



Microsoft: Lights... Camera...

Your guide to entering the movie business



What do we want to Accomplish?

- Inform you of what parameters tend to make successful movies (\$)
- Help you carve out a unique niche in the movie landscape



What we found:

- Sci-Fi Adventures see consistent success
- Animation is king, and is underused
- The Russo Brothers are your best bet, but not alone.



Where did the data come from?

IMDB.com

Everything on the creative side

TheNumbers.com

Everything on the financial side



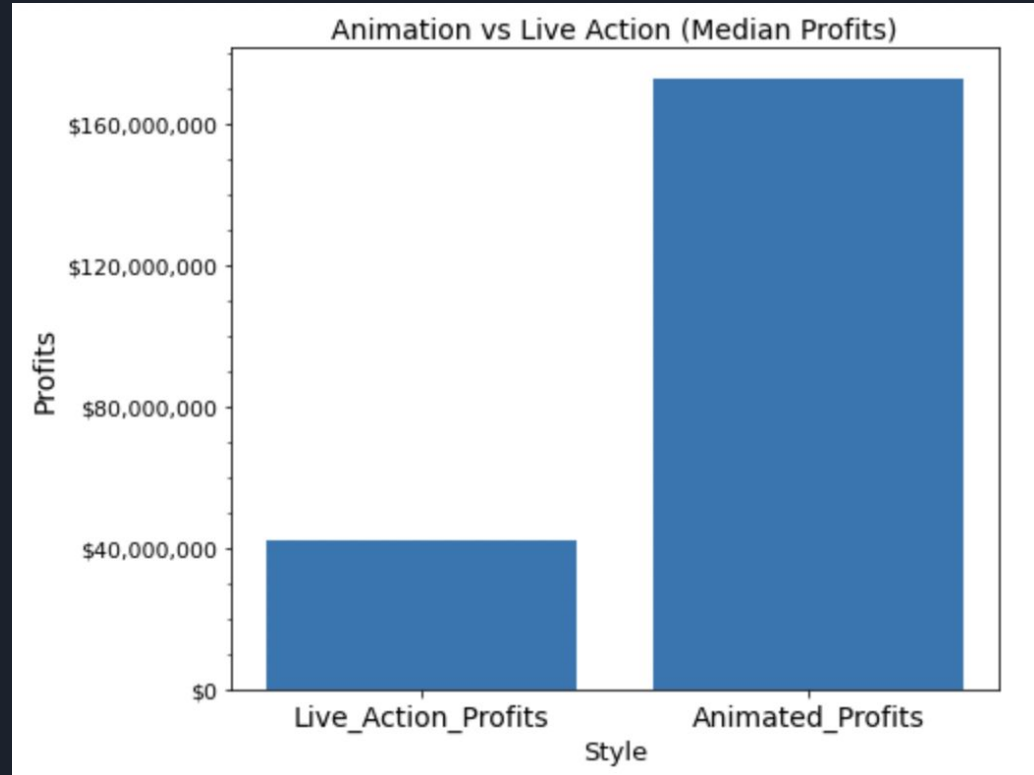
Methodology

- Only movies released from 2013-2019
- Dropped films that grossed less than half the 2019 average
- Isolated the mean and median *net profit* by genre, medium, and director

Animation is king

Animated movies take home
Between 3 and 5 times what
live action counterparts make.

