



Microsoft Studios

Content Recommendations

1. Objectives

- Offer recommendations on creating content to reach the widest possible audience
- Provide options for both large and small budget content
- Offer recommendations on who to hire to create the content

The Data

IMDB – The International Movie Database

TMDB – The Movie Database

Box Office Mojo

The Metrics

Return on Investment

Gross Revenue minus Production Budget (pulled from Box Office Mojo)

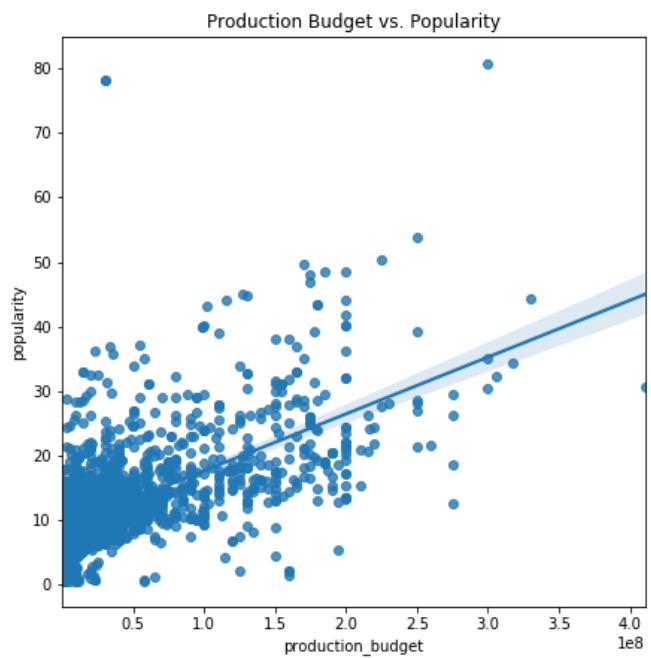
Popularity -Based on votes from TMDB

%ROI - ROI as a percentage of original budget

Quality – Based on votes from TMDB and IMDB



2. Are expensive movies more popular?



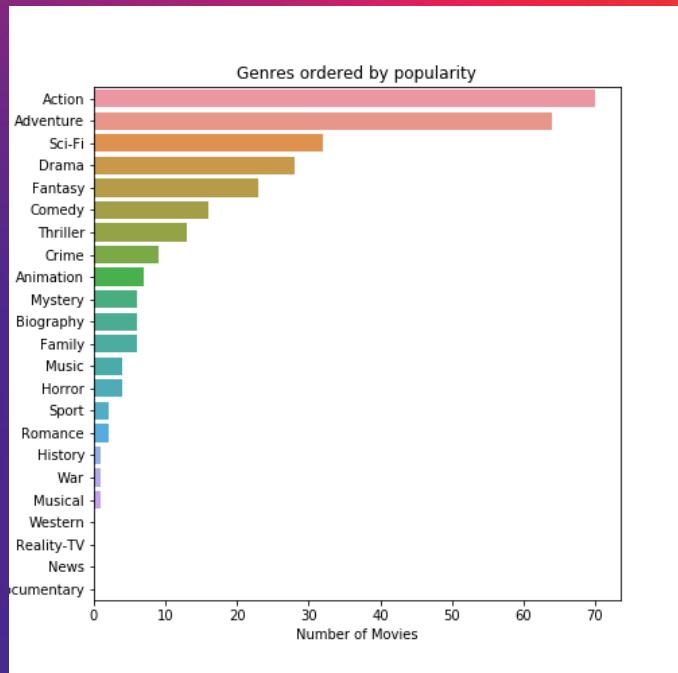
The more you spend, the more popular the movie

This might include popular actors/directors or higher marketing budgets

3. What genres should your content include?

- What genres are most popular?
- Have the greatest return on investment?
- Are the highest quality?

