

# Determining the Market Segment For Microsoft in the Movie Industry

Driving Business Decisions Together

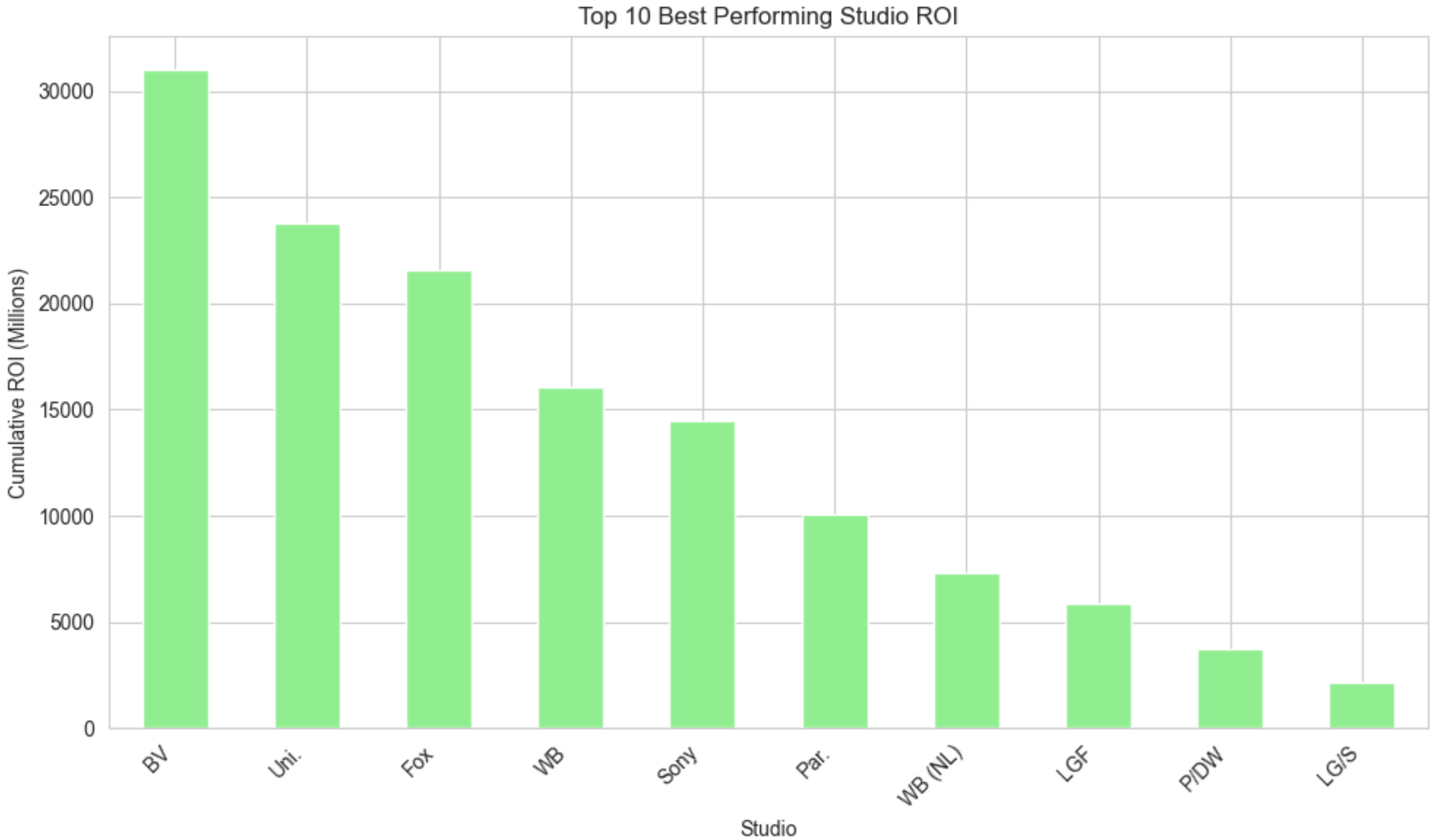






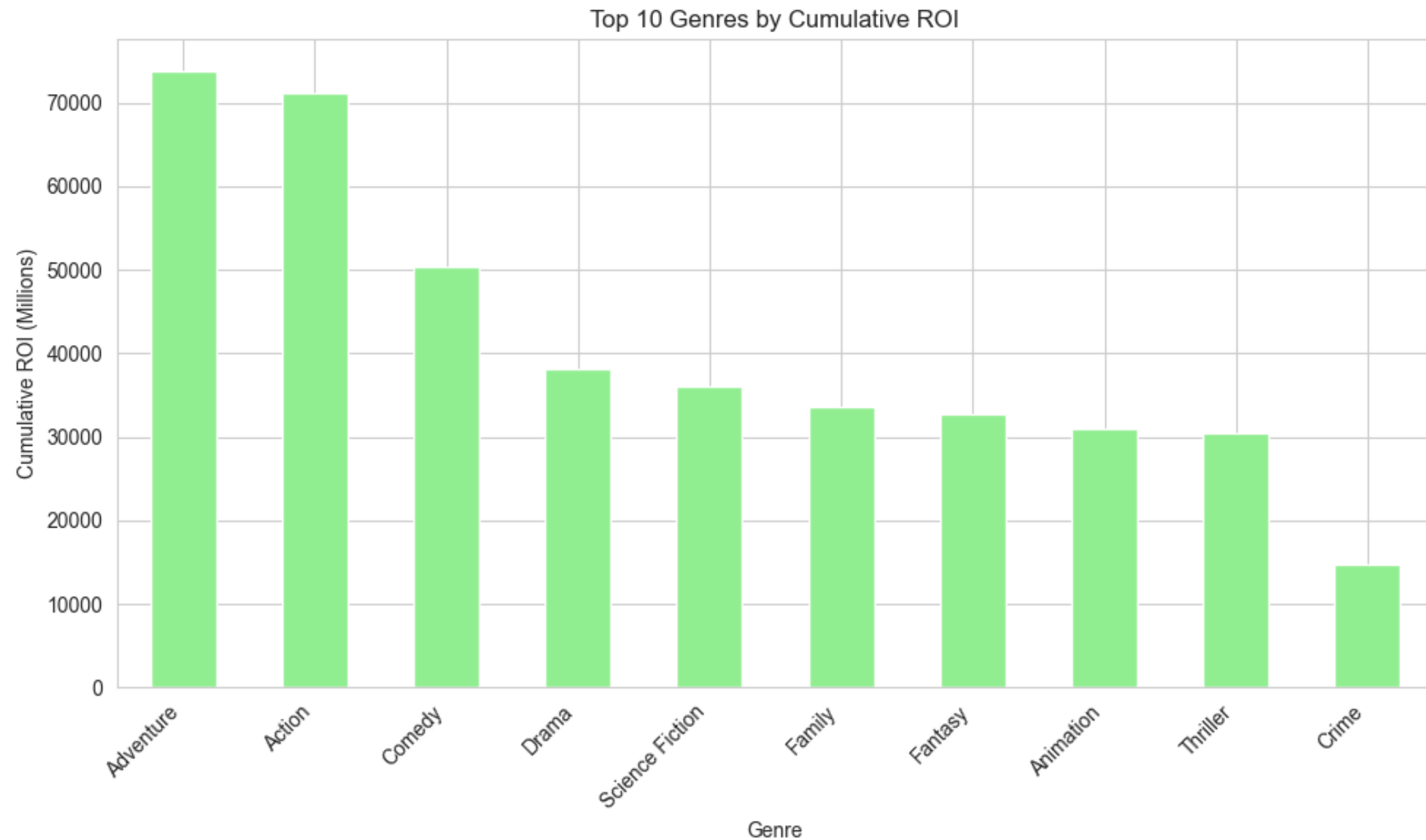
# BEST PERFORMING STUDIOS

Disney's  
Distributor



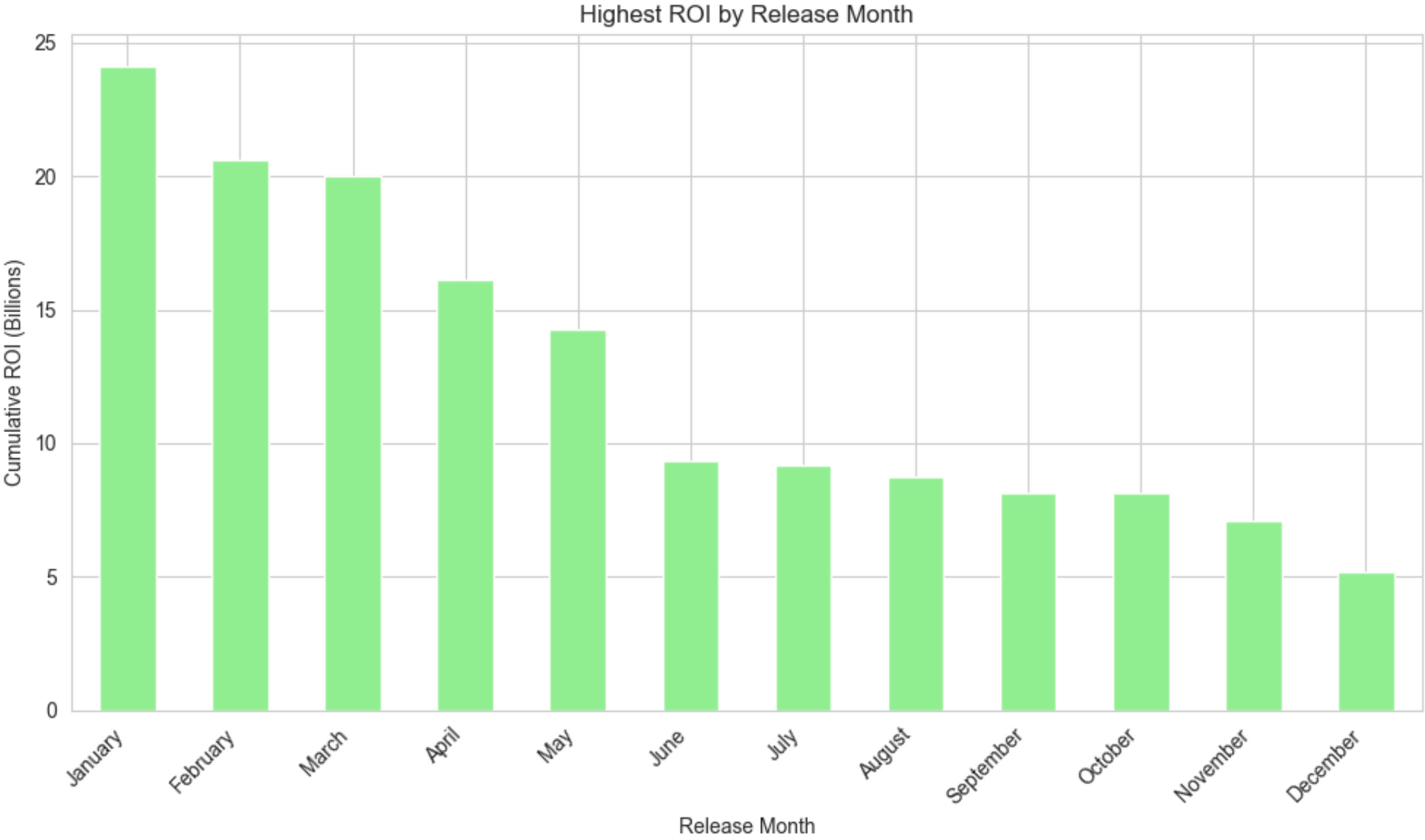
1. Buena Vista,
2. Universal Studios
3. Fox Studios
4. Warner Bros.  
Entertainment
5. Sony Pictures

# BEST PERFORMING GENRES



1. Adventure
2. Action
