

The background of the entire page is a composite image. On the left, a vintage movie camera with large reels is shown. In the center, a clapperboard is visible with fields for 'LOCATION', 'TAKE', 'SOUND', 'DATE', 'SCENE', 'DIRECTOR', and 'CAMERAMAN'. On the right, a large film reel is partially visible. The overall theme is cinema and film production.

# MICROSOFT PRODUCTION STUDIO

INDUSTRY INSIGHTS & RECOMMENDATIONS

LOCATION

TAKE

SOUND

DATE

SCENE

DIRECTOR

CAMERAMAN

ANALYSIS BY

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(STUDENT – FLATIRON SCHOOL)



# OBJECTIVES

- Understanding the MOVIE INDUSTRY and CURRENT TRENDS
- Diving into various aspects of WHAT MAKES A MOVIE SUCCESSFUL
- RECOMMEND the MOST OPTIMUM PARAMETERS for a movie debut from Microsoft Studio

# RESOURCES

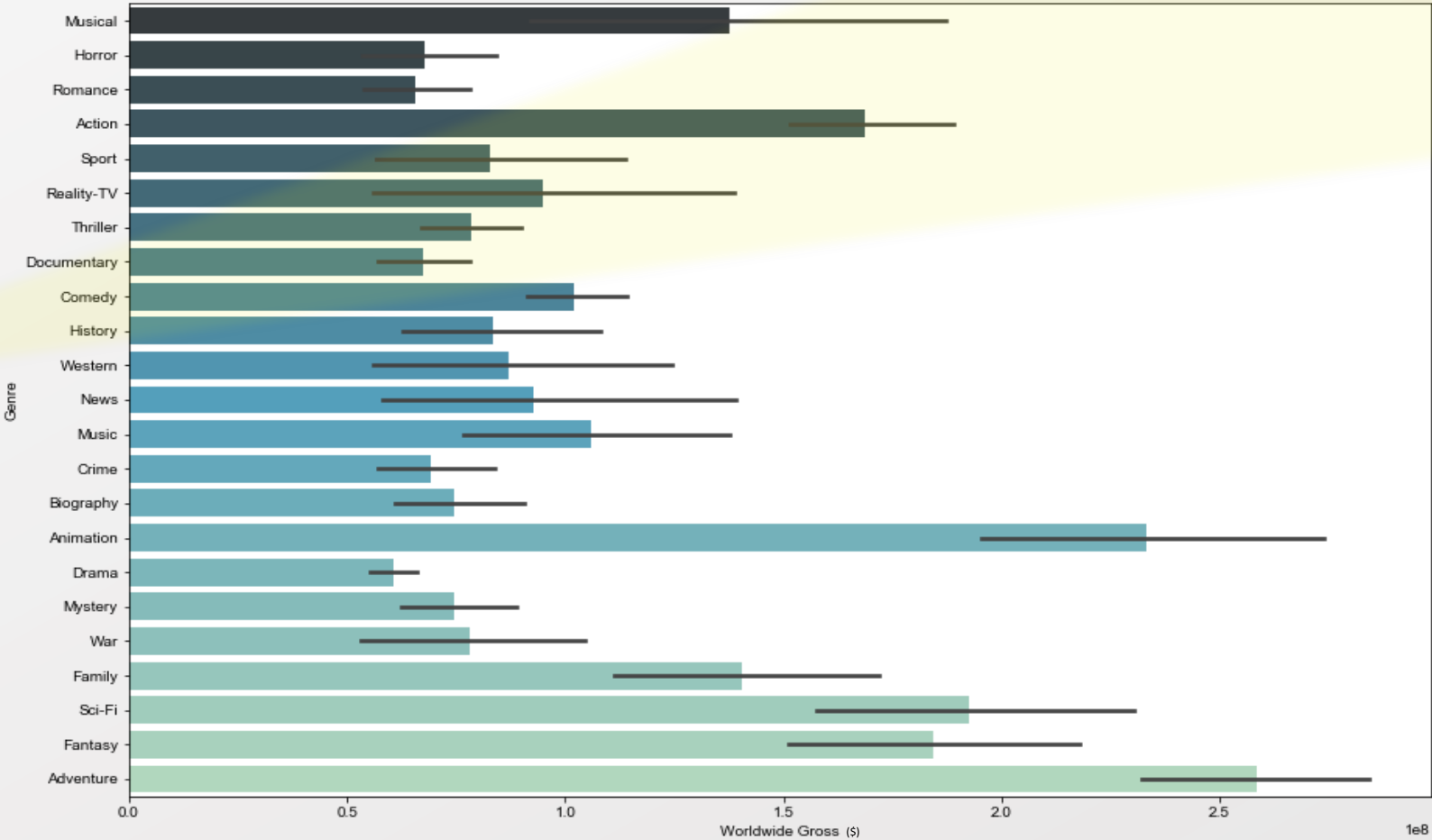
Various DATA available on IMDB ,  
ROTTEN TOMATOES and TND B  
websites for all movies dating back to 1915 to  
present day

