



INTRODUCTION

The movie and video streaming industry is a growing industry that generates billions of dollars annually .

The global video streaming market size was valued at USD 89.03 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 21.5% from 2023 to 2030.

Microsoft wants to be a part of this growing market and being an already established company, it has a big advantage and can make it in this industry.

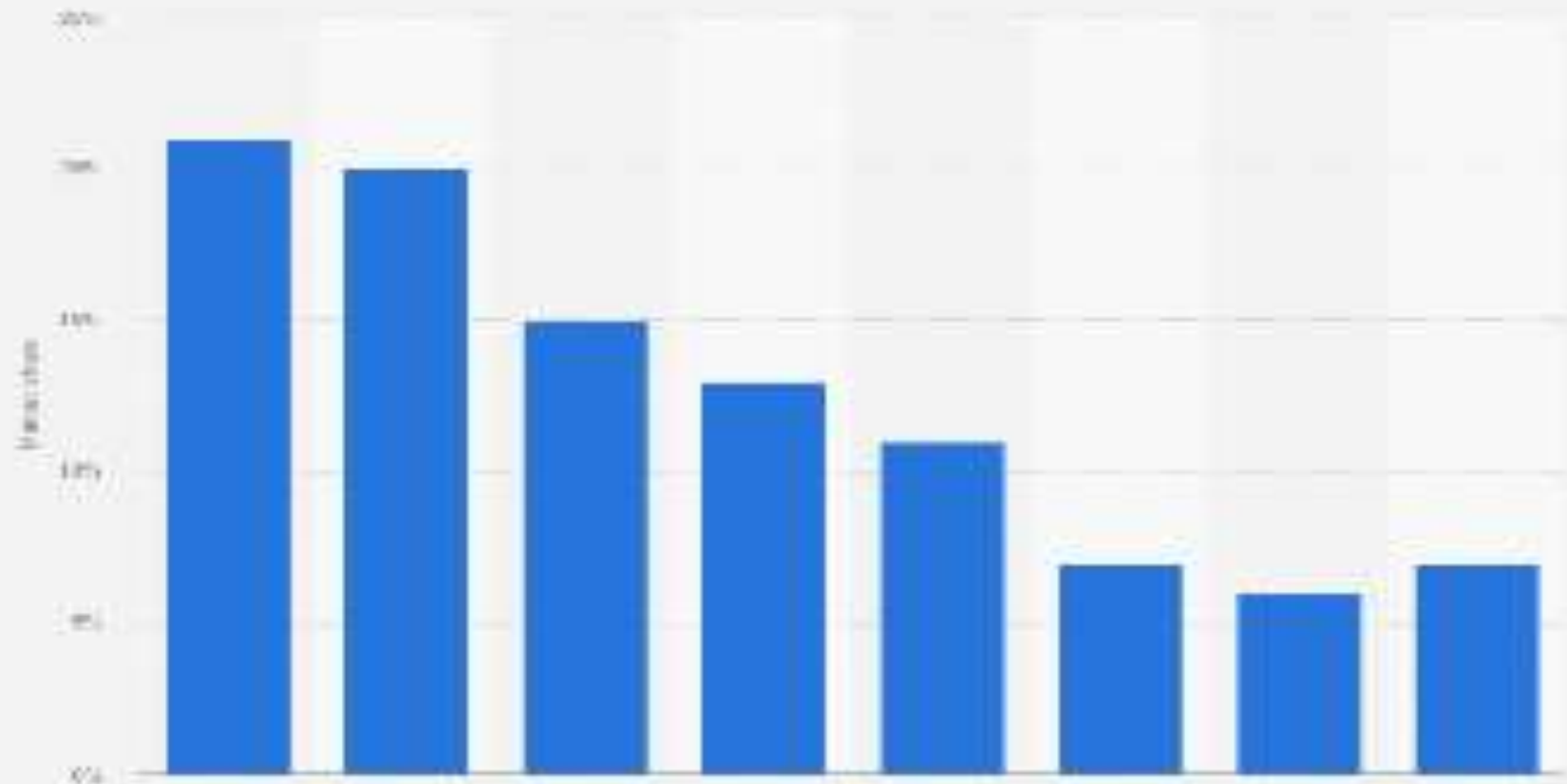


Streaming services like Netflix, Amazon Prime Video, Disney+, and Hulu have emerged as dominant players in the industry, generating substantial revenue through subscription fees, advertising, and licensing agreements. These are some of the big companies who the company will be competing with. The revenue is in the billions and with a growing population there is a huge market opportunity for content consumption.




