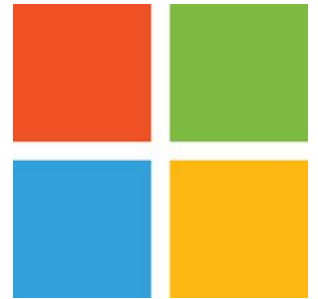


Microsoft Movie Studios



A Strategy to Success



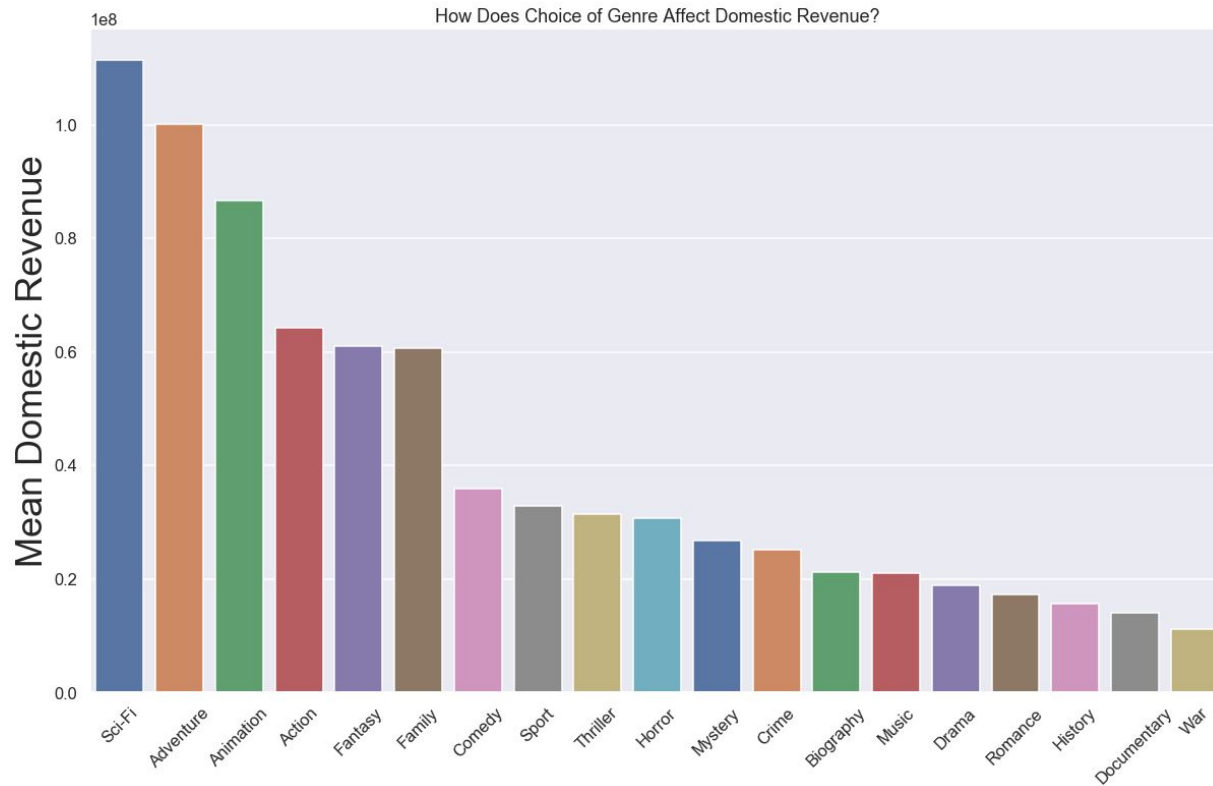
Industry Analysis: Get Rich or Die Trying

- Portfolio Theory: 70% movies lose money. (*Entertainment Industry Economics* (Vogel))
- Take risks and make a big splash
- Defining Success: Maximize revenue and buzz