# DEBUT GENRE

BEST GENRE FOR A HEAD START



# MOST COMMON GENRES

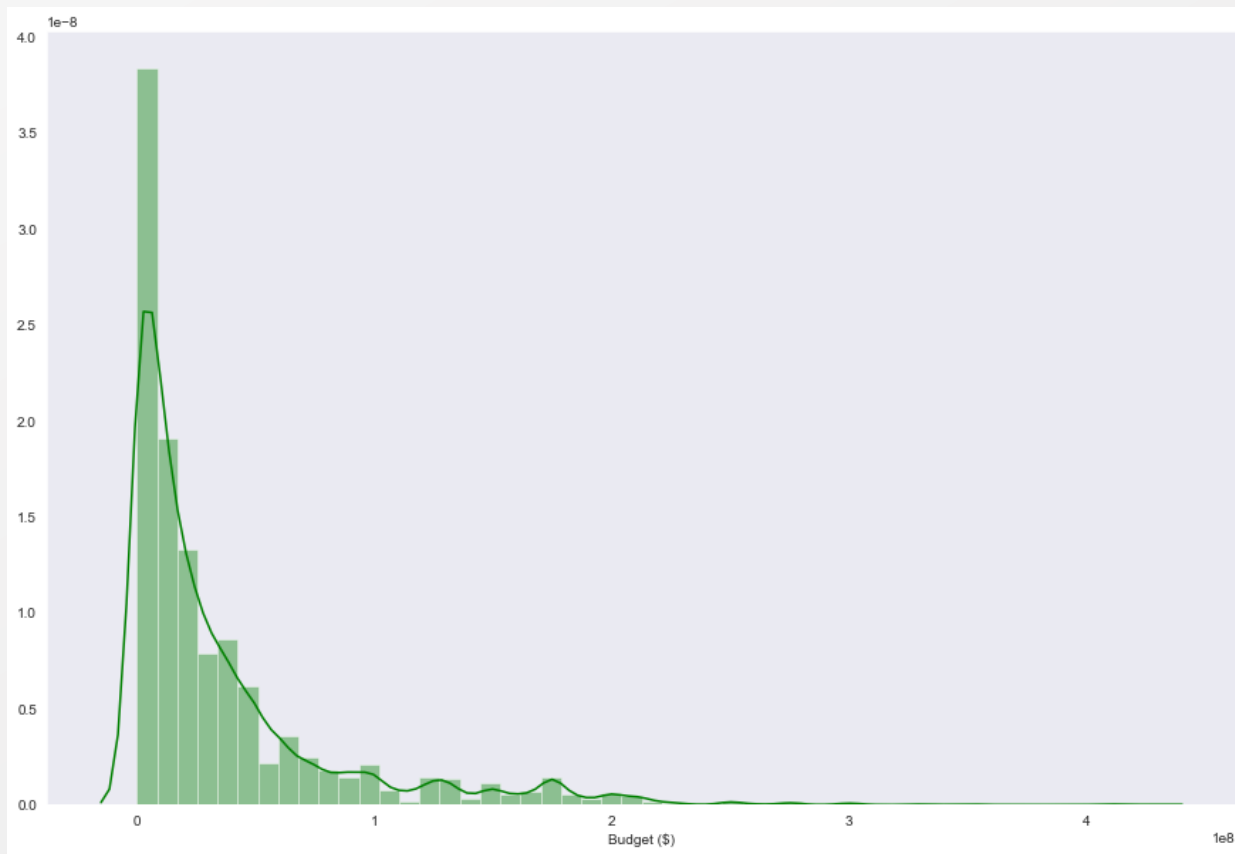


TOP TEN HIGHEST GROSSING GENRES : Adventure, Animation, Action, Fantasy, Sci-Fi, Family, Comedy, Musical, Mystery, Biography