3. Comedy
4. Drama
5. Science Fiction

# BEST PERFORMING MONTHS



1. January
2. February
3. March
4. April
5. May

# Recommendations



## 1. Partnerships

Microsoft should partner with movie studios such as Buena Vista, Universal Studios, and Fox Studios. By partnering with them, they will be able to gain more traction for their movies.

## 2. Niche

Microsoft should focus on creating movies that are mostly in the Adventure genre, but they can venture into action, comedy as well, so as to generate maximum return on investments. This will create a good niche for them.

## 3. Timely Releases

Microsoft should focus on releasing their movies in the months of January, February and March so as to garner the highest return on investments



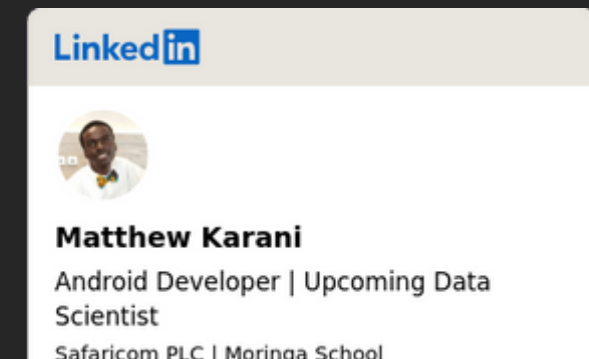


# Thank you!

Feel free to reach out to me  
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