

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

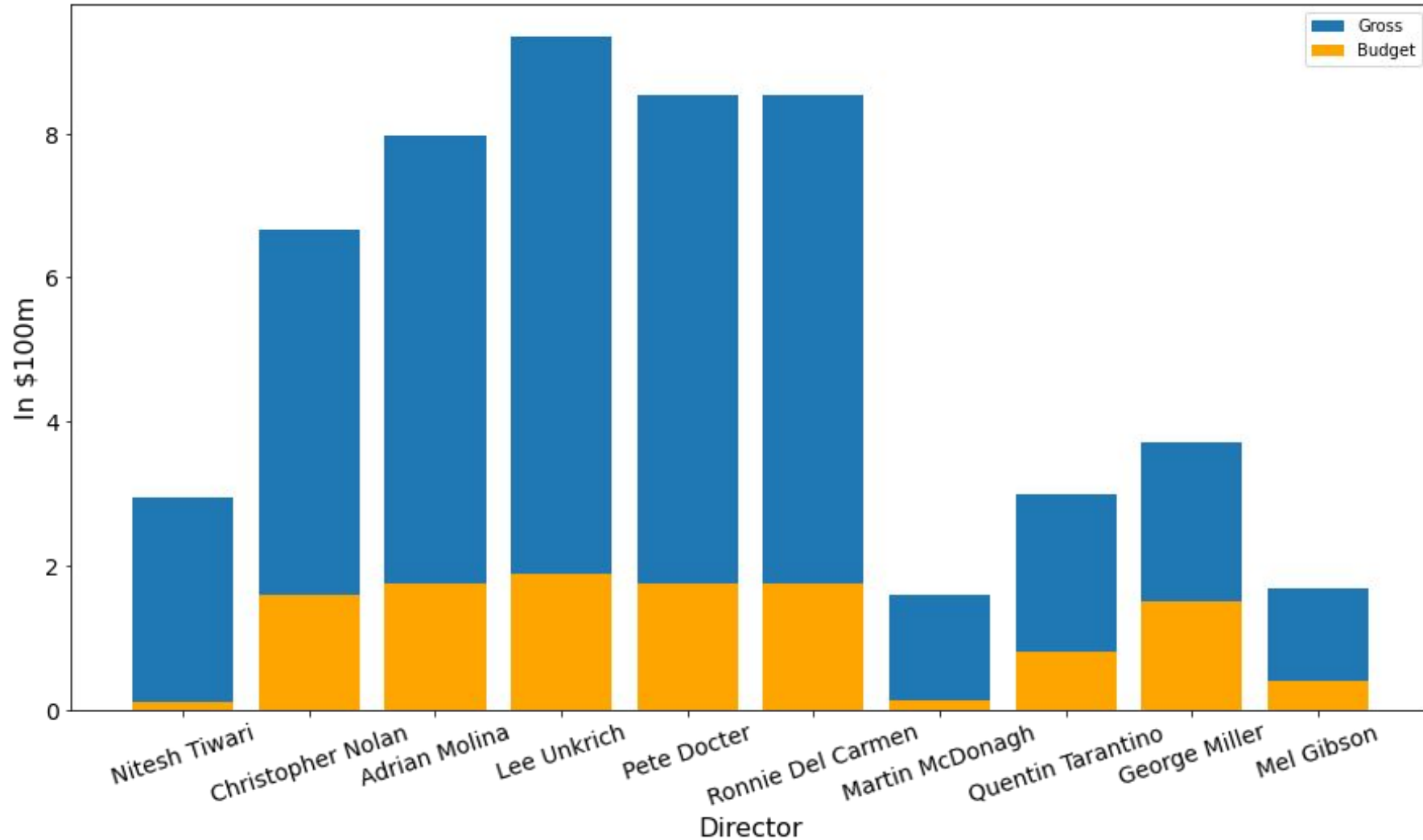


TDFW: Top Directors for What?