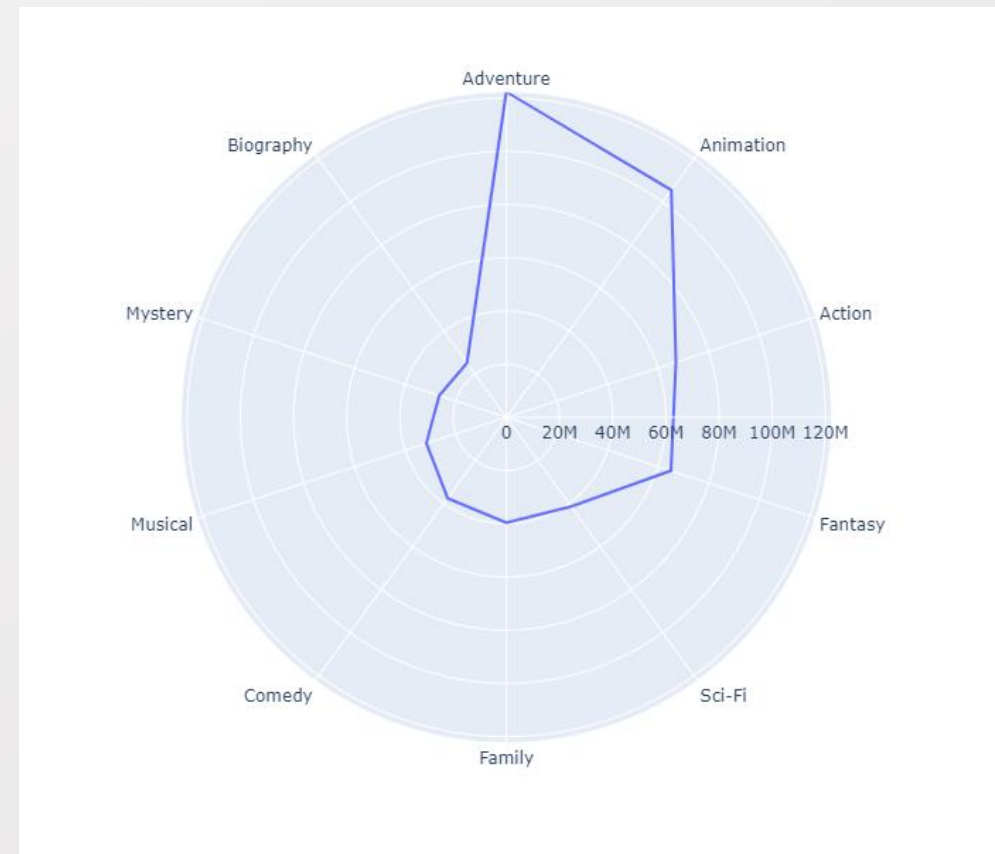


# BUDGET & GROSS REVENUE

BUDGET

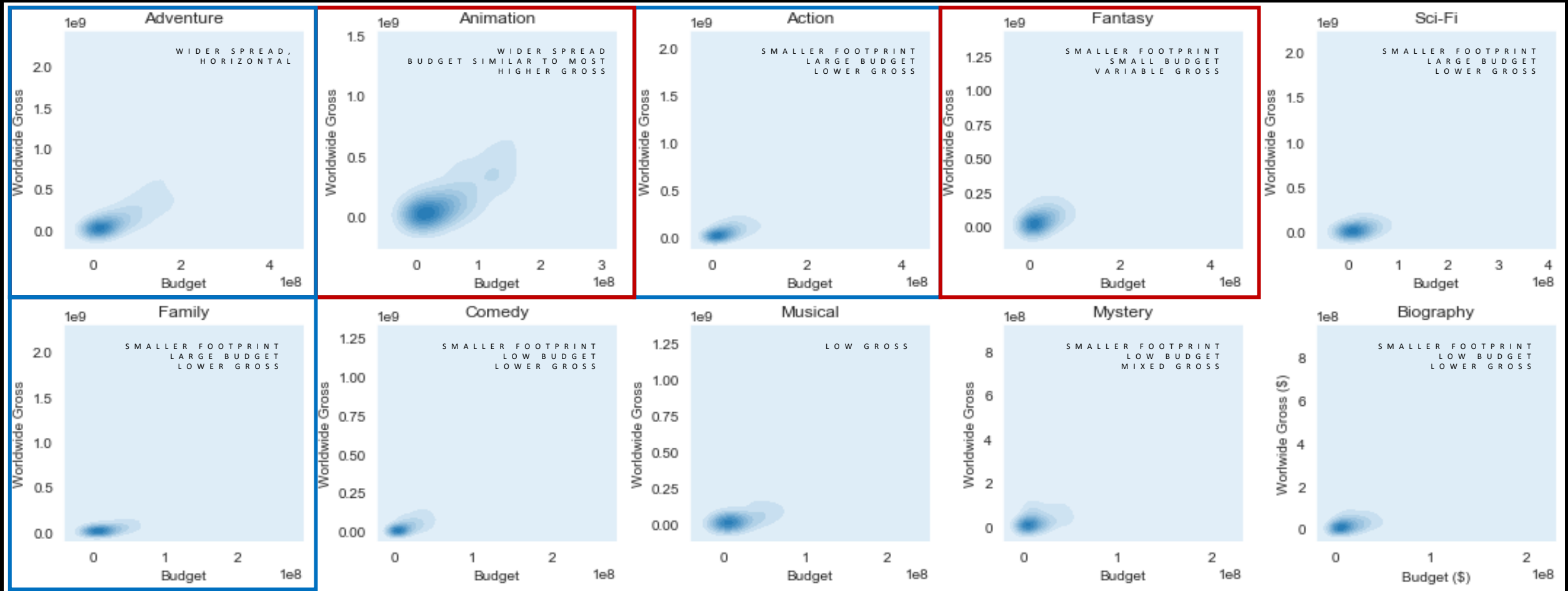


WORLDWIDE GROSS





# BUDGET & GROSS CORRELATION - GENRE

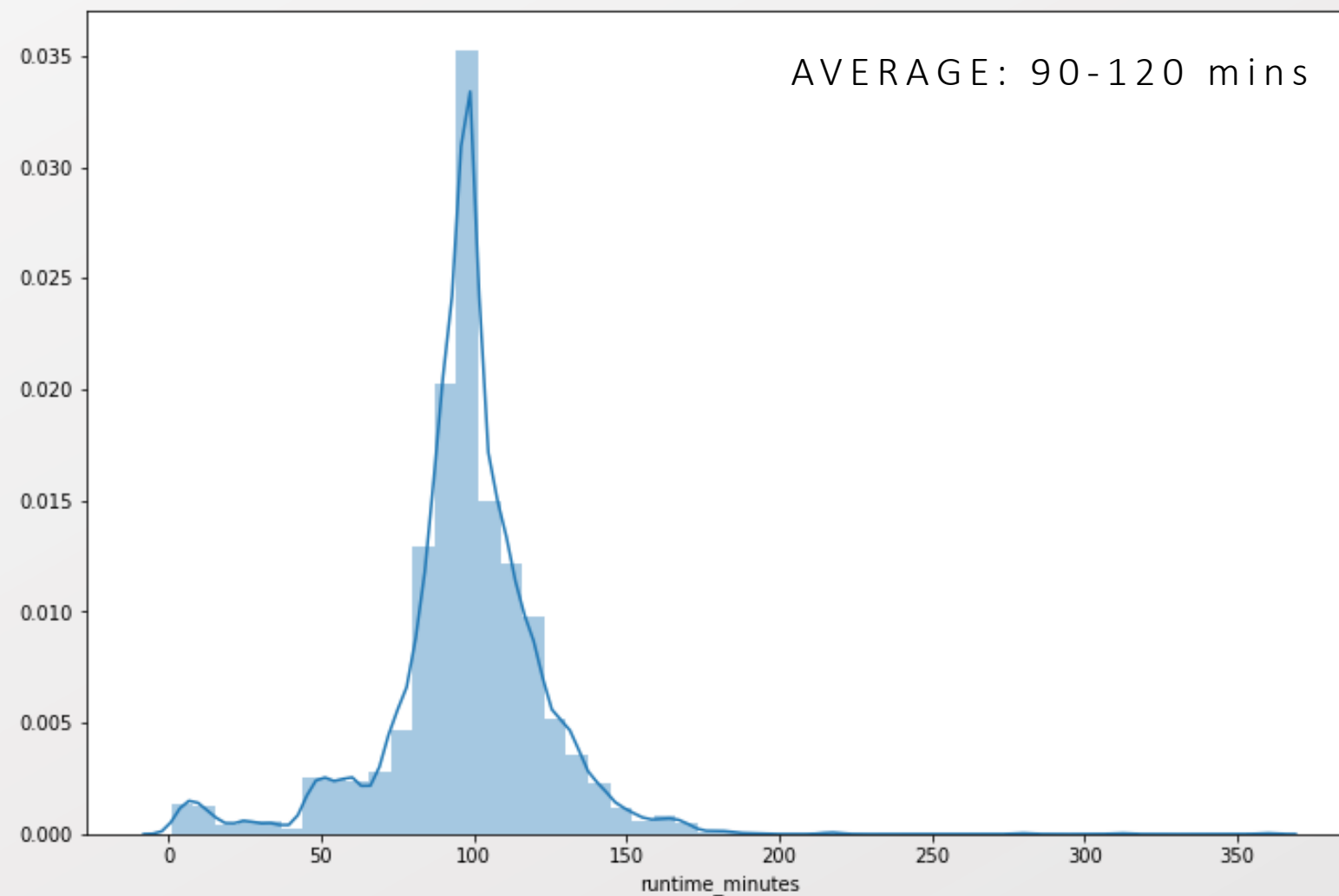


# RUNTIME ANALYSIS

OPTIMUM RUNTIME

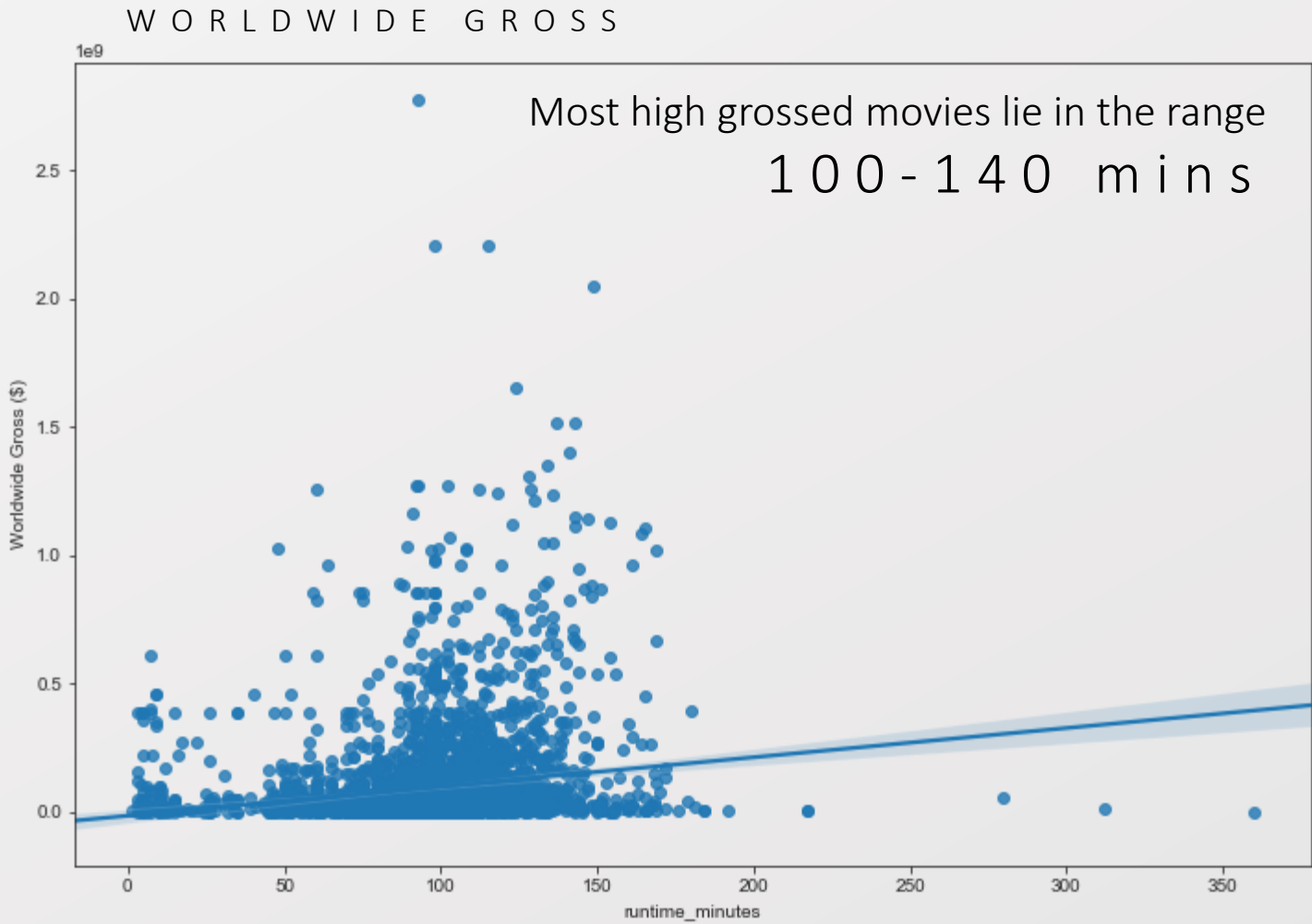
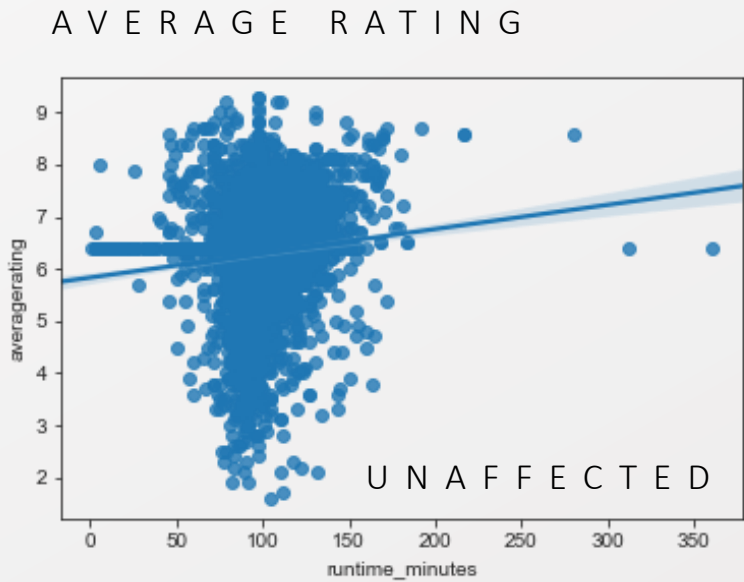