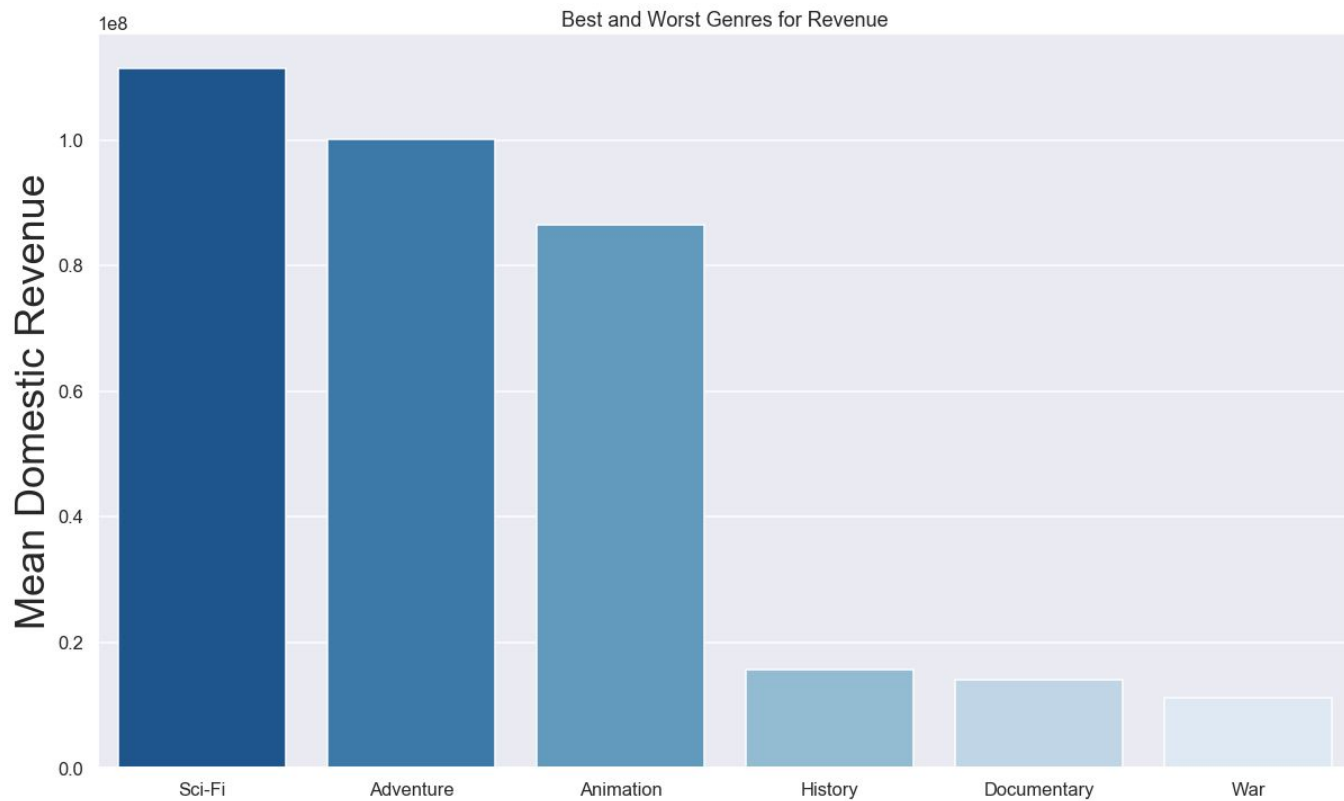
Findings

- Action, Fantasy, Sci-Fi, Family
- Go Big or Go Home
- ‘Buy Rights’ (Serialization)
- Popularity over Quality

