



Microsoft

Movie Studios

3 Ways to Ensure Success

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Agenda

01 Overview

02 Data Understanding & Analysis

03 Recommendations

04 Thank You



OVERVIEW

Business Objectives

- Focus on investing in projects that have low investment costs, and high rates of return
- Generate a lot of content quickly to grow streaming viewership



Proposed Recommendations

- Focus on genres that typically have low investment costs per movie and offer high returns
- Establish strong international presence
- Acquire existing studio to onboard content quickly for streaming



DATA UNDERSTANDING & ANALYSIS

Data Sources & Relevant Metrics



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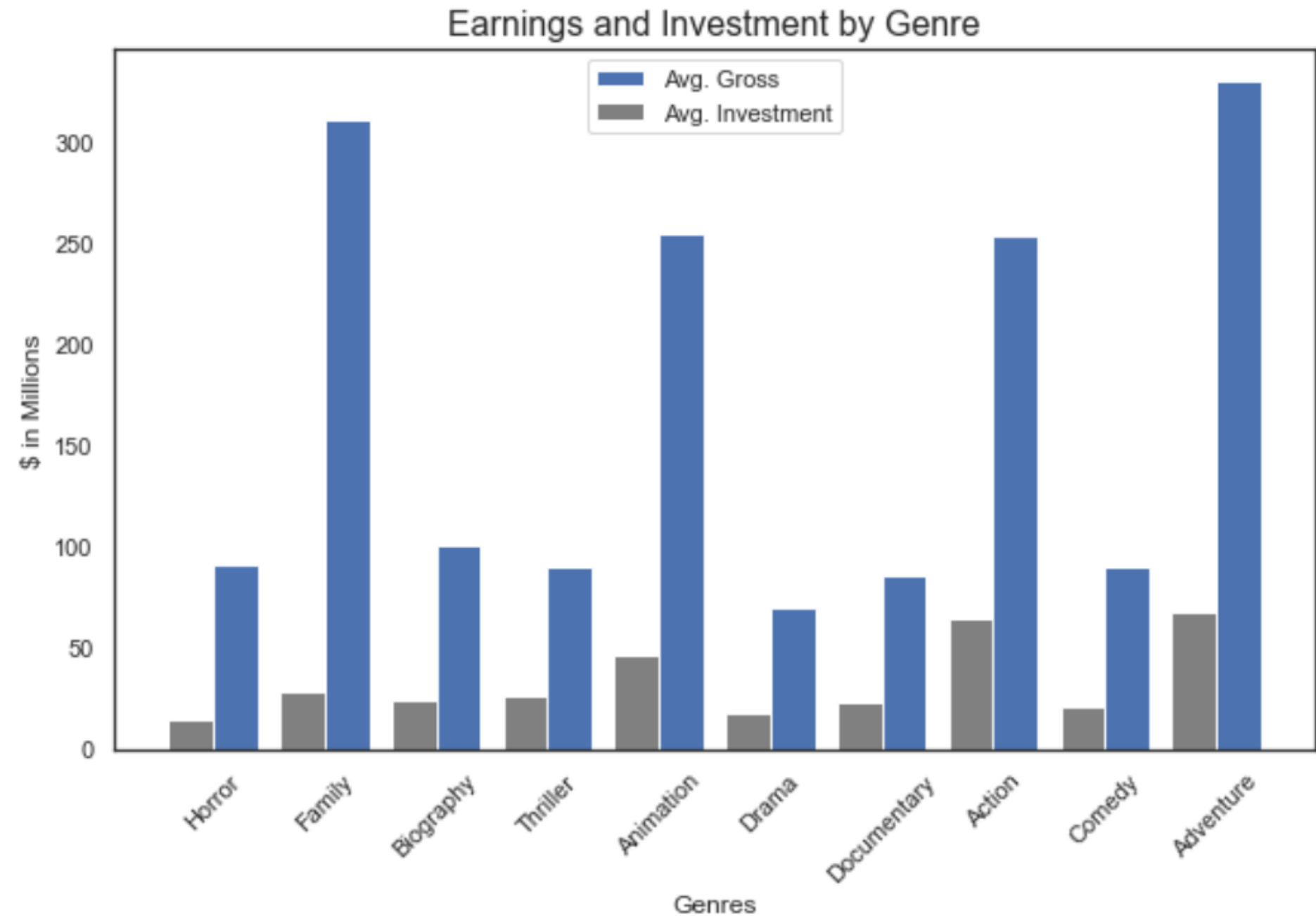
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Genre Financials