# COMMON TREND



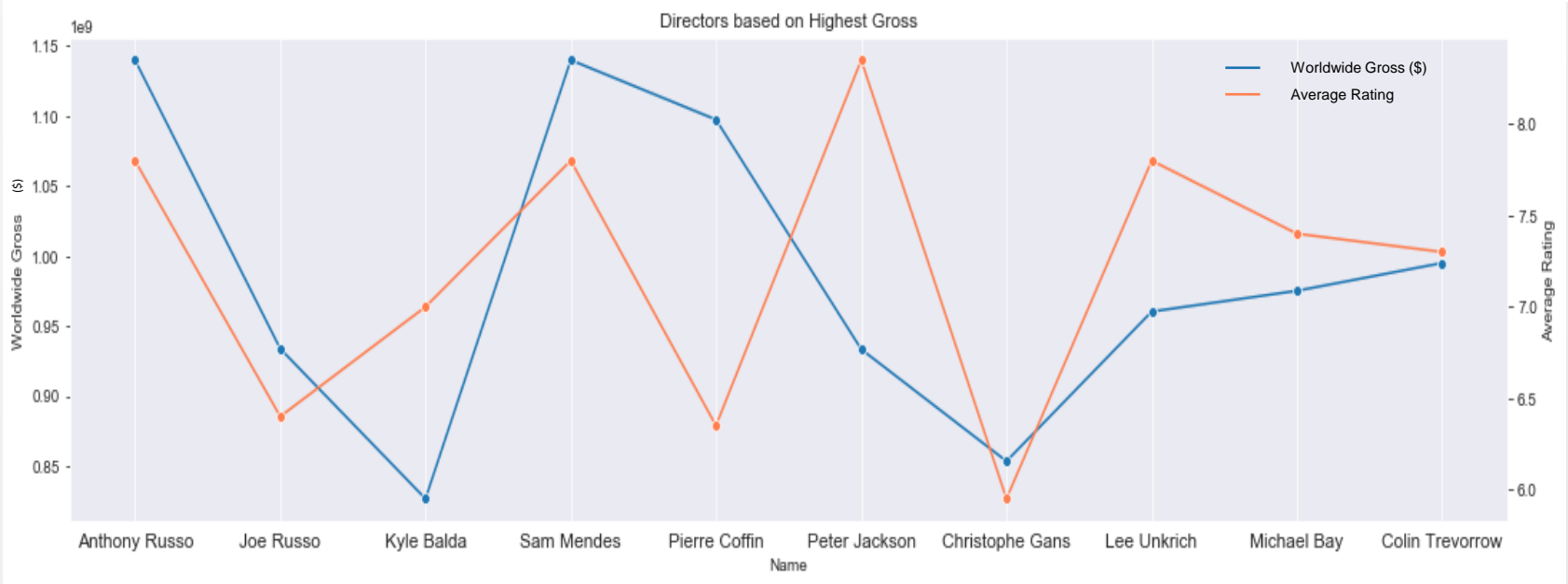
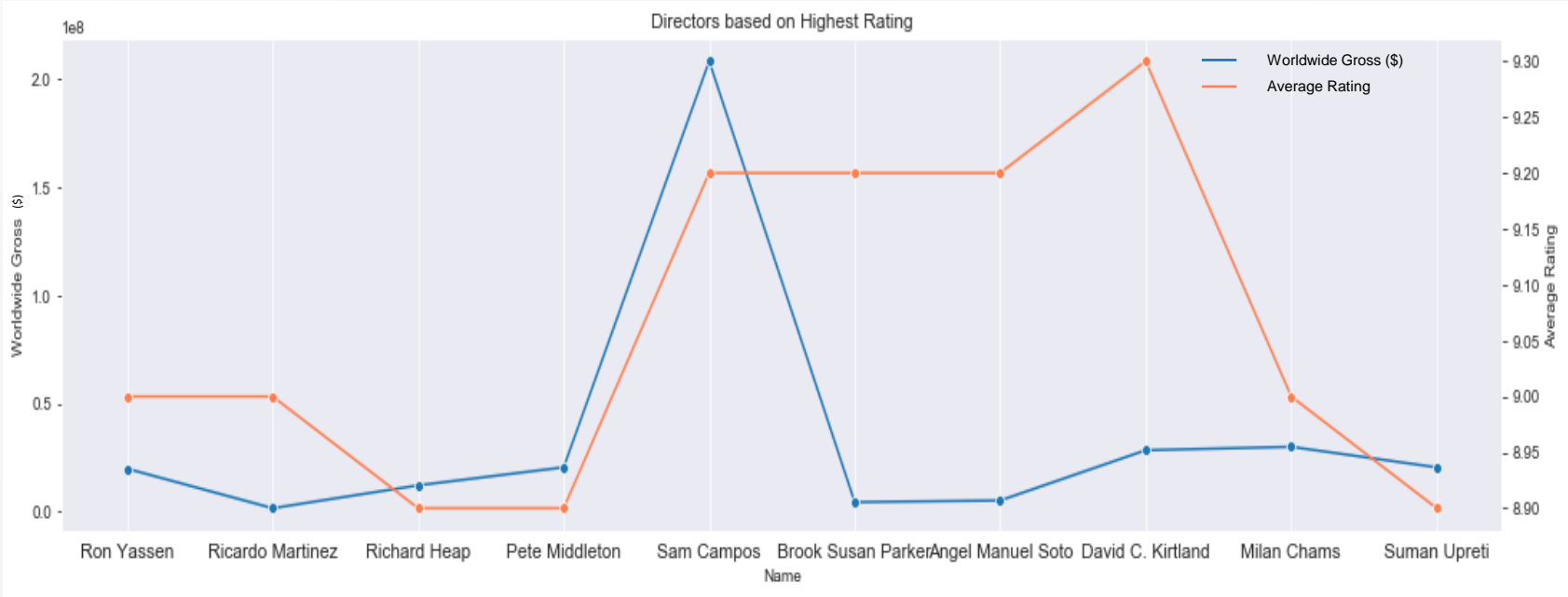


