

# Marketing Movies to Foreign Audiences

By Salome Grasland

# Summary

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- Microsoft has a new movie studios and wants to know what kind of movie they should make
- The baseline research showed that from 2010 to 2018, foreign revenue accounted for 60.8% of total revenue
- Movies falling under the genre of adventure, action, and comedy were the most financially successful in foreign markets
- The top three production studios generating foreign revenue were 20th Century Fox Studios, BV Animation Studios, and Universal Animation Studios.
- In order to generate revenue Microsoft Studios should create an adventure, action, or comedy movie and collaborate with either 20th Century Fox Studios, BV Animation Studios, or Universal Animation Studios

# Outline

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- Business Problem
- Data
- Methods
- Results
- Conclusions

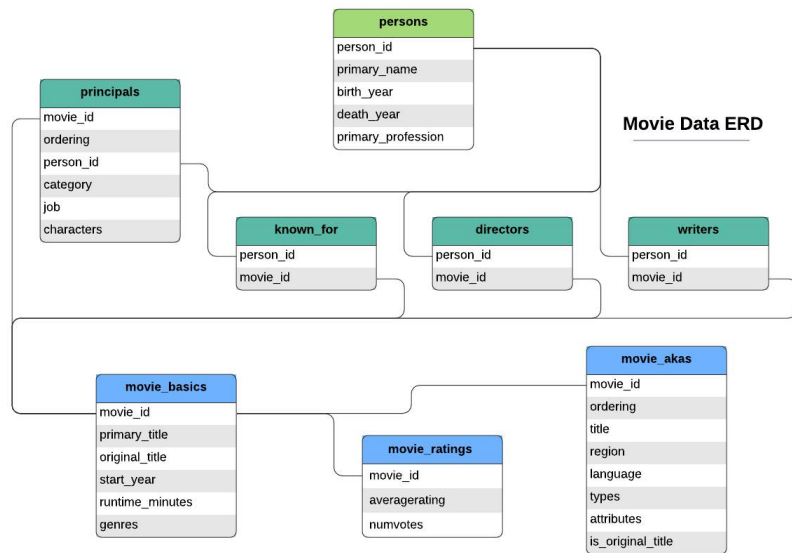
# Business Problem

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- Microsoft has just built a brand new studio and is looking to make a new movie, but they aren't sure what kind of movie to produce in order to generate the most revenue.
- Using data from the Internet Movie Database (IMDb) and Box Office Mojo, revenue and variables related to profits were analyzed to see what movies had the highest total gross in foreign markets



# Data



-Data from an IMDb SQLite database and a CSV database from Box Office Mojo were used. IMDb is the leading resource for entertainment industry professionals and a subsidiary of Amazon, consisting of over 10 million titles and over 11 million person records.

-The IMDb SQLite database contained 8 tables (persons, principals, known\_for, directors, writers, movie\_basics, movie\_ratings, and movie\_akas).

-The 'movie\_basics' table contained six columns (movie\_id, primary\_title, original\_title, start\_year, runtime\_minutes, and genres) and 146,144 entries.

-The Box Office Mojo data consisted of five columns (title, studio, domestic\_gross, foreign\_gross, and year) and contained 3387 entries.

