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Portfolio Strategy



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Summary

Movie Data Analysis for Portfolio Strategy
consistent with the Microsoft brand

- ❏ Genre
- ❏ MPAA Rating
- ❏ Budget
- ❏ Content Source



Business Problem

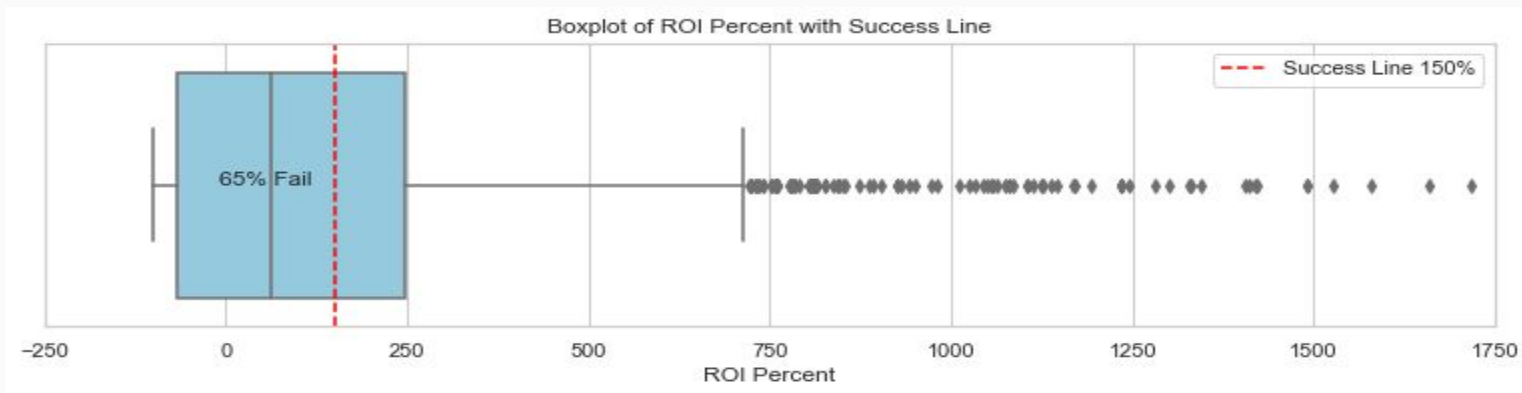
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Movie Portfolio Strategy

- ❑ What genres of movies to make?
- ❑ When to release the movies?
- ❑ How many movies to release a year?
- ❑ How much budget is safe?

Data

- ❑ Data from: IMDB, The Numbers, Box Office Mojo
- ❑ Includes: Budget, Returns, Genre, Release Dates, MPAA Ratings, Source of Content



Methods

From the Production Budget perspective

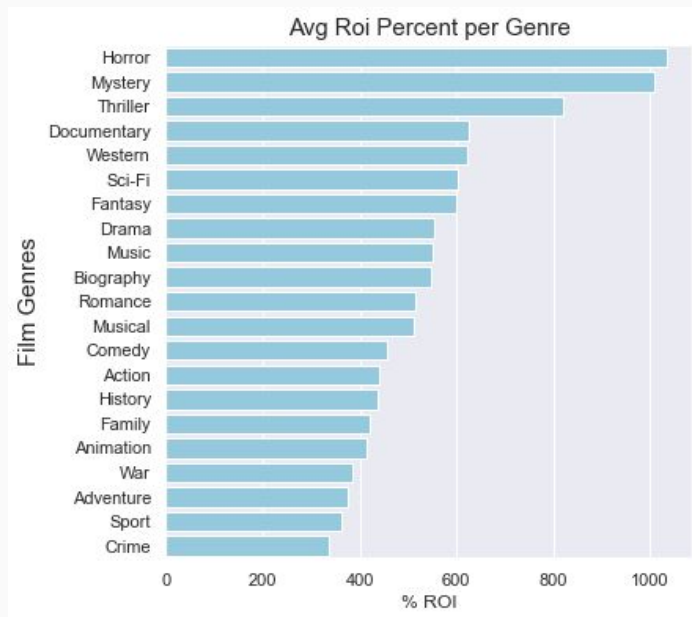
- ❑ Medium Range of Budgets \$2M to \$80M, capped at \$65M(mean),
- ❑ ROI% > 150% or 2.5 times the investment
- ❑ Since 2010
- ❑ **533** Successful medium range movies since 2010
- ❑ Comparing MPAA Ratings and investigating Sources of Content

