

**IMAGINE ANALYTICS**

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**THE CURRENT  
STATE OF  
ORIGINAL FILM  
CONTENT**

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Presented for Microsoft Studios on 12/06/2019



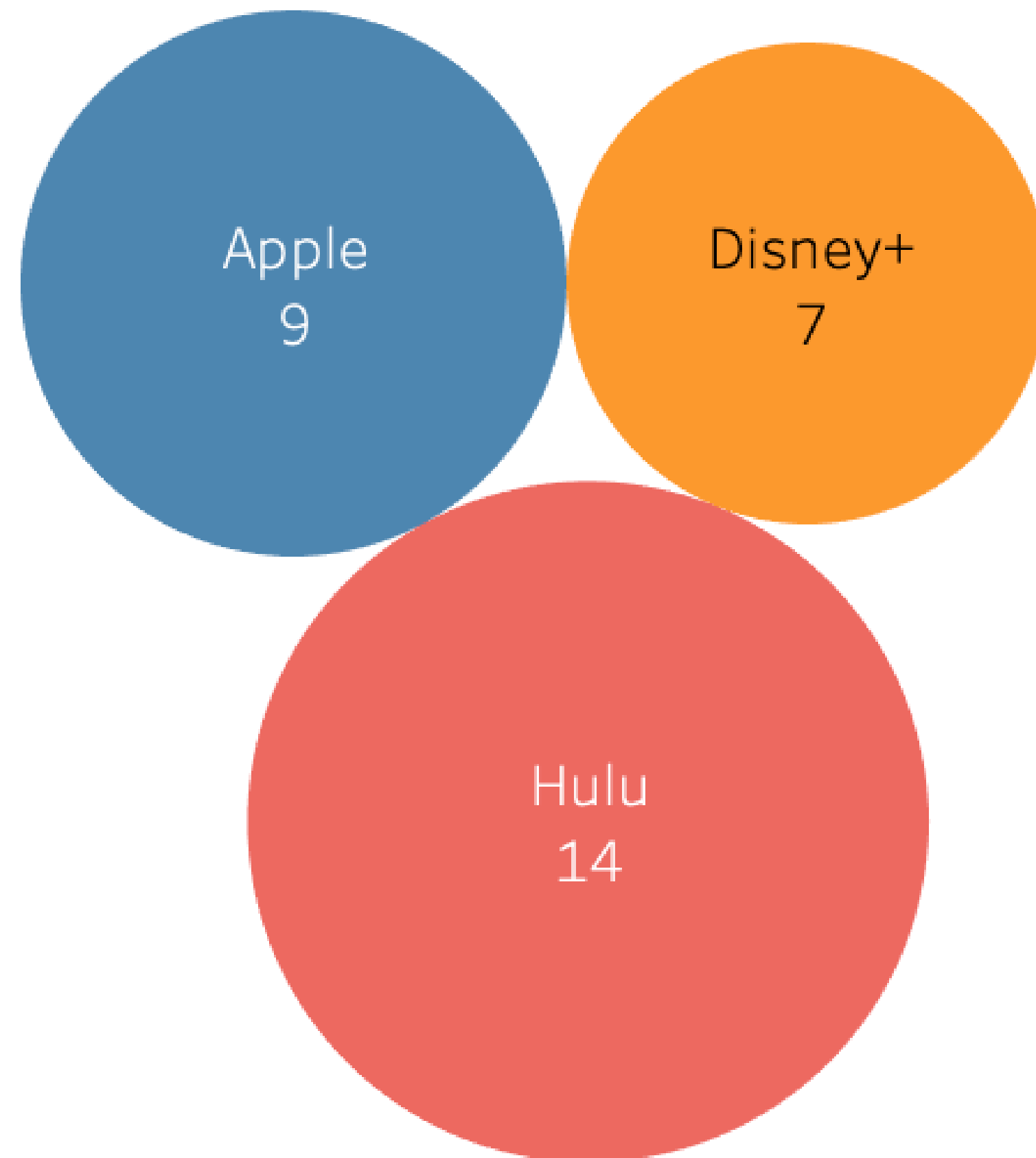