Key Takeaways

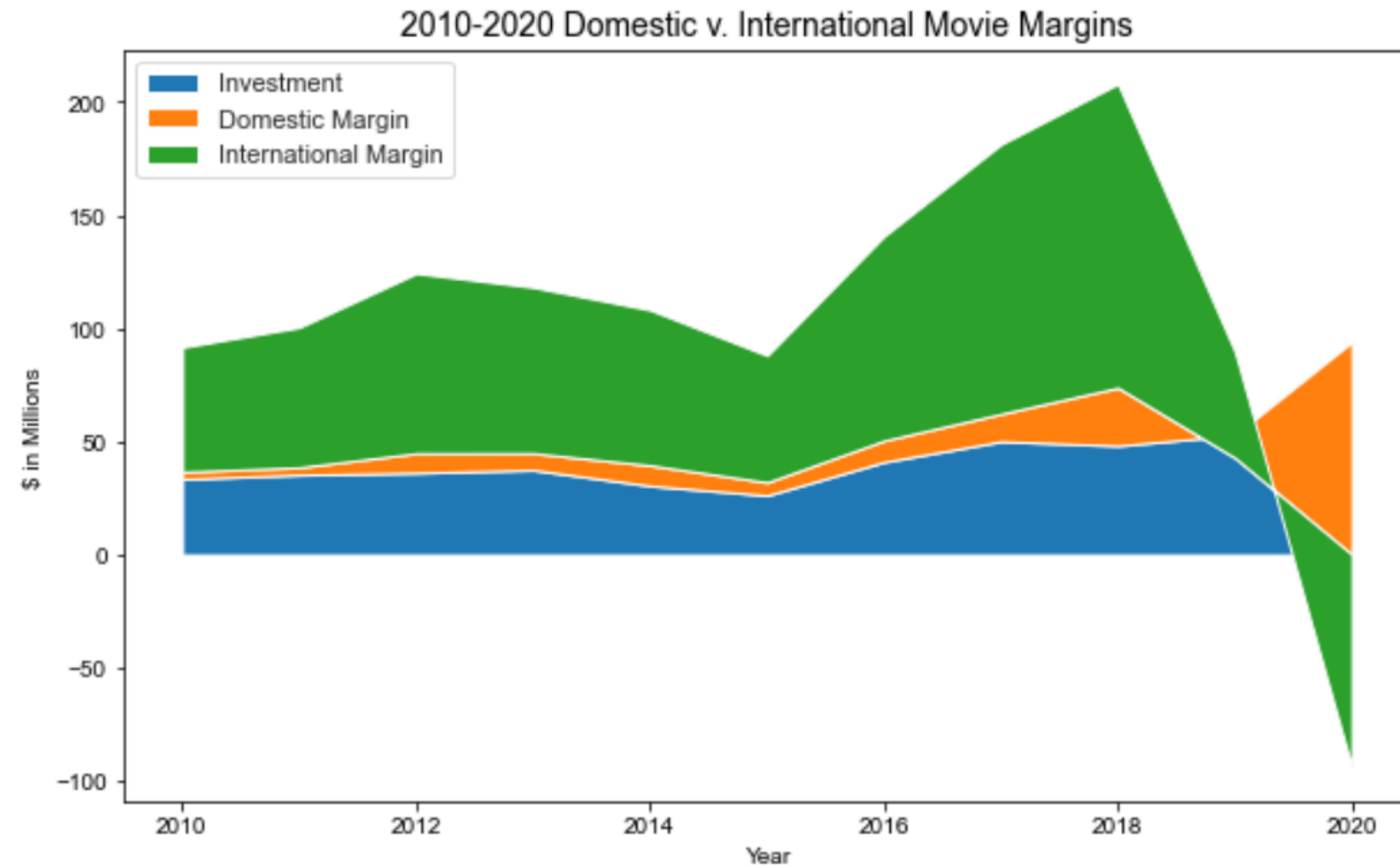
- Target Genres:
 - Family & Animation
 - Horror & Thriller
 - Biography & Documentary
- Action and Adventure movies have above average investment costs