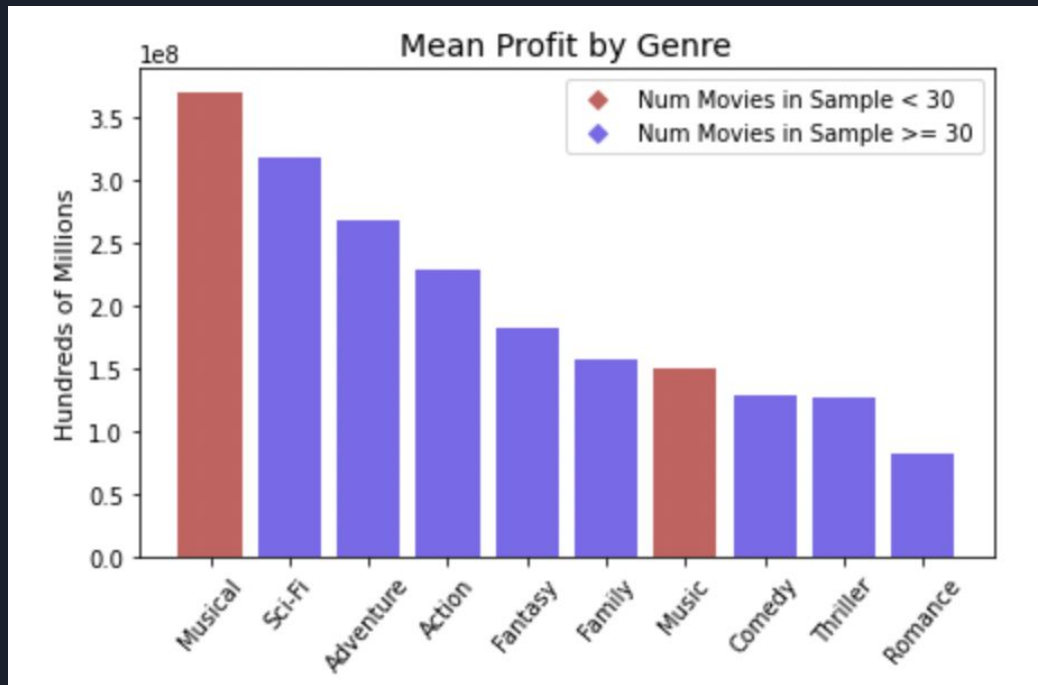
They also only made up
8% of our “relevant” film-set.



Genre Divining

Music related movies have done well, but there aren't enough of them to recommend it.

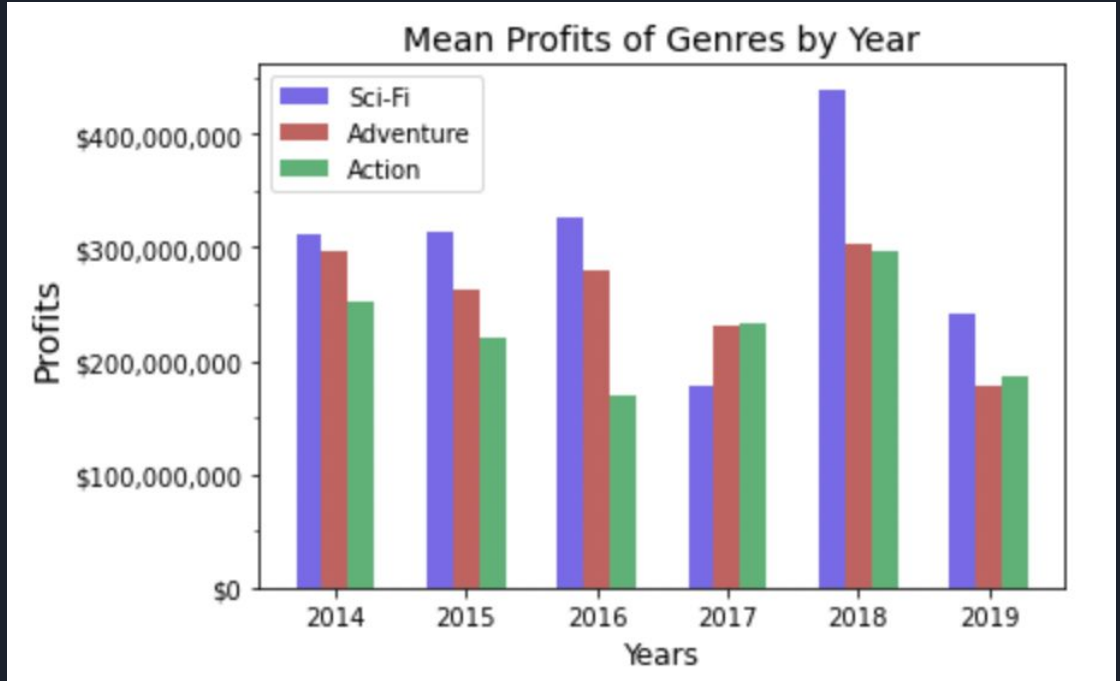
Sci-Fi and Adventure are the two true kings.