Below shows a graph of the market share of the companies. This shows who we have to compete with for the space.

Market shares of selected subscription video-on-demand (SVOD) services in the United States in 2nd quarter 2023

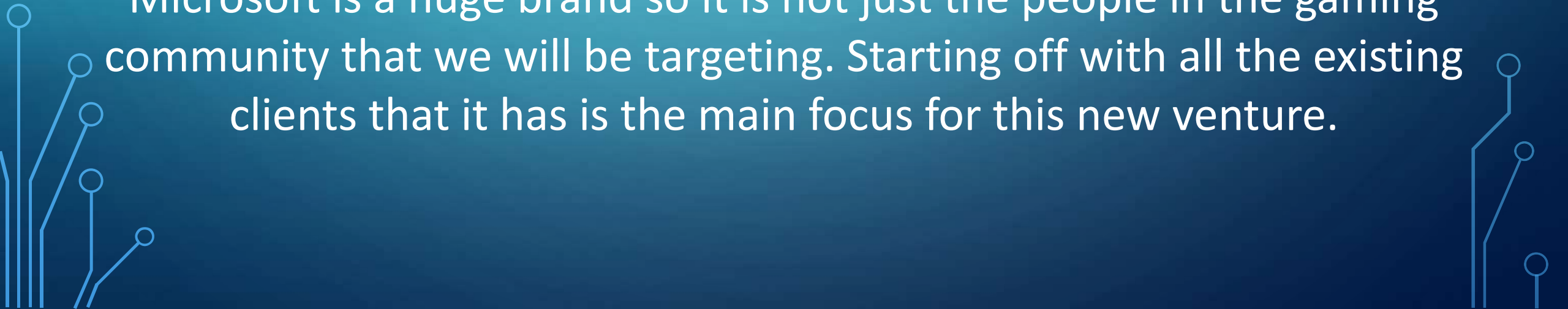



Source:
Statista based on data by Statista
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Our unique value proposition is to leverage what the company is already known for. Microsoft has a well established gaming community that mostly focuses on adventures and actions. This could actually become a niche for the company. The gaming makes billions for the company and we want to target the already existing clients to shift them to the streaming service.

Microsoft is a huge brand so it is not just the people in the gaming community that we will be targeting. Starting off with all the existing clients that it has is the main focus for this new venture.