# Methods

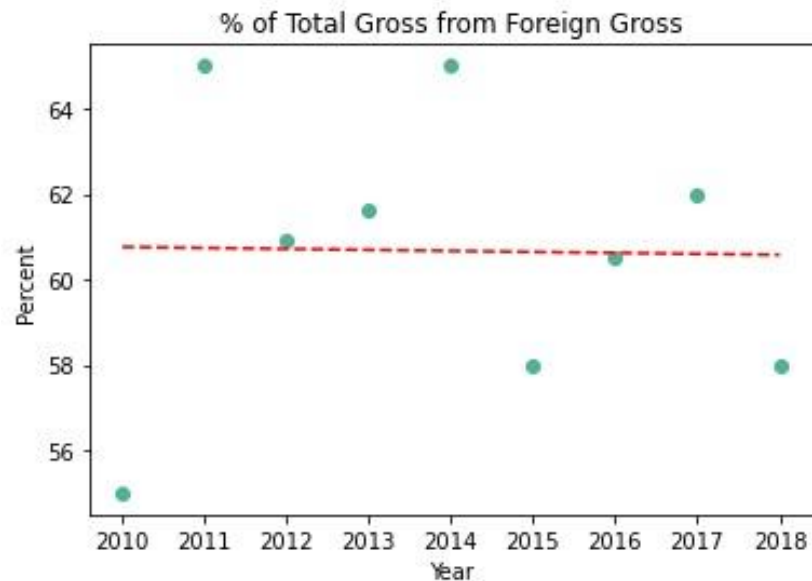
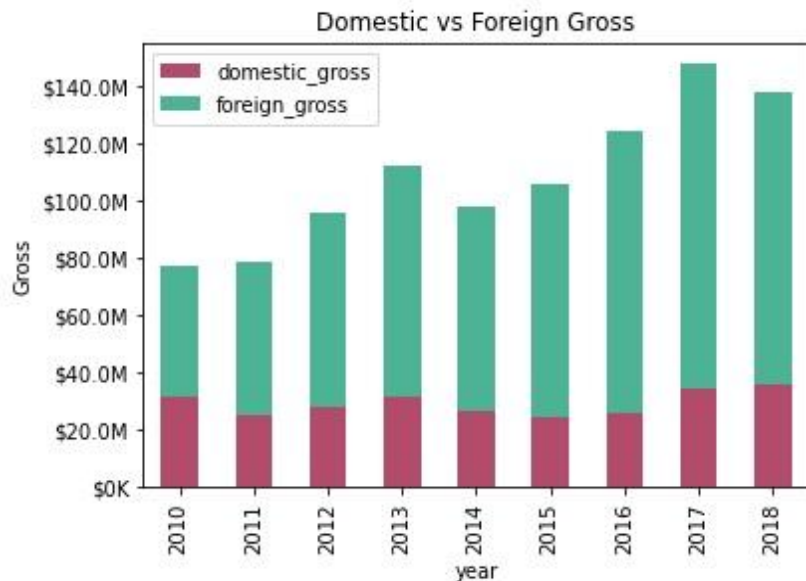
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The methods were broken down into two parts:

