Microsoft Studios:

Rise to the Surface

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Concerns Entering the Market

- Competition against Disney, Fox, WB
- Studio success?
  - Production Budgets
    - Directors?
    - Talent?
    - Content?
  - Release Structure
    - Best months?
    - Best day of the month?

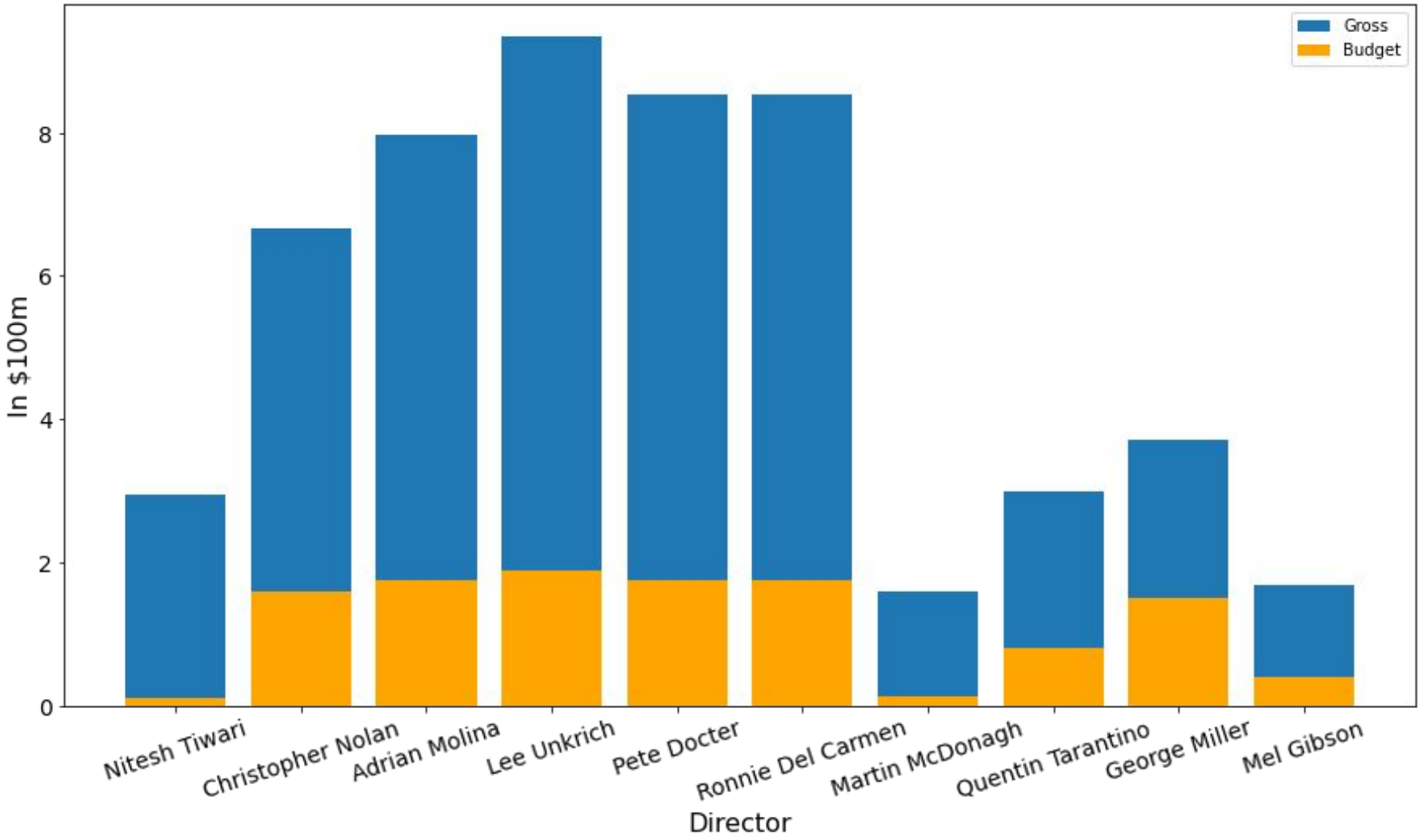
Data Used

- Internet Movie Database (IMDB)
  - 331,703 titles
  - 73,856 ratings
  - 1,028.186 employee records
- The Numbers Database(TNDB)
  - 5,782 records
- Box Office Mojo
  - 3,387 records

