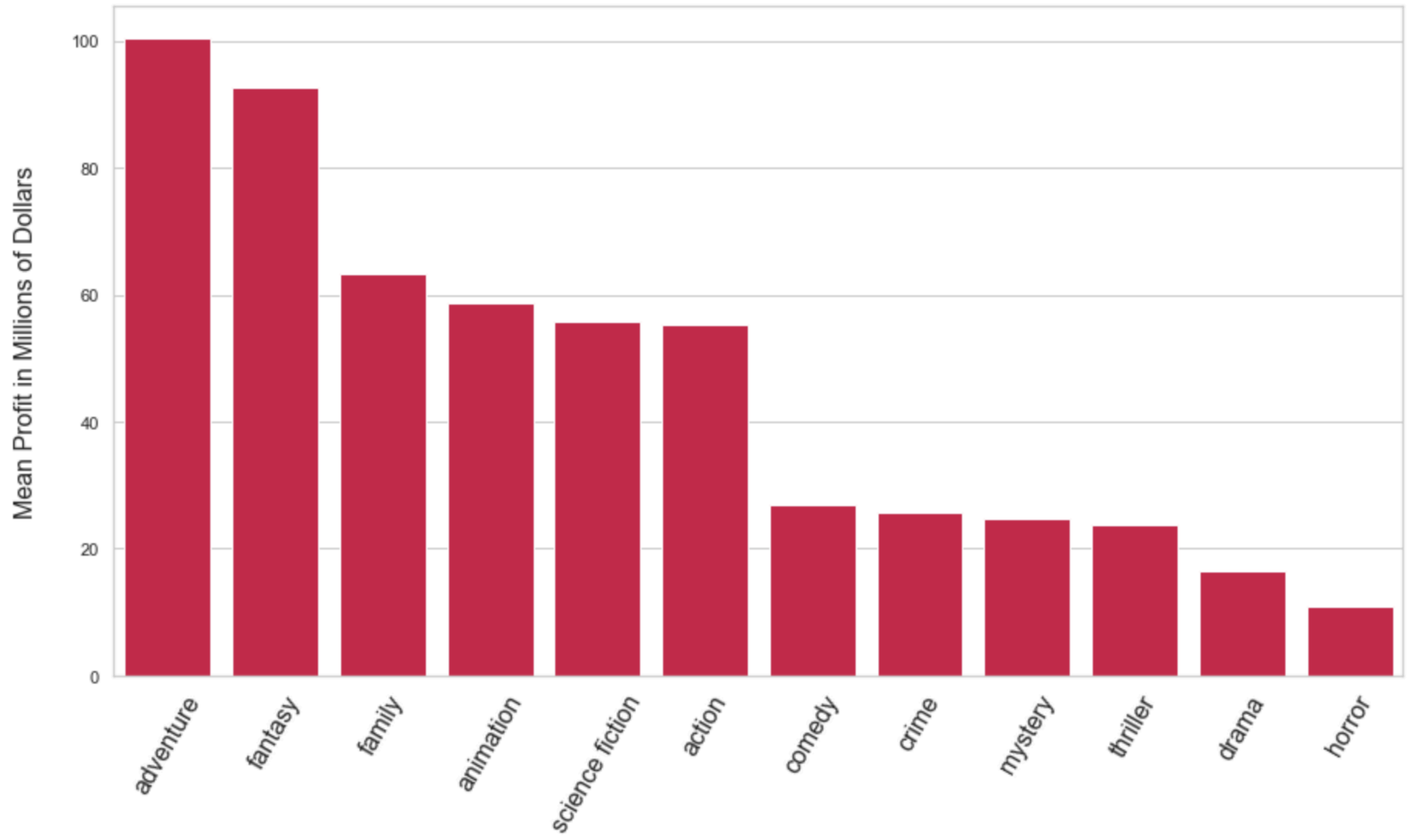

MICROSOFT DISRUPTION OF ENTERTAINMENT SECTOR

- ▶ Assumptions & Goals
 - ▶ Streaming platform
 - ▶ Movie
 - ▶ Market momentum > spending
 - ▶ Profitability
 - ▶ Disrupt market
 - ▶ Oscar