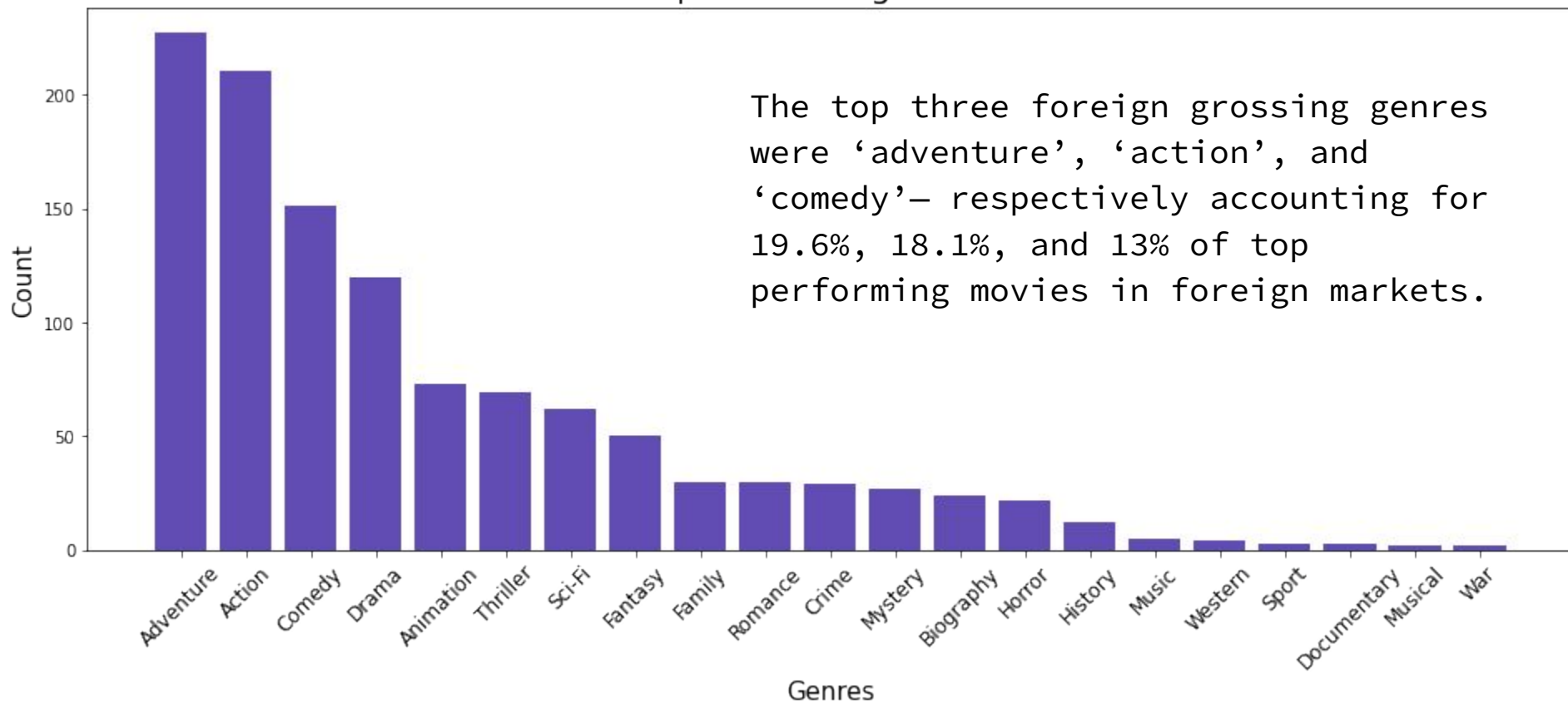
1. **How much of total movie revenue came from foreign markets.** The Box Office Mojo Dataset was used for this analysis, as Mojo contains information on the movie's title, production studio, domestic gross, foreign gross, and year of release.
  - A. Foreign gross and domestic gross as a percent of total gross were found and visualized with a stacked bar graph
  - B. Foreign gross and domestic gross was visualized with a scatter plot and trend line to show consistency in revenue
2. **What variables correlated with well-performing movies in foreign markets.** For a movie to be considered well-performing it had to generate a foreign revenue above the quartile 3 value of \$75,050,000.
  - A. Descriptive stats were pulled for genre and production studio
  - B. Counter was used to find genre and production studio frequency and visualized with a bar graph

# Results

— — — The baseline research showed that on average from 2010 to 2018, foreign revenue accounted for 60.8% of total revenue and remained consistent over time

