MICROSOFT:
OPTIMIZING ENTERTAINMENT INDUSTRY ENTRY

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PROJECT ROADMAP

What insights can Microsoft use for its entry into entertainment?

1. Select analytical lens:
   - Optimize Microsoft entertainment market share

2. Select datasets:
   - IMDB/Rotten Tomatoes: TV ratings
   - Box Office Mojo/The Numbers: Movie revenue
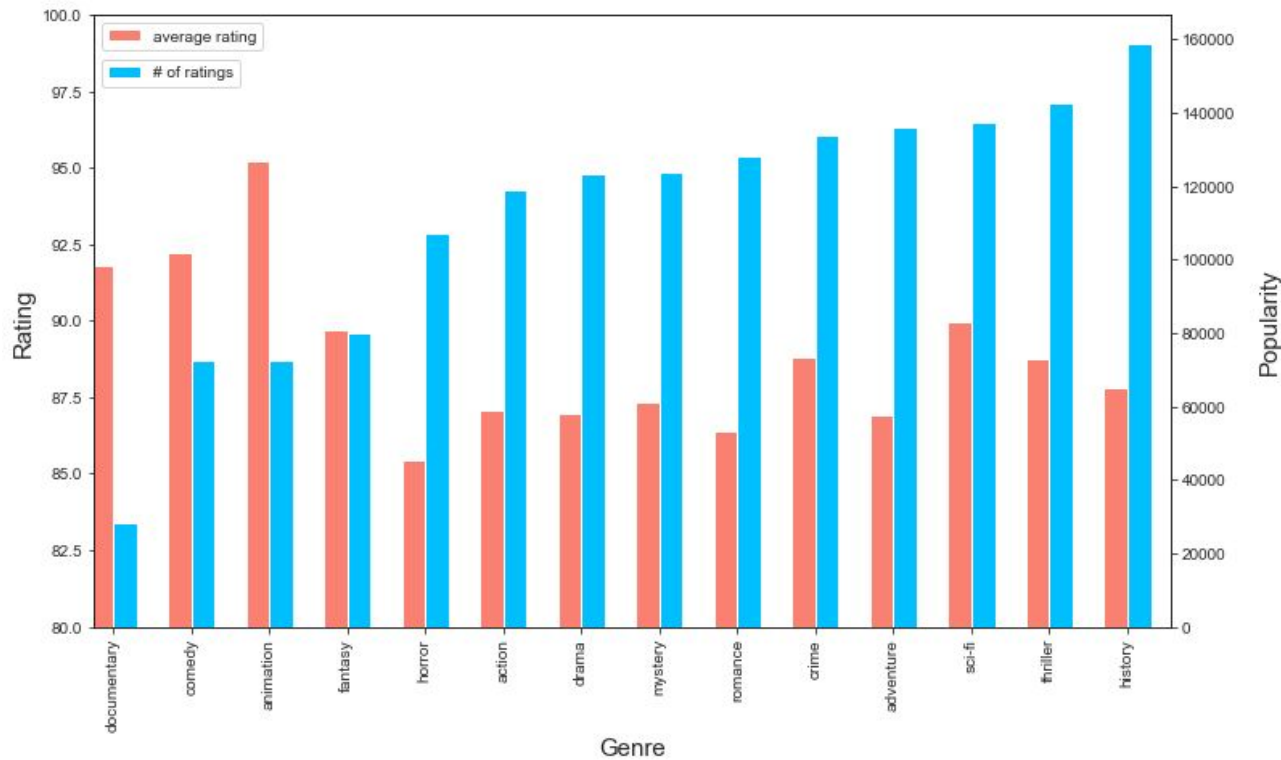
3. Webscrape and clean data:
   - Data from 2010 onward