Genres

Drama, Comedy, Thriller are most prevalent since 2010

Horror, Mystery, Thriller have better ROI %

Horror Averages 1000%



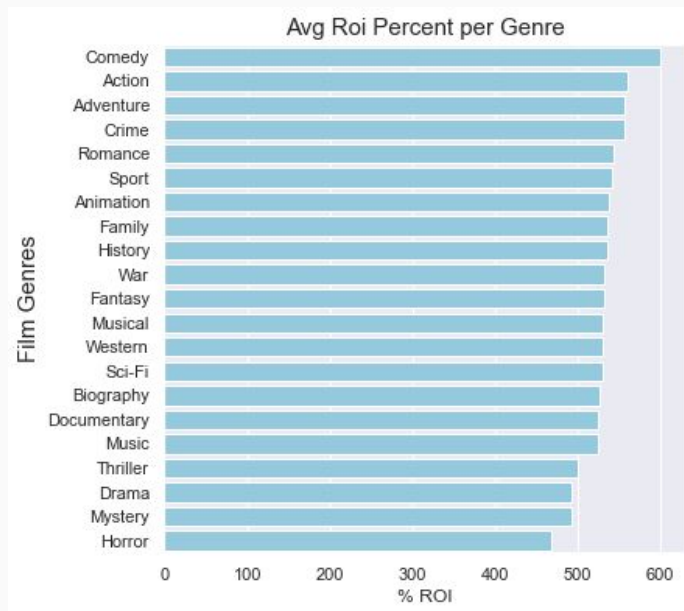
Genres-cont

Considering brand

Below R MPAA Rating

- ❑ Drama, Comedy and Romance max
- ❑ Comedy has a higher ROI% close are Adventure, Crime, Action, Sport, Romance.

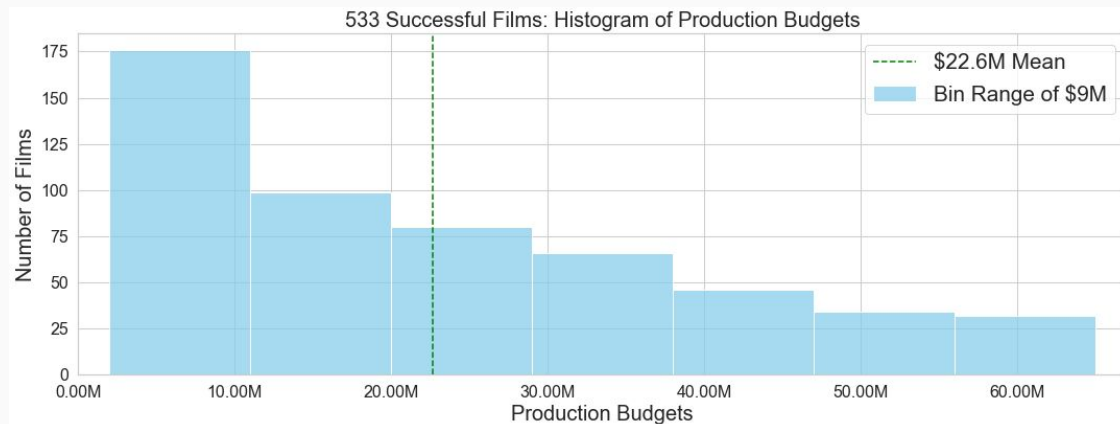
Anything, except Horror, Drama are worst when not R rated.



Production Budget

+50% < average \$22M budget range.