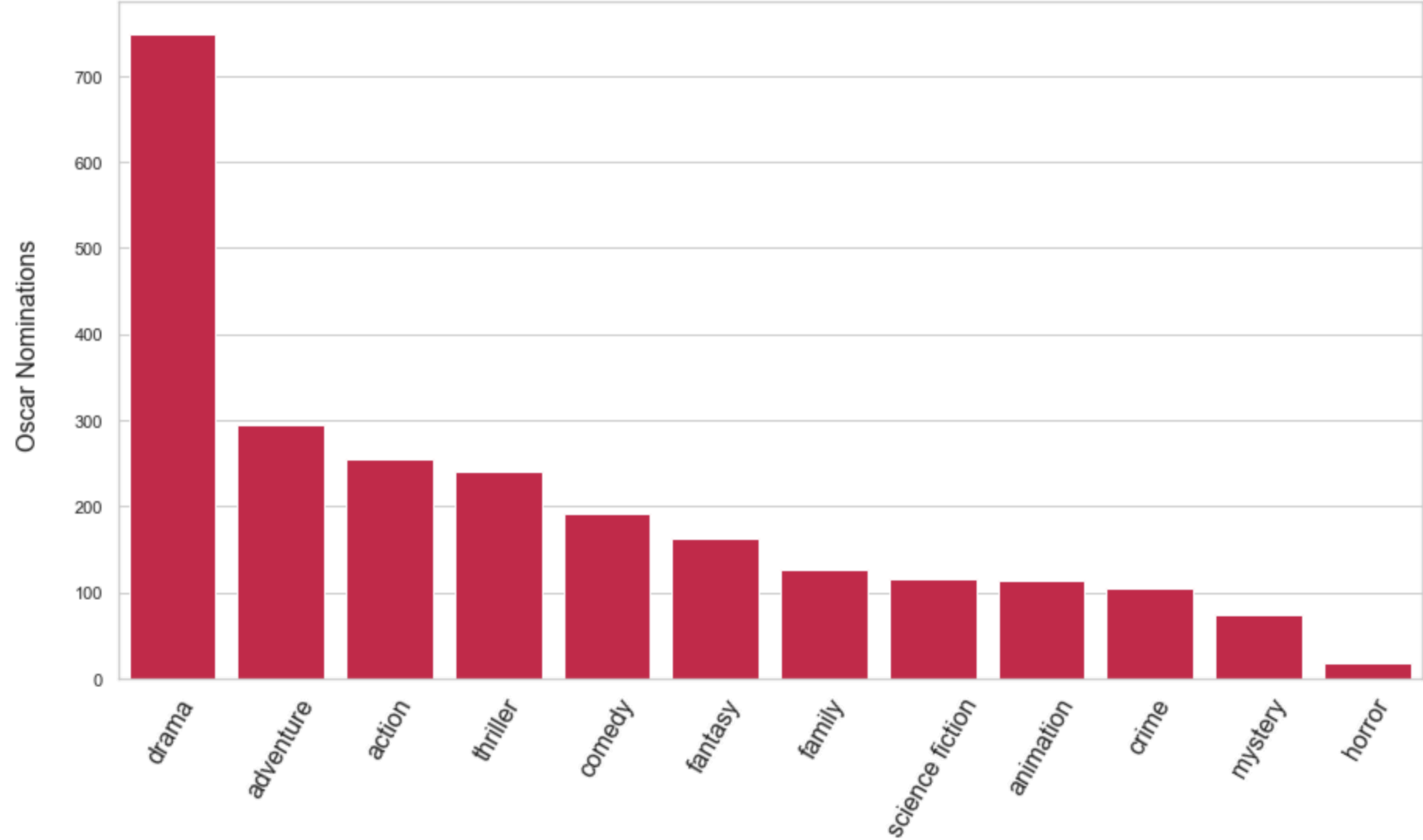
MICROSOFT DISRUPTION OF ENTERTAINMENT SECTOR

- ▶ Methodology
 - ▶ Many data sources
 - ▶ Eliminating, cleansing & normalizing data
 - ▶ Most data from The Movie Database as well as a database of Oscar nominations