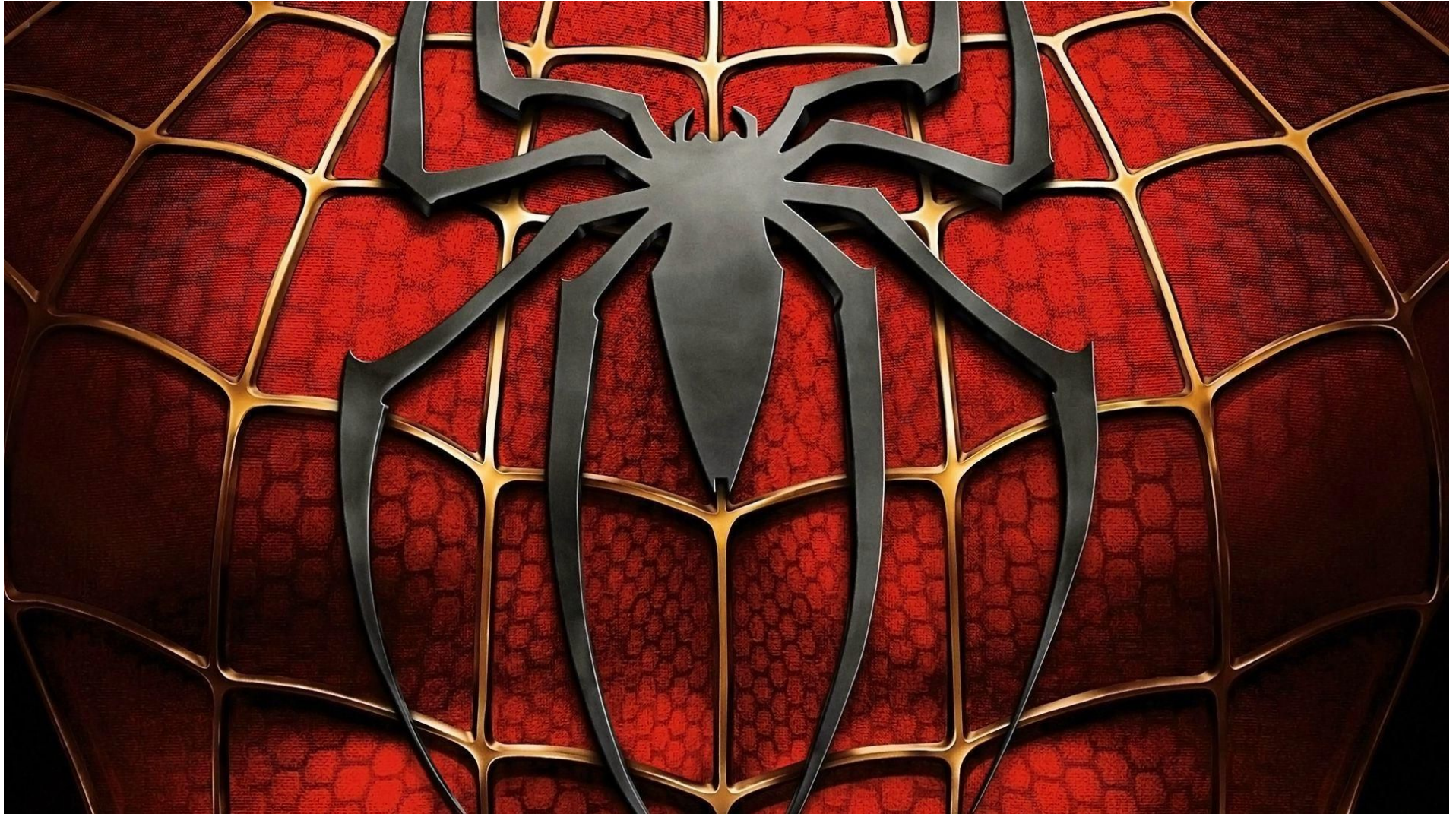
- Highly rated movies
- Receive awards
- Artistic direction
- Meaningful/lasting impact
- High grossing films



Top Rated Director's Budget vs Gross



Who's Behind the Suit?

