

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 aesthetic is cinematic and nostalgic.

MICROSOFT PRODUCTION STUDIO

INDUSTRY INSIGHTS & RECOMMENDATIONS

LOCATION

TAKE

SOUND

DATE

SCENE

DIRECTOR

CAMERAMAN

ANALYSIS BY

NEHA PATEL

(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

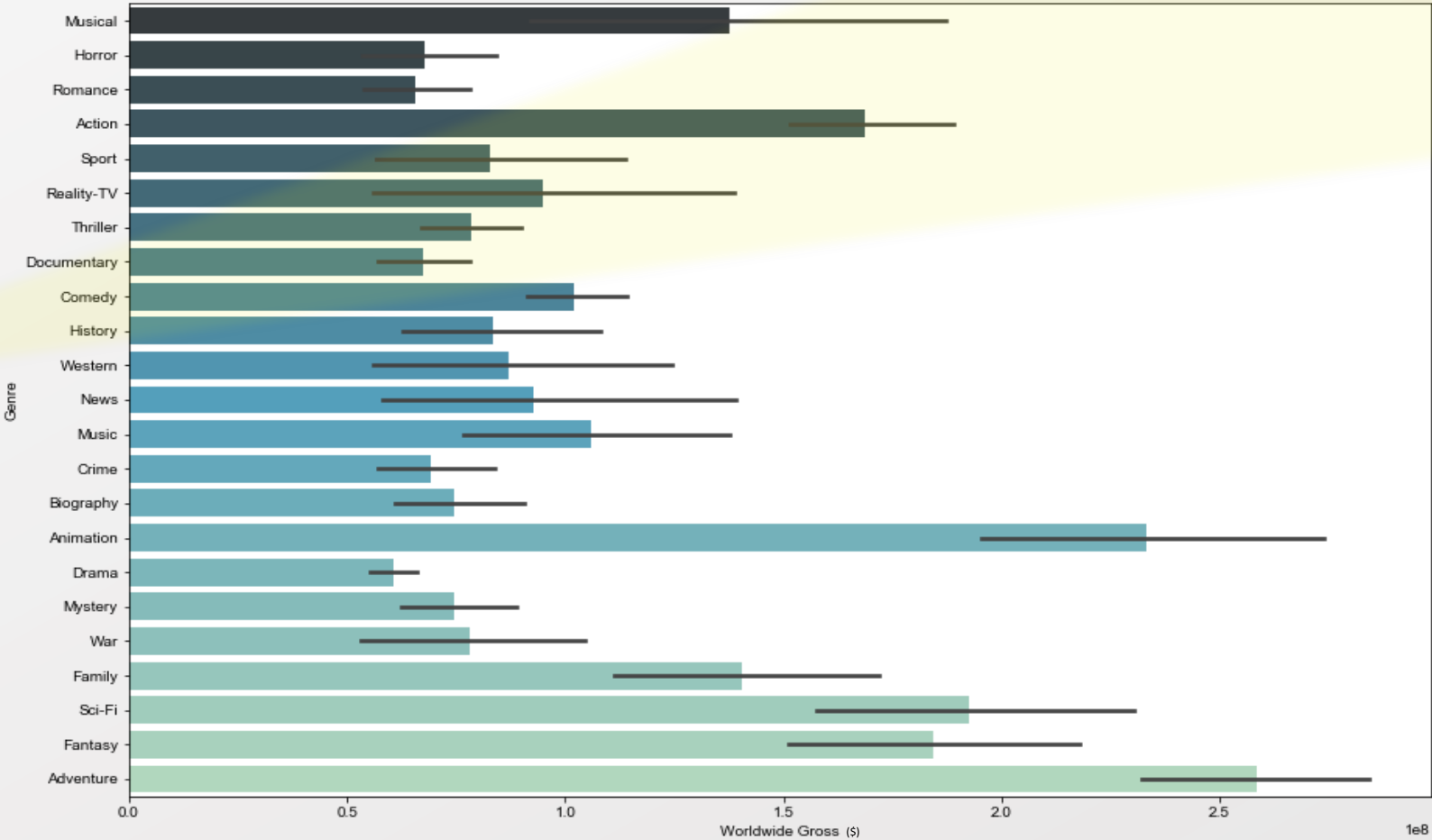
RESOURCES

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

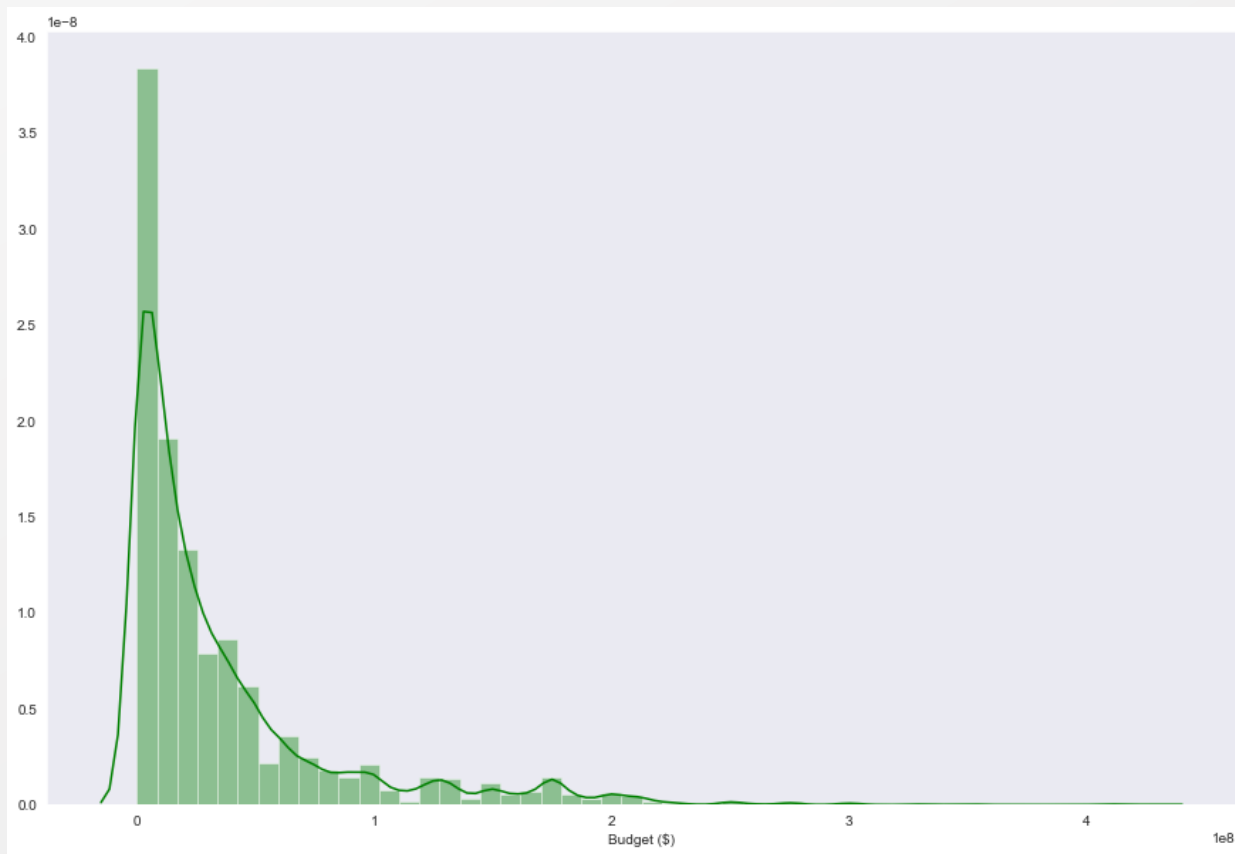


TOP TEN HIGHEST GROSSING GENRES : Adventure, Animation, Action, Fantasy, Sci-Fi, Family, Comedy, Musical, Mystery, Biography

