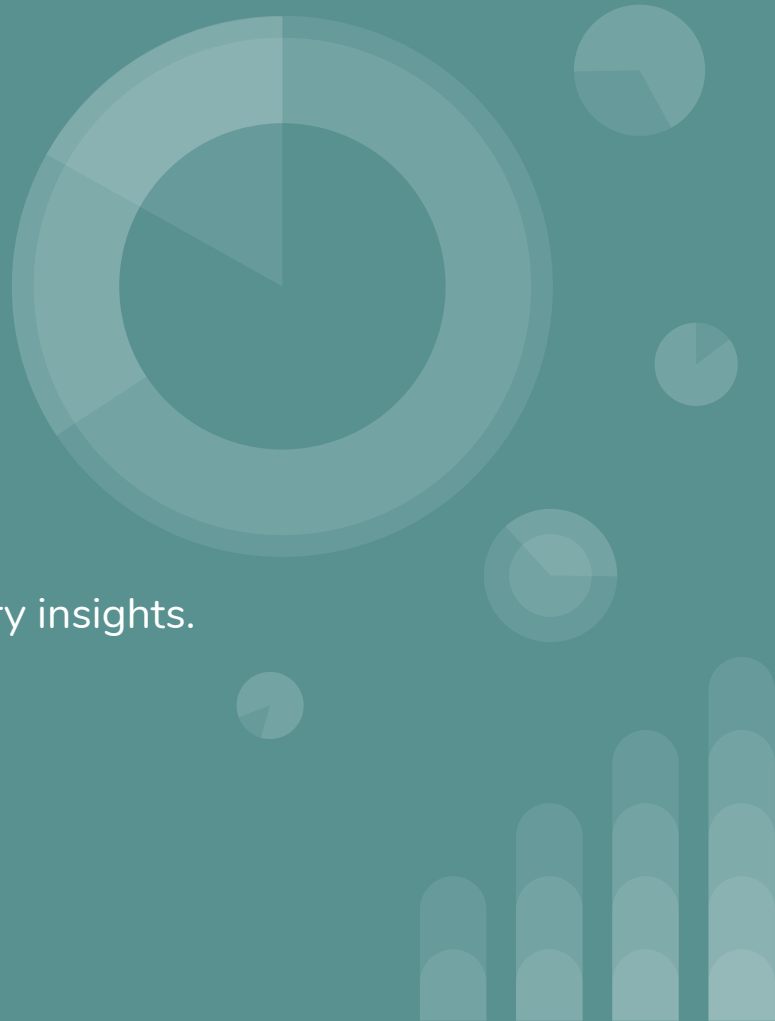


Microsoft Studios

Global and domestic market research - preliminary insights.