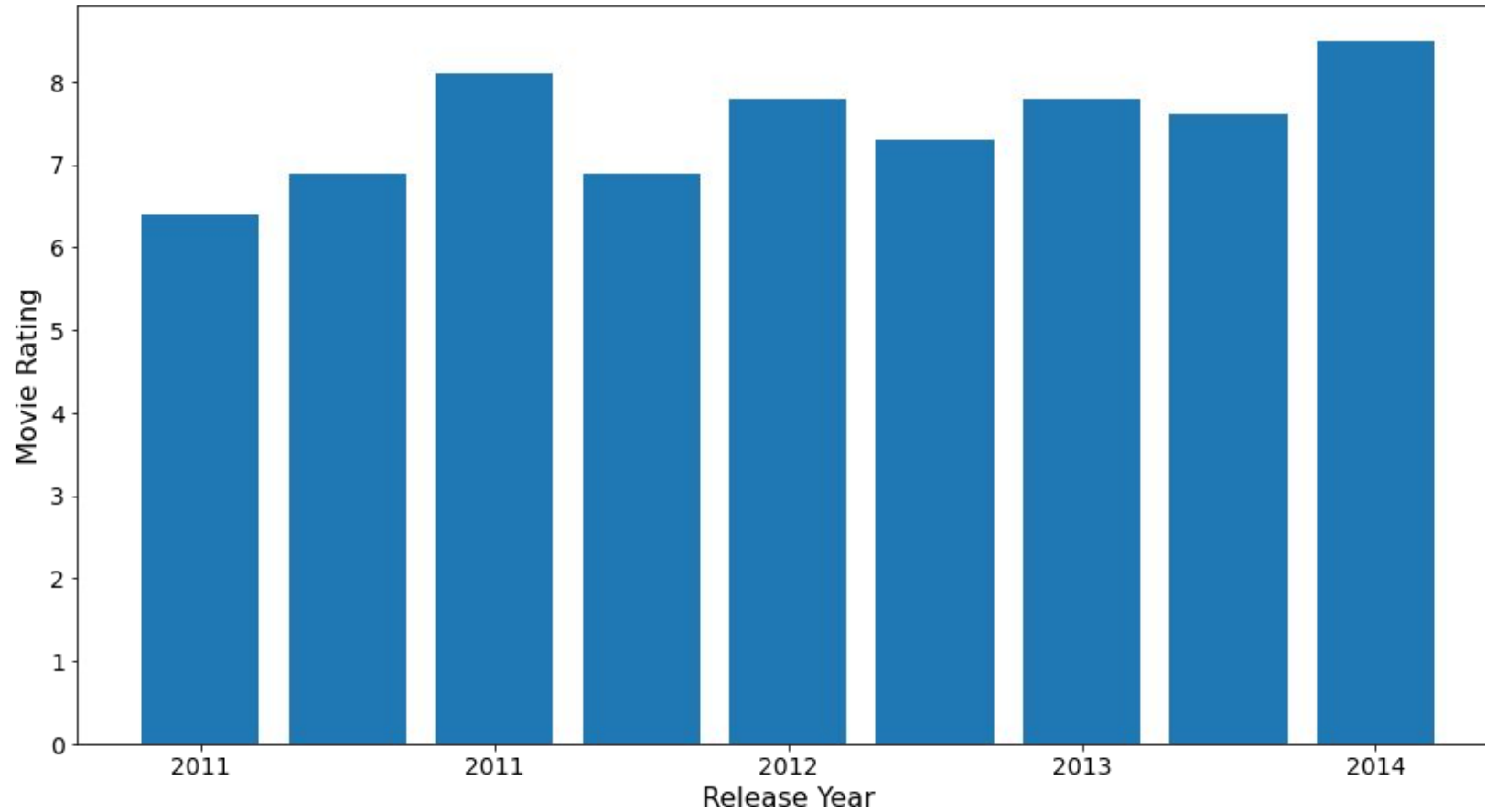


A, B, C, Who will it be?

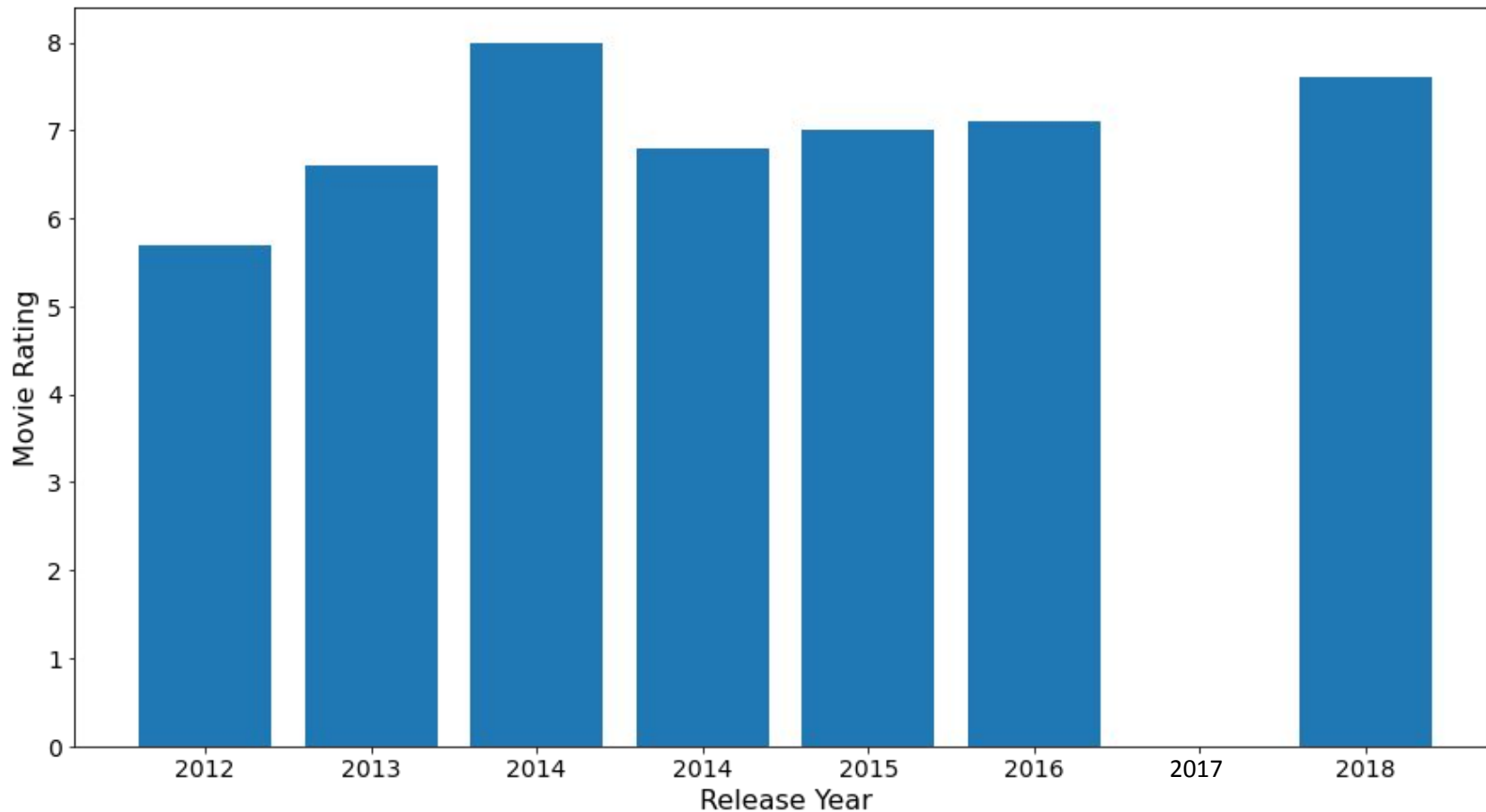
- Casting is critical
- Can make or break a movie
- A-list to B to C or C to B to A
- Become the face of the studio/brand
- Important for sequels or spin off series