4. Perform EDA
   - Top genres and studios
   - Original vs. adapted content

HIGHER QUALITY != MORE POPULAR

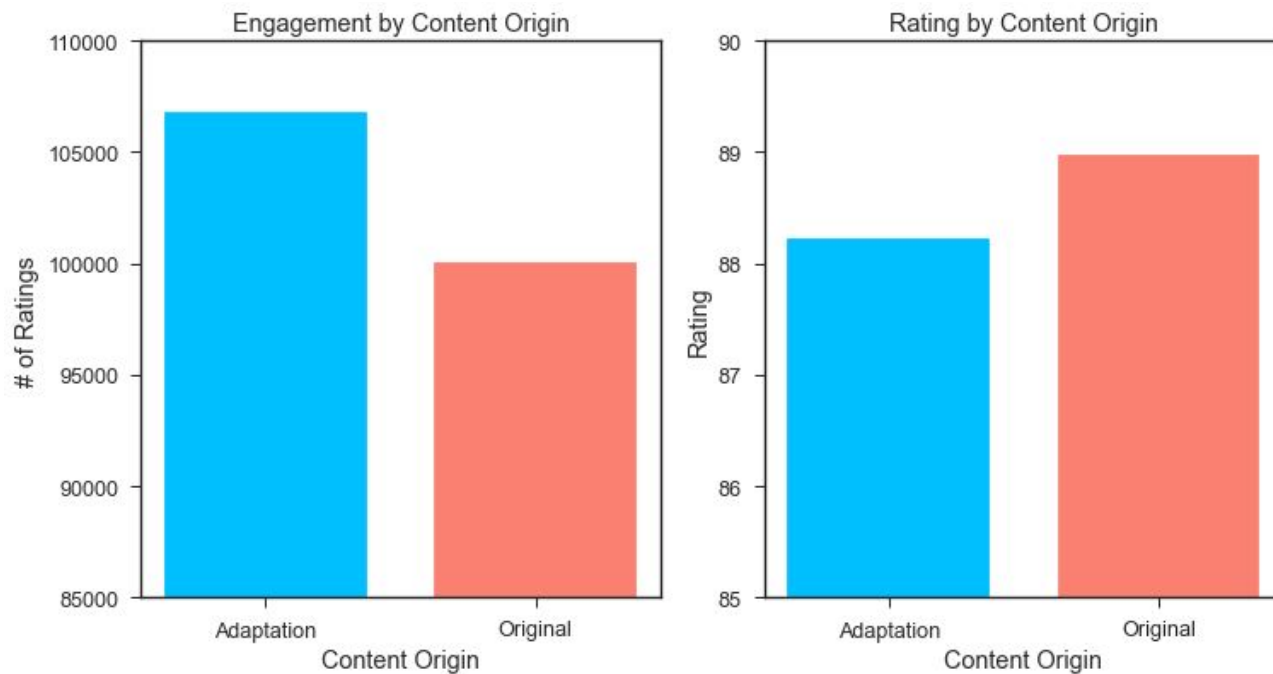Comparing Rating and Popularity by Genre

TV Ratings

Niche content:

1. Higher ratings
2. Less Engagement

Popular content:

1. Middling ratings
2. High engagement

FAMILIARITY BREEDS CONSUMPTION

TV Adaptations:

⬆ engagement despite ⬇ rating

means
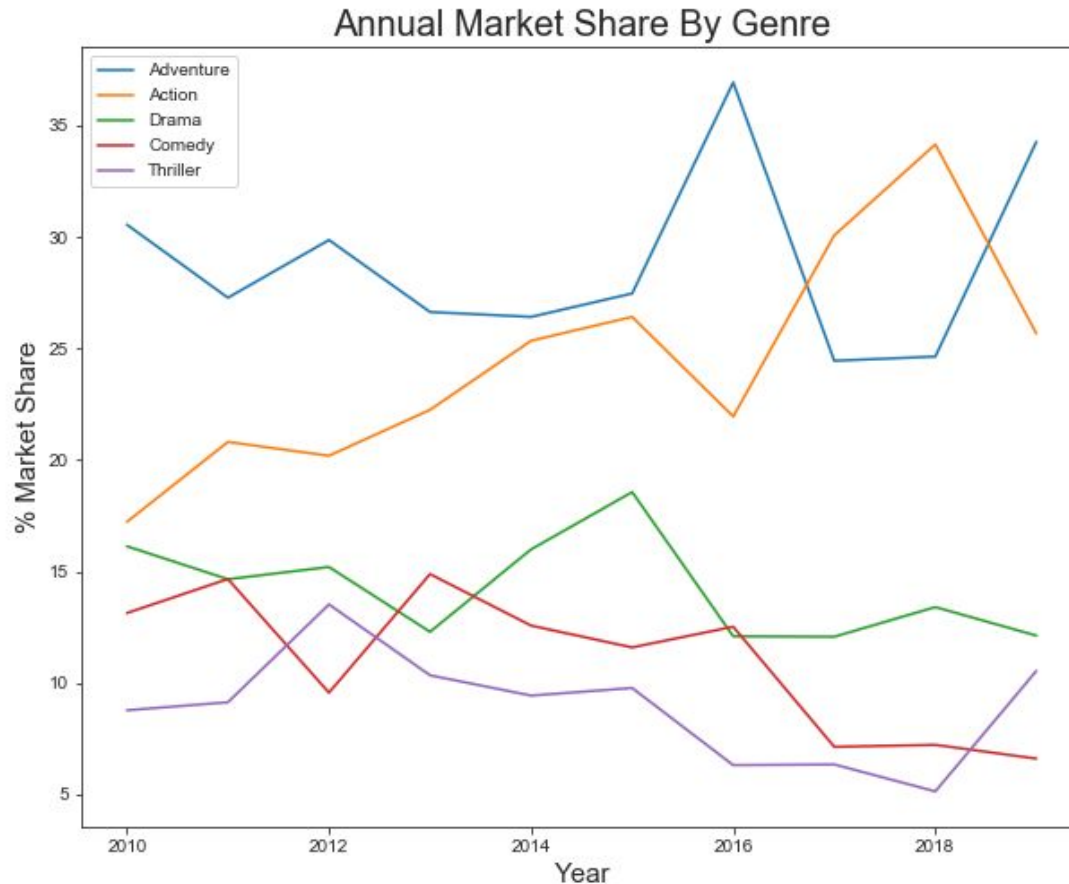
⬆ familiarity outweighed ⬇ quality