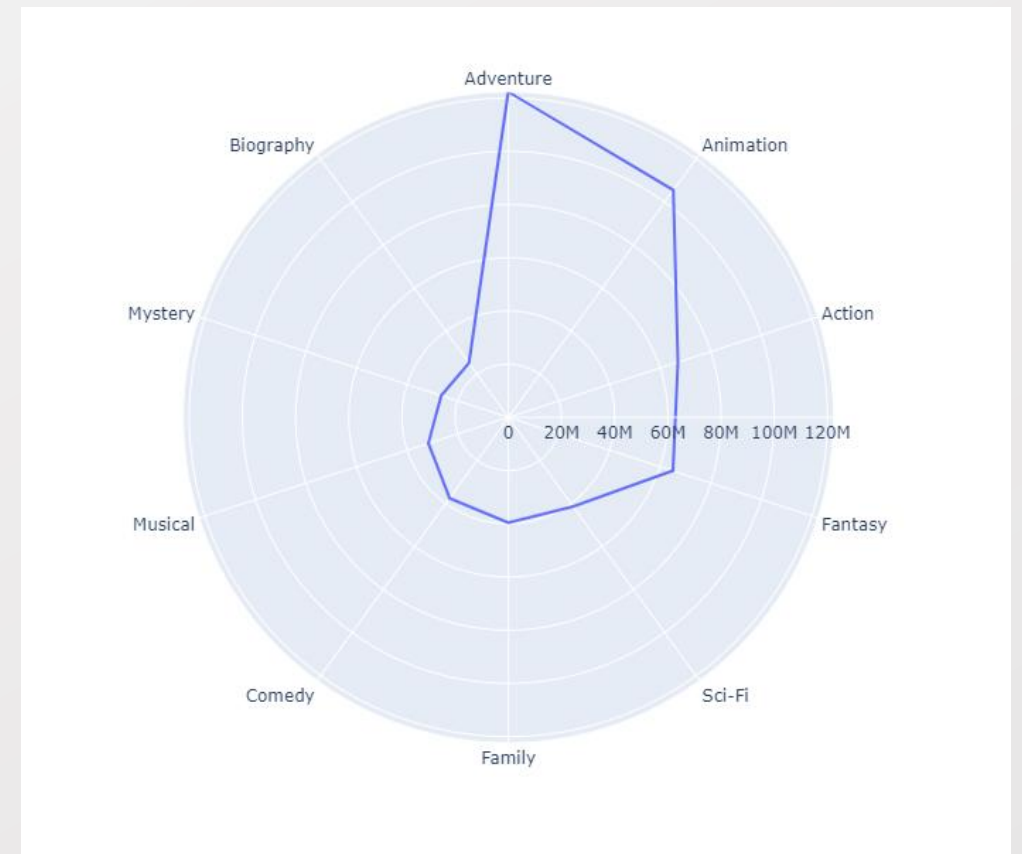


BUDGET & GROSS REVENUE

BUDGET

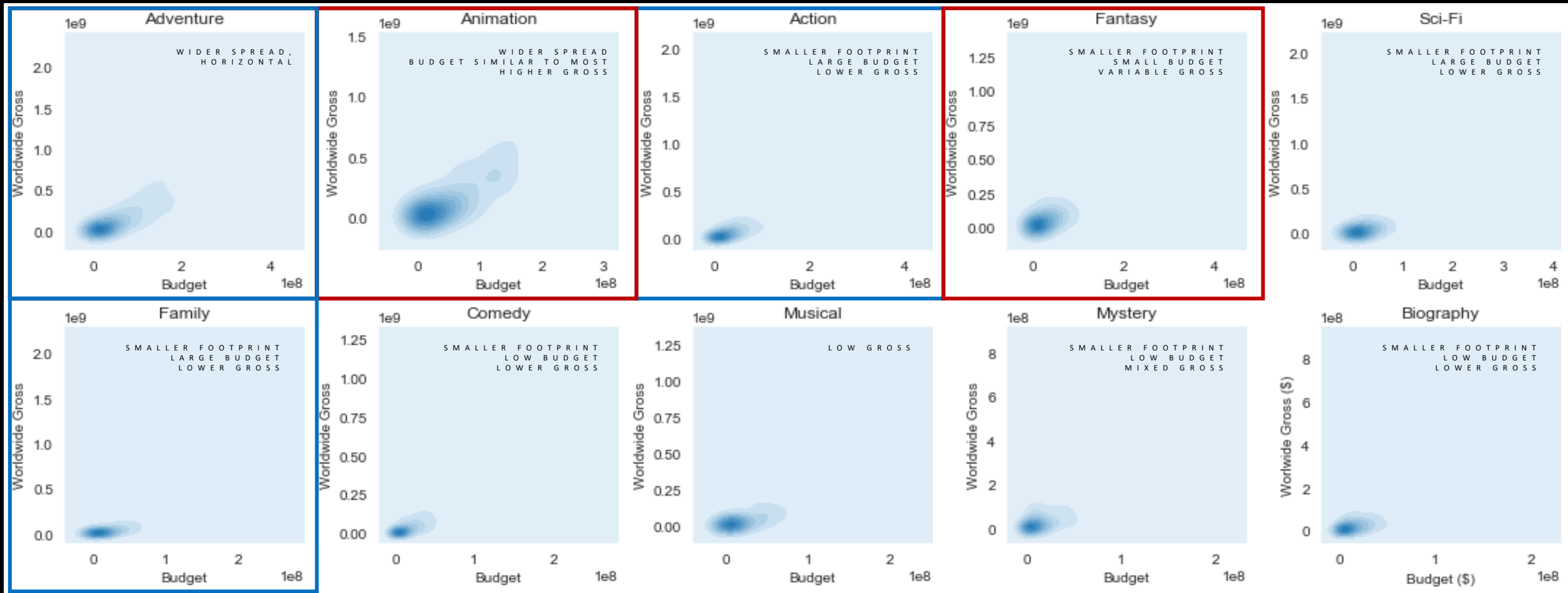


