

# Microsoft Studios

Recommendations for the new Platform

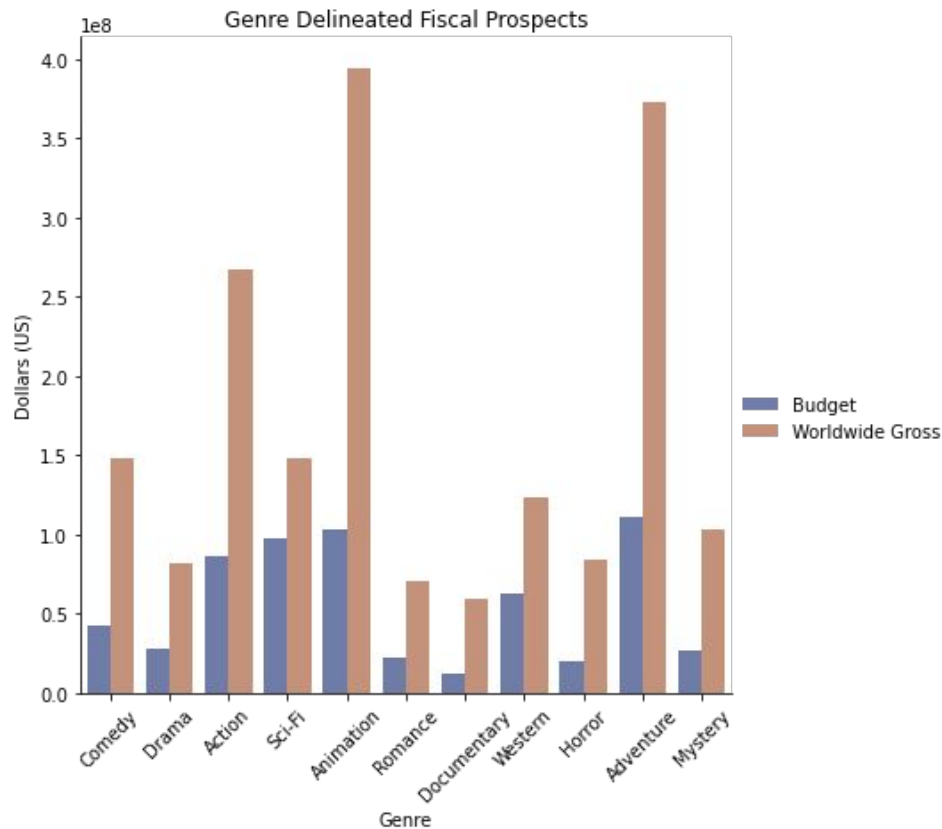
A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

# Scope

- Directorial cohesion
- Speculative profit
- Studio speculation

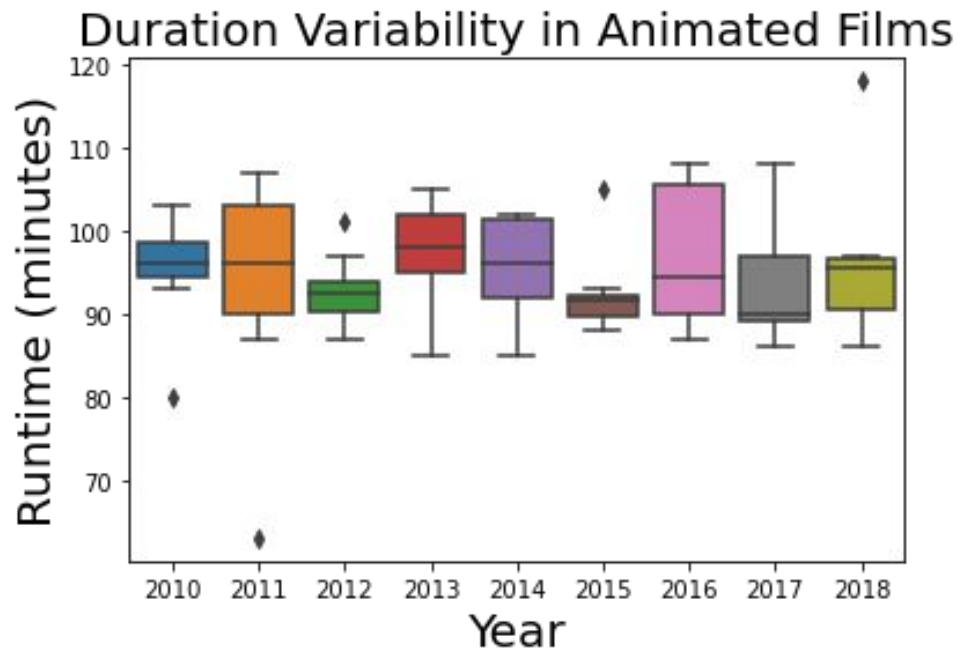
# What Kind of Film?