# EFFECT ON AVERAGE RATING AND GROSS



# THE MAKERS

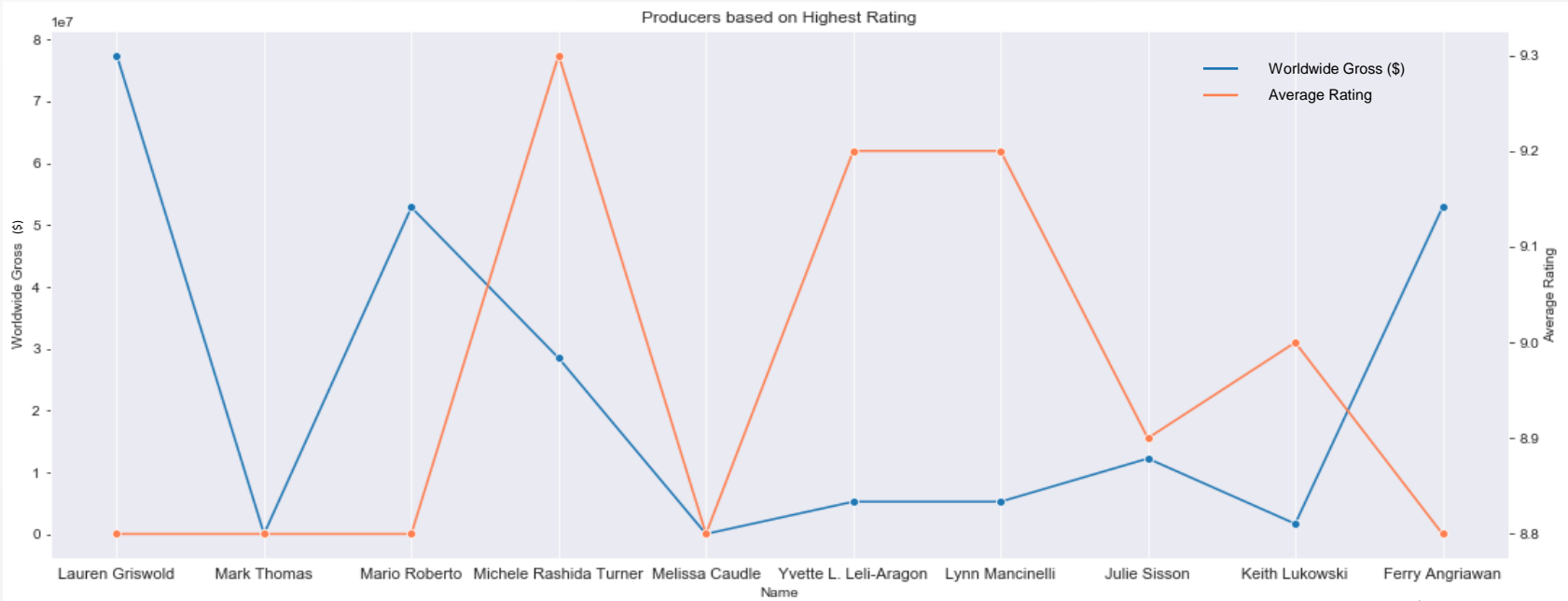
DIRECTOR AND PRODUCER RECOMMENDATION



DIRECTOR

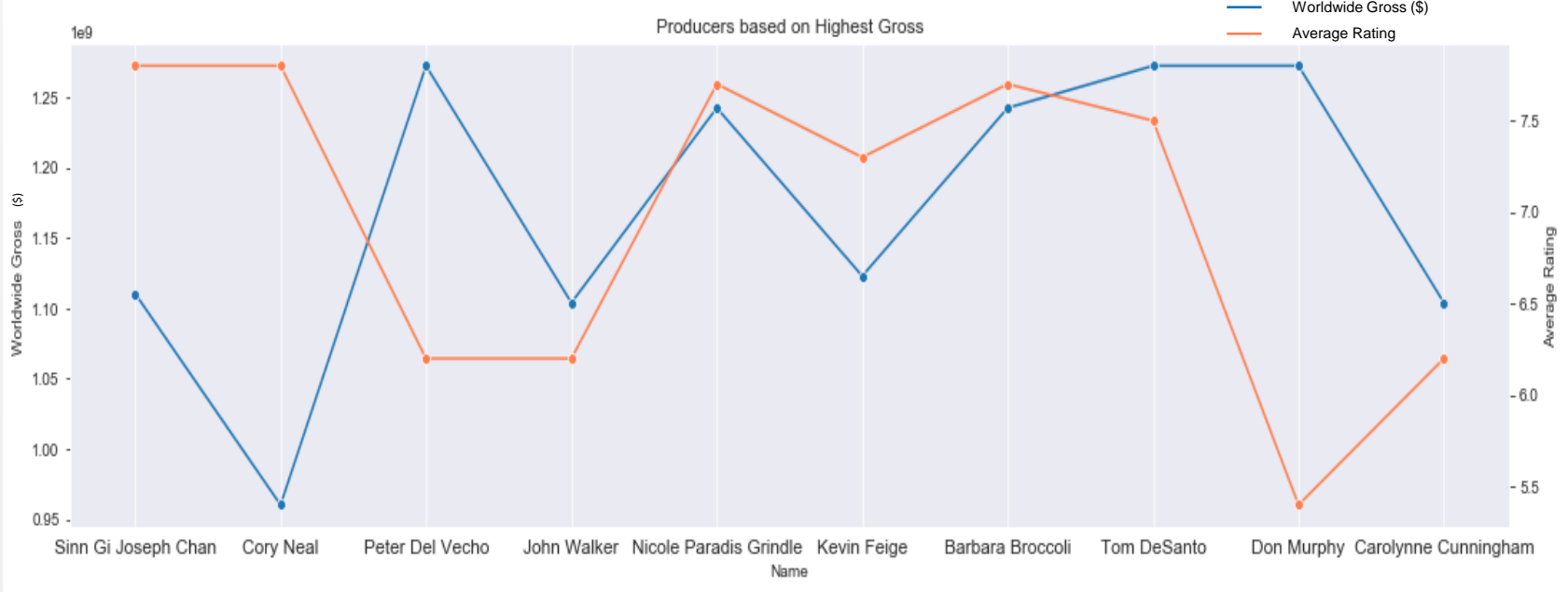
Based on  
AVERAGE RATING  
Sam Campos

Based on  
GROSS REVENUE  
Anthony Russo



PRODUCER

Based on  
AVERAGE RATING  
Lauren Griswold



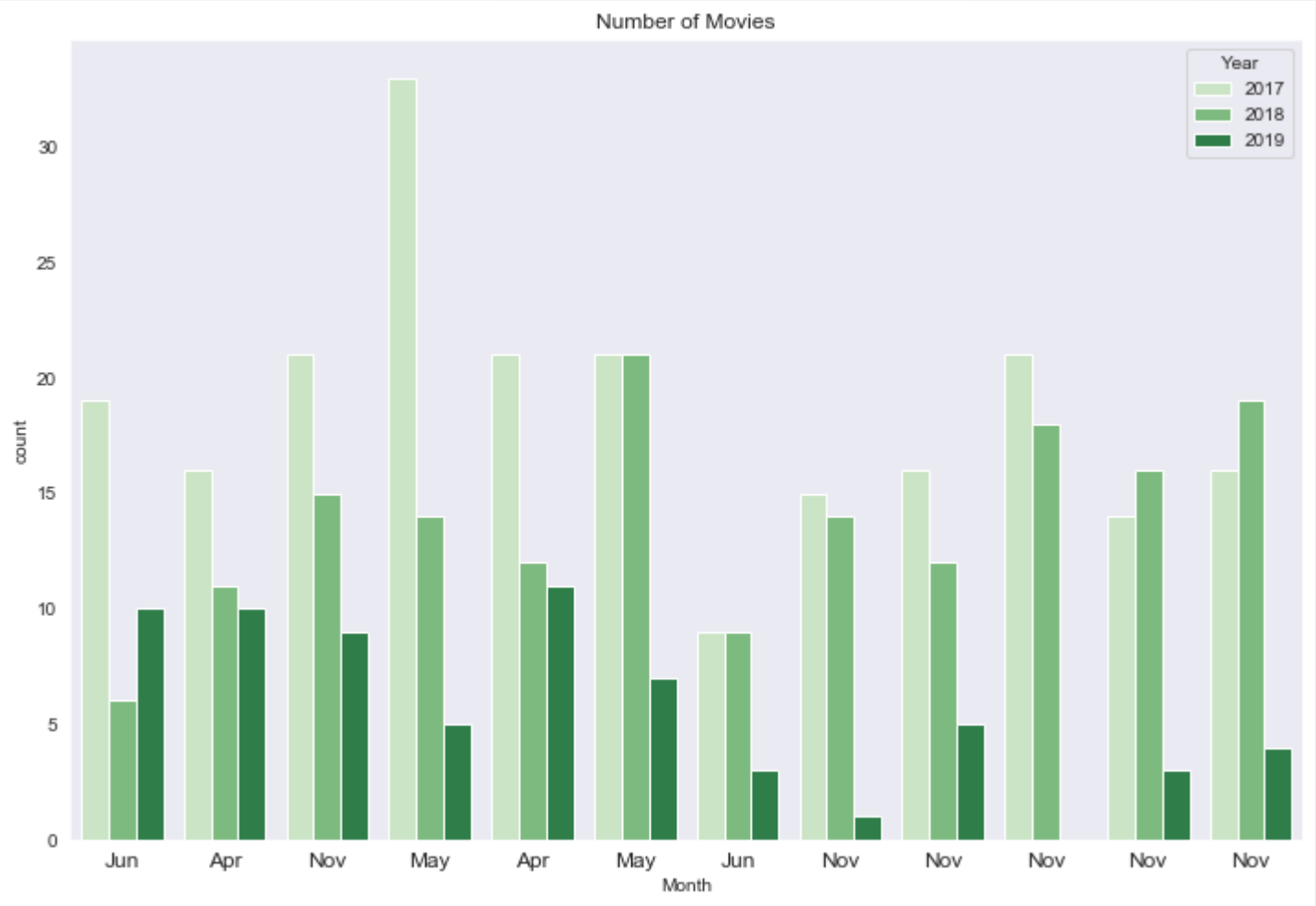
Based on  
GROSS REVENUE  
Nicole Paradis Grindle  
Barbara Broccoli