WORLDWIDE GROSS





BUDGET & GROSS CORRELATION - GENRE

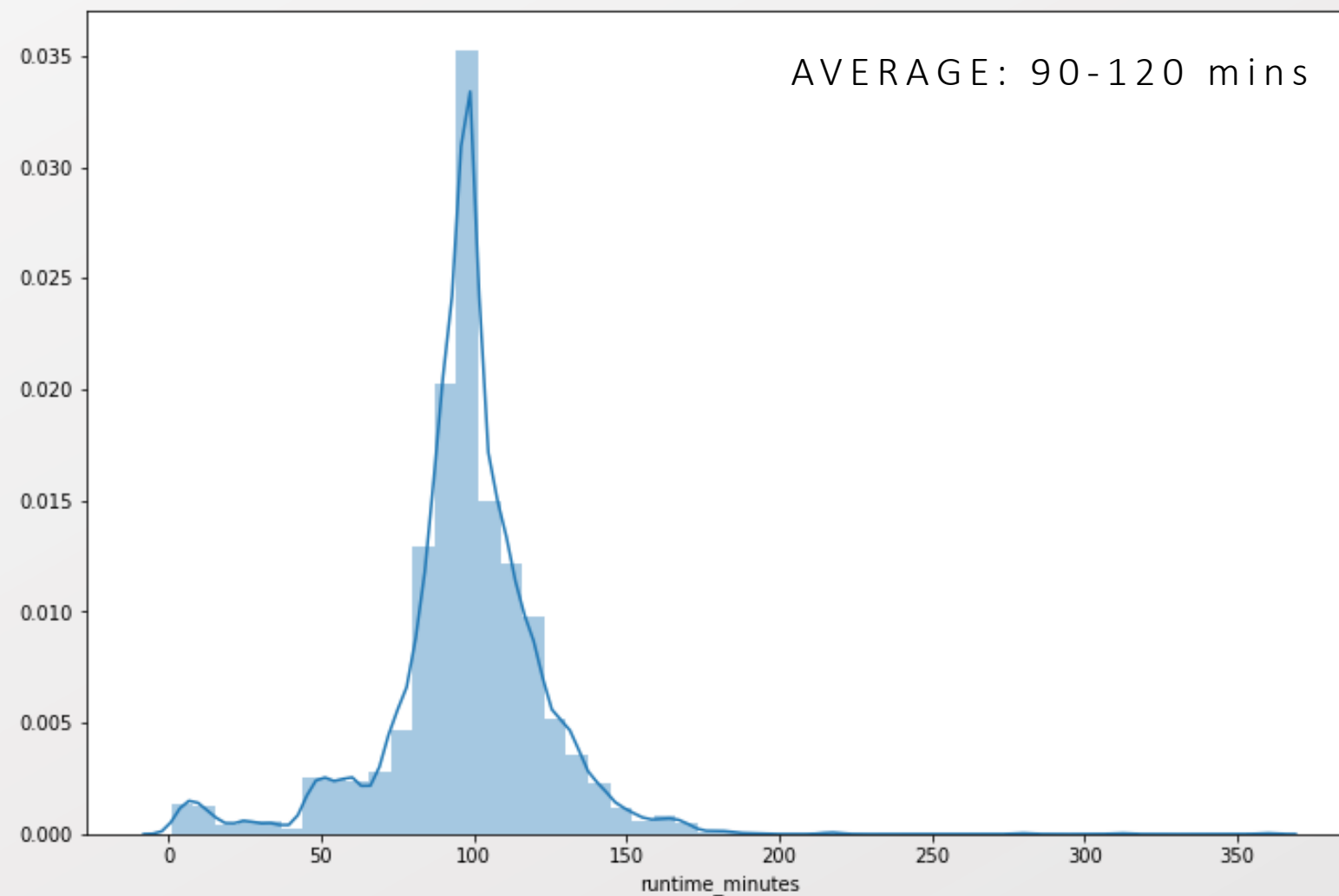


