A Presentation on "Market Analysis for Microsoft's New Movie Studio Venture" presented by Mwaura Njung'e

Introduction

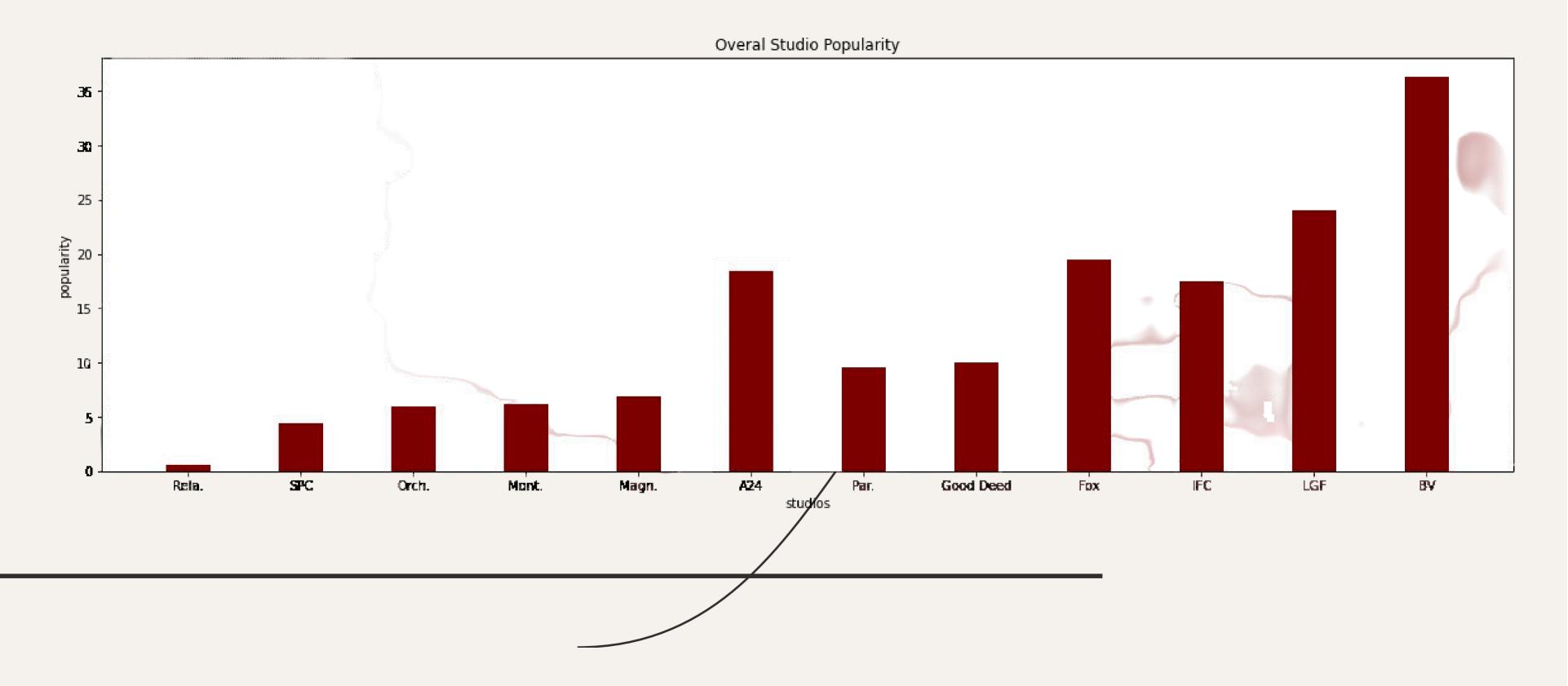
An overview of Microsoft's new venture into the movie studio industry. This presentation will provide a comprehensive market analysis to chart the potential for success in this dynamic and competitive market.