# WHEN THE TIME IS RIGHT

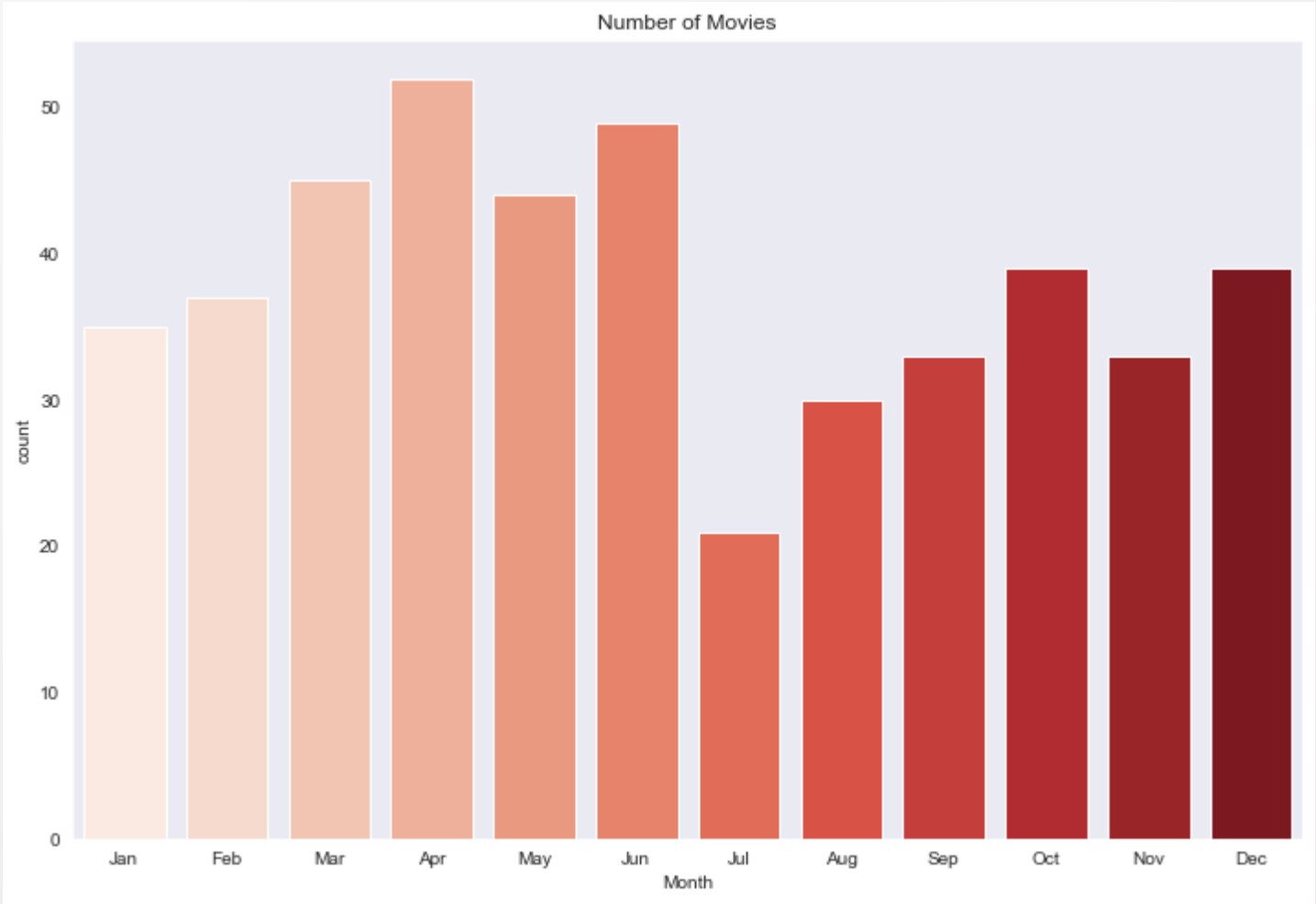
BEST TIME TO DEBUT

LAST THREE YEARS



M O S T of movies released between  
M A R C H to J U N E , rising and  
F A L L I N G in alternating months within a  
small range, and then drastically dropping in  
J U L Y

LAST THREE YEARS-CUMMULATIVE



R I S E in the numbers increasing during  
H O L I D A Y S like Halloween,  
Christmas, new years  
O C T O B E R , D E C E M B E R  
– F E B R U A R Y  
Highest during M A R C H - J U N E