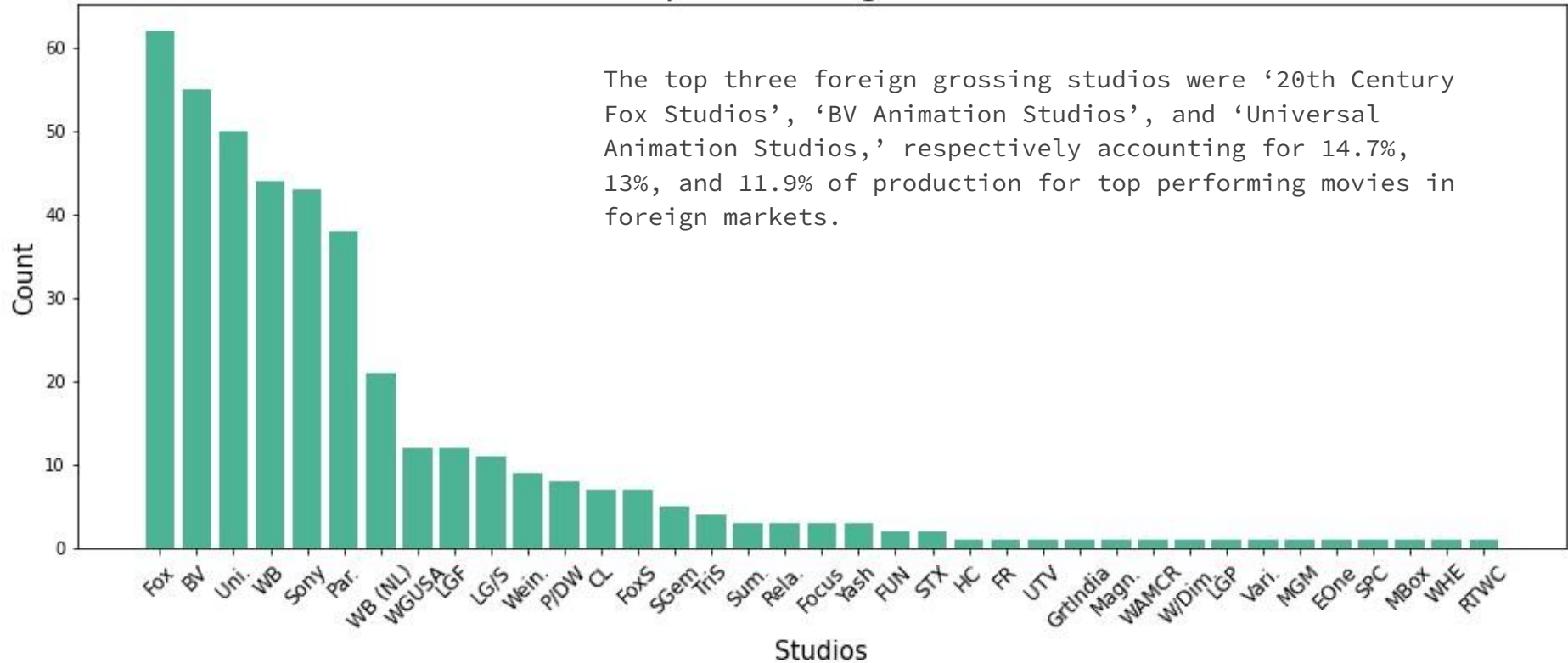


## Top Performing Genres





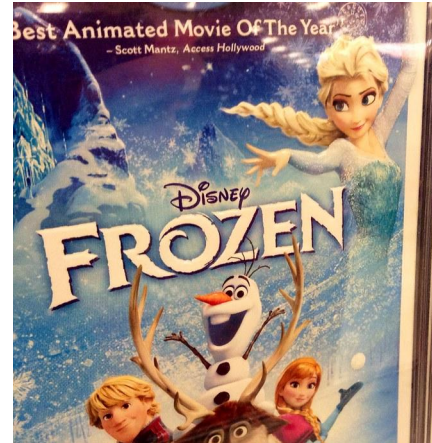
## Top Performing Studios



# Results

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The top three performing movies in foreign markets from 2010 to 2018 were:

- “Avengers: Age of Ultron”  
produced by BV Animation Studios  
(genre: Action, Adventure, Sci-Fi)
- “Jurassic World: Fallen Kingdom”  
produced by Universal Animation Studios (genre: Action, Adventure, Sci-Fi)
- “Frozen” produced by BV Animation Studios  
(genre: Adventure, Drama, Sport)



# Conclusions

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Microsoft Studios should follow these three recommendations:

1. Focus on foreign markets because they generate the most revenue
2. Create an adventure, action, or comedy movie and
3. Collaborate with either 20th Century Fox Studios, BV Animation Studios, or Universal Animation Studios

Foreign audiences rely more heavily on streaming services and physical media such as DVDs and preloaded thumb drives to access movies. Microsoft should budget for:

1. The cost of copyrighting the film for foreign streaming services and
2. The production and delivery of physical materials

Future considerations could also look at:

1. Production language to see if foreign audiences are more drawn to movies produced in their native tongue
2. Filming locations to see if foreign audiences are more drawn to movies filmed in familiar locations

# Thank You!

**Email:** [salome.grasland@ncf.edu](mailto:salome.grasland@ncf.edu)

**GitHub:** [@SSGrasland](https://github.com/SSGrasland)

**LinkedIn:** [www.linkedin.com/in/sam-grasland-02b99955](https://www.linkedin.com/in/sam-grasland-02b99955)