# WHAT'S HAPPENING IN STREAMING

## TECH COMPANIES MEET MEDIA

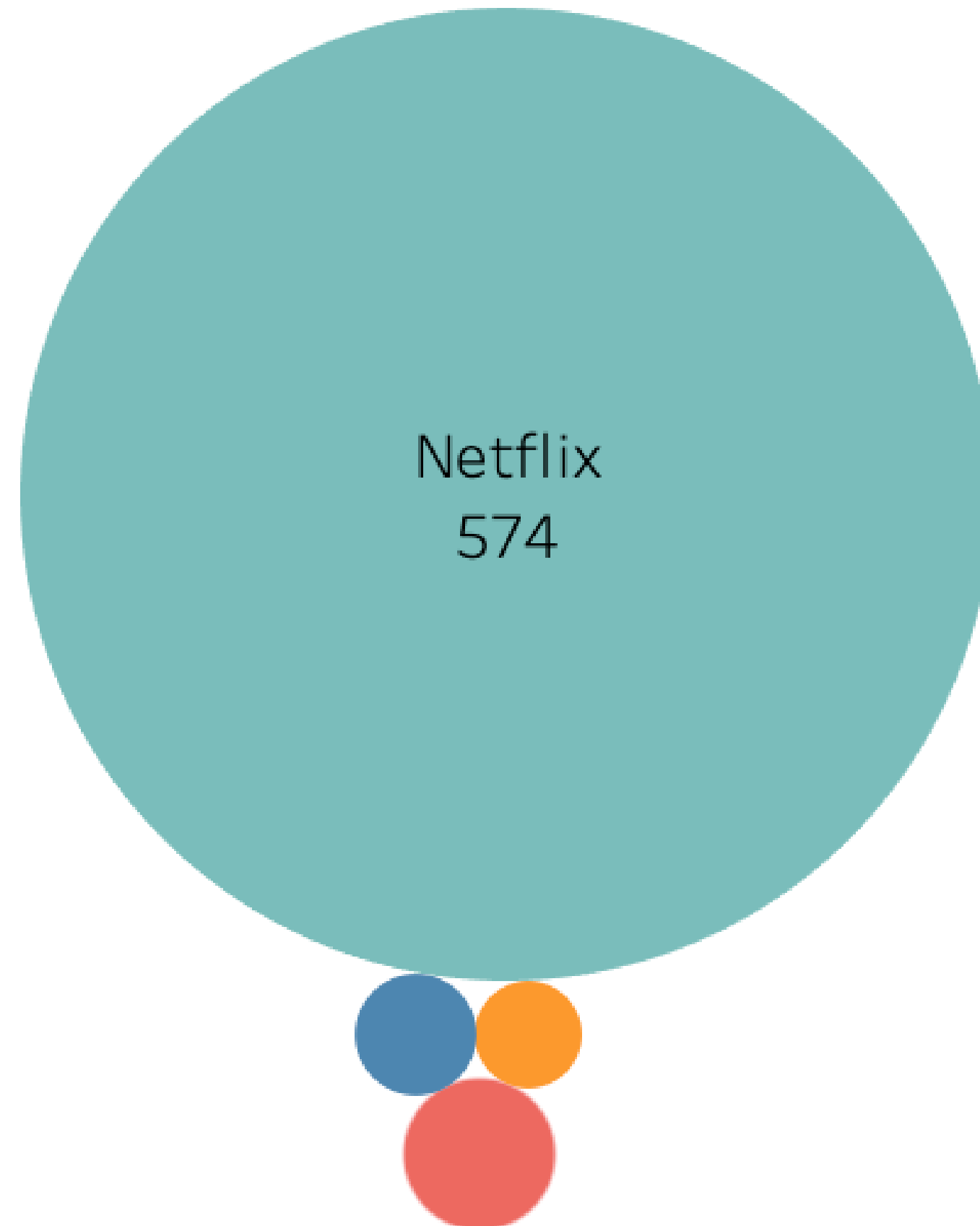
- Original online content blowing up
- Streamers are moving away from traditional studios
- Established brands entering market
- Netflix as leader
- Documentary approach?
- Directors to look at
- Tough questions to answer



