

# Empower Studios

Powered by Microsoft

## 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

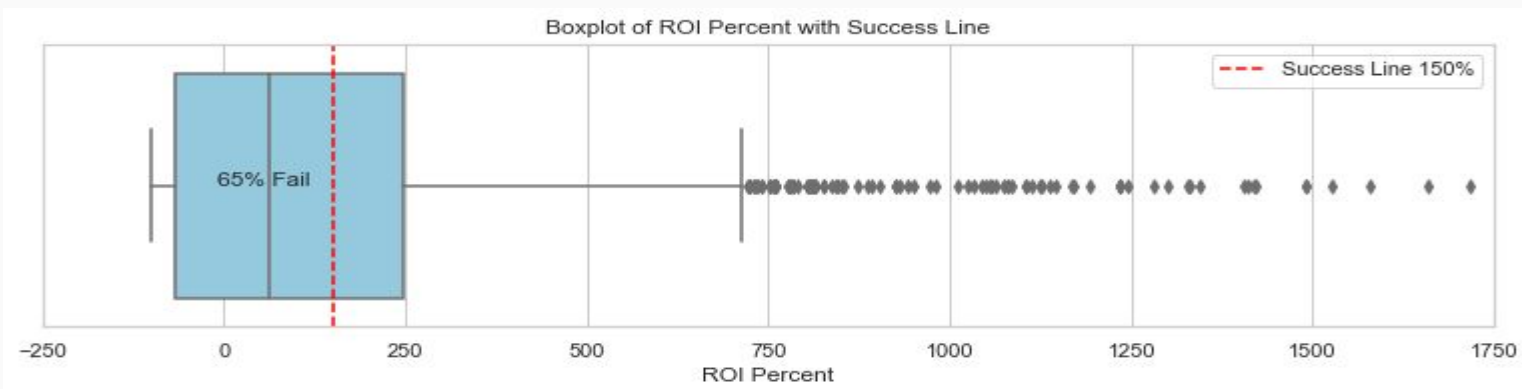
Empower Studios Powered by Microsoft , Movie Portfolio Strategy

should answer these questions:

- 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 Industry reporting websites: IMDB, The Numbers, Box Office Mojo
- Investigated the most successful movies since 2010 in MedBudget \$2M to \$65
- Includes Budget, Returns, Genre, Release Dates, MPAA Ratings, Source of Content



# Methods

From the Production Budget perspective

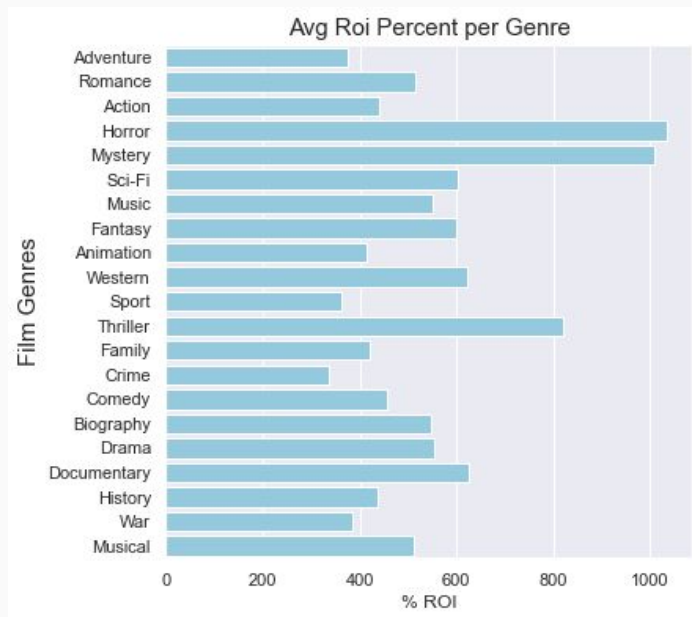
- Medium Range of Production Budgets \$2M to \$80M then capped at \$65M(mean),
- Whose ROI% was greater than 150% or 2.5 times the investment
- Only recent movies since 2010
- 533 Successful medium range movies since 2010
- Comparing MPAA Ratings and investigating Sources of Content

