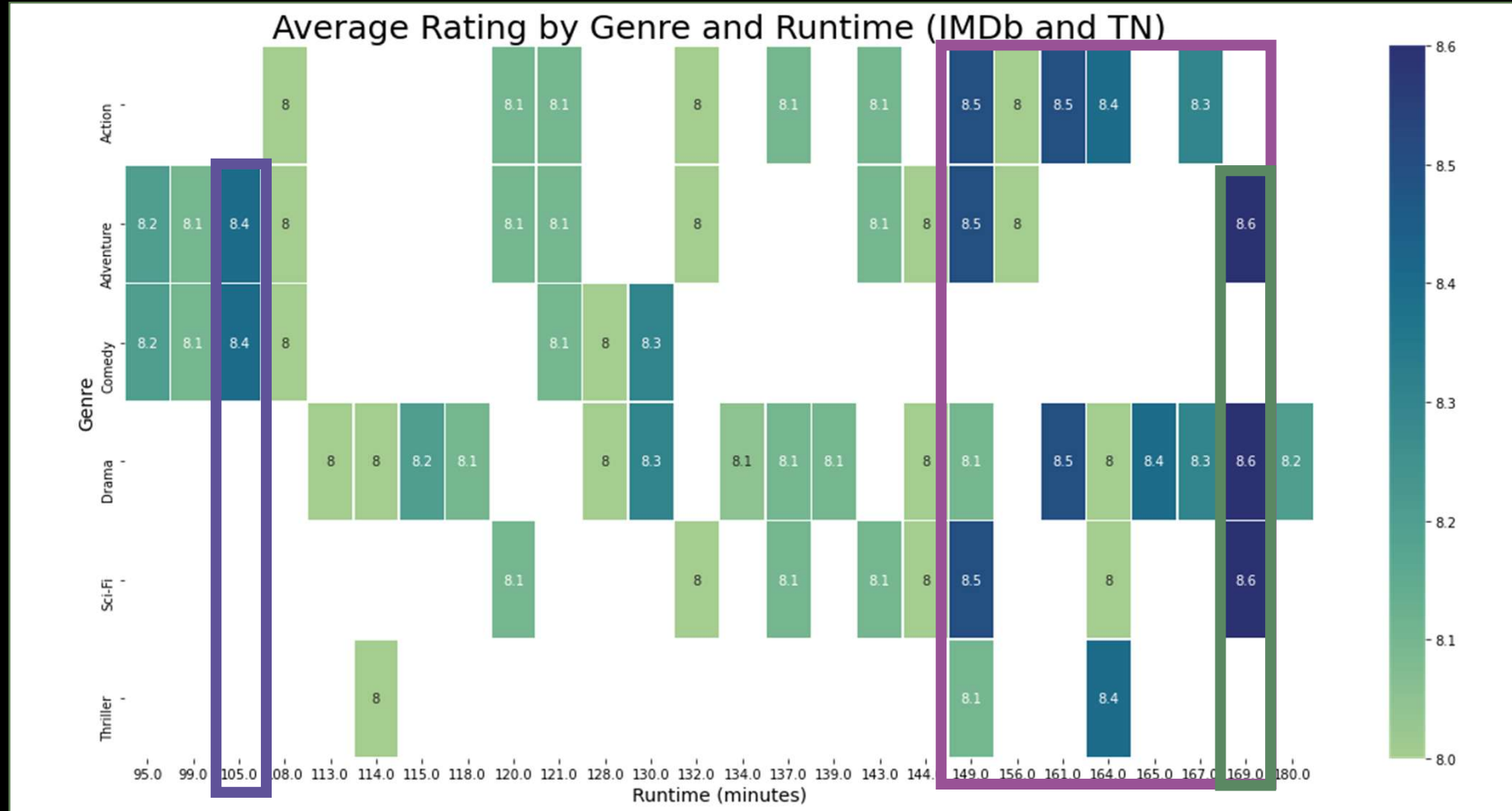
Conclusions

- **Acquiring smaller studios** with promising content, in order to potentially boost profits and tap into established competition.

- Produce cost-effective genres: **Drama, Comedy, and Biographies**

- Release in the fall, specifically **November** to maximize profits

- **Comedies** should be **no longer than 1 hr. 45 minutes**

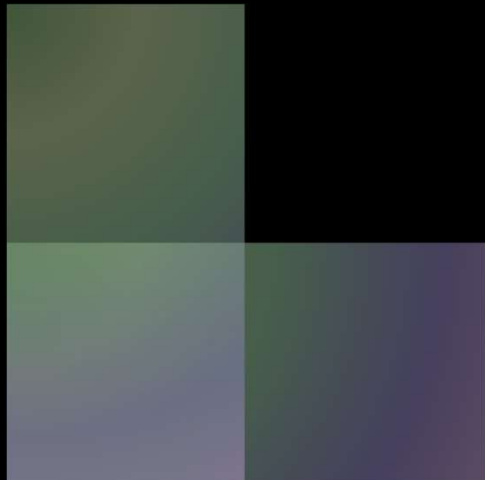- **Adventure, Drama, and Thrillers** should be **at least 2hrs. 49 minutes**

Next Steps:

✓ MPAA Ratings

Diversity Index

Total profits of studios before purchase

Thank You!
For more information, please contact Morgan Fell (morgan13.fell@gmail.com)