Mean Profit by Genre



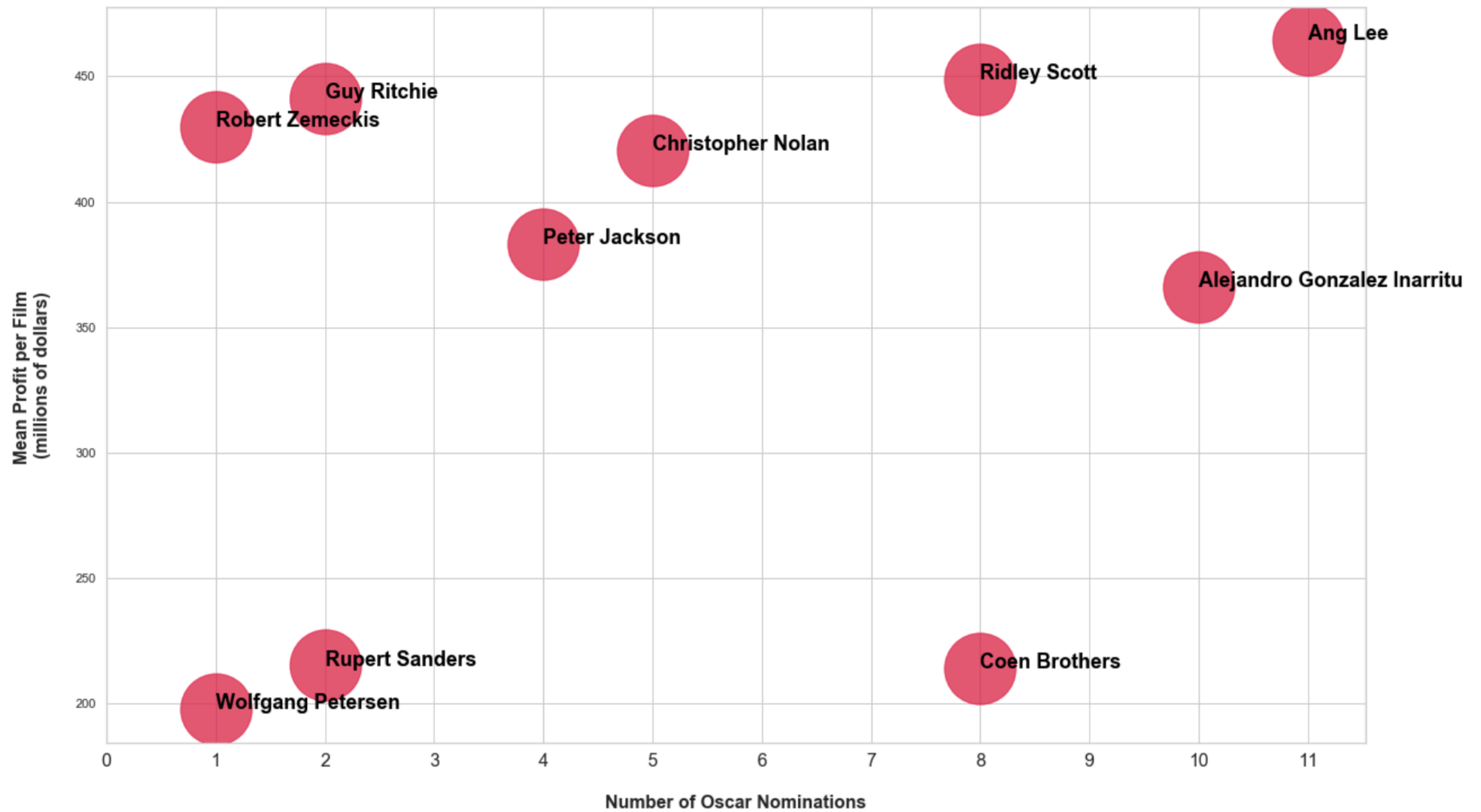
Number of Oscar Nominations by Genre



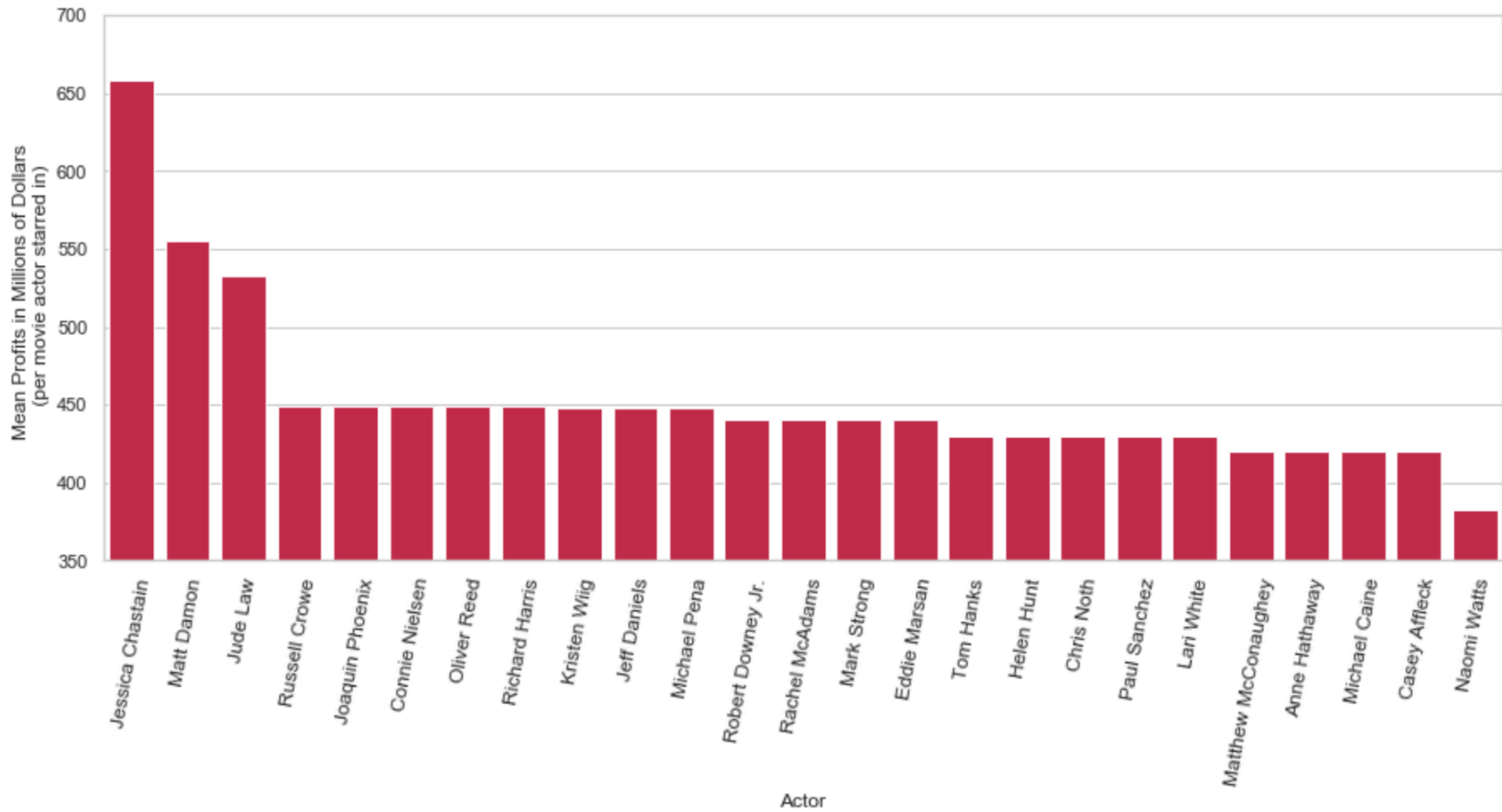
MICROSOFT DISRUPTION OF ENTAINMENT SECTOR

- ▶ Researched genres for making \$ and winning awards
 - ▶ Drama_fantasy
 - ▶ Drama_comedy
 - ▶ ...
 - ▶ Drama_adventure

Profit and Oscar Nominations for Directors of Oscar Nominated Films



Profits Drama/Adventure Actors Bring on Average Per Oscar-Nominated Film



SUMMARY OF RECOMMENDATIONS

► Drama_adventure

► Directors

Ang Lee

Robert Zemeckis

Ridley Scott

Christopher Nolan

Guy Ritchie

Peter Jackson

Actors

Tier 1

Jessica Chastain

Matt Damon

Jude Law

Tier 2

Russell Crowe

Joaquin Phoenix

Connie Nelson