

Dash for the Box Office

How Microsoft can use intellectual property to break into the movie industry

By Ripton Rosen

Topics

- **Universes** - How popular are sequels and cinematic universes vs others?
- **Studios** - How does a movie studio fare within and without their main IPs?
- **Ratings** - Do they matter at the box office within a cinematic realm?

Data

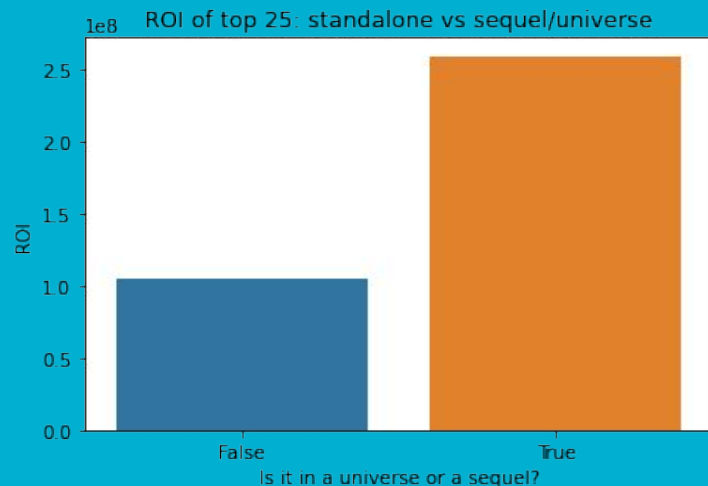
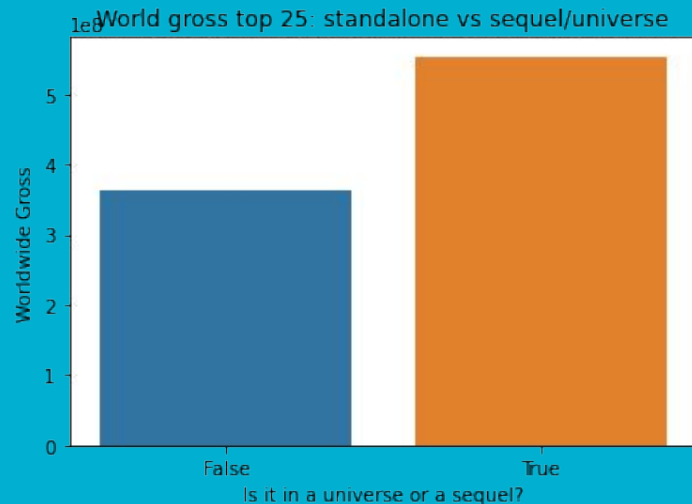


- Revenue and budgets
- Movie details
- Ratings



Universes and sequels

- Sequels and movies within cinematic universes dominate, making up 20 of the 25 top grossing movies
- The return on investment of these movies is also higher

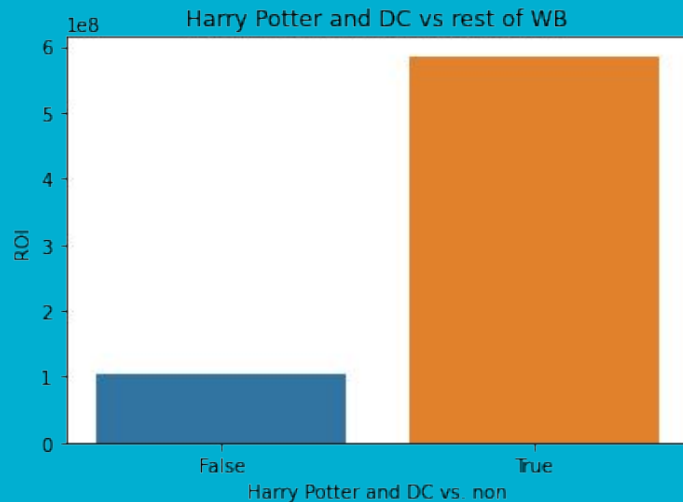
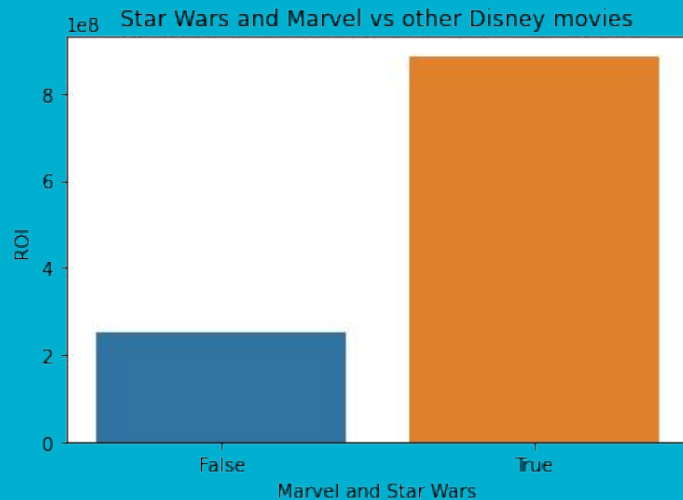