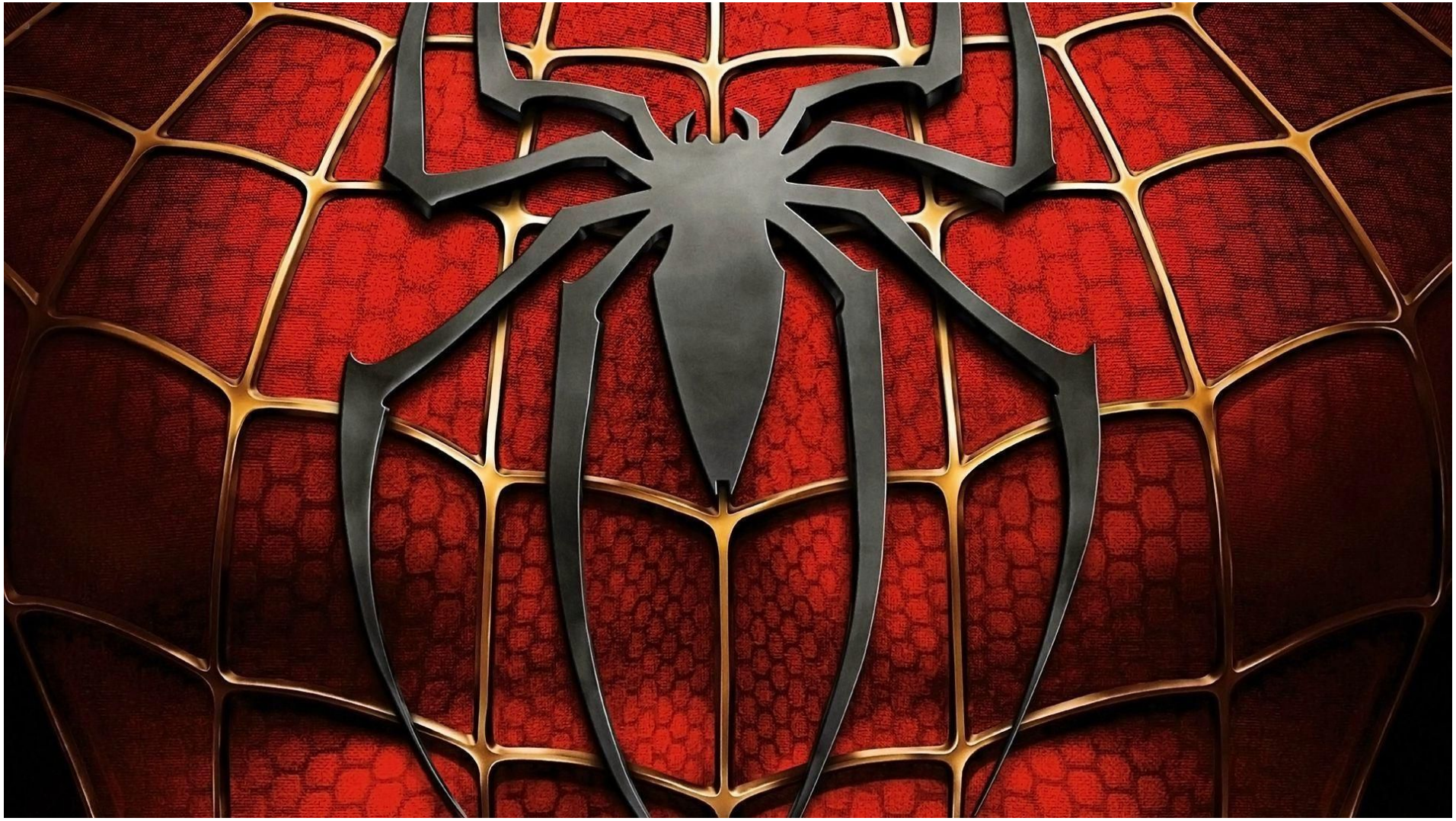
TDFW: Top Directors for What?

- Highly rated movies
- Receive awards
- Artistic direction
- Meaningful/lasting impact
- High grossing films

