

Microsoft's Entry into the Movie Production Industry

Introduction

- The movie industry is booming due to the accessibility of streaming services.
- Microsoft Corporation aims to enter the movie production industry.
- This presentation outlines the rationale, objectives, and potential benefits.

Business Case

- Microsoft's global reach and brand recognition make it poised to challenge the industry.
- Diversification, technology assets, and streaming demand support this venture.
- Rationale, objectives, financial projections, and risks will be discussed.

Business Understanding

- Global film industry estimated at \$94.45B in 2022, expected to reach \$169.62B by 2030 (CAGR 7.21%).
- Growth fueled by increase in streaming platforms, growth in consumer appetite and highly immersive content creation.

Problem Statement

- Limited diversification in Microsoft's portfolio.
- Content control.
- Market growth opportunities.
- Competition from major studios.

Pros and Cons

- Pros: High customer retention, predictable income, unlimited earning potential, simple business model.
- Cons: High employee turnover, not recession-proof, impatient customers, learning curve.

Objectives

- Research objectives:
 - Consumer trends.
 - Production trends.
 - Revenue trends (regional and global).

Recommendations

- Diversify investments across genres and markets.
- Leverage technology for studio advancement.
- Invest in genres aligning with consumer preferences.
- Understand the competitive landscape.
- Mitigate industry risks through diversification.
- Seek advice from entertainment investment experts.

Conclusion

- The movie industry offers opportunities and challenges.
- Success requires adaptability, knowledge, and risk management.
- Microsoft Corporation can position itself for success by following these recommendations.