# Genres

Drama, Comedy, Thriller are most prevalent since 2010

Horror, Mystery, Thriller have better ROI %

Horror Averaging 1000%



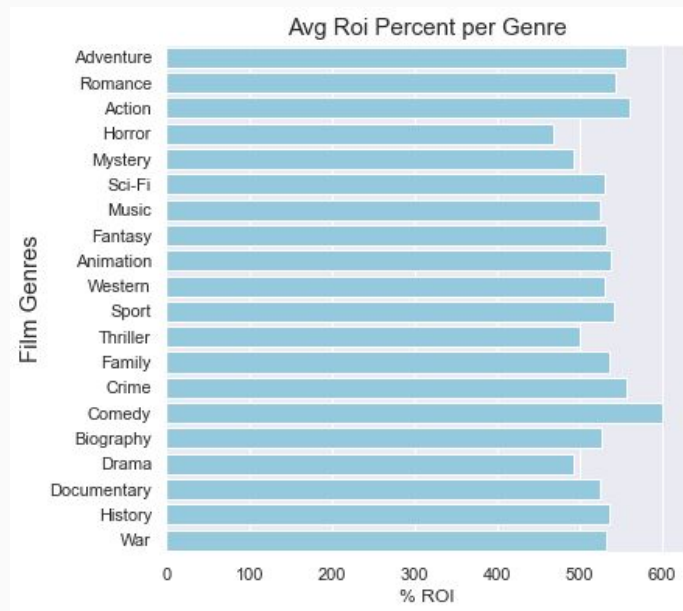
# Genres-cont

Considering brand

Below R MPAA Rating

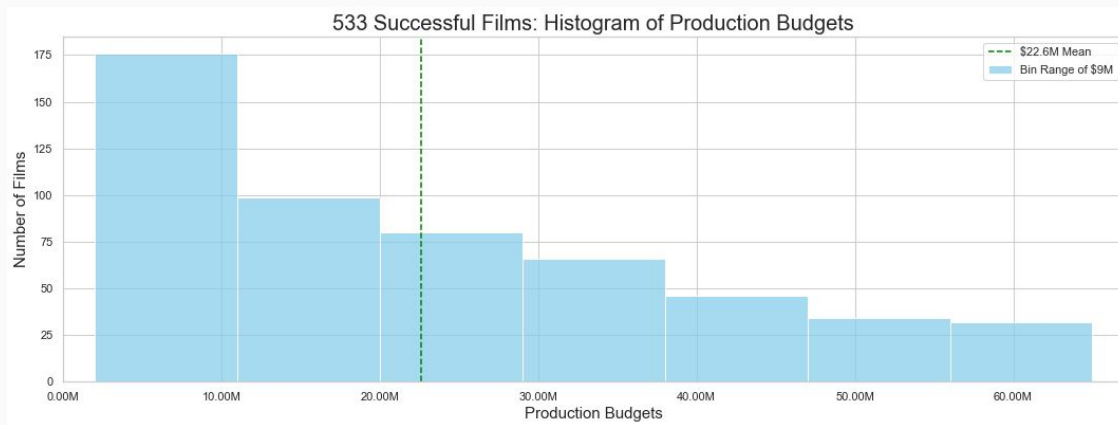
- Drama, Comedy and Romance max
- Comedy has a higher ROI% close are Adventure, Crime, Action, Sport, Romance.

Anything really except Horror, Drama are worst when not R rated, but not by much.



# Production Budget

Over half of the successful medium budget features are made in the 2M -22M PB range. Reduces risk and enables flexibility





# Months to Release

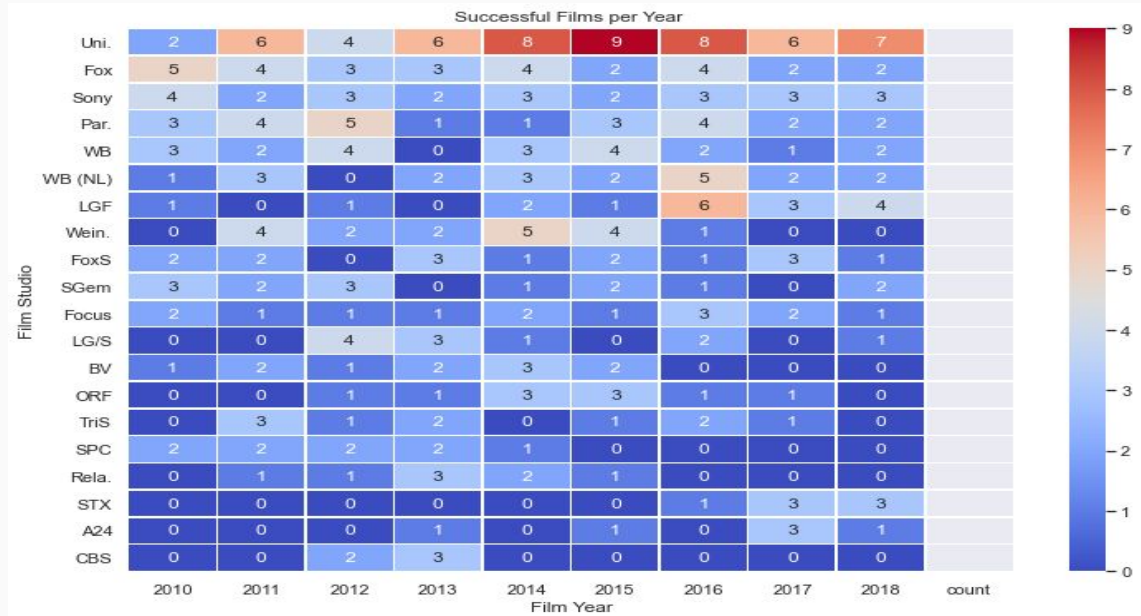
Safe: June and July

Most: October and November



# How many in the portfolio per year

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



# Conclusions

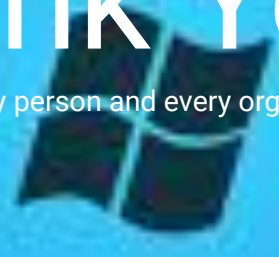
Empower Studios Portfolio Strategy includes

- Embrace or Protect Brand Horror Mystery Thriller Highest ROI%
- Produce No R -Drama, Comedy and Romance, Disney Approach
- Produce 5 to 8 films per year in the <\$20M budget Range
- Release in Summer or late Fall
- Looking for 50% Original Content 50% Book Source or Factual Events other

# Empower Studios Thank You

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