Top Rated Director's Budget vs Gross



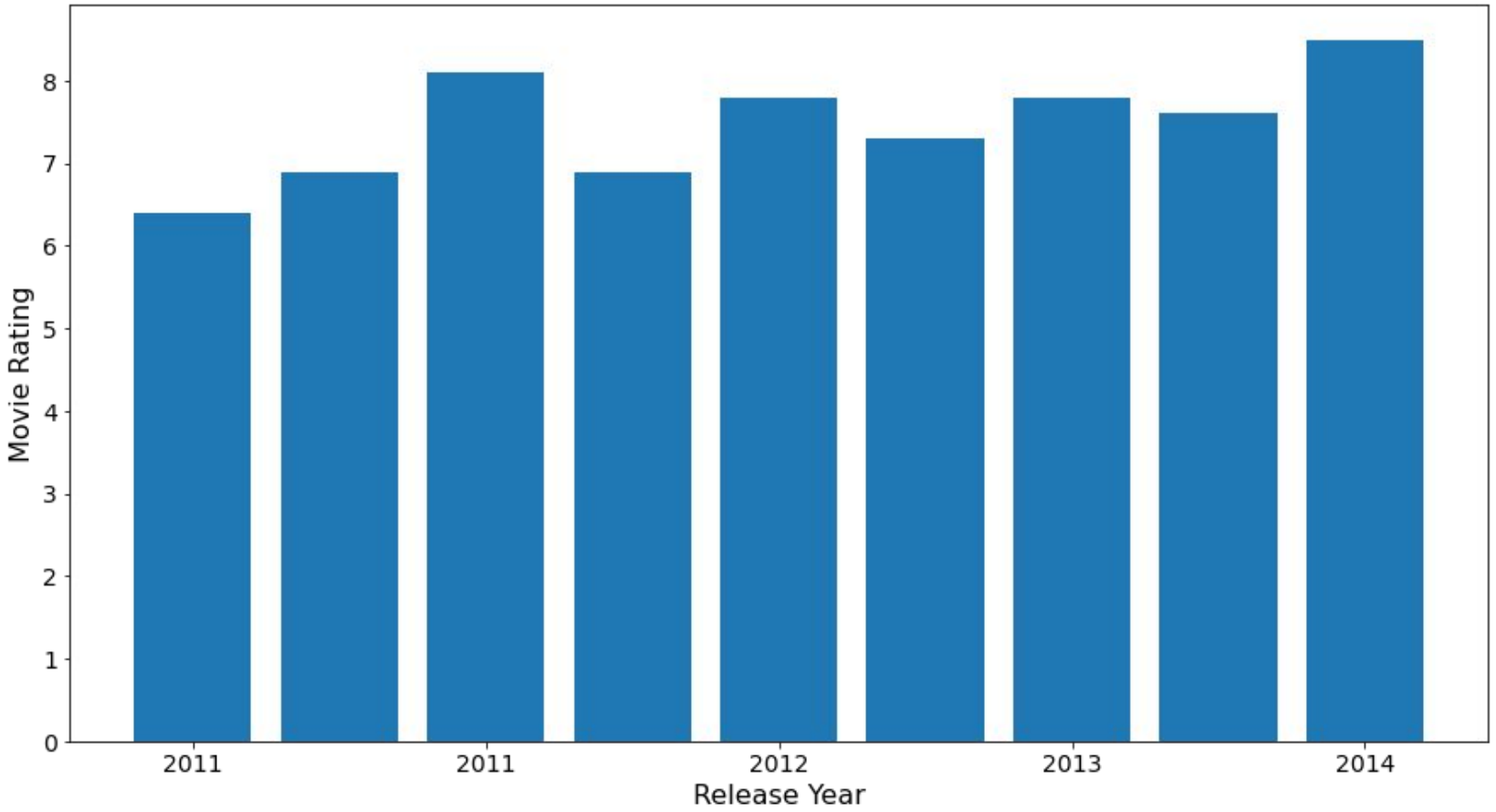
Who’s Behind the Suit?