Recommended Actor: Chris Evans



Recommended Actress: Jennifer Garner

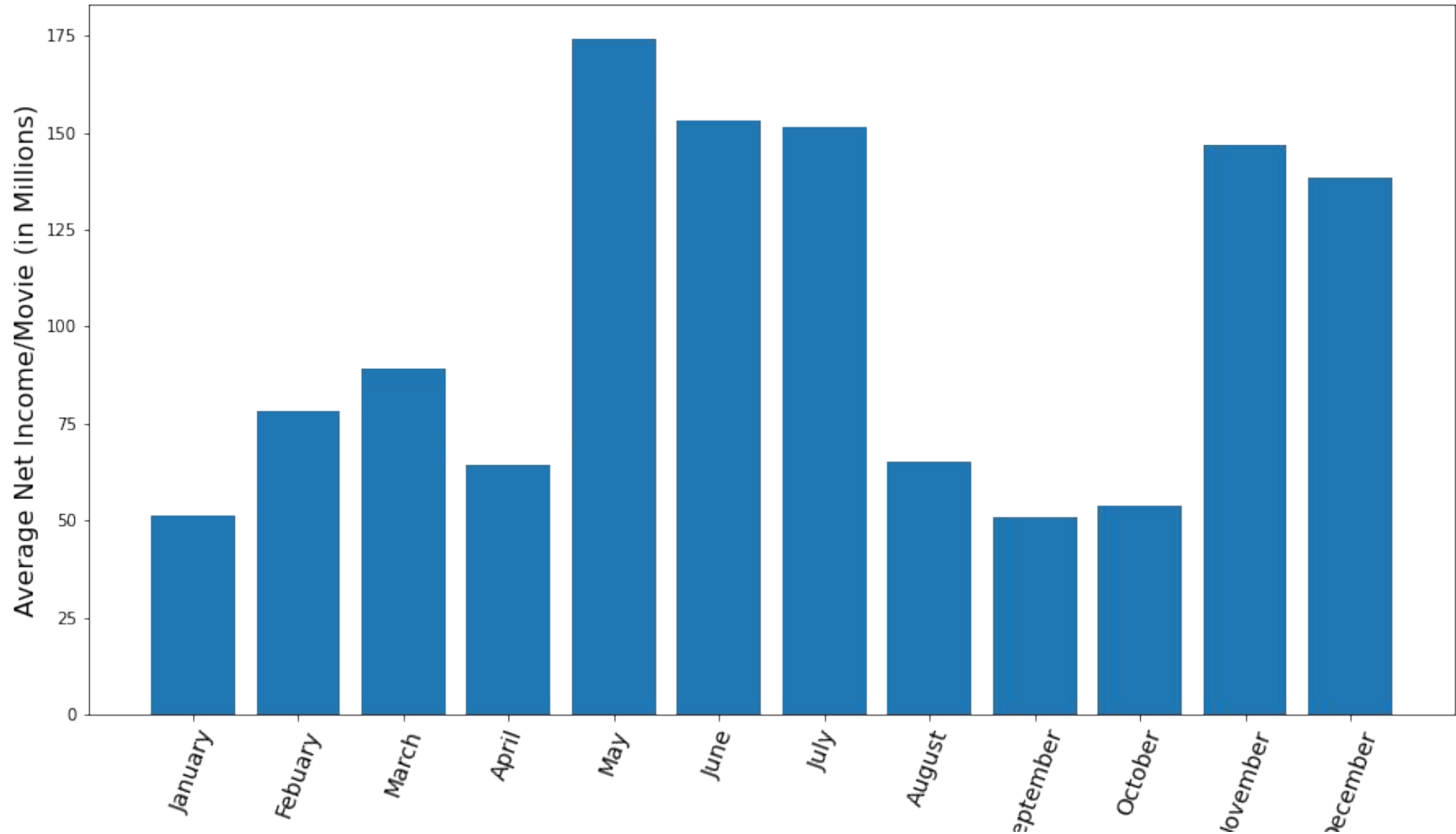


Holiday Hallmark, Summer or Buster

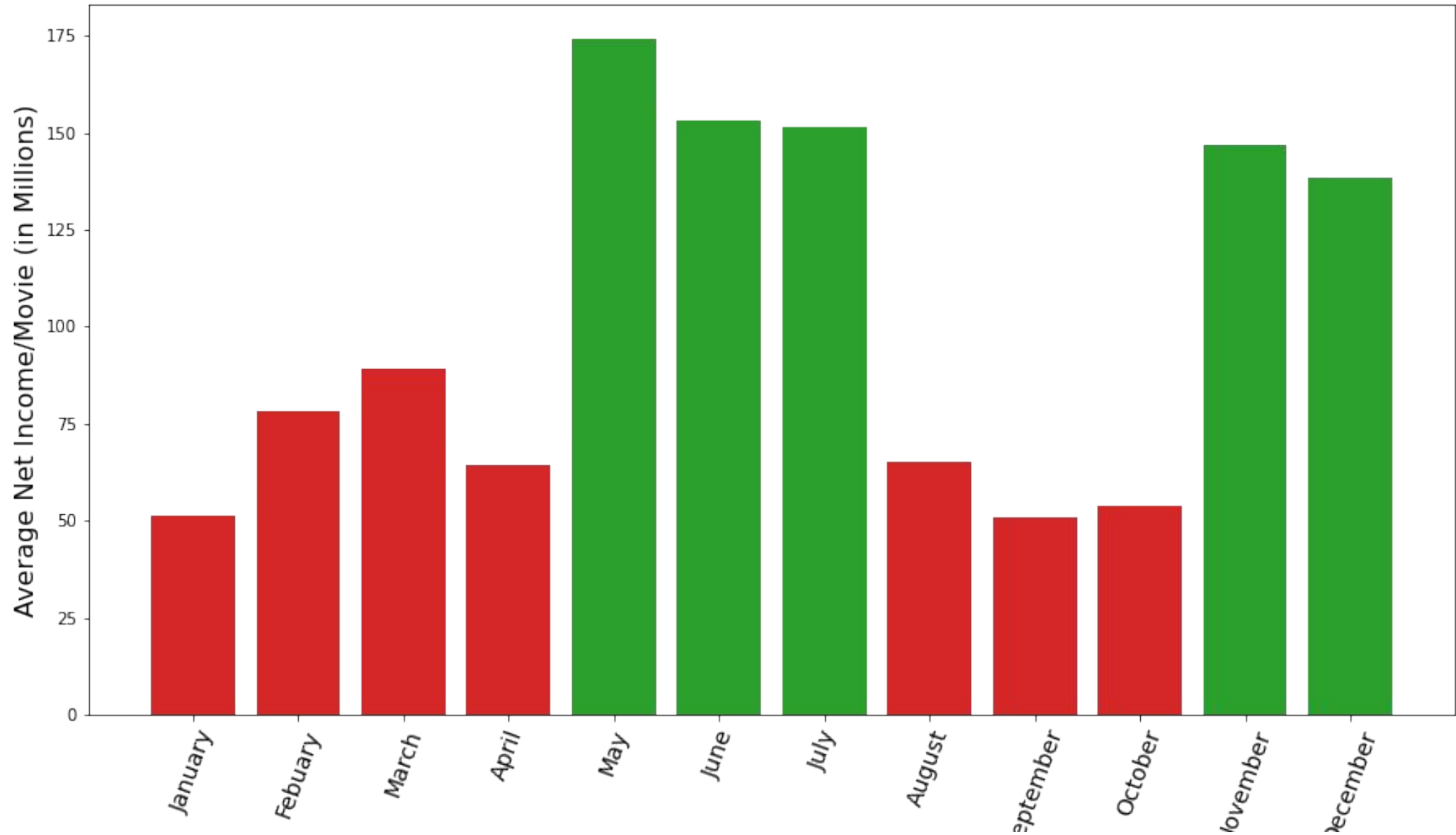
- Timing is key
- Driven by viewership
- Big Productions Bigger
- Define The Dump Months