RUNTIME ANALYSIS

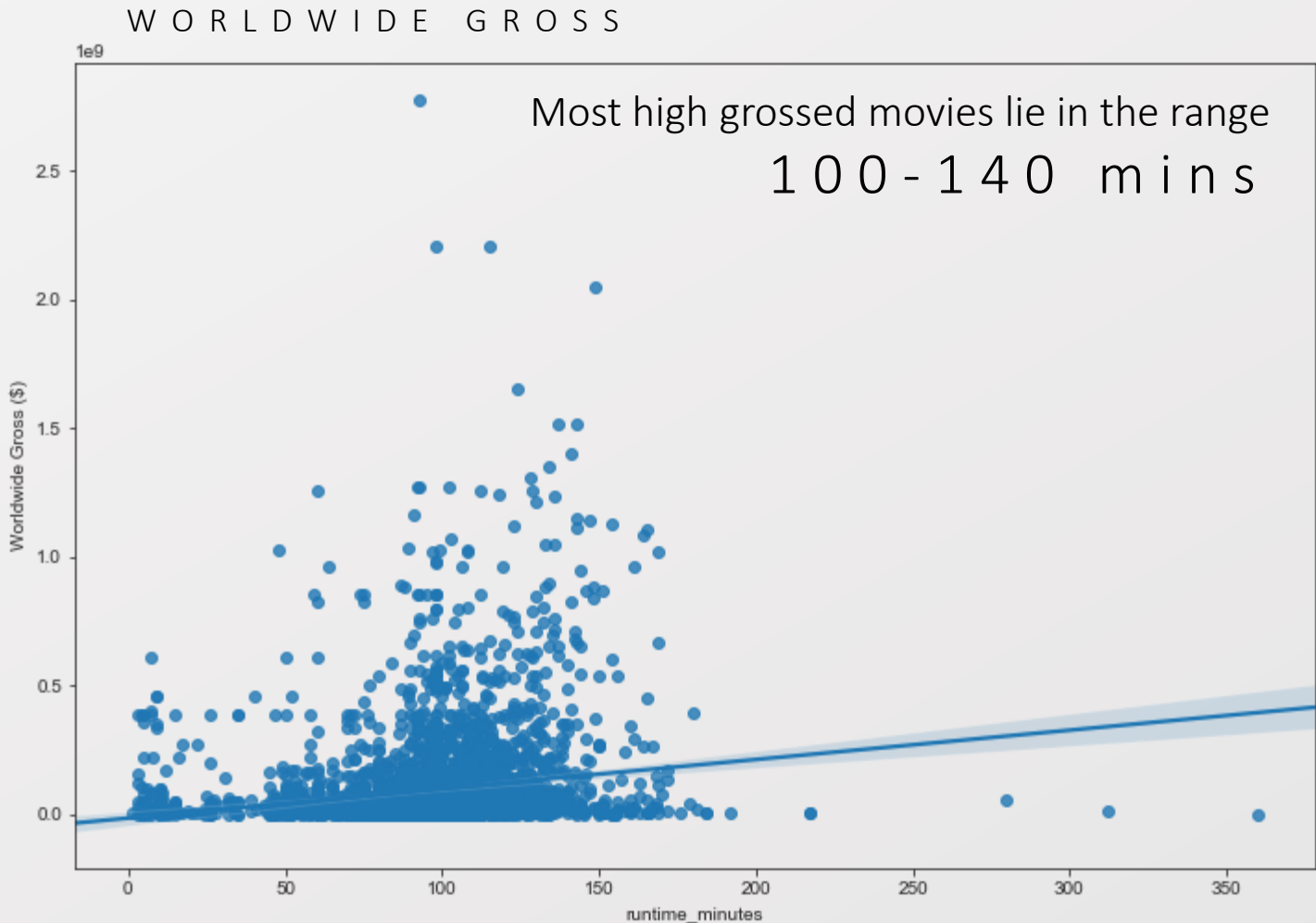
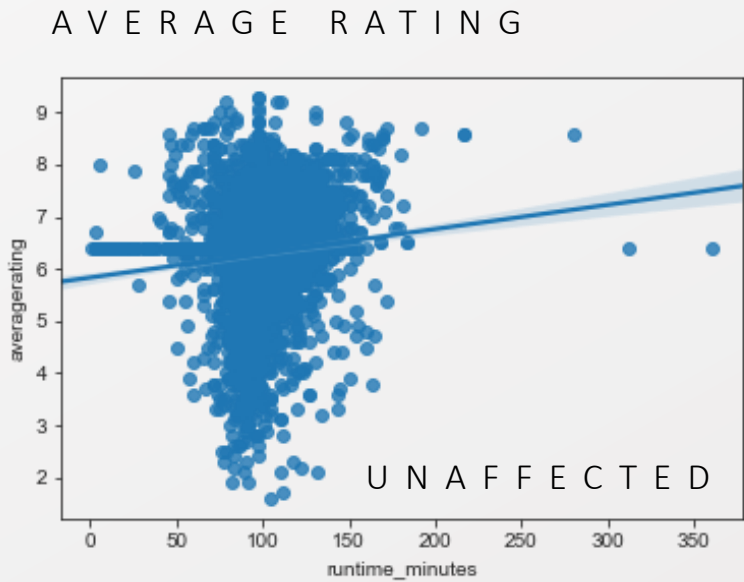
OPTIMUM RUNTIME