Sci-Fi Adventures: Boldly going strong

Research shows that these are consistent performers year in and year out.

Comedies and family movies perform only half as well.



Directors: The Russos

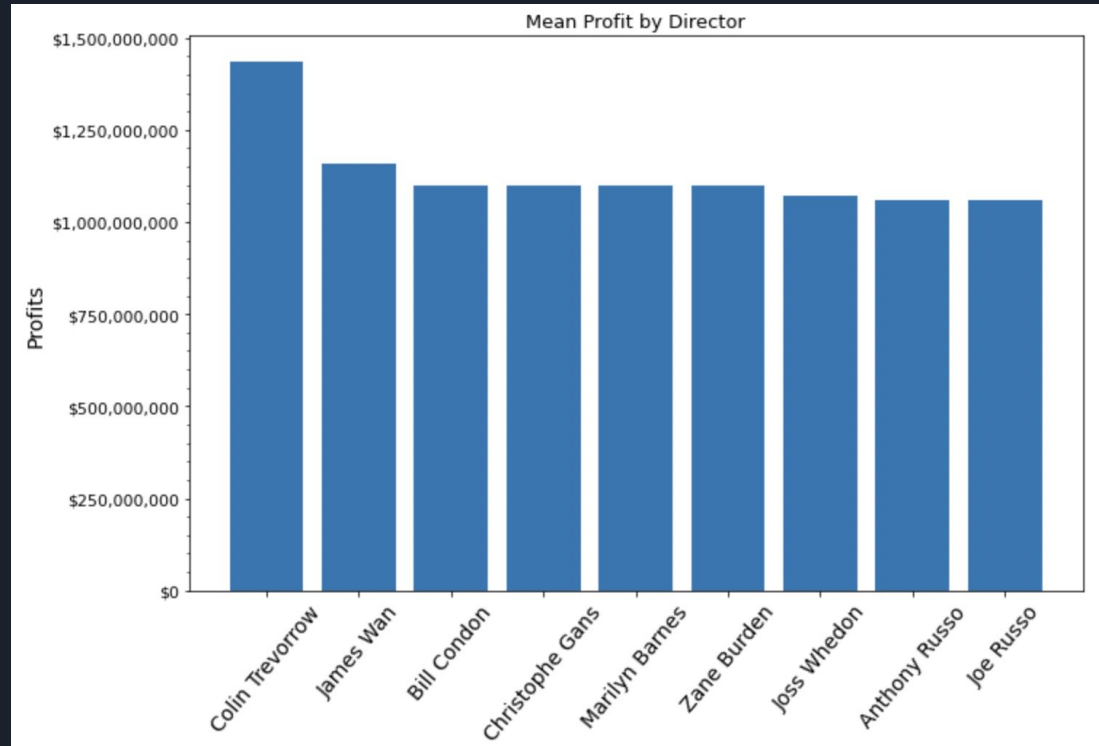
- 1) The Russo Brothers: The only directors in the top 15 earners with three qualifying films.

Source: <https://www.esquire.com/entertainment/movies/a27153691/russo-brothers-marvel-avengers-endgame-interview>



The difference is slim

Colin Trevorrow leads the Pack by mean/median, but for the rest of the top 10 the difference is small.



Directors: Backup plans

2) Colin Trevorrow: "Jurassic World"



3) James Wan: "Aquaman" and "The Conjuring"





Putting it all together

Our Ruling:

An animated science-fiction adventure helmed by Joe and Anthony Russo

(More serious in tone, which also helps to stand out from Marvel)



Thank you

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