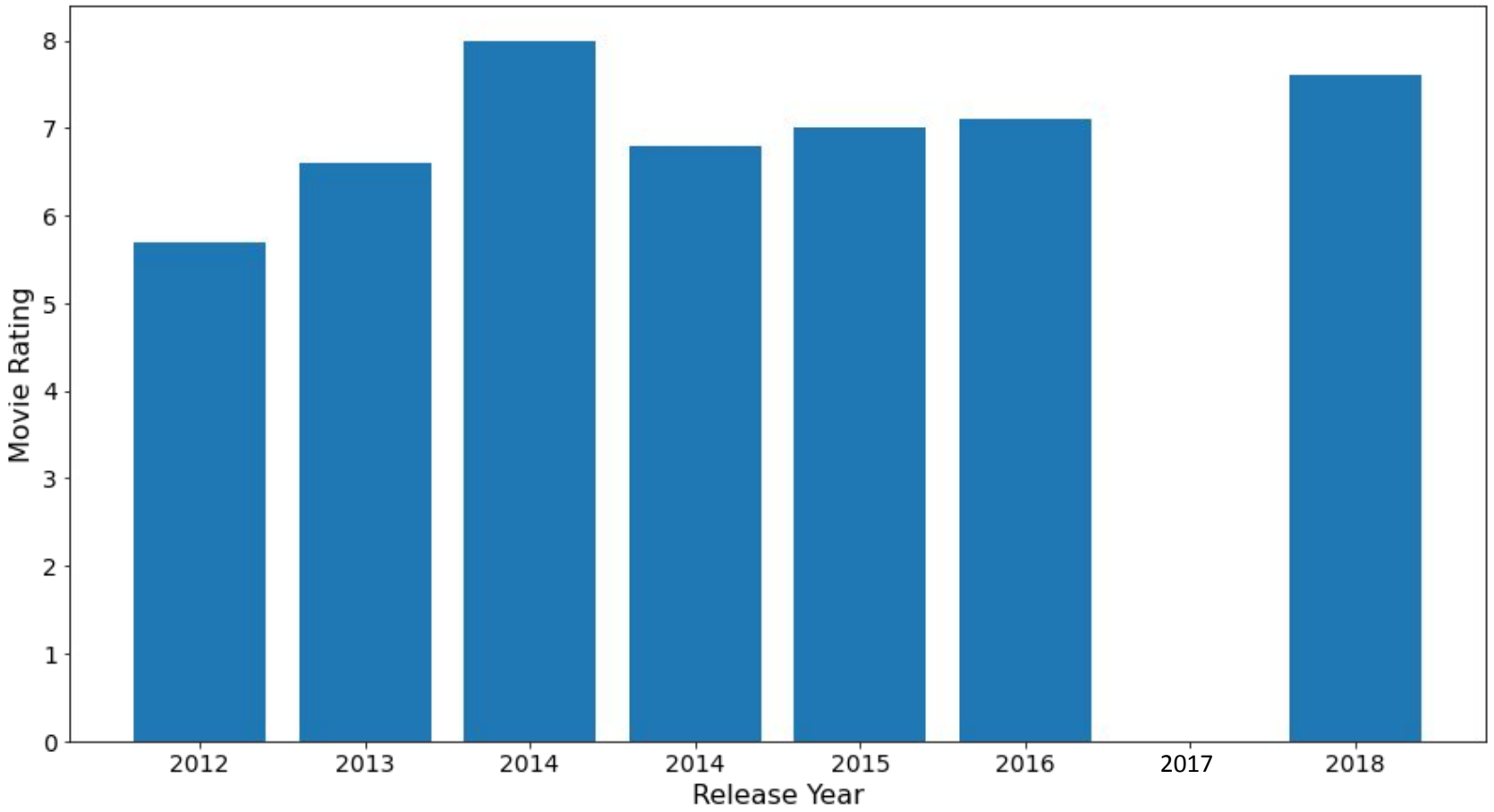
A, B, C, Who will it be?

- Casting is critical
- Can make or break a movie
- A-list to B to C or C to B t A
- Become the face of the studio/brand
- Important for sequels or spin off series