COMMON TREND

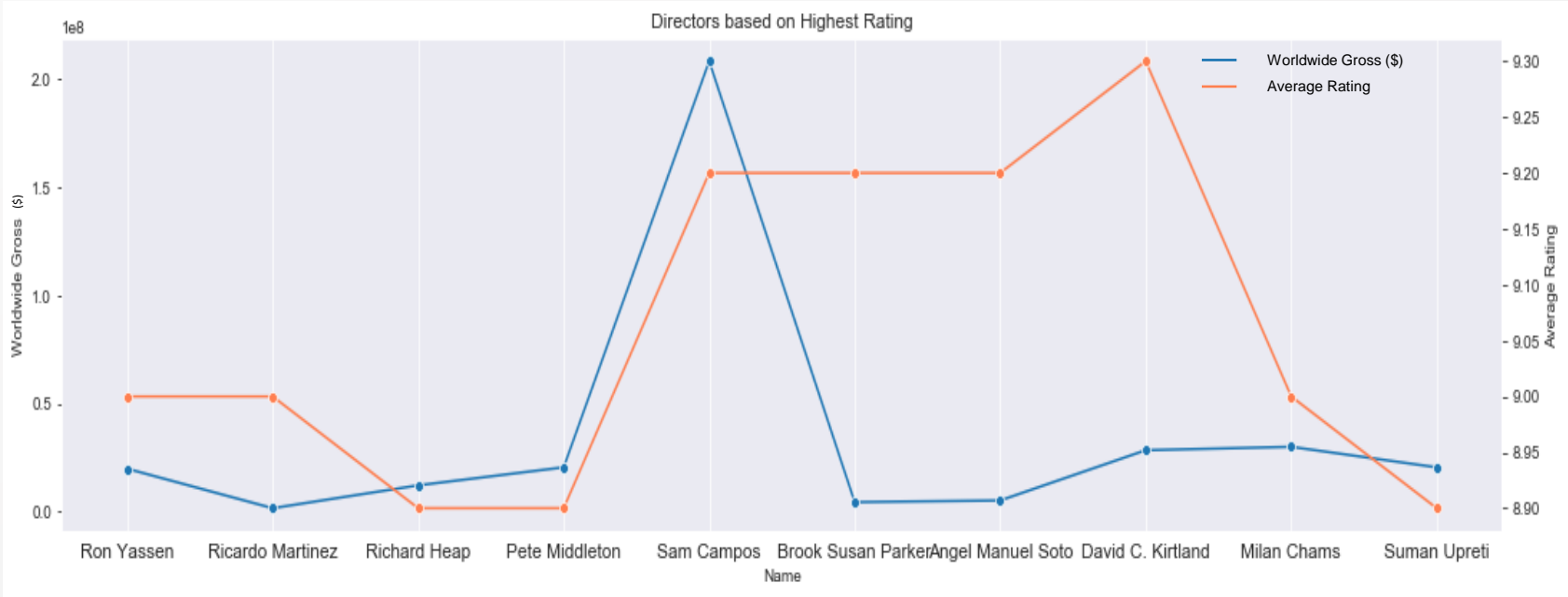


EFFECT ON AVERAGE RATING AND GROSS



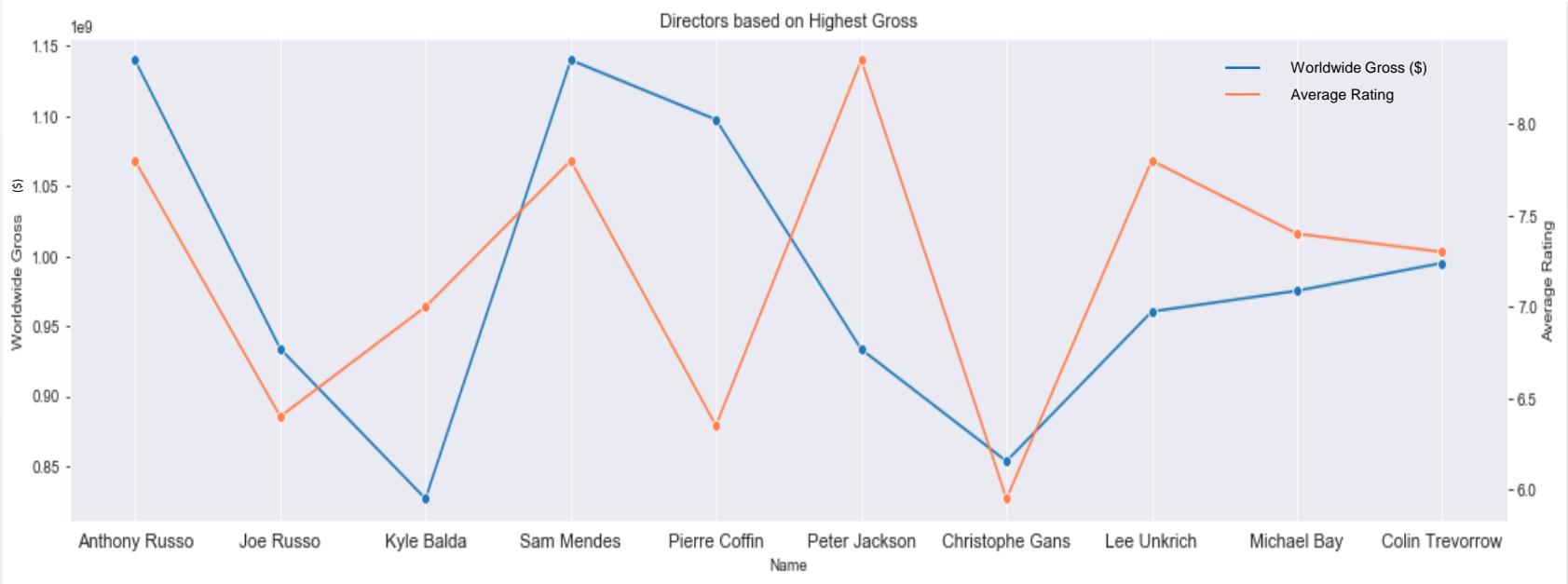
THE MAKERS

DIRECTOR AND PRODUCER RECOMMENDATION

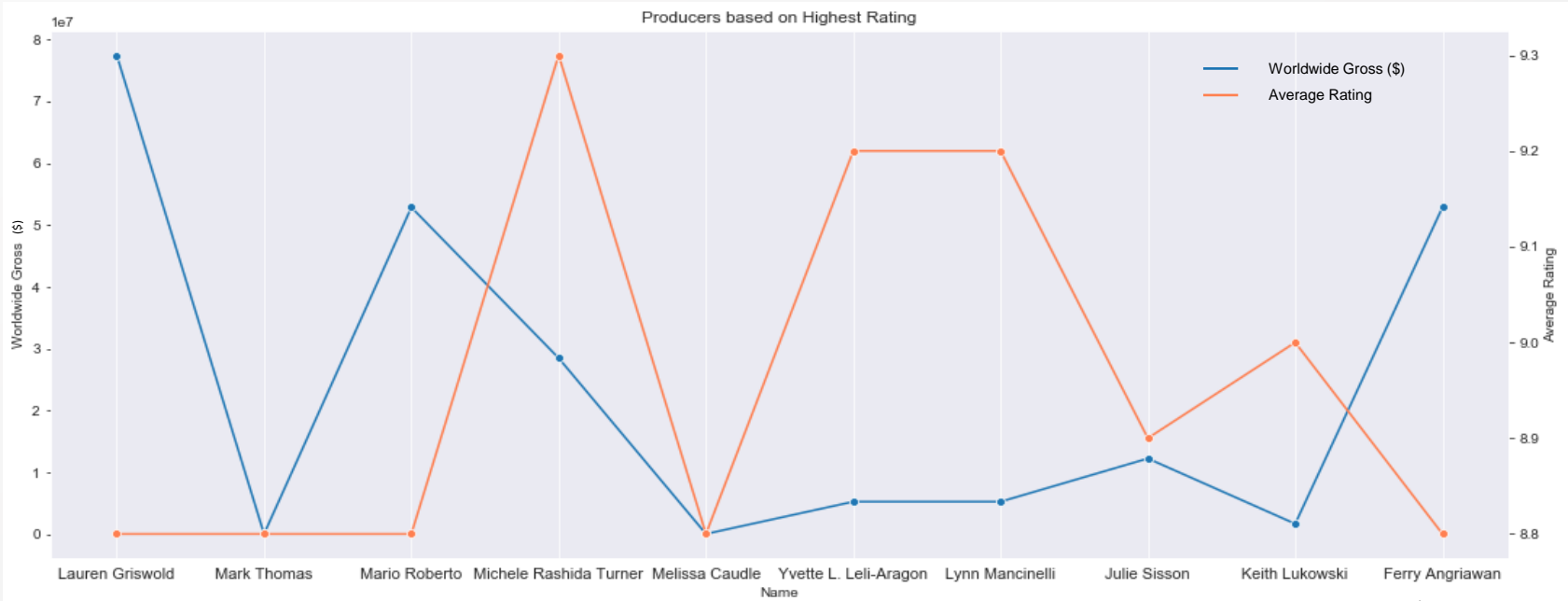


DIRECTOR

Based on
AVERAGE RATING
Sam Campos

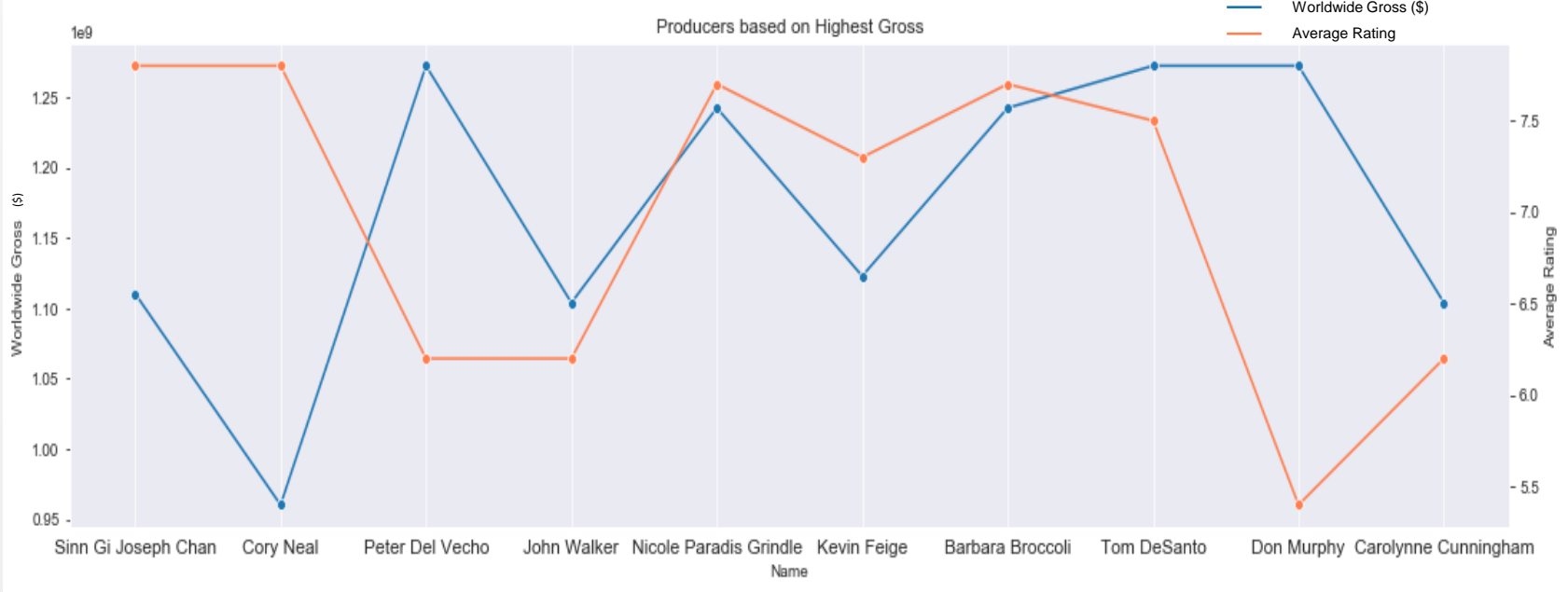