Film Economics: Domestic v. International

Key Takeaway

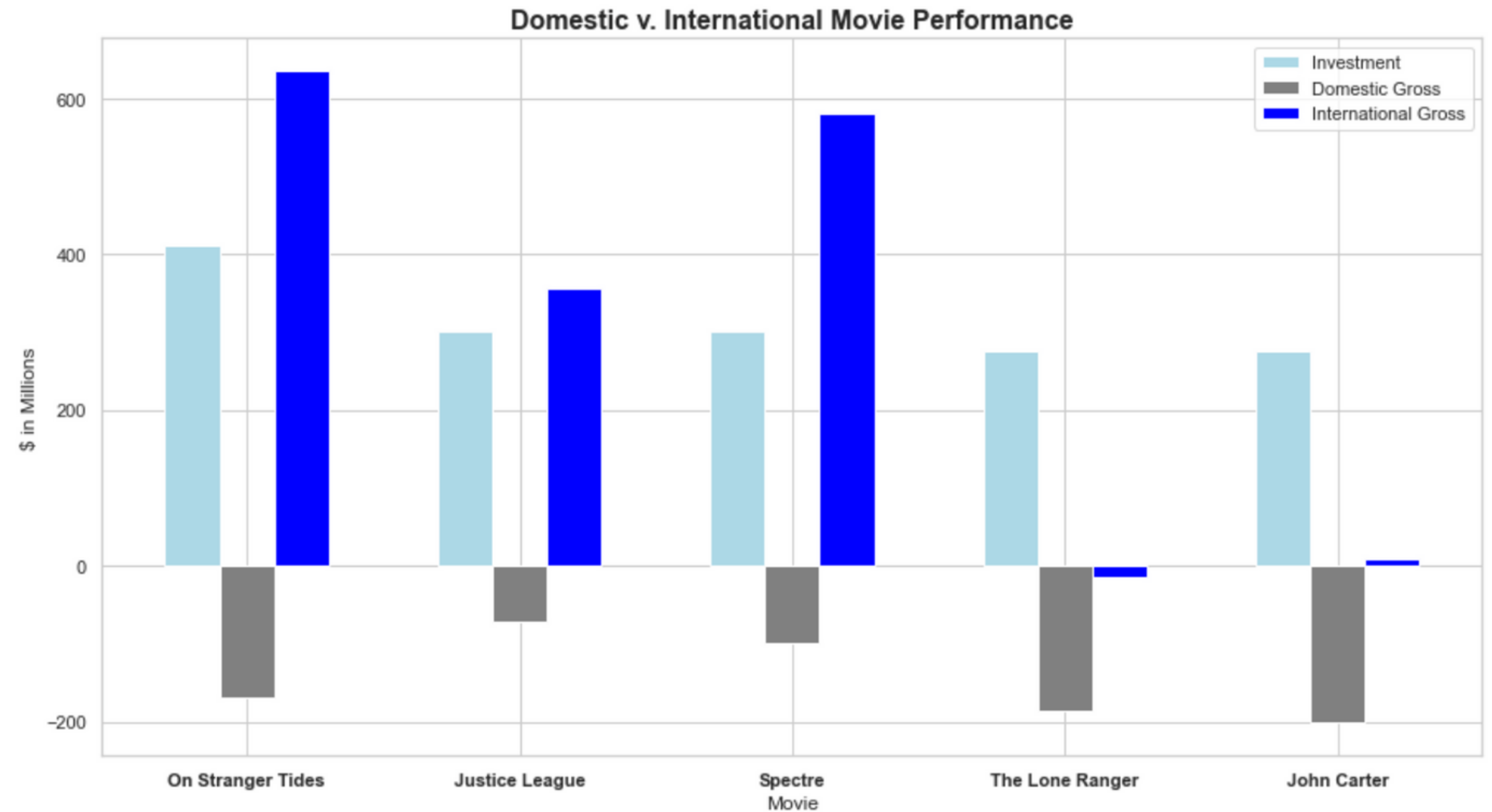
International sales are critical for turning a profit on a film investment