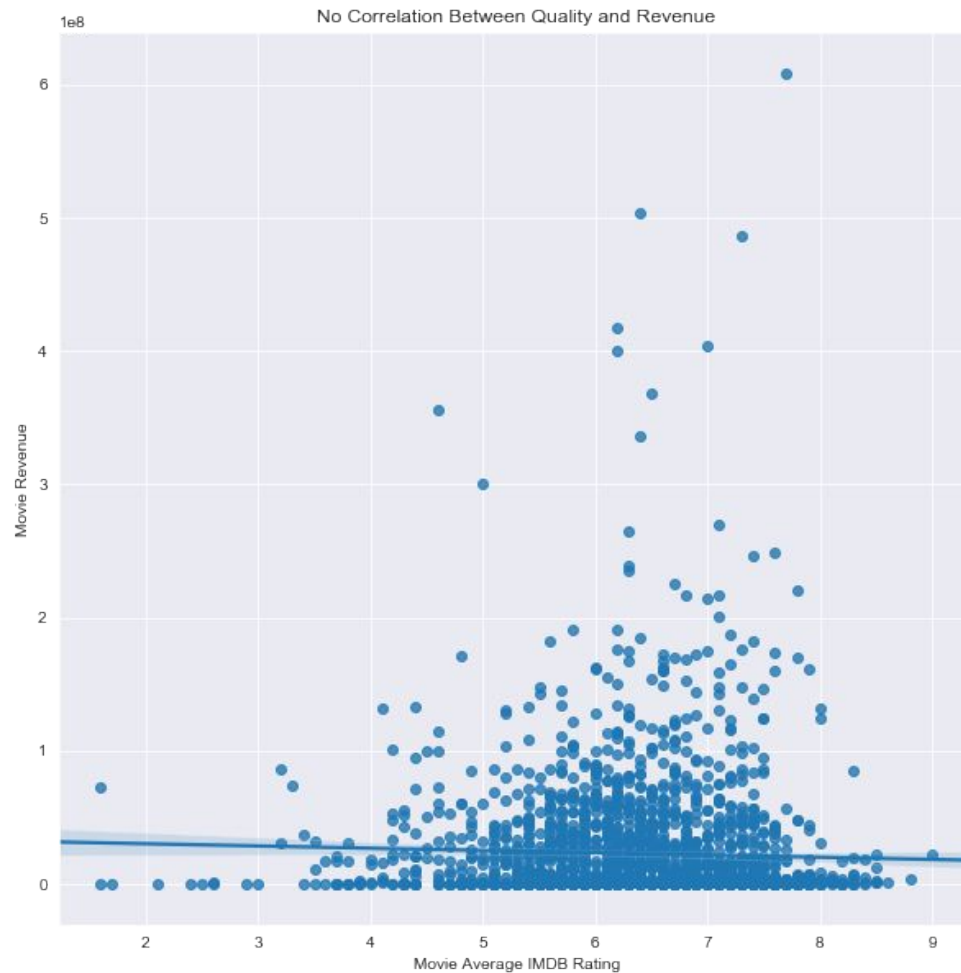
Key Genres



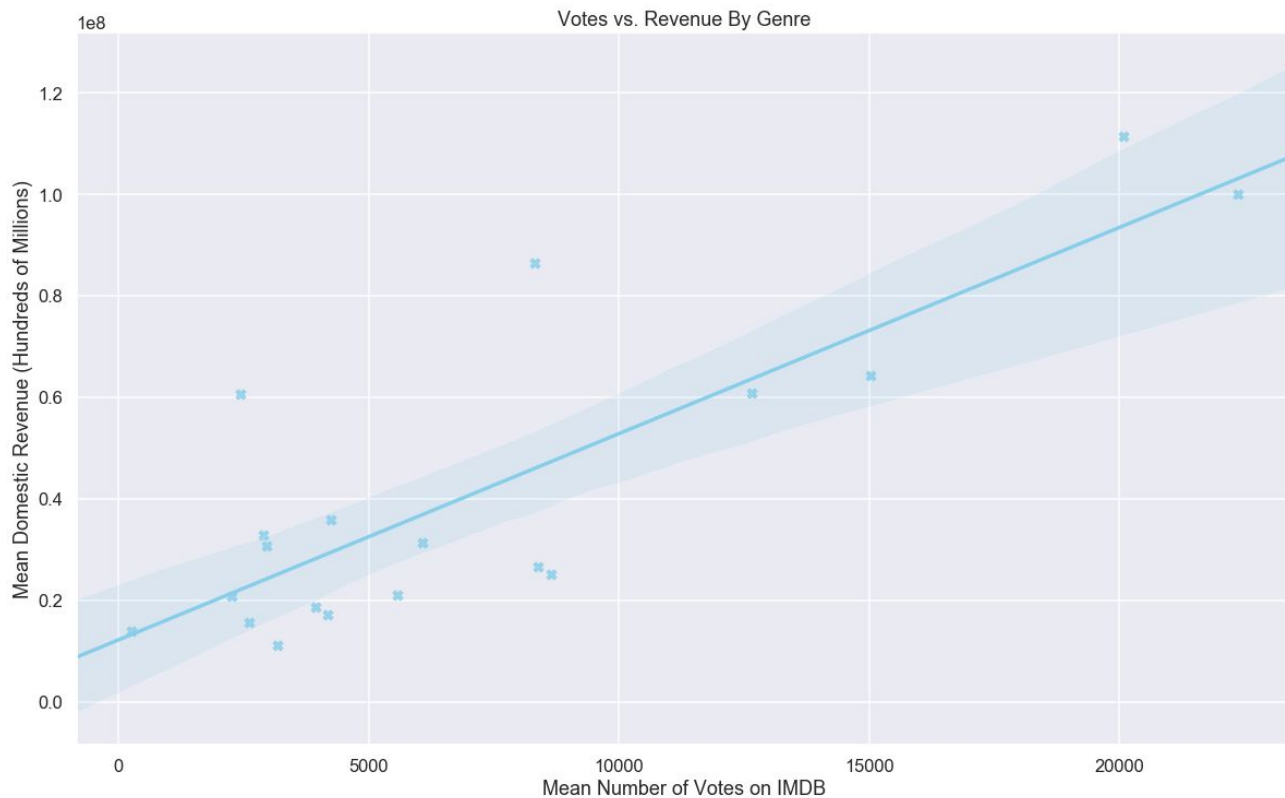
Key Genres



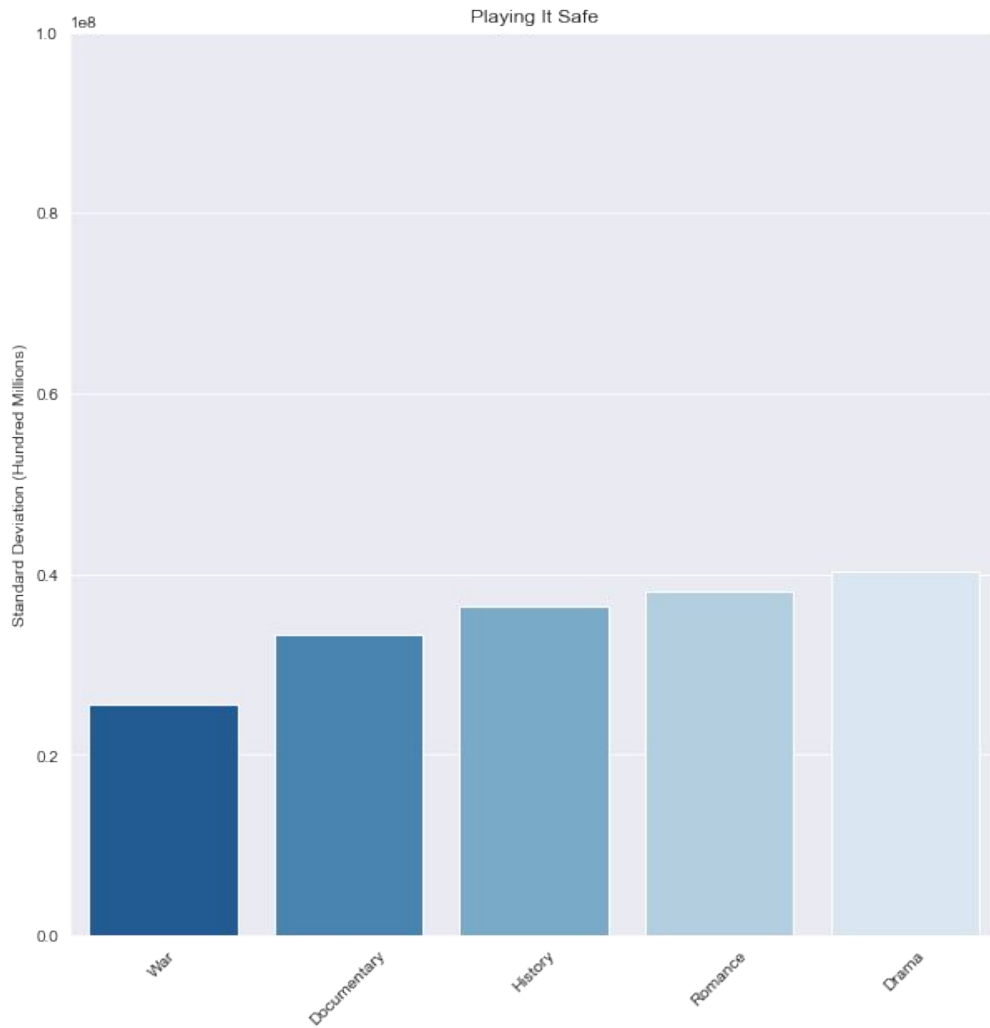
Popularity over Quality



Popularity over Quality



**Go Big
or
Go Home**



'Buy Rights' (Serialization)

title	genres	dom_gross
Avatar	Horror	760507625.0
Black Panther	Action,Adventure,Sci-Fi	700100000.0
Avengers: Infinity War	Action,Adventure,Sci-Fi	678800000.0
Titanic	Adventure	659363944.0
Jurassic World	Action,Adventure,Sci-Fi	652300000.0
The Avengers	Action,Adventure,Sci-Fi	623279547.0
Star Wars: The Last Jedi	Action,Adventure,Fantasy	620200000.0
Incredibles 2	Action,Adventure,Animation	608600000.0
Rogue One: A Star Wars Story	Action,Adventure,Sci-Fi	532200000.0
Beauty and the Beast	Drama,Fantasy,Romance	504014165.0

Findings

- Action, Fantasy, Sci-Fi, Family
- Go Big or Go Home
- ‘Buy Rights’ (Serialization)
- Popularity over Quality

Microsoft

MOVIE

studios™



Further Analysis

Distribution Channels

Worldwide Revenue

Control for Confounding Variables (Year)

Introduce ROI Threshold