Based on
GROSS REVENUE
Anthony Russo



PRODUCER

Based on
AVERAGE RATING
Lauren Griswold

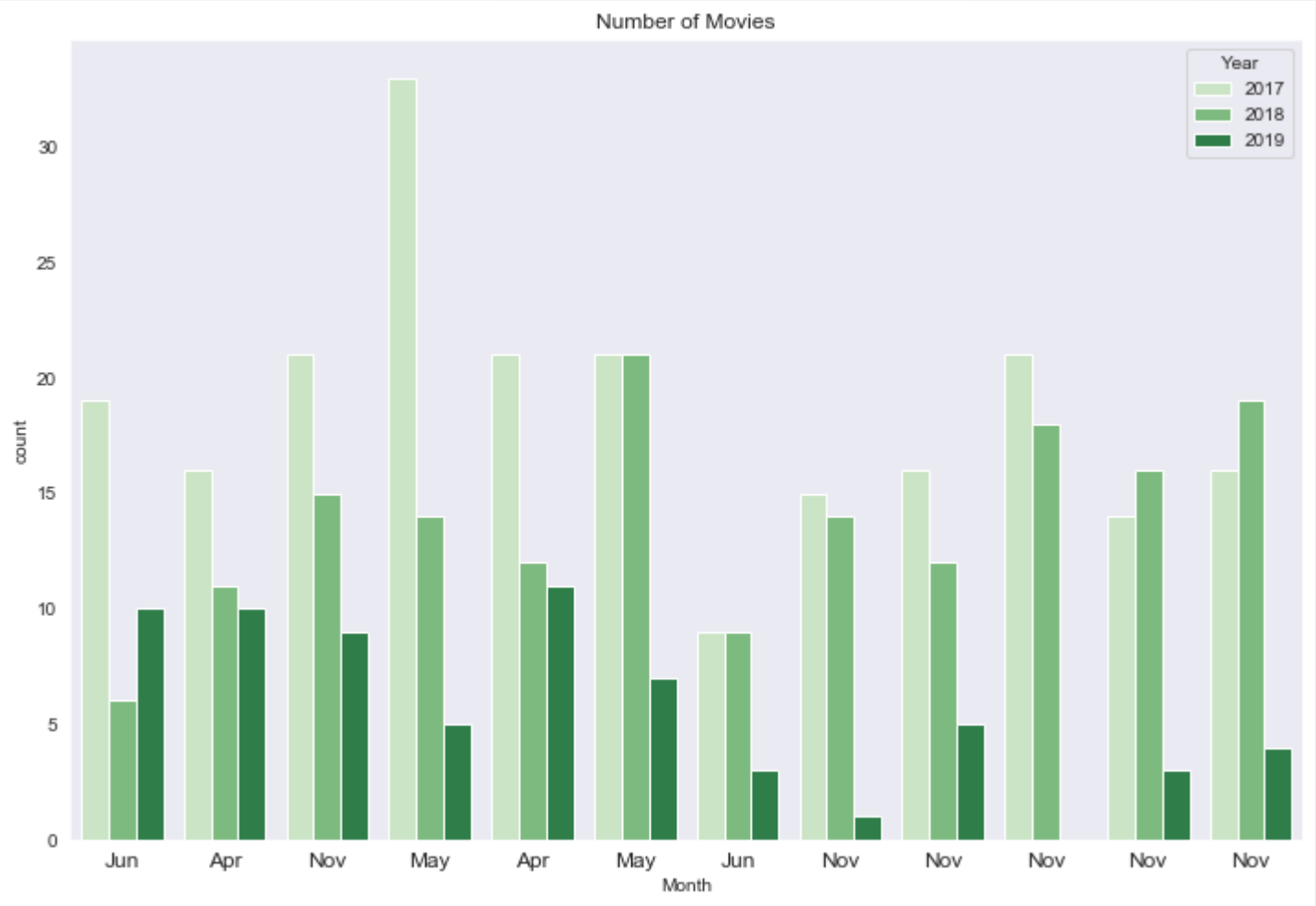


Based on
GROSS REVENUE
Nicole Paradis Grindle
Barbara Broccoli

WHEN THE TIME IS RIGHT

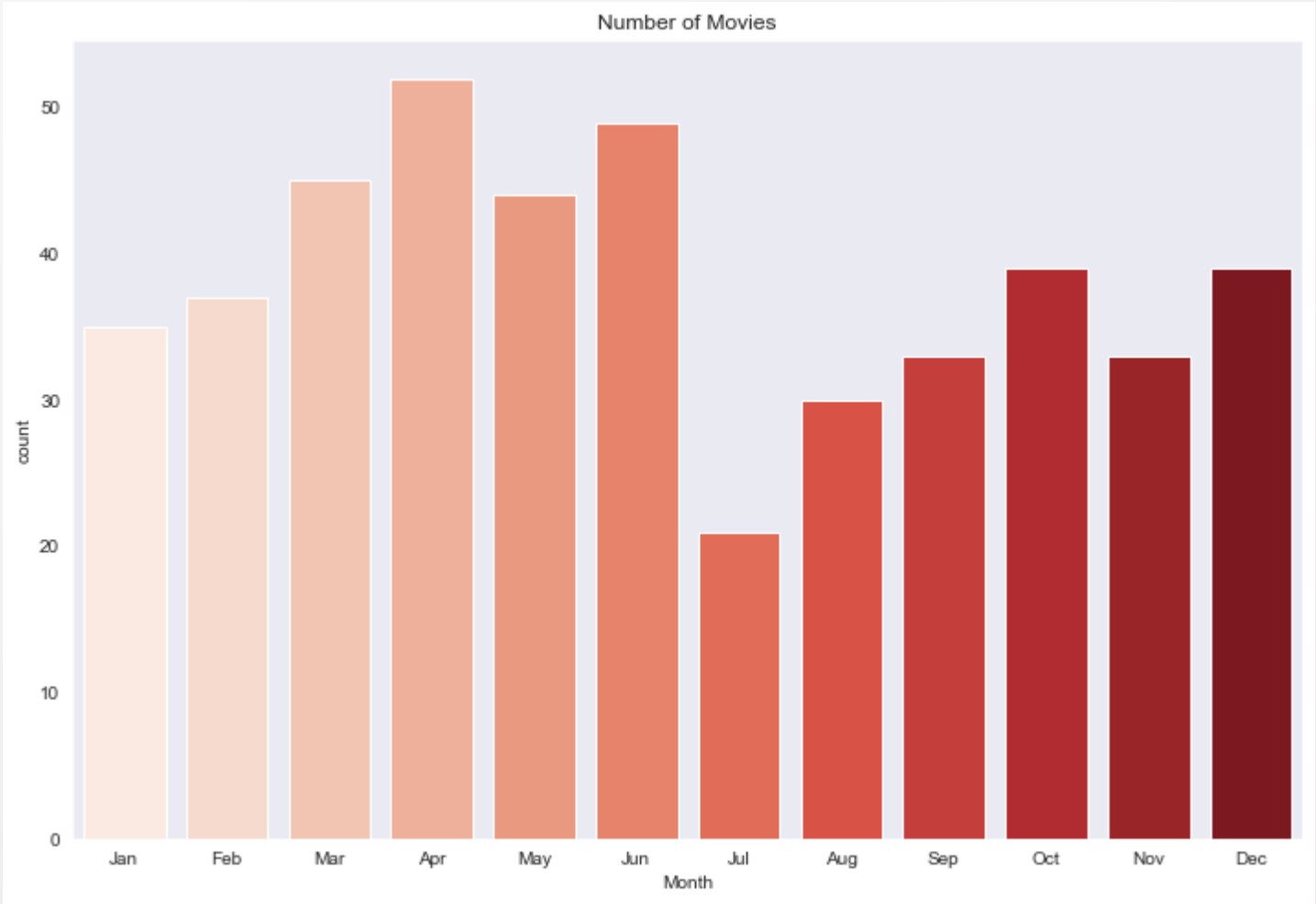
BEST TIME TO DEBUT