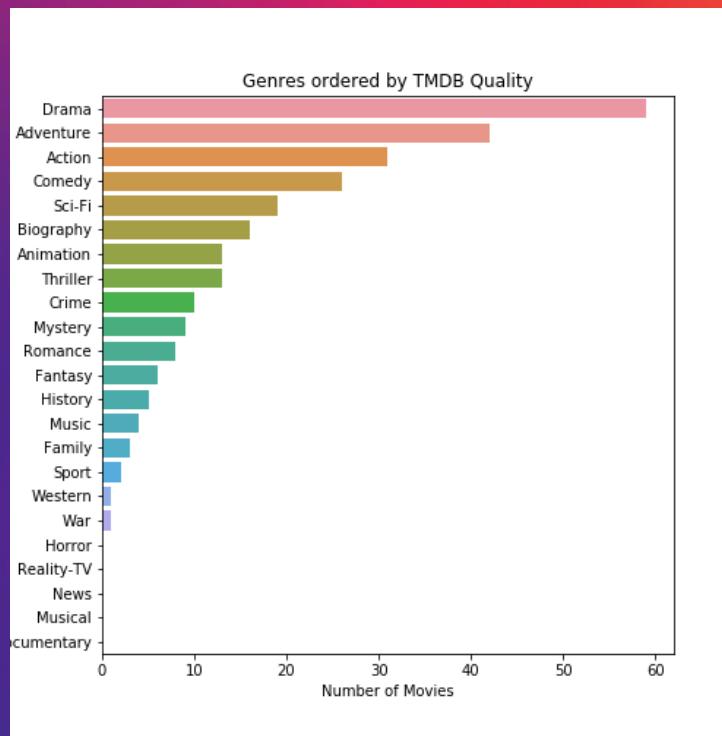
What Genres are Most Popular?



Action, Adventure, Sci-Fi

- These films tend to be the most popular.
- Streaming examples include:
 - Game of Thrones (HBO)
 - Stranger Things (Netflix)

What Genres are the most prestigious?

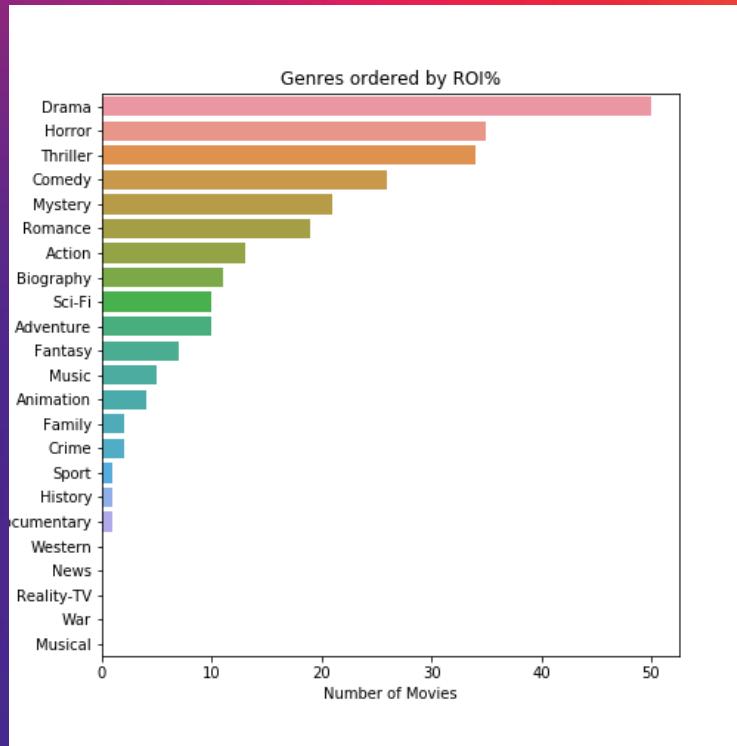


Drama (And action/adventure)

These films draw critical attention

- Streaming examples include:
 - The Crown (Netflix)
 - Transparent (Amazon)
 - Big Little Lies (HBO)

What Genres are cheapest?