Moses Lin | Jean-Paul Ventura

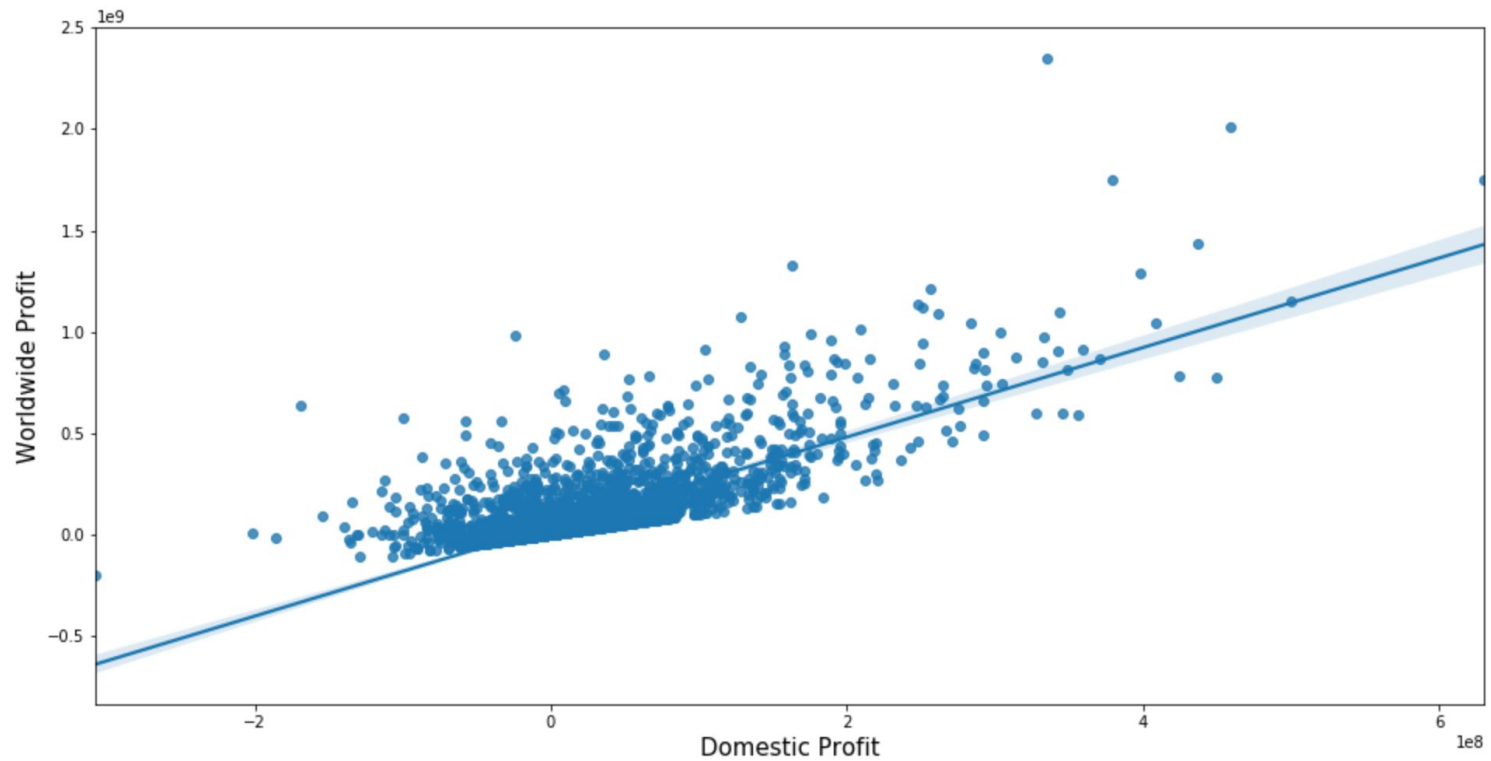


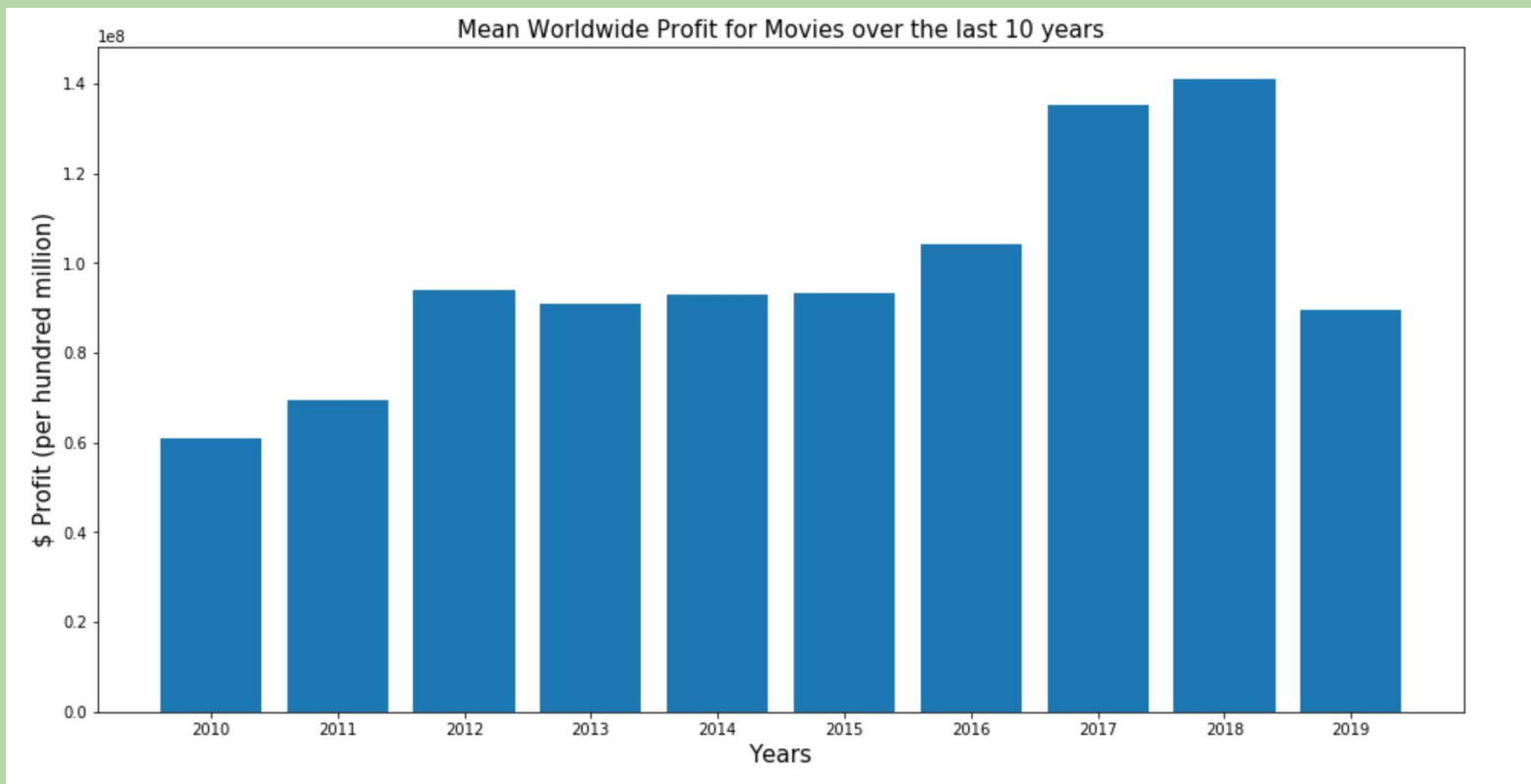


Research outline:

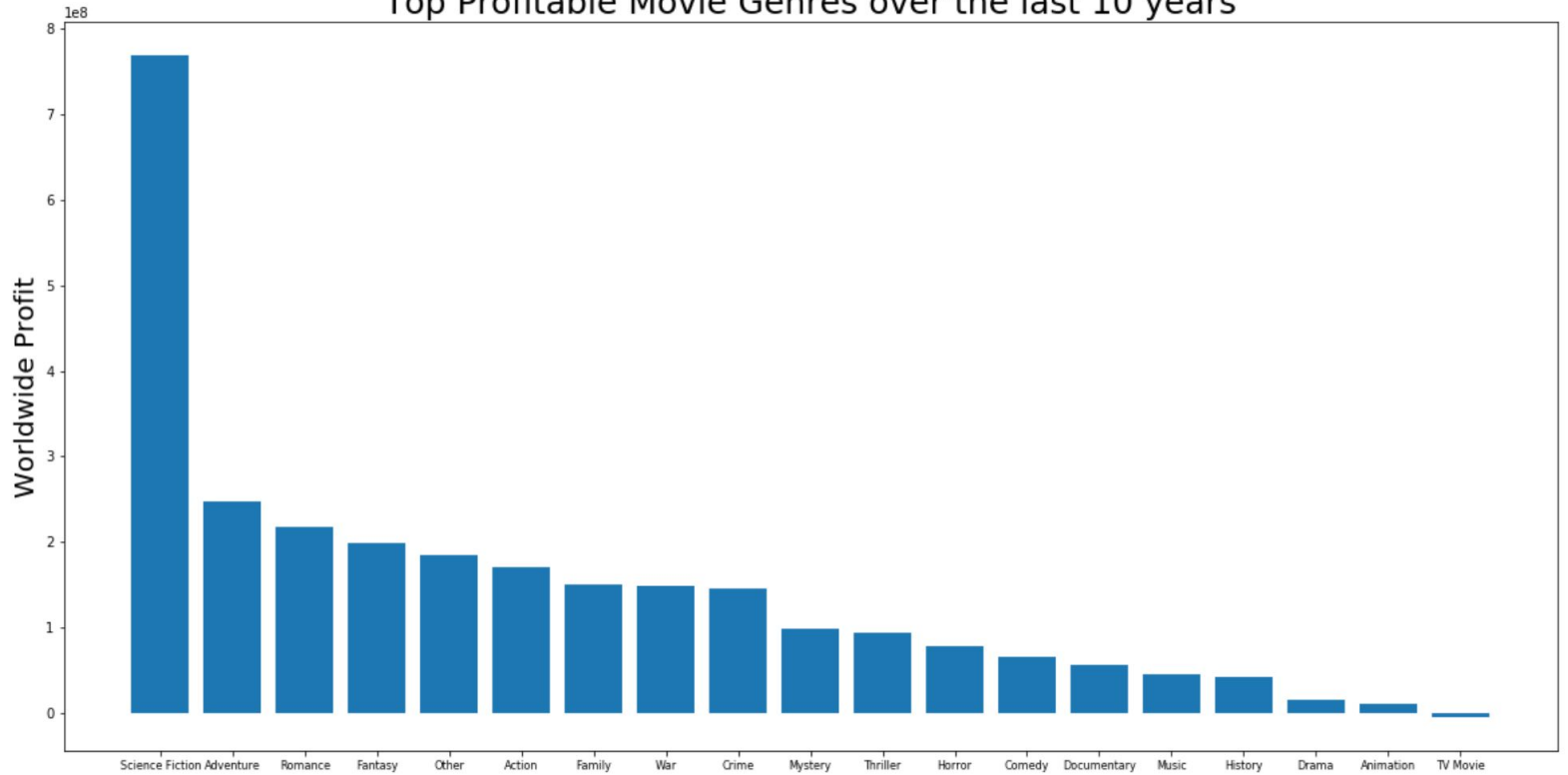
- Preliminary analysis into the movie industry and market.
- General insight and recommendations for investments.
- Assessment of the market on a basis of profitability by genre over the last decade.
 - How have market profits tracked over time?
 - What are the top profitable genres?
 - What are expected budget/production costs associated with those genre segments?