Recommended Actor: Chris Evans



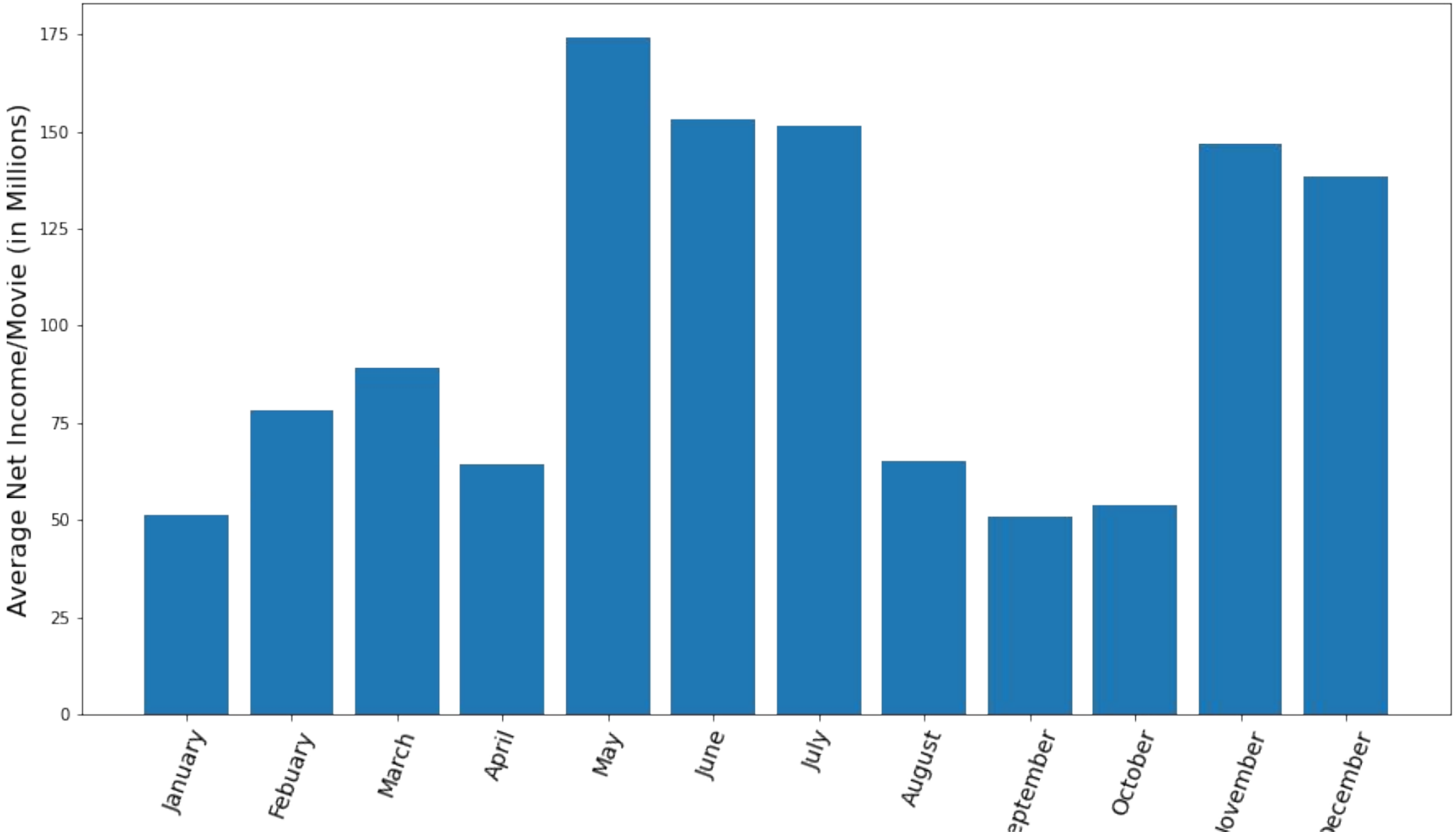
Recommended Actress: Jennifer Garner



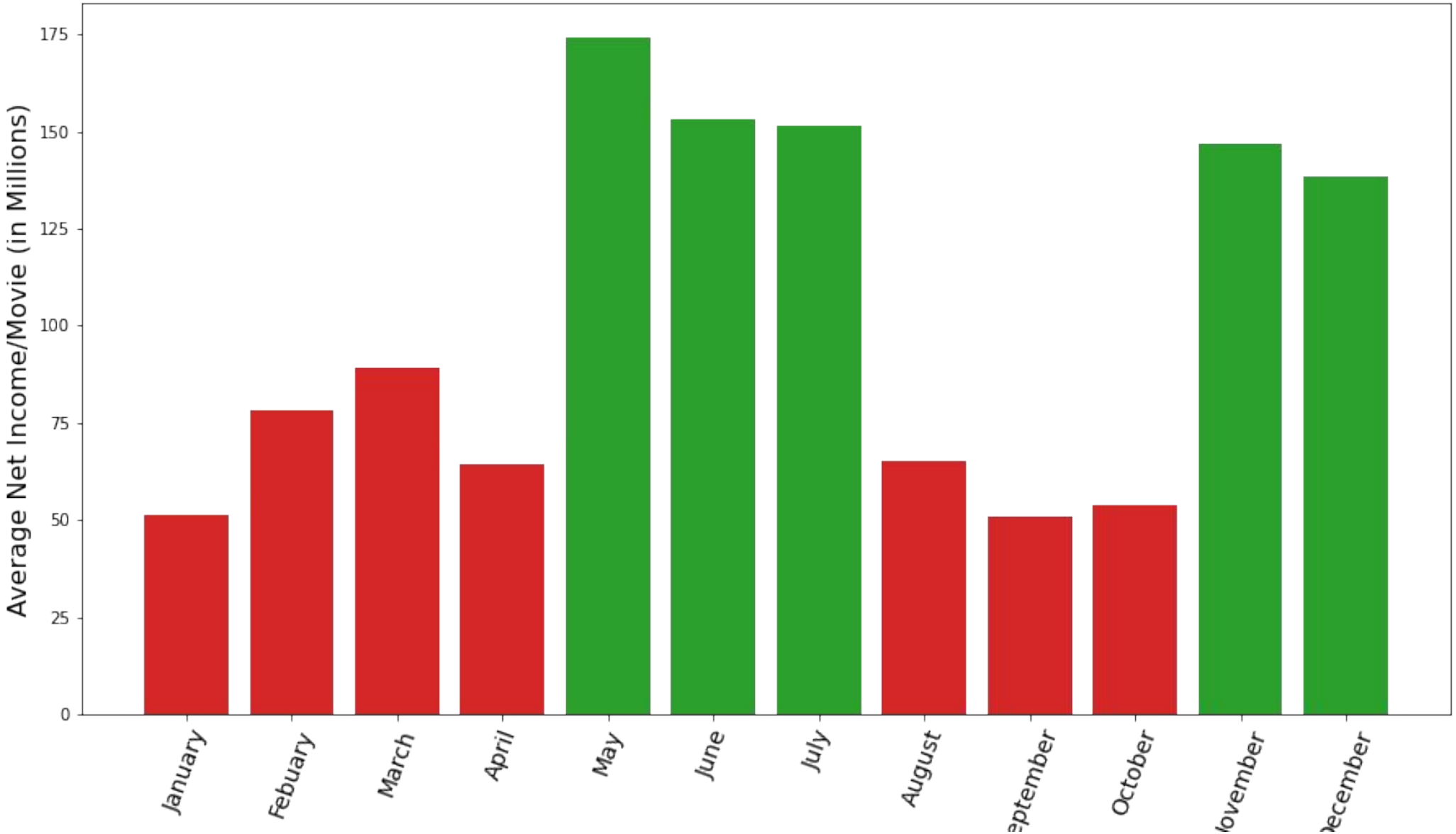
Holiday Hallmark, Summer or Buster

- Timing is key
- Driven by viewership
- Big Productions Bigger
- Define The Dump Months

