

# Microsoft: Starting a Movie Studio

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# Outline

- Business Problem
- Data
- Results
- Recommendations
- Conclusions
- Questions



# Business Problem

How do we successfully launch a movie studio?

Guide to US Major Media Companies in 2020					
By the end of 2020, the top US media companies will each have their own streaming service. This table is meant to give a sense of what content they also own.					
Top Media Companies					
					
Major On-Demand Streaming Services					
 \$6-7/mo.	 67% 100% in 2024 \$6-12/mo.	 33% \$5-10/mo.	 \$15/mo.	 \$6-8/mo.	 \$6-10/mo.
TV Channels					
 50%  73%   	      	 50%  50%       	     		
Movie Studios					
   	   	   	  	 49% 	
Other Media Companies					
    	  	    	    	  	
Internet Streaming Companies					
 \$9-16/mo.	 \$9-13/mo.	 \$5/mo.	 \$12/mo.		
Holdings are US-centric and not comprehensive. Not covered: Live TV and specialty streaming, e.g. Sling, ESPN+, Crunchyroll.					
May 2020 by u/ToastyKen					

# What compels people to go to the movies?

- Ratings? (0 - 10)
- Runtime?
- Genre?
- Release Month?
- Candy / Popcorn?

# Data

- Sources
- Filters
  - Recent
  - > \$10m budget
  - Domestic & Global sales
- Limitations

The IMDb logo, featuring the letters "IMDb" in a bold, black, sans-serif font, set against a bright yellow rectangular background.

**IMDb**

The logo for "The Numbers", which includes the word "THE" in white inside a red rectangular box with a torn-edge effect, followed by the word "NUMBERS" in a large, bold, black, sans-serif font. A registered trademark symbol (®) is located at the end of the word "NUMBERS".