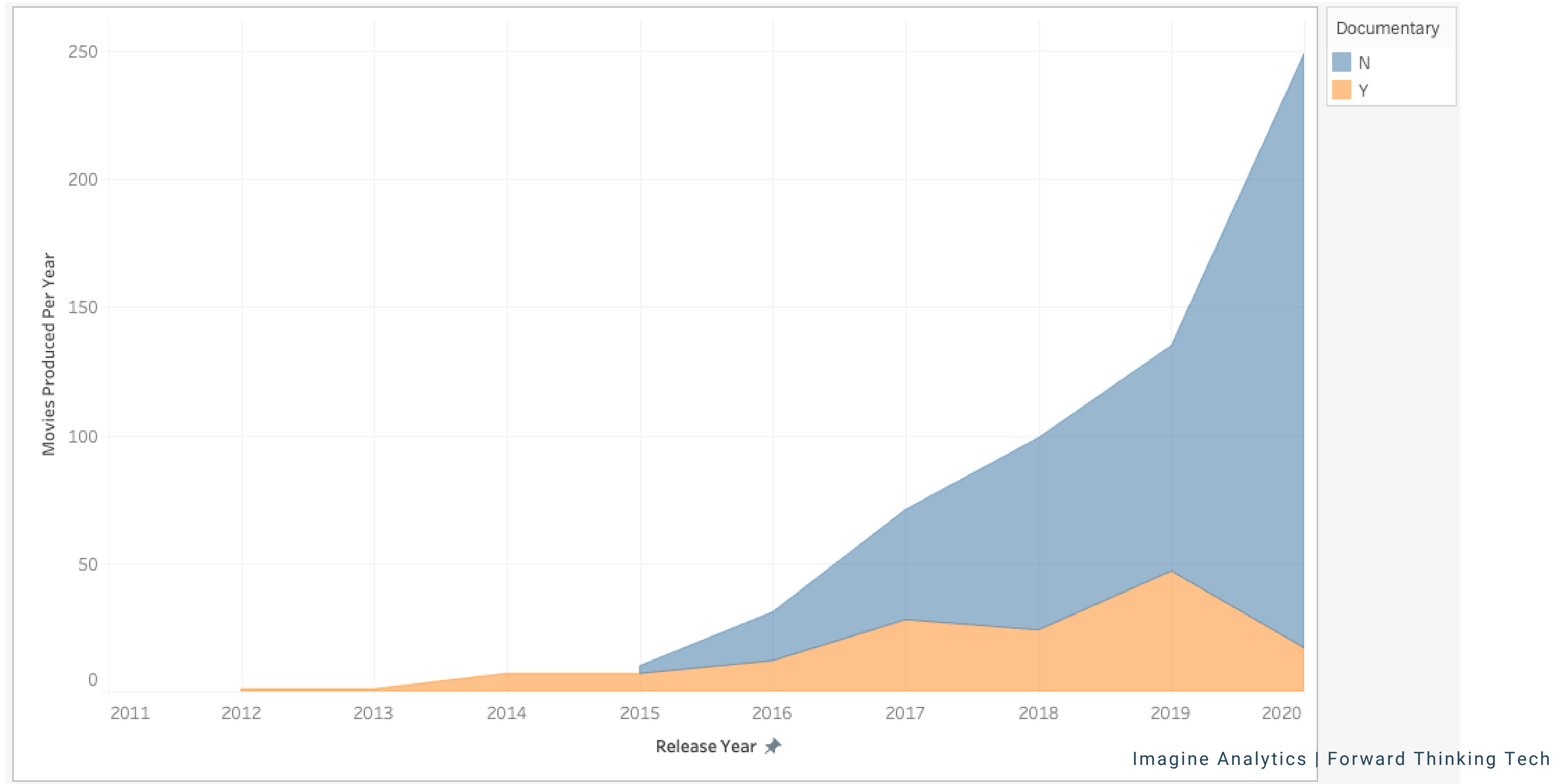
# ORIGINAL CONTENT PRODUCERS - 2019 AND BEYOND