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

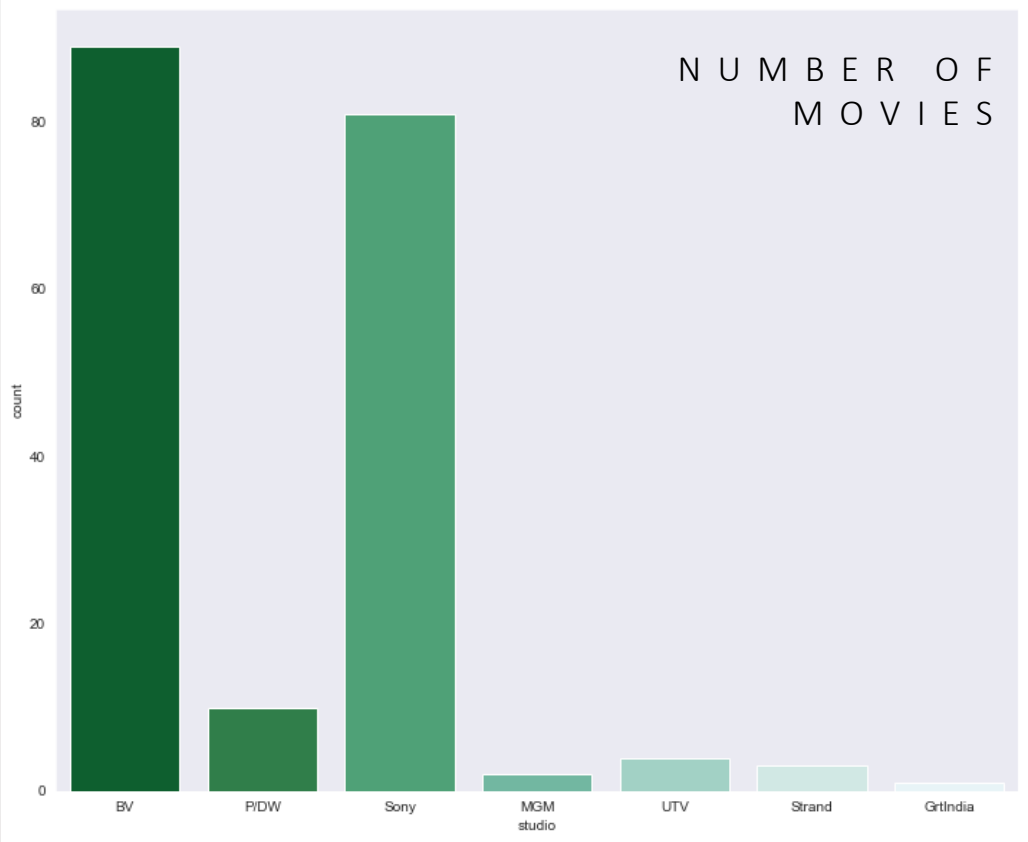
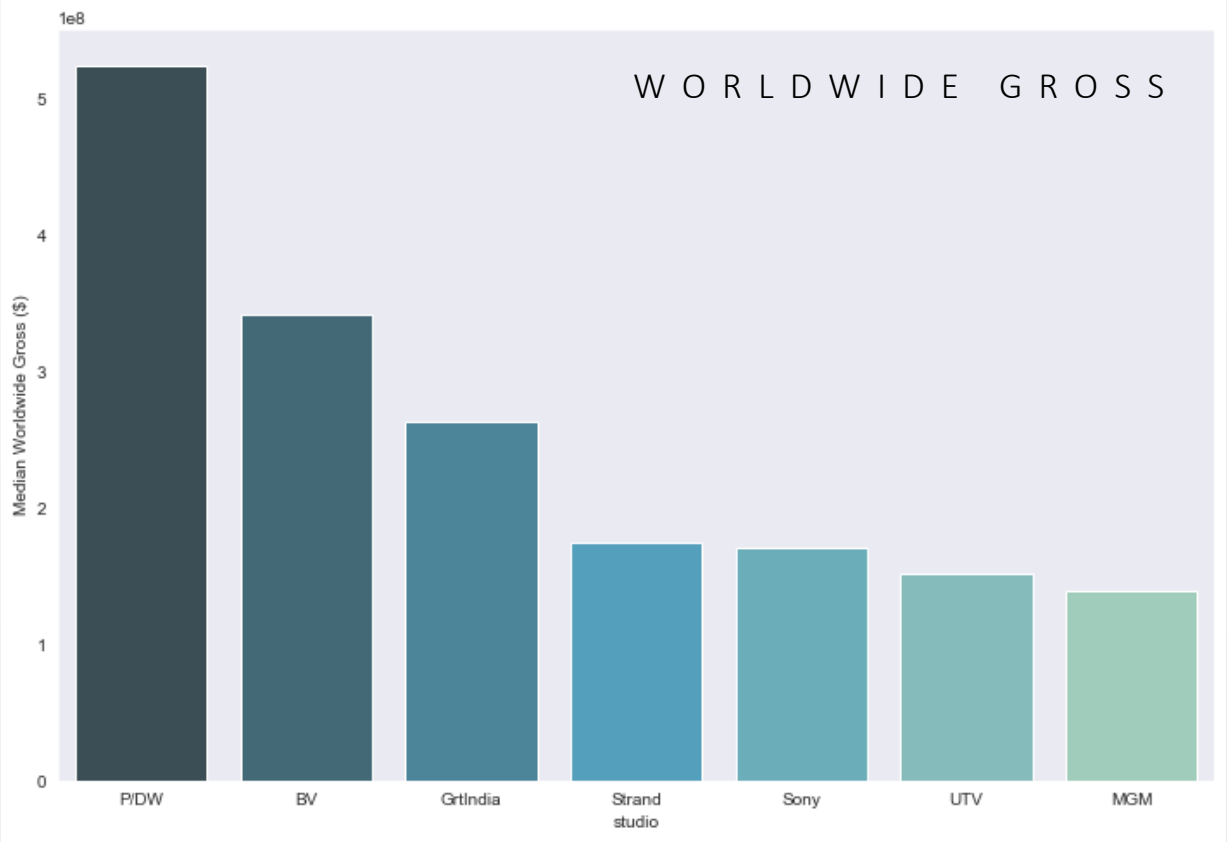
LOT OF MOVIES WITH LARGER COMPETITION
FROM CASTING TO PERFORMANCE

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 camera with two large reels is positioned on the left. In the center is a clapperboard with the text 'The End' at the top and 'QUESTIONS??' in the middle. To the right is a large film reel. In the foreground, there are more film reels and a strip of film. The background is dark with wisps of smoke or steam.

The End

LOCATION QUESTIONS??

TAKE

SOUND

DATE

SCENE

DIRECTOR

CAMERAMAN