LOT OF MOVIES WITH LARGER COMPETITION  
FROM CASTING TO PERFORMANCE

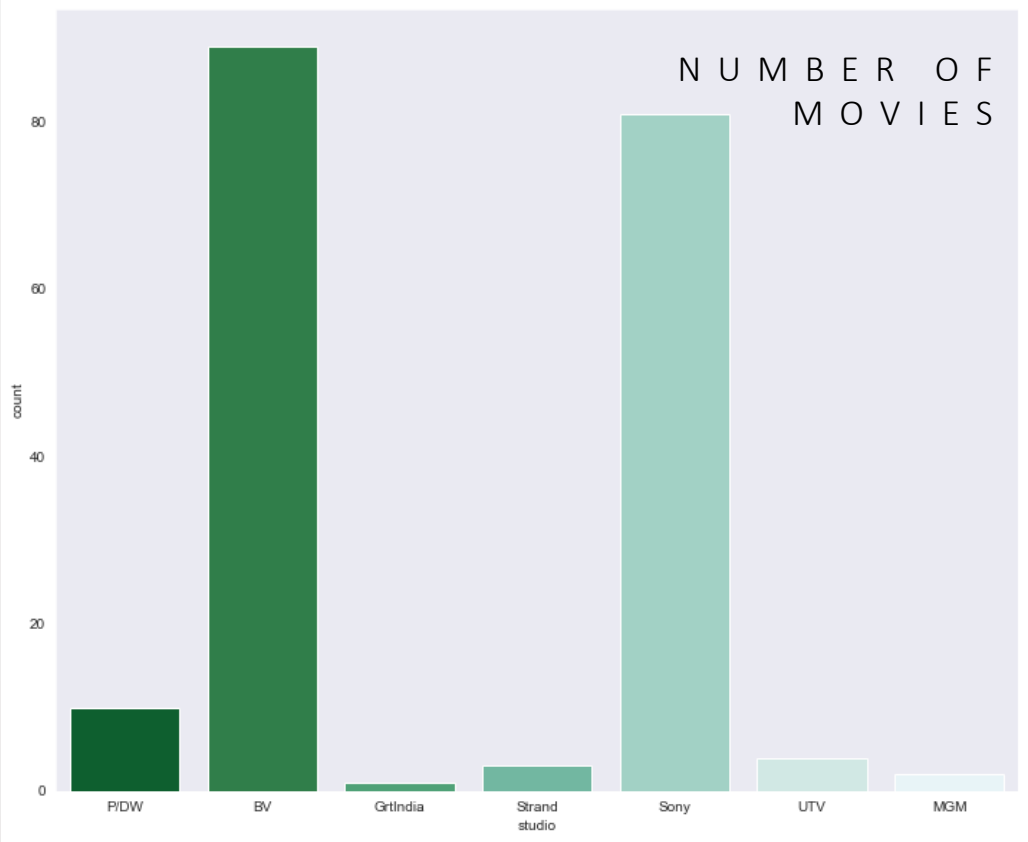
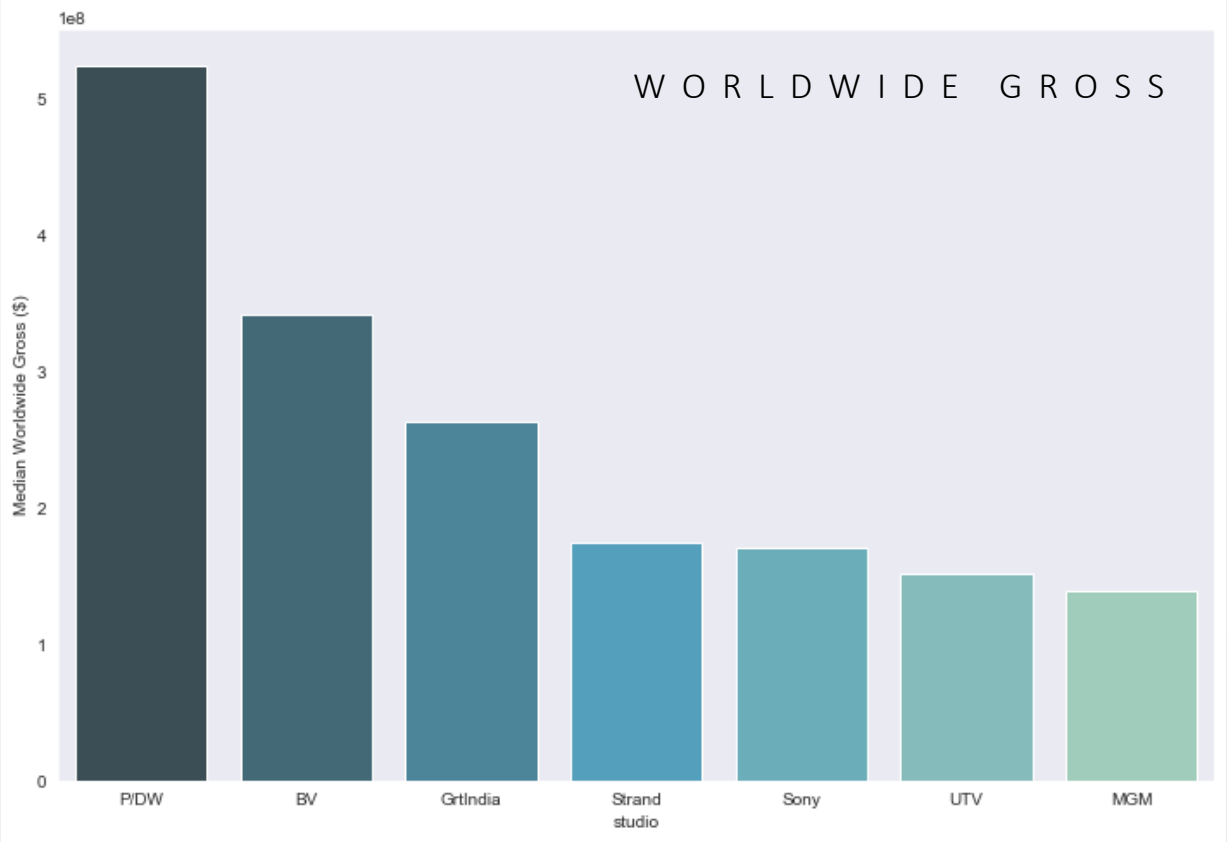
Best Time: A U G U S T and S E P T E M B E R

# LOOK OUT FOR THE COMPETITION!

COMPETITION STUDIO ANALYSIS



# INSIGHTS ON THE RISING STUDIOS AND LONG TIME PLAYERS



# RECOMMENDATIONS

- Debuting with the most common genre: Animation is the safest bet to debut with, however, can try multiple genres: Animation, Adventure, Fantasy or Adventure, Action, Family. Will give sufficient options of scripts to decide from.
- While runtime didn't have a greater impact, recommended to keep it between 90-120 mins
- Should try hiring Sam Campos as Director and either Nicole Paradis Grindle or Barbara Broccoli as producer since they have the best history of creating movies liked by audience and generating high revenue
- The best time to release a debut is close to the holidays, yet leaving some time in the middle, that would be in the months of August and September.
- BV has been long time in the industry and have been performing at the highest levels. Rising studio to look out for: P/DW





# FUTURE WORK

**REGION** Analyzing the regions where the movies can be based /released to

**CULTURE** Multi cultured movie may attract a higher worldwide gross

**LANGUAGE** Target audience language analysis, and analyzing foreign language movies

**JOBS** based on genre combined with rating: Some casts/makers do better in some genres and not others. based on our decision, further analyze these aspects to finalize the jobs



A vintage movie projector is positioned on the left side of the frame. In the center, a clapperboard is displayed with the text 'Thank You!' at the top and 'QUESTIONS??' in the middle. To the right of the clapperboard, there are two large film reels. The background is dark with wisps of smoke or steam rising from behind the projector and clapperboard.

*Thank  
You!*

LOCATION QUESTIONS??

TAKE

SOUND

DATE

SCENE

DIRECTOR

CAMERAMAN