Film Gross by Month



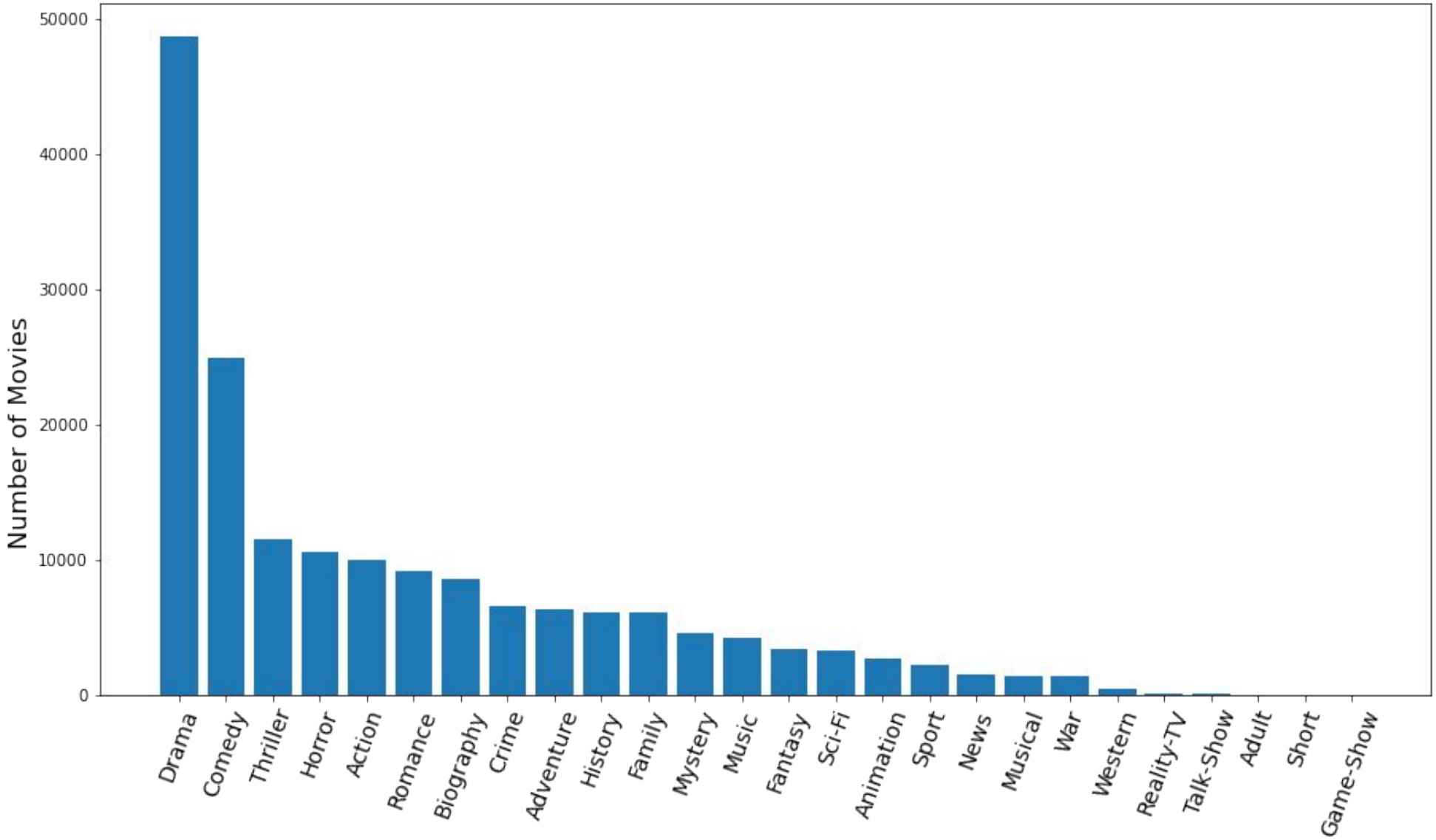
Film Gross by Month



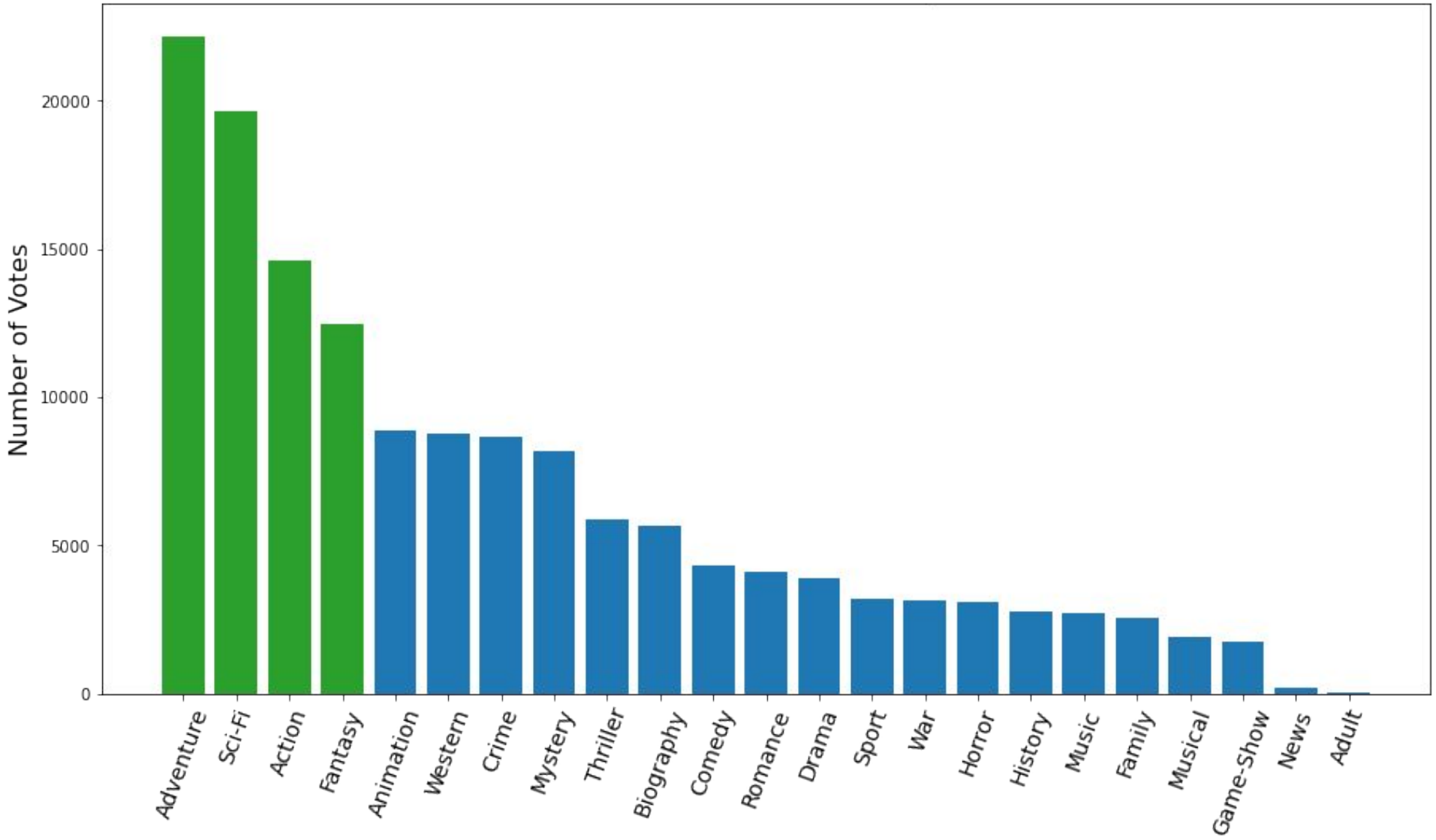
(Not so) Common Genres

- Content is Big
- Dump Genres
  - What's common?
  - What's season dependent?
- Potential Hits

Number of Movies by Genre



Genre iMDB Ratings



In Conclusion

- Need to leave an impression in the market with great directors and stars
  - Adrian Molina, Lee Unkrich, Christopher Nolan, Pete Docter
  - Chris Evans, Jennifer Garner
- Perfectly timed releases
  - Summer Months or Holidays: Big Productions
  - Dump Months: Quick Bucks
- Release Top Genres
  - Common: Comedy/Dramas
  - Popular: Adventure, Sci-Fi, Action, Fantasy