Drama, Horror, Thriller

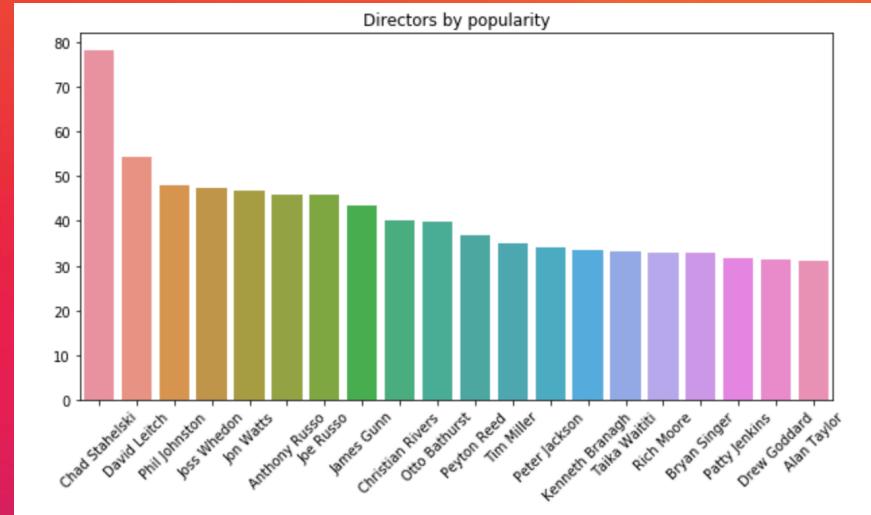
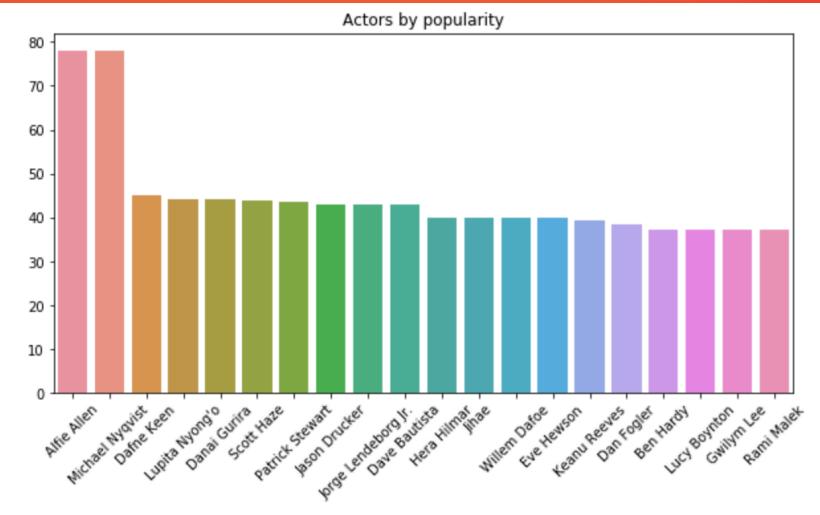
These films cost the least but garner the most attention for dollar spent

- Streaming examples include:
 - Roma (Netflix)
 - The Haunting of Hill House (Netflix)