International Film Financial Examples

Key Takeaways

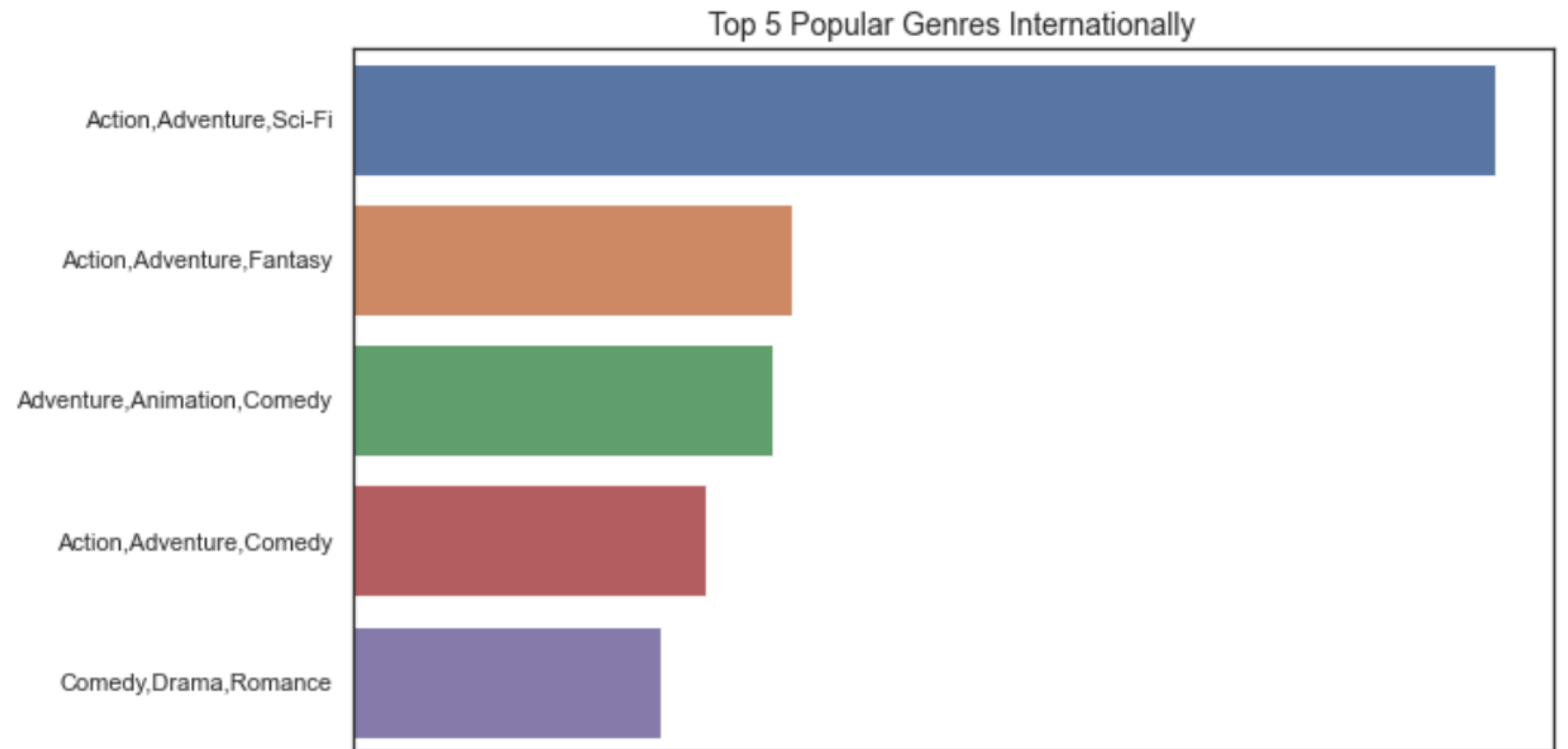
- Even the highest grossing films struggle to make a profit domestically
- Expanding internationally protects initial investment



International Genres

Key Takeaway

Action and Adventure appear in 4 out of the top 5 most popular genres abroad



Studio Financials

Key Takeaway

Screen Gems Studios has low average investment costs per movies, high ROI, and operates in key target genre (Horror)



ScreenGems Deep Dive

Key Takeaway

RECOMMENDATIONS

Summary of Recommendations



**Invest in Low Cost,
High Return Film
Genres**



**Focus on Global
Partnerships &
Distribution**



**Acquire
ScreenGems
Studios**



THANK YOU

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