Studios

Disney: Marvel and Star Wars

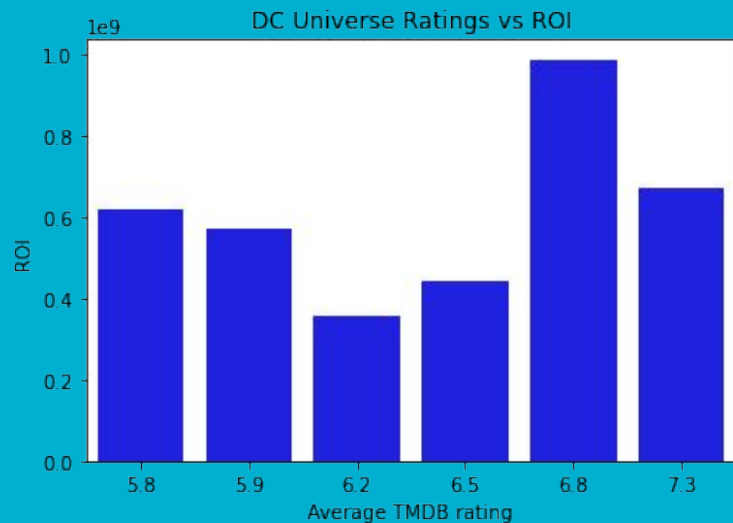
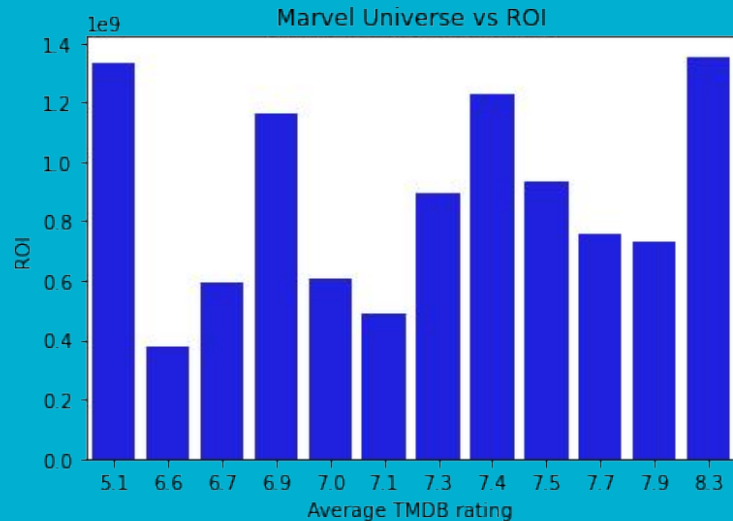
Warner Brothers: Harry Potter and DC Comics

- Each universe, regardless of studio, has a higher ROI on average than all other movies the studio makes



Ratings

- Using a universe considered “successful” in Marvel’s, we see no correlation between ROI and ratings
- DC Comics’ universe, considered generally as a “failure” so far, still generates a high ROI



Summary of recommendations

- **Use your IP** – Microsoft owns Halo and now owns Bethesda Softworks, hoards of IP that can be translated into movie franchises.
- **Cross-generation enjoyment** – Mix together people's love of action movies and video games to create movie franchises. Comic books have already been taken up, move in on the video game landscape.
- **Catch on while you can** – Cinematic universes are popping up all over the place and every other movie seems to be a sequel, get started in the cinematic realm while there's still space.

Further exploration

- **More than the top 25** – Analysis of more than just the top 25 grossing movies could yield a more succinct analysis of movie trends when it comes to universes and sequels.
- **More sequels and standalones** – With more data on movie details and ratings, research could be done to look into whether there is a steady or steep decline in standalone movies and how well they do at the box office.
- **Desire video game movies** – Further research could show whether there's a desire by the large fanbases for each video game franchise for movies to be produced and how video game movies have done in the past in terms of ROI.

Thank you

Make a Halo cinematic universe.