Current Market Landscape

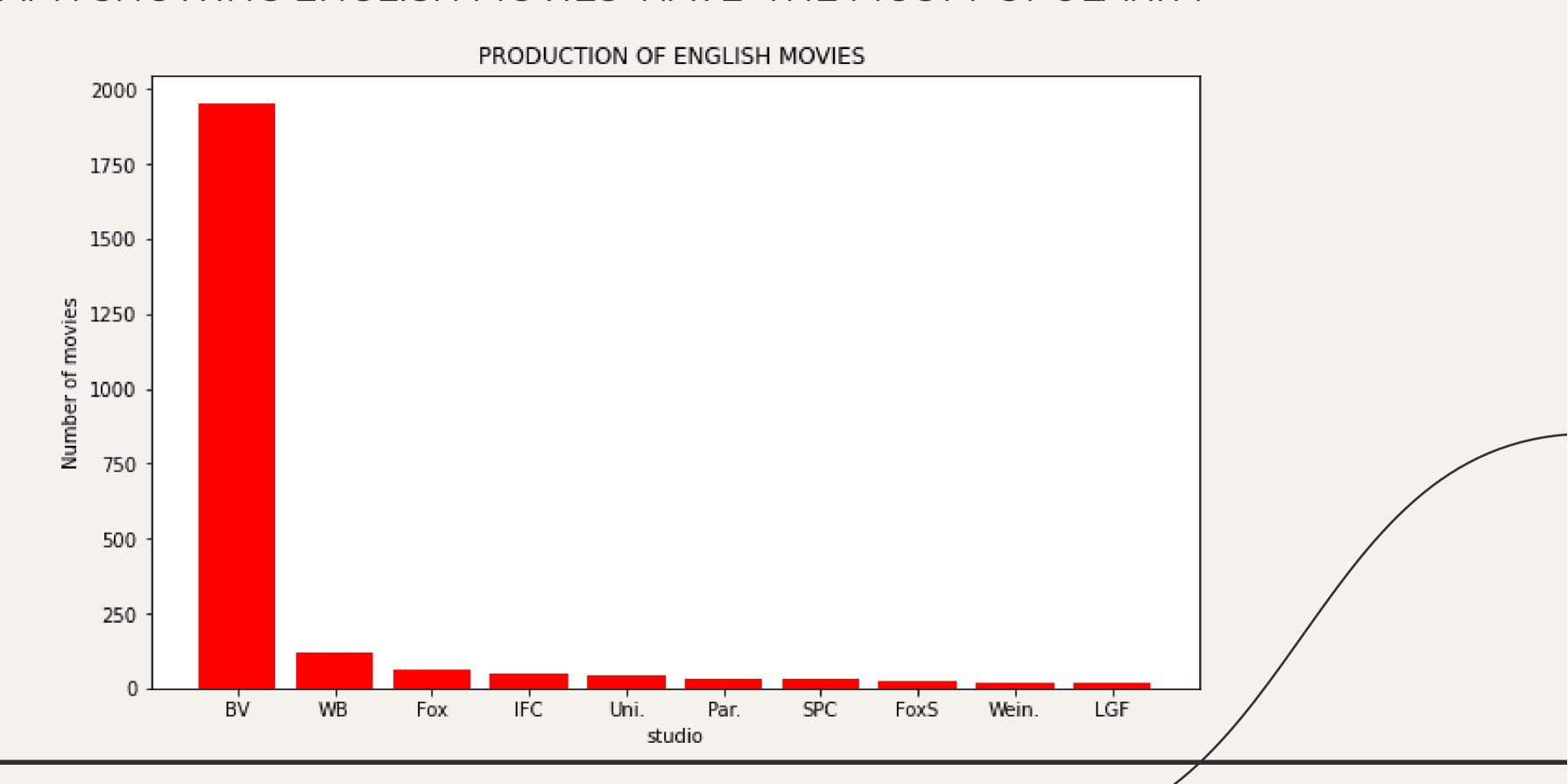


As Microsoft prepares to enter the original video content market, it's crucial to analyze the current landscape of film genres. This analysis will provide insightful guidance for the new studio's production decisions.