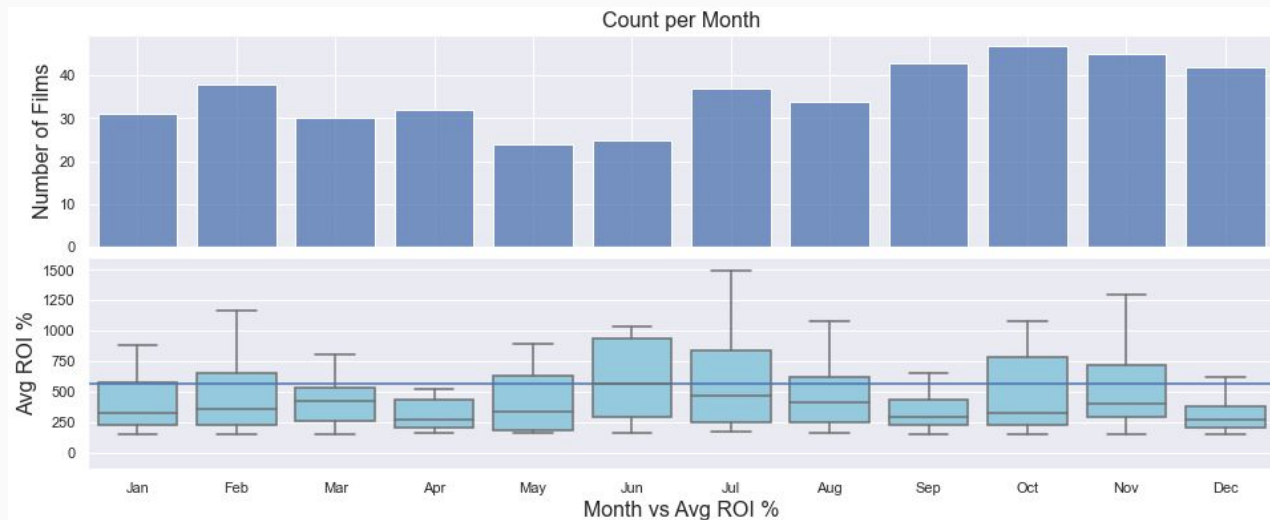
Reduces risk and enables flexibility



Months to Release

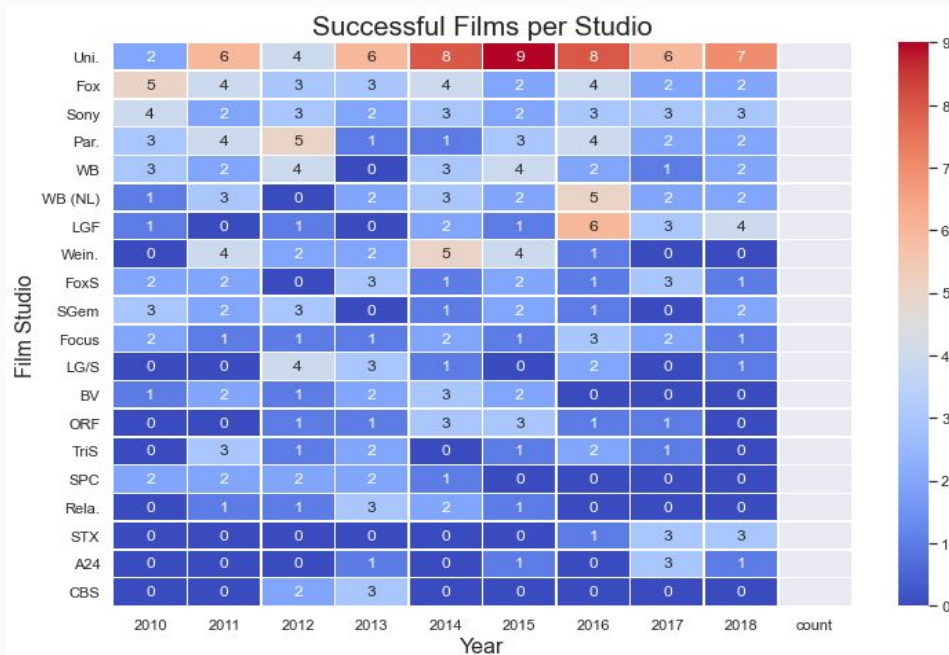
Safe: June and July

Most: October and November



How many in the portfolio per year

- ❑ \$100M investment
5-8 high quality
films per year
- ❑ Budget ≤ 20 M
each.



Conclusions

Either Embrace R

OR

Produce No R - *Disney* Approach

Both Include

- ❑ Produce 5 - 8 films per year in the < \$20M budget Range
- ❑ Release in Summer or late Fall
- ❑ 50% Original Content 50% Book Source or Factual Events

Next Steps

- ❑ Analysis of Successful Producers, Directors, Cinematographers, Actors
- ❑ Associating critical rating with success

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Microsoft Mission Statement: To empower every person and every organization on the planet to achieve more.”

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