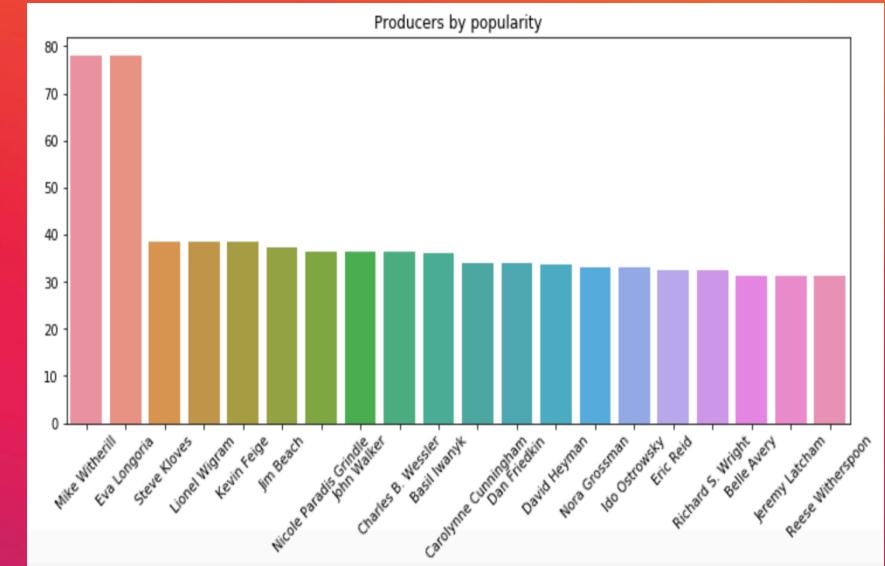
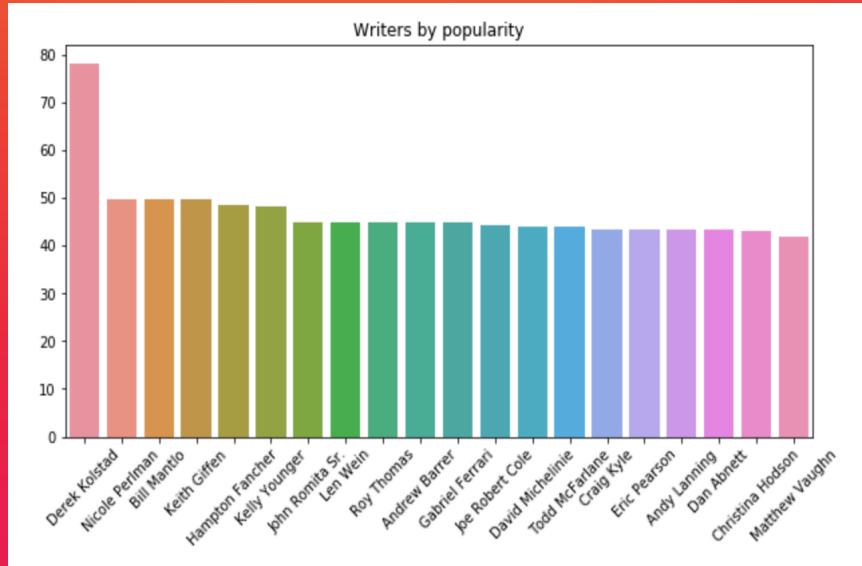
4. Who should you hire?

- What actors are in the most popular movies?
- What directors produce the highest quality?
- What writers create cult classics?

Actors and Directors



Writers and Producers



5. Conclusions

Diverse Offerings

Any new streaming service should appeal to a broad audience.

Expensive Action/Adventure Science Fiction movies will be most popular

Dramatic Less Expensive movies will earn more critical praise

Inexpensive Horror and Thrillers create the most attention for the least amount of money

Here is who you should hire:

Popular

Actors: Alfie Allen (*Game of Thrones*), Michael Nyquist, (*John Wick*), Dafne Keen (*His Dark Materials*)

Directors: Chad Stahelski (*Spiderman: Into the Spider-Verse*)
David Leitch (*Deadpool 2*)

Writers: Derek Kolstad (*John Wick 3: Parabellum*), Nicole Perlman (*Guardians of the Galaxy*)

Producers: Mike Witherill (*John Wick*), Steve Kloves (*Fantastic Beasts*)

Good

Actors: Mackenzie Foy (*The Queen*), Paul Reiser (*Mad About You*), Melissa Benoist (*Whiplash*)

Directors: Christopher Nolan (*Dunkirk*), Adrian Molina (*Coco*)

Writers: Jonathan Nolan (*Westworld*), Matthew Aldrich (*Coco*)

Producers: Lynda Obst (*Interstellar*), Emma Thomas (*Inception*)

Cheap

Actors: Micah Sloat (*Paranormal Activity*), Molly Ephraim (*Perry Mason*), Allison Williams (*Get Out*)

Directors: Tod Williams (*Paranormal Activity 2*), Jordan Peale (*Us*)

Writers: Michael R. Perry (*Law and Order SVU*), Tom Pabst (*Paranormal Activity 2*)

Producers: Edward H. Hamm Jr. (*Antebellum*), Adele Romanski (*Moonlight*)

Thanks!

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