Film Gross by Month



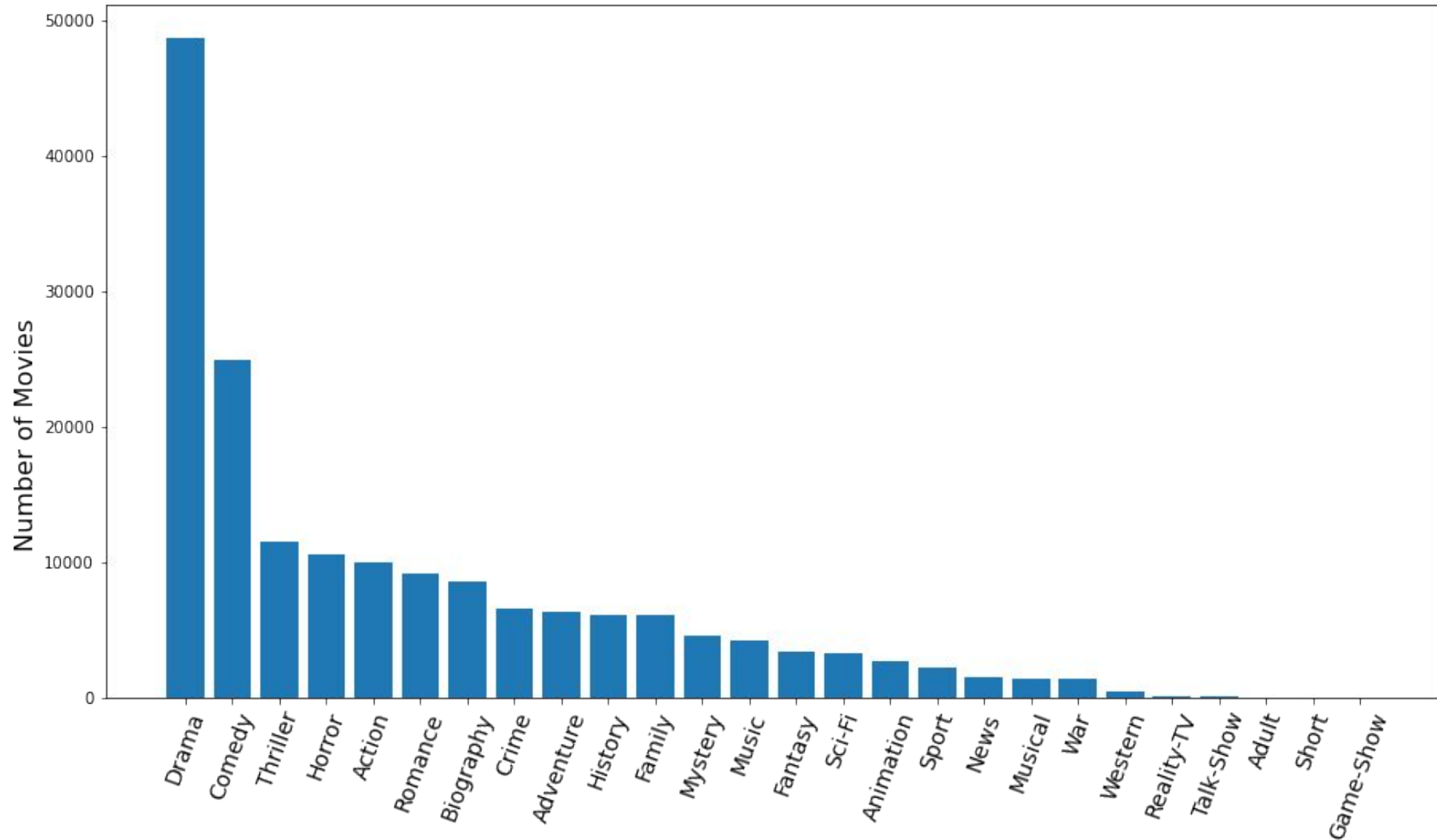
Film Gross by Month