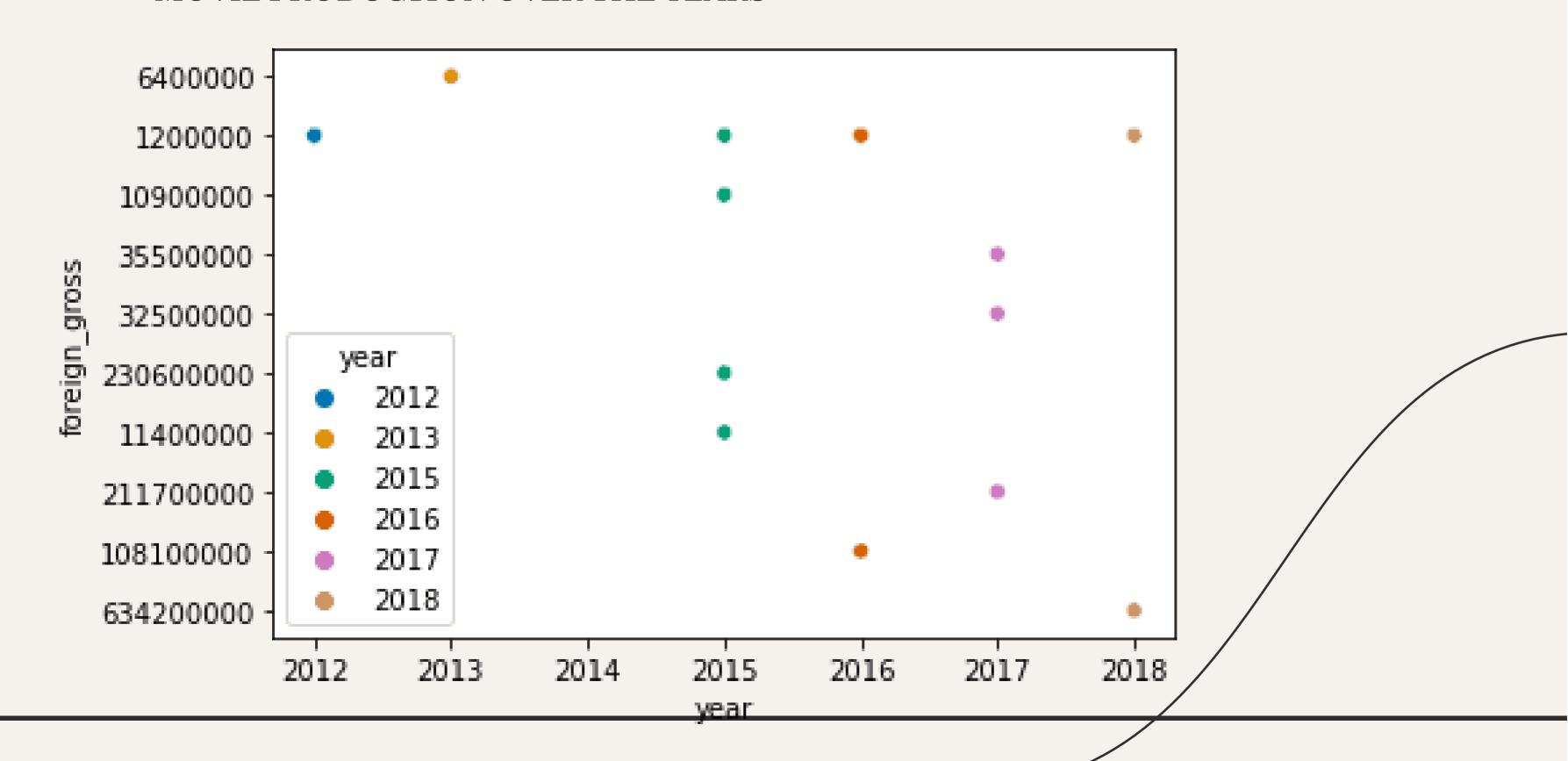
DATA VISUALISATION (DOMINANT STUDIOS IN THE MARKET)



A GRAPH SHOWING ENGLISH MOVIES HAVE THE MOST POPULARITY



SCATTER PLOT SHOWING DECREASE IN MOVIE PRODUCTION OVER THE YEARS



Conclusion

- 1. English Movies Dominate: Rating and popularity data indicate that English movies are leading in the industry.
- 2. Production & Audience Trends: Movie production has decreased while audience potential has grown due to global population rise.
- 3. B.V Studio's Success: B.V Studio emerges as a prominent competitor producing popular English movies.

Recommendations

- 1. Strategic Partnership with B.V Studios Considering B.V Studios' prominence in producing popular English movies, explore collaboration opportunities such as co-production ventures or distribution partnerships.
- 2. Invest in English Movie Productions Given that English movies dominate in ratings and popularity, allocate resources towards funding English movie projects.
 - 3.Explore Emerging Markets Consider expanding into emerging markets where the audience potential is growing. Target regions with a rising population and more money available for spending, as they present opportunities for growth despite the overall decline in movie production.

Thanks!

Do you have any questions? You can reach out to me on: kelvinmwaura.edu@@email.com +254708134683