Thank You

- Please let us know if you have any questions

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Auxiliary Slides

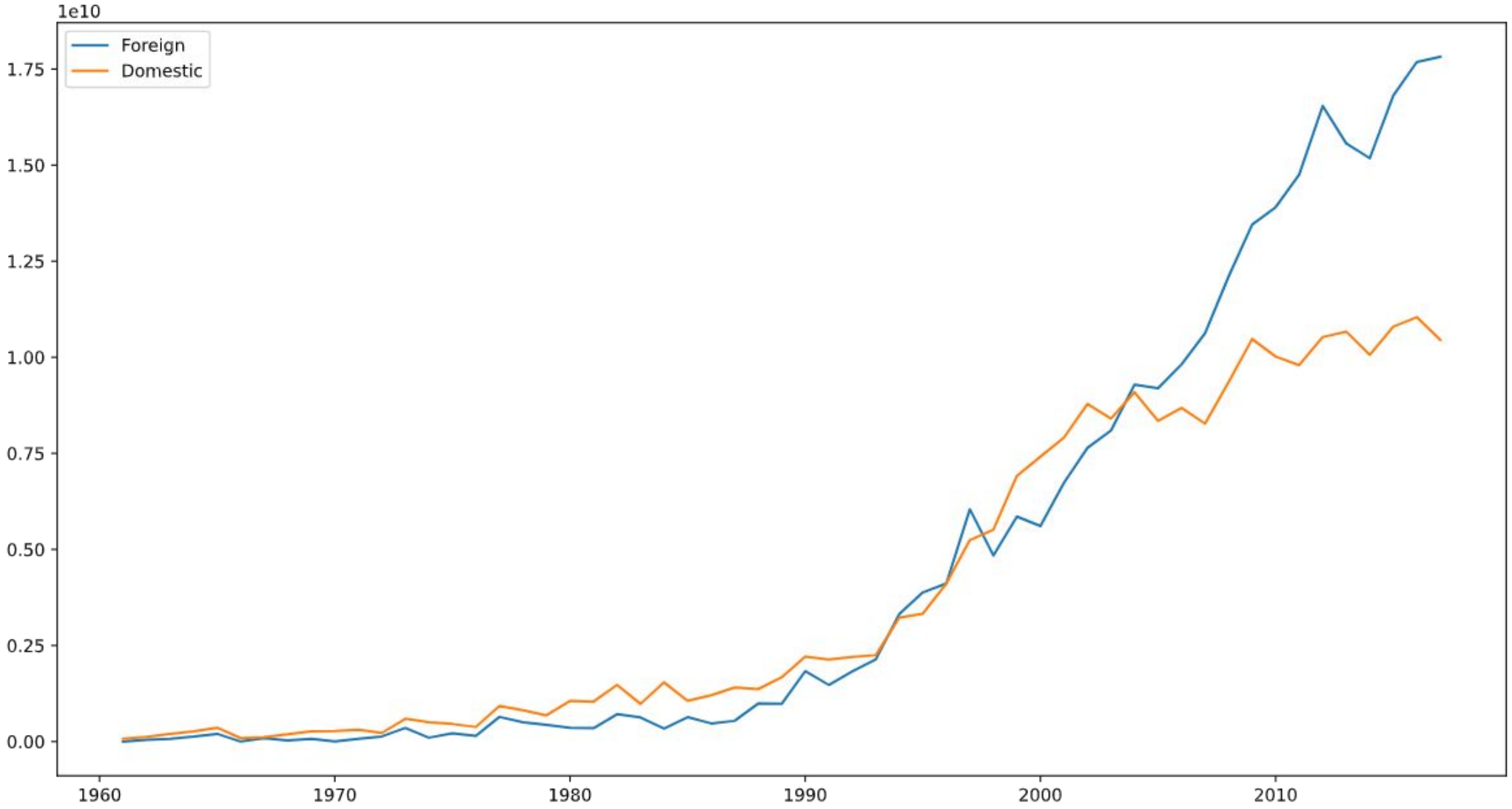
Future Analysis

- Actor/Actress
  - Backup results w/ social media
  -
- Release Dates
  - Look into common dates by competitor
  - compare foreing/domestic markets
- Genres
  - By season
  - By Popularity
  - match director/actors

What Market are We Looking For?

- Directors/Actors that have world wide recognition
-

Foregn vs. Domestic Profits



New Studio Problems

How can a new studio in today's market be successful?

- Type of content?
- Production budgets?
- Release structure?
- Talent acquisition?
- Target market?