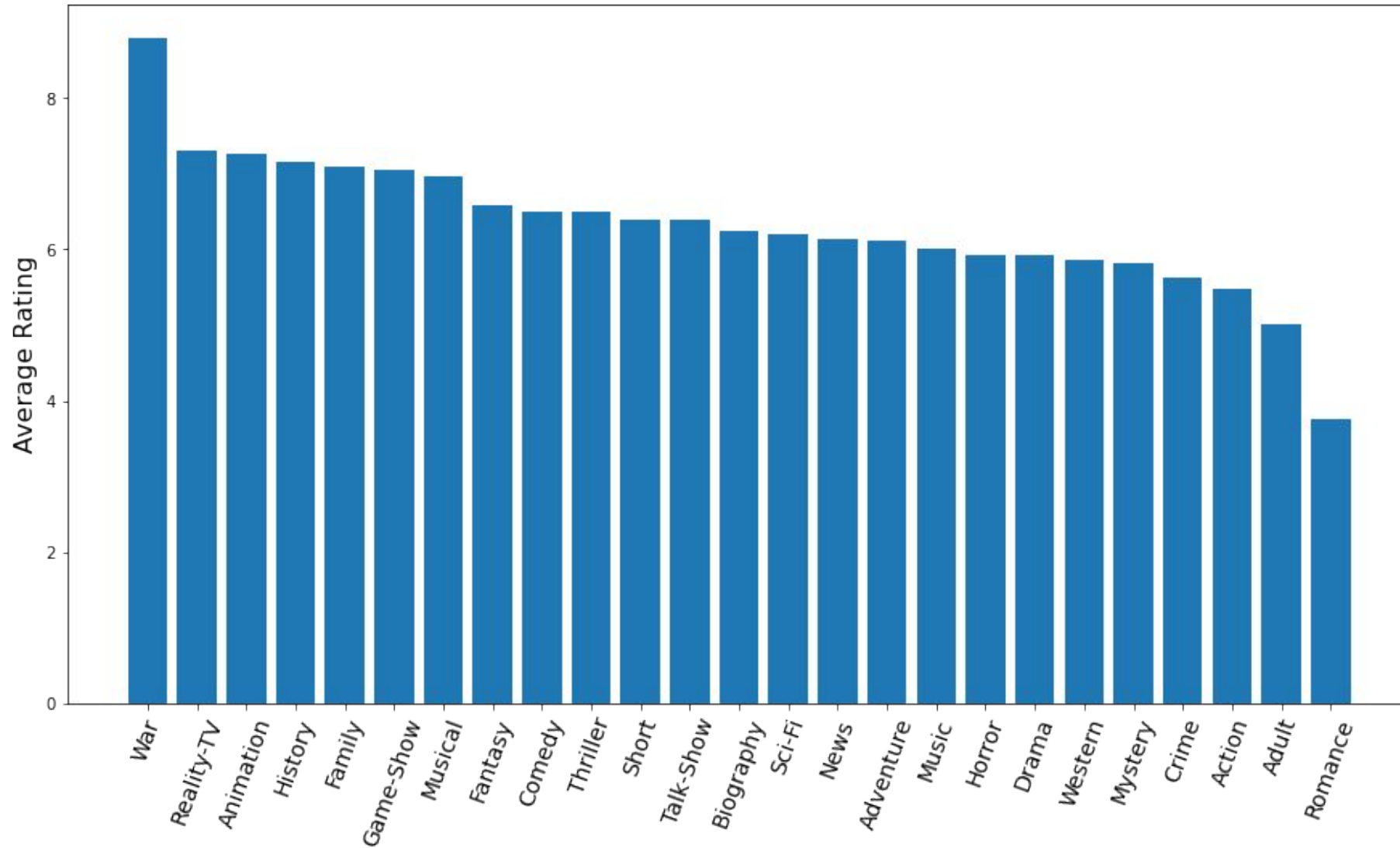
(Not so) Common Genres

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