# WHELP...NETFLIX HAS ENTERED THE ROOM

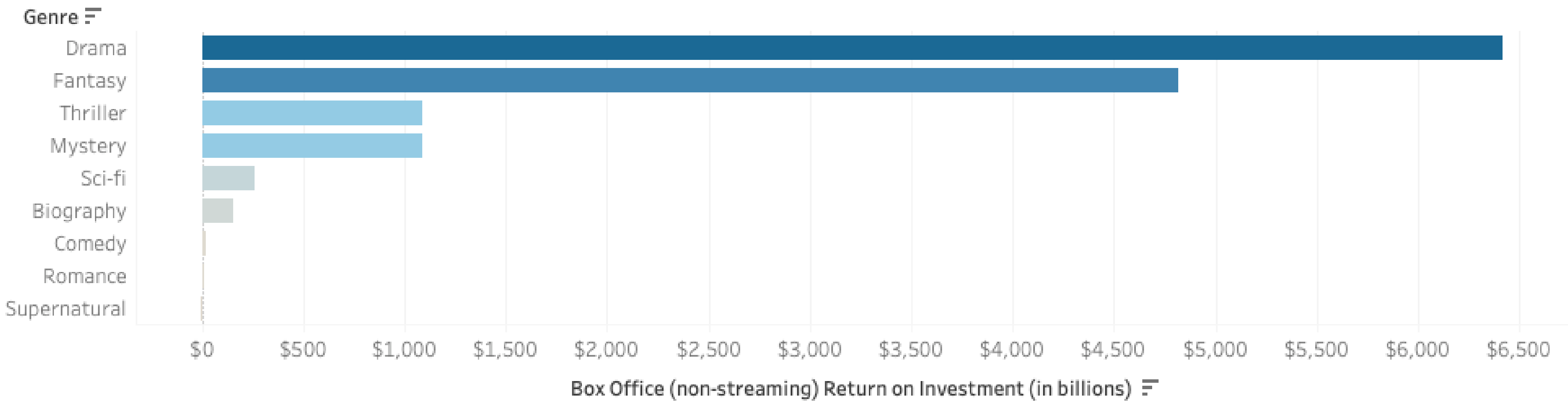


# WHAT'S UP WITH THESE DOCUMENTARIES?



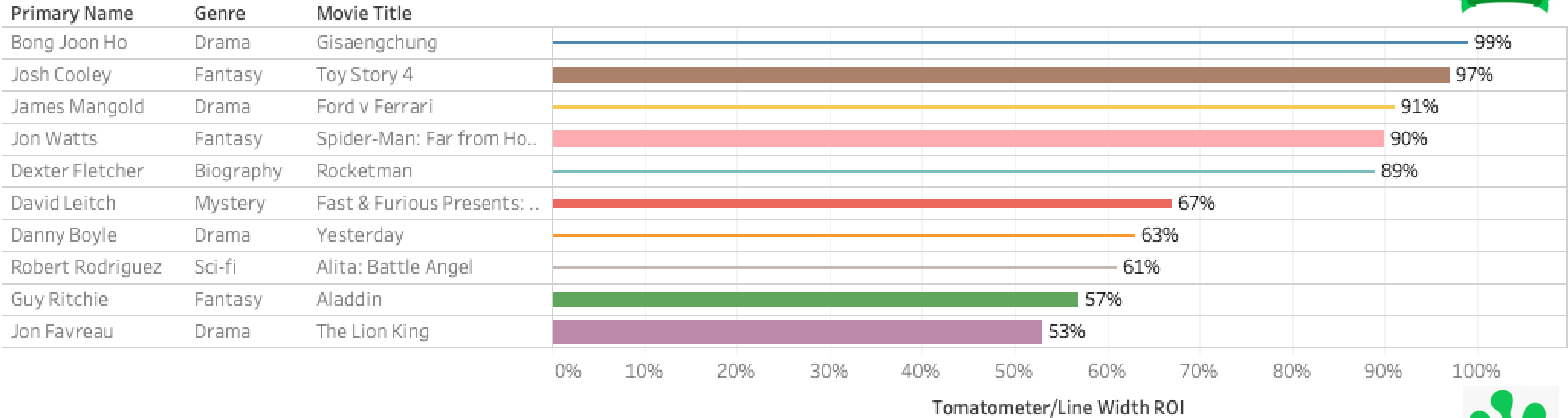
# WHAT GENRES SHOULD WE CHOOSE?

ROI Producing Genres - Top 50 IMDB Movies by Rating Count



# THE DIRECTORS

The Top 10 2019 Rated IMDB Directors by ROI and Tomatometer



# THE BIG QUESTIONS

## TO DOCUMENTARY OR NOT

We see that Documentaries are popular when creating original content -- Cheaper to produce, but not as much audience draw/branding opportunities

## GENRES TO CHOOSE

If we decide to go with theatrical-styled movies, what are the best genres to choose

## BIG BUDGET OR BIG CRITICS

When choosing directors, do we follow the big movies or a critical release