Domestic vs Global success of Movies

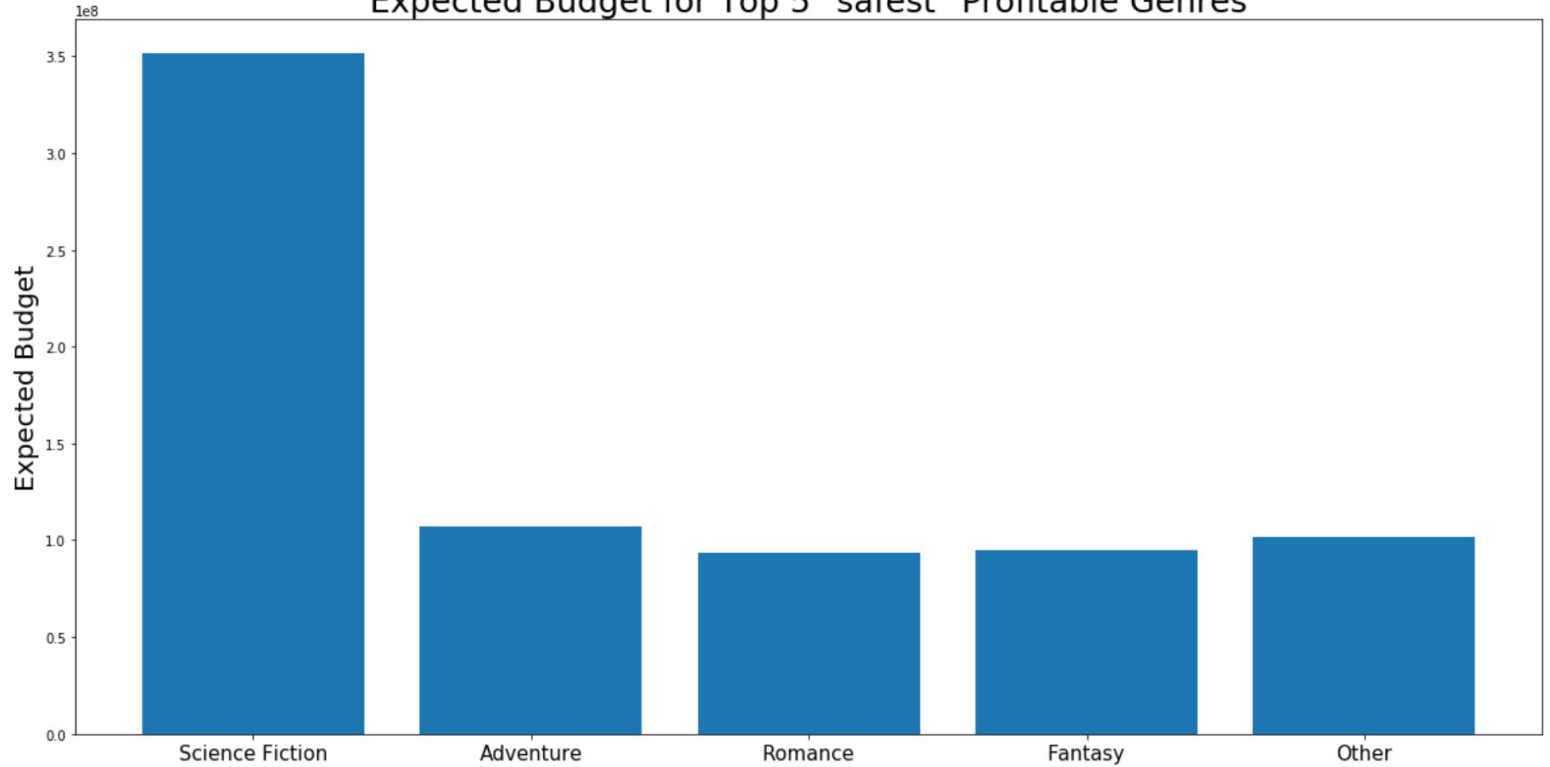




Top Profitable Movie Genres over the last 10 years



Expected Budget for Top 5 "safest" Profitable Genres





Some recommendations...