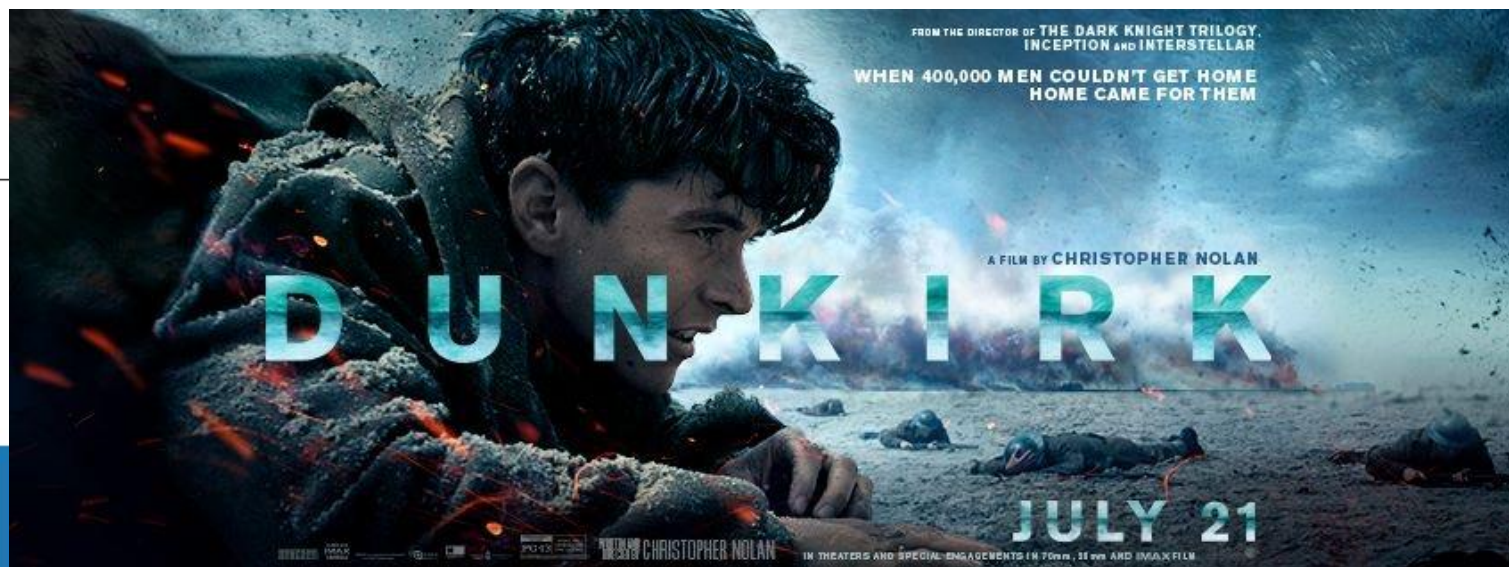
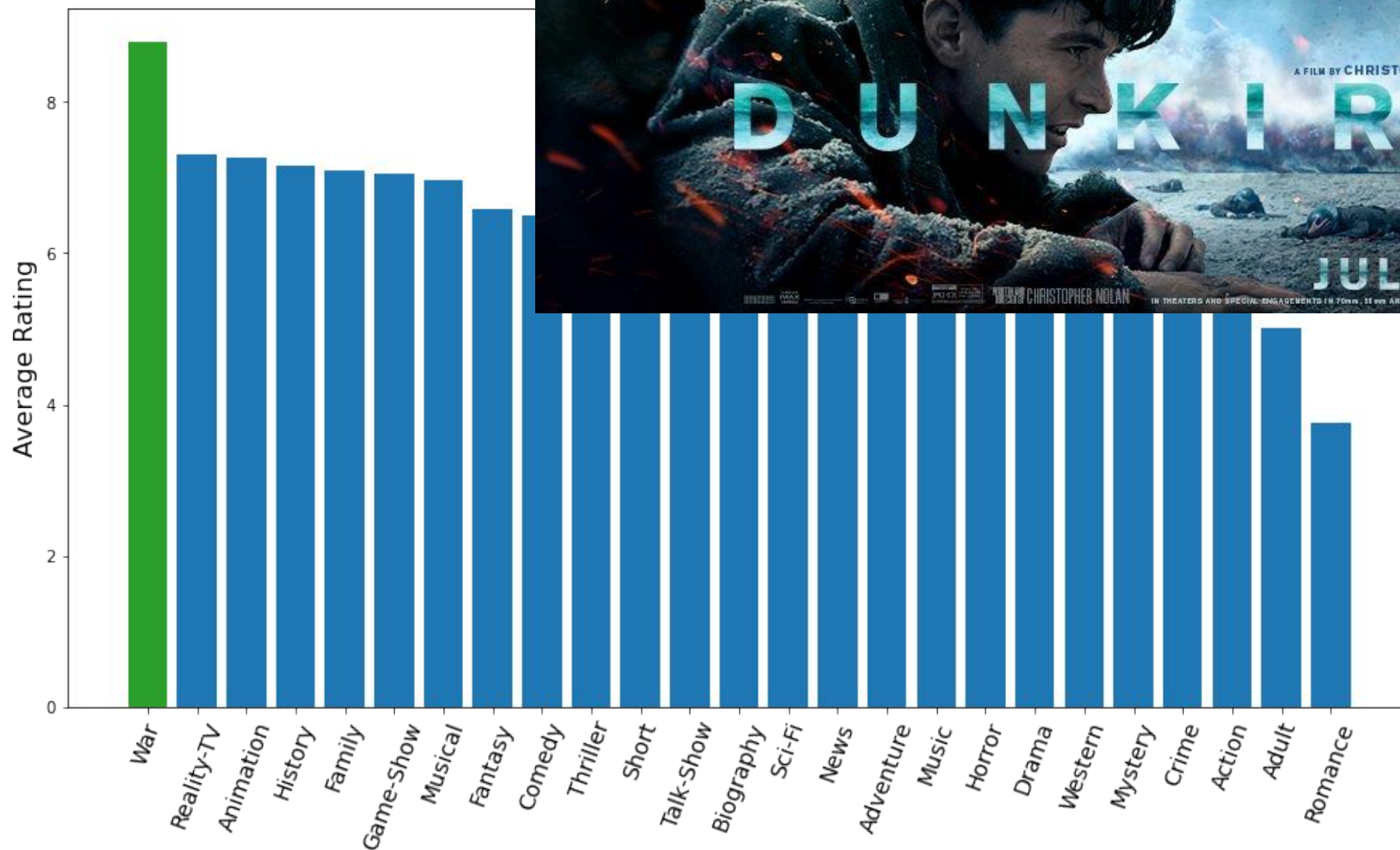
Number of Movies by Genre