HYPOTHESIS

Content with mass appeal will drive more market share than higher quality niche content.

BLOCKBUSTERS MAXIMIZE MARKET SHARE

On average:

Top movie released each week

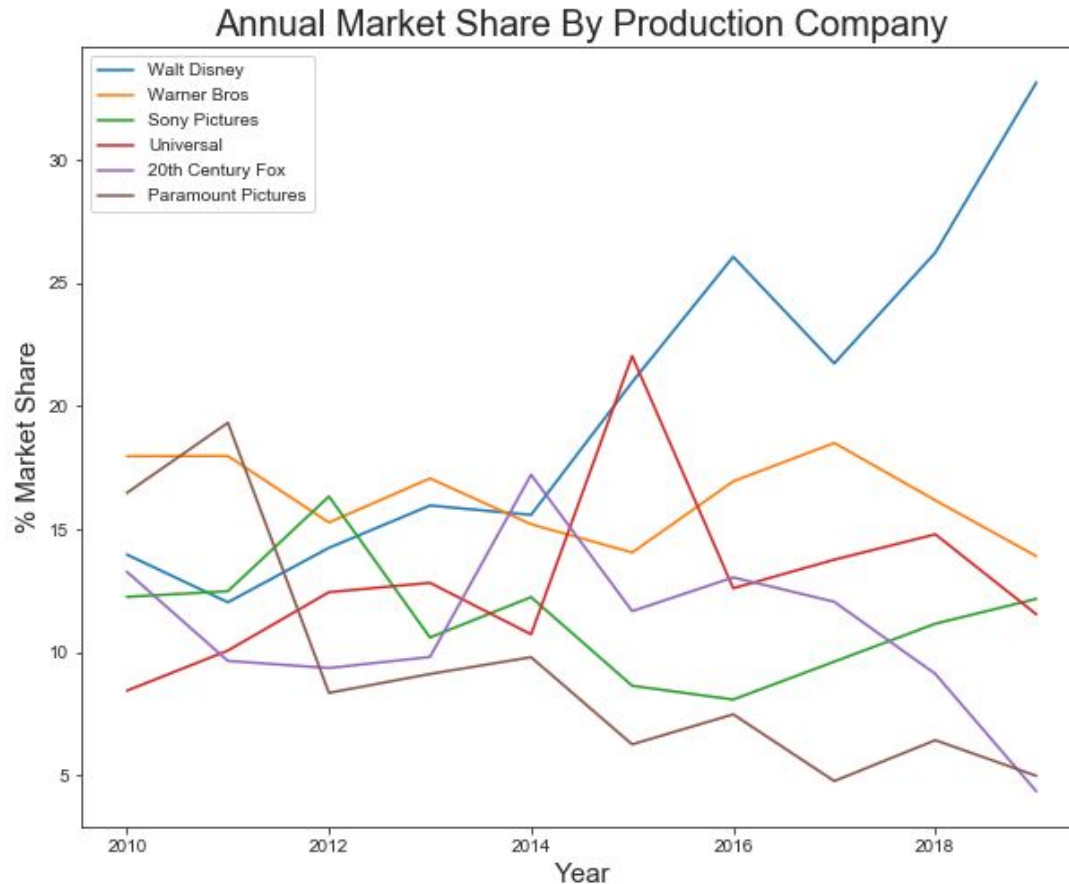achieves 70% share of lifetime gross

for all movies premiering that week

¡CREATE EXCITING MOVIES!

Annual Market Share By Genre

Movie Genre Insights

- Adrenaline based dominate:
  - 80% dollar share

- Comedy based on the decline:
  - 15% -> 5% dollar share

LEVERAGE SONY AS PRODUCTION PARTNER

Annual Market Share By Production Company

Legend:
- Walt Disney
- Warner Bros
- Sony Pictures
- Universal
- 20th Century Fox
- Paramount Pictures

Movie Studio Insights

- Top 6 movie studios:
  - 80% dollar share

- Sony Pictures:
  - No competitive restrains

ANY QUESTIONS?