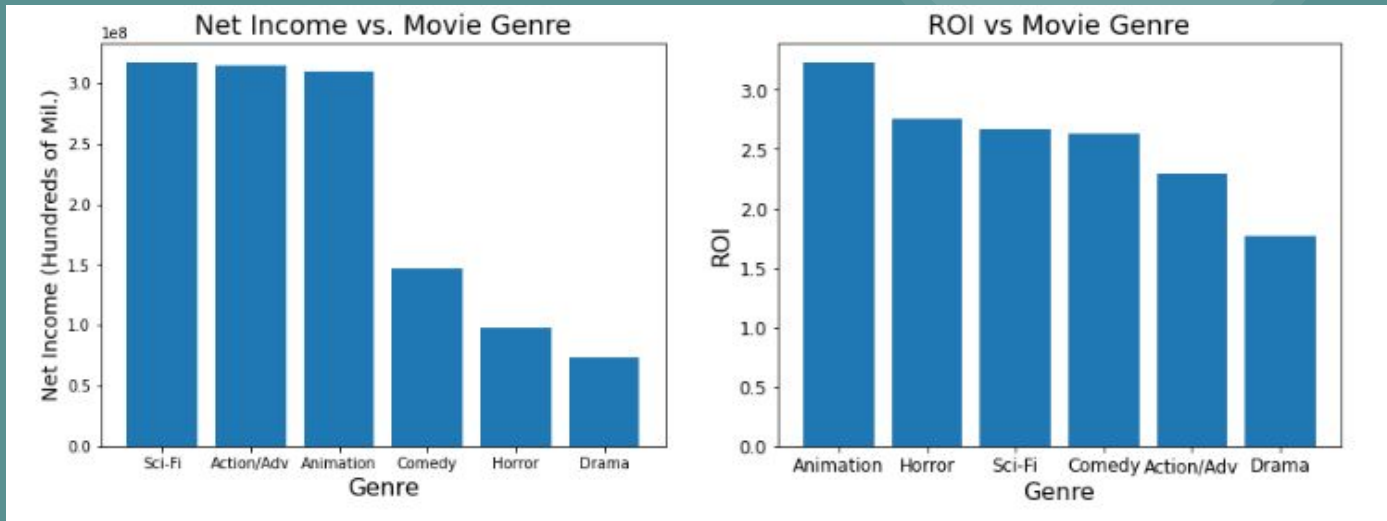
**THE NUMBERS®**

# Results



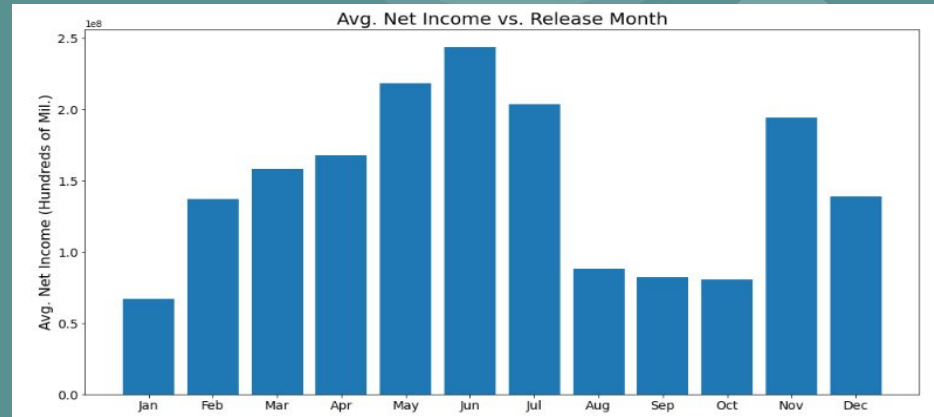
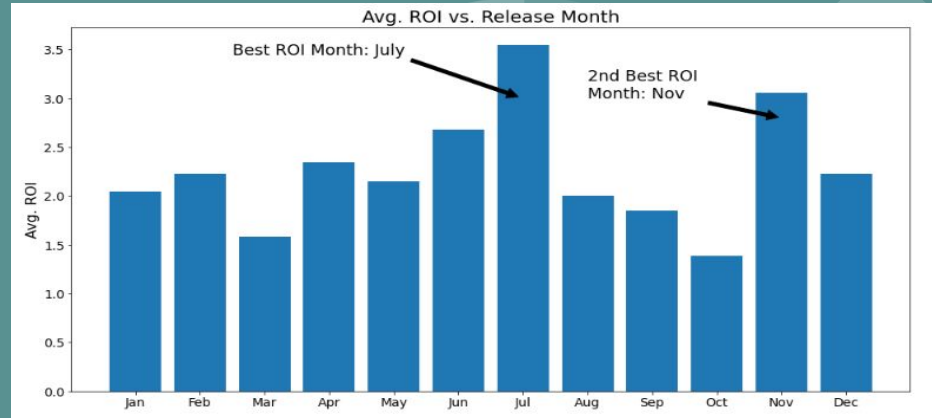
# Results

1. Ratings & Runtime have minimal impact
2. Top Genres (on average)



# Results

3. Top months:
- June/ July
  - November
  - December



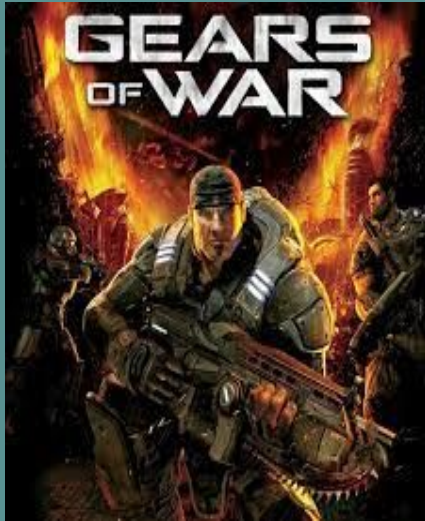


# Recommendations



## Sci-Fi/Act. Adv

June/July release



## Animated

December release




## Comedy

November release



# Conclusion



- Release 3 movies in 3 different genres in the highest performing months.
  - Estimated Budget (pre-marketing) of \$271M
  - Estimated Net Income (pre-marketing) of \$774M
  - Estimated ROI (pre-marketing) of 2.85x
- 

# Additional Opportunity

The background is a solid teal color. It features several decorative elements: a large, faint circular graphic on the right side, and a bar chart in the bottom right corner with four bars of increasing height. There are also several smaller circles scattered across the background, some of which contain faint pie charts.

Opportunity for subscription streaming service add on for Xbox & Windows users to watch movies post theatre and with early access

# Thank You!

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