Genre iMDB Ratings



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: War Movies

Thank You

- Please let us know if you have any questions
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Auxiliary Slides

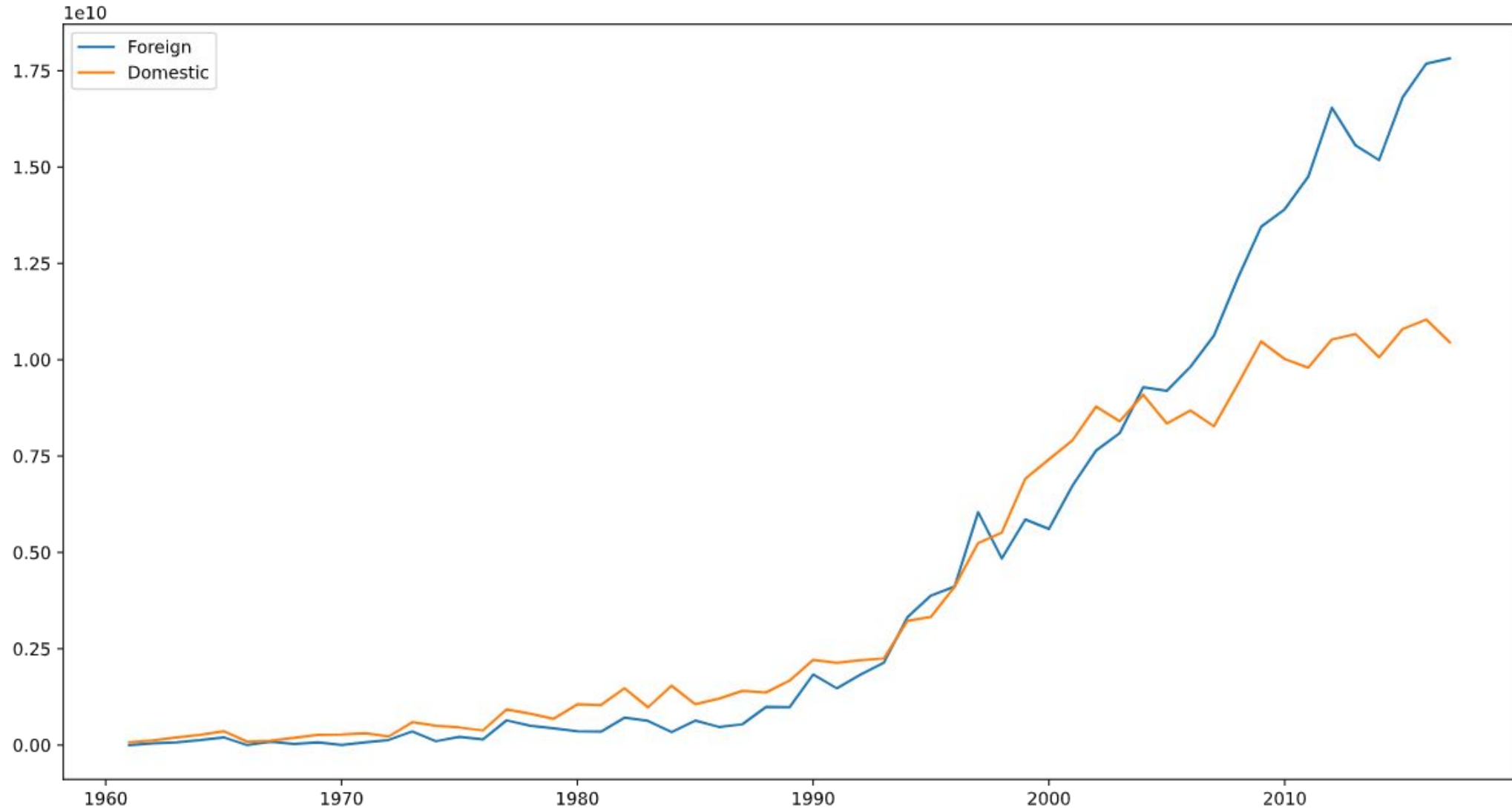
Future Analysis

- 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
-

Foreign 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?