- Visible profit margins
- Cheap films = low profit
- Animation



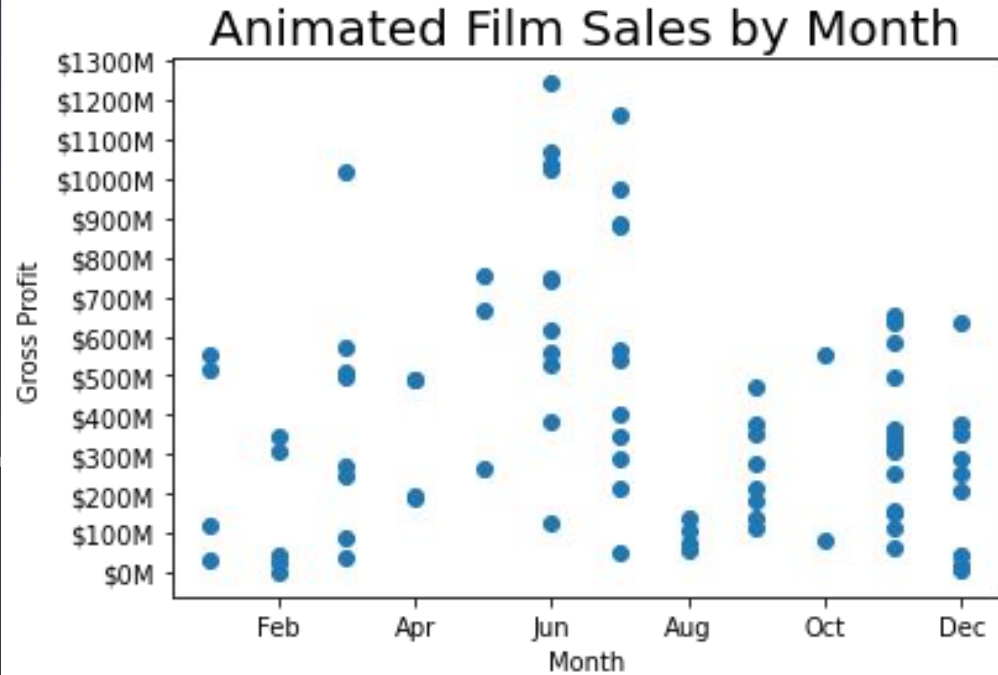
# How long?

- Duration varies little
- Ignore outliers
- Narrow window



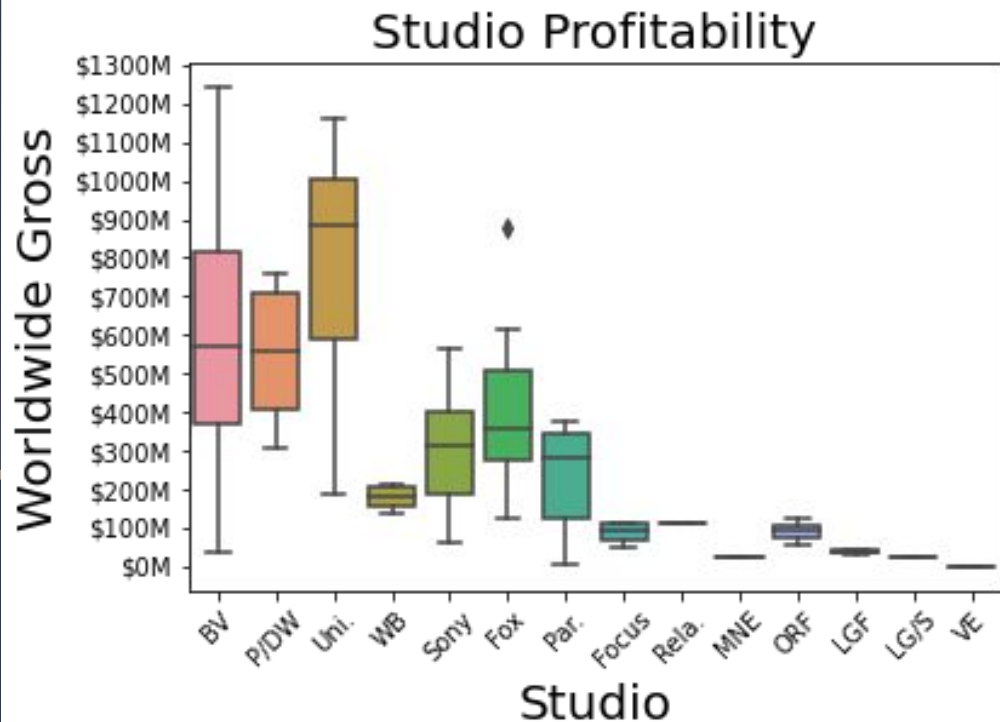
# When?

- More films are released later
- Summer Blockbuster
- 



# Who Does it Best?

- BV = Buena Vista (Disney)
- P/DW = Pixar/Dreamworks
- Disney presumptive obvious choice
- Universal better bet



# In conclusion

- Animated
- 90 - 100 minutes
- June/July release
- Universal Studios

# Where do we go?

- Possible animation/live action
- Directorial direction
- Star Power



Q/A