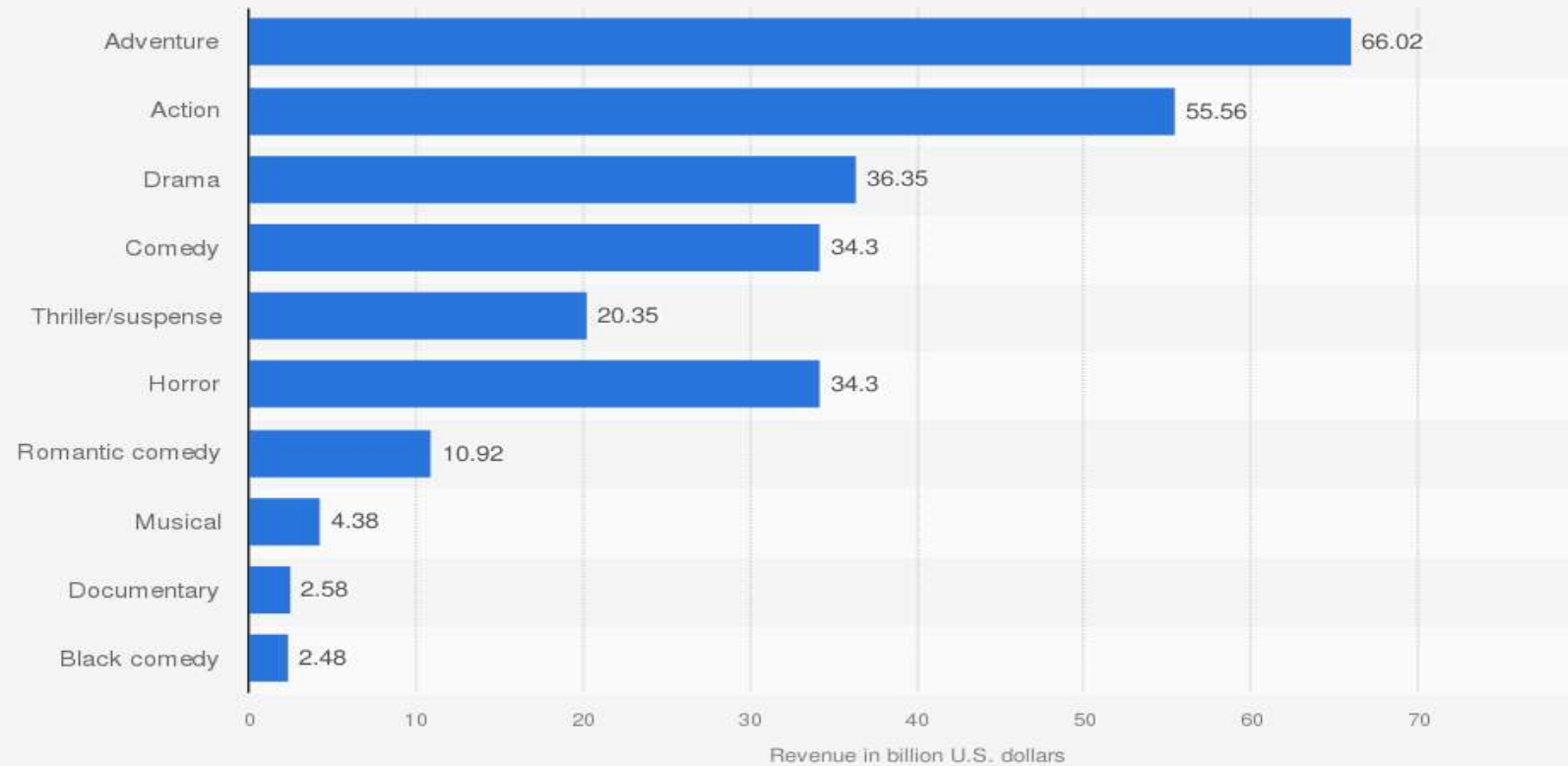


The top five genres are adventure, action, drama, comedy and thriller. If the concentrate on these we may hit the market on a high note. This is why our first target group was the gaming community. The company can collaborate with other well established hollywood companies in order to make the movies. The production companies will come in to help with the content acquisition. As we grow the business we can look into having out own production unit from writers to directors and editorial team.

Below shows how different genres generate revenue in the industry.



Most popular movie genres in the United States and Canada between 1995 to 2023, by total box office revenue (in billion U.S. dollars)





Source
the-numbers.com
© Statista 2023

Additional Information:
Canada; Puerto Rico; United States; 1995 to 2023; as of May 16, 2023





Microsoft exists in a space where they have access to a lot of data.

This will help in developing a personalised and recommendations engine that makes it easy for users to get what they are looking for quickly and with ease. This will enhance user satisfaction and engagement.





The technological infrastructure that Microsoft already has will cut the initial cost of production and ensure that the quality of the movies produced will be the best quality.



Subscriptions,advertising and licensing agreements will be the main source of revenue we will be looking towards in terms of revenue generation.

Social media is the largest platform that can reach people on a global scale.This will be the main platform for marketing the launch of the streaming services and also showing movie trailers to create hype and attention. With the predicted growth of the industry we will have a growth of revenue annually. As we start with adventure and action movies we hope we can expand to other genres as the company and client base grows.



CONCLUSION

The exponential growth of the population and from the data of the existing companies shows that this venture will be profitable and worth undertaking. The world is always on the look out for new content and Microsoft is here to provide that.

The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

THANK YOU!