

# Microsoft Movie Proposal

...

Cameryn Rhosyn

## **Project objective:**

**Determine the best course of action for adding film production to Microsoft's repertoire.**

# Overview

Key Points to Consider:

- Content
- Personnel
- Financials

# Key Factors of Success

## Content

- Genre
- Intended Audience

## Personnel

- Writers
- Directors
- Critics

## Financials

- Production Costs
- Domestic Income
- Foreign Income

# Understanding the market

# Top 25 Highest Grossing Movies

- Star Wars Ep. VII: The Force Awakens
- Avatar
- Black Panther
- Avengers: Infinity War
- Titanic
- Jurassic World
- The Avengers
- Star Wars Ep. VIII: The Last Jedi
- Incredibles 2
- The Dark Knight
- Rogue One: A Star Wars Story
- Beauty and the Beast
- Finding Dory
- Star Wars Ep. I: The Phantom Menace
- Star Wars Ep. IV: A New Hope
- Avengers: Age of Ultron
- The Dark Knight Rises
- Shrek 2
- ET: The Extra-Terrestrial
- Captain Marvel
- The Hunger Games: Catching Fire
- Pirates of the Caribbean: Dead Man's Chest
- The Lion King
- Jurassic World: Fallen Kingdom
- Toy Story 3

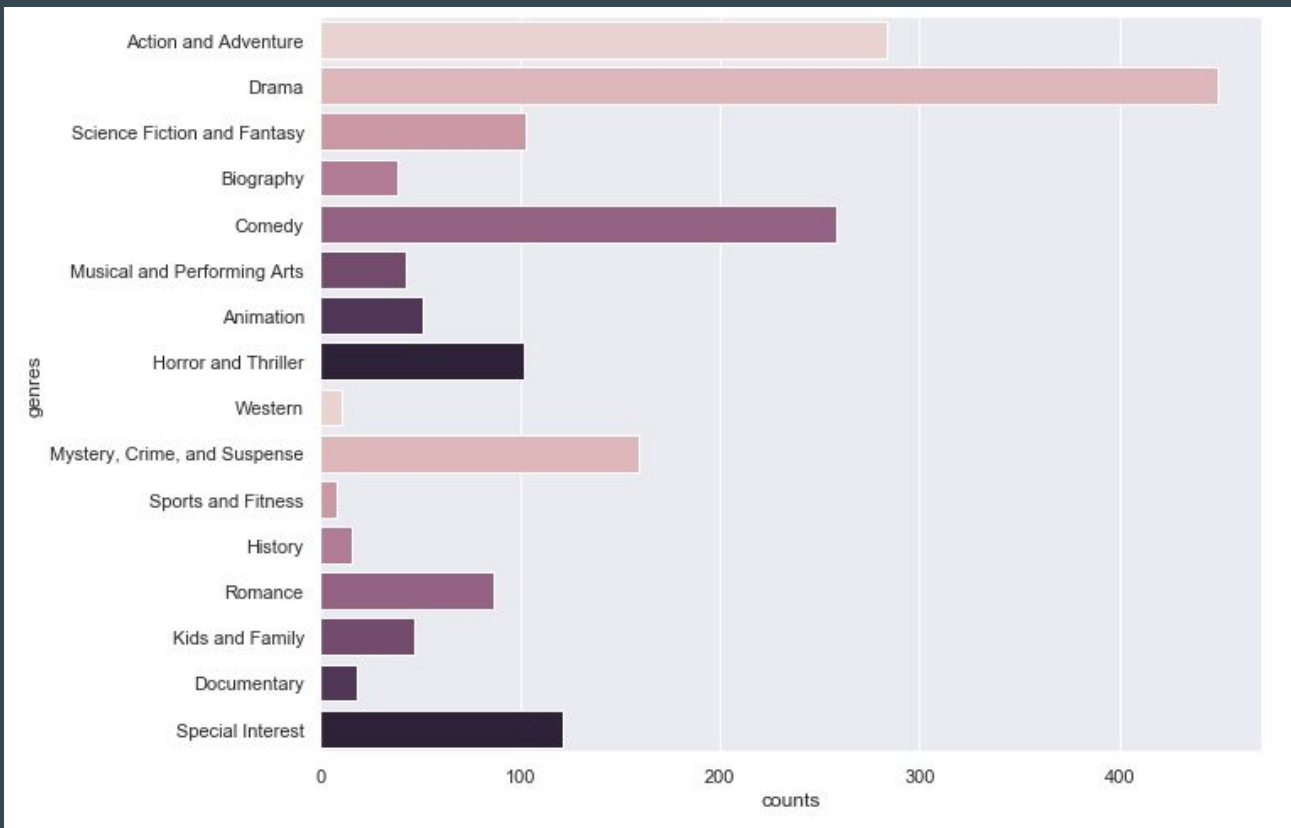
# Content Possibilities

Genres and Target Audiences

What genres are doing well?

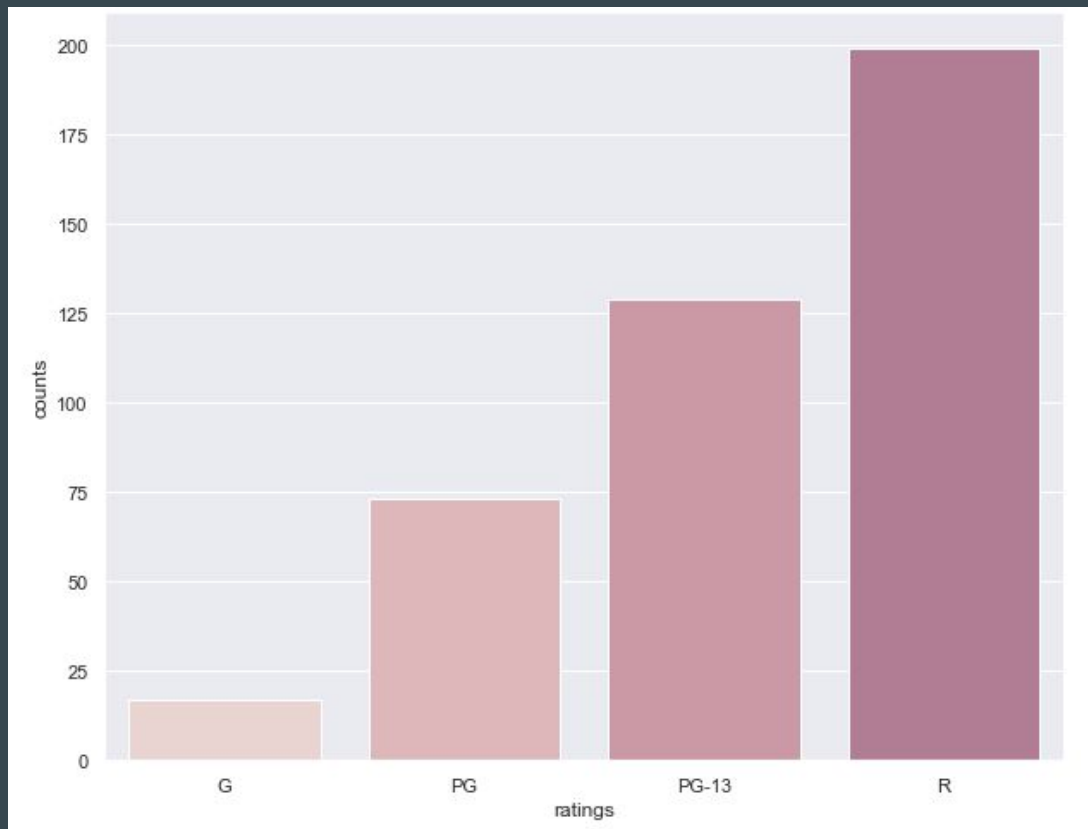
What ratings draw crowds?

---



Most Popular Genres





**Ratings by Popularity and  
Audience Rating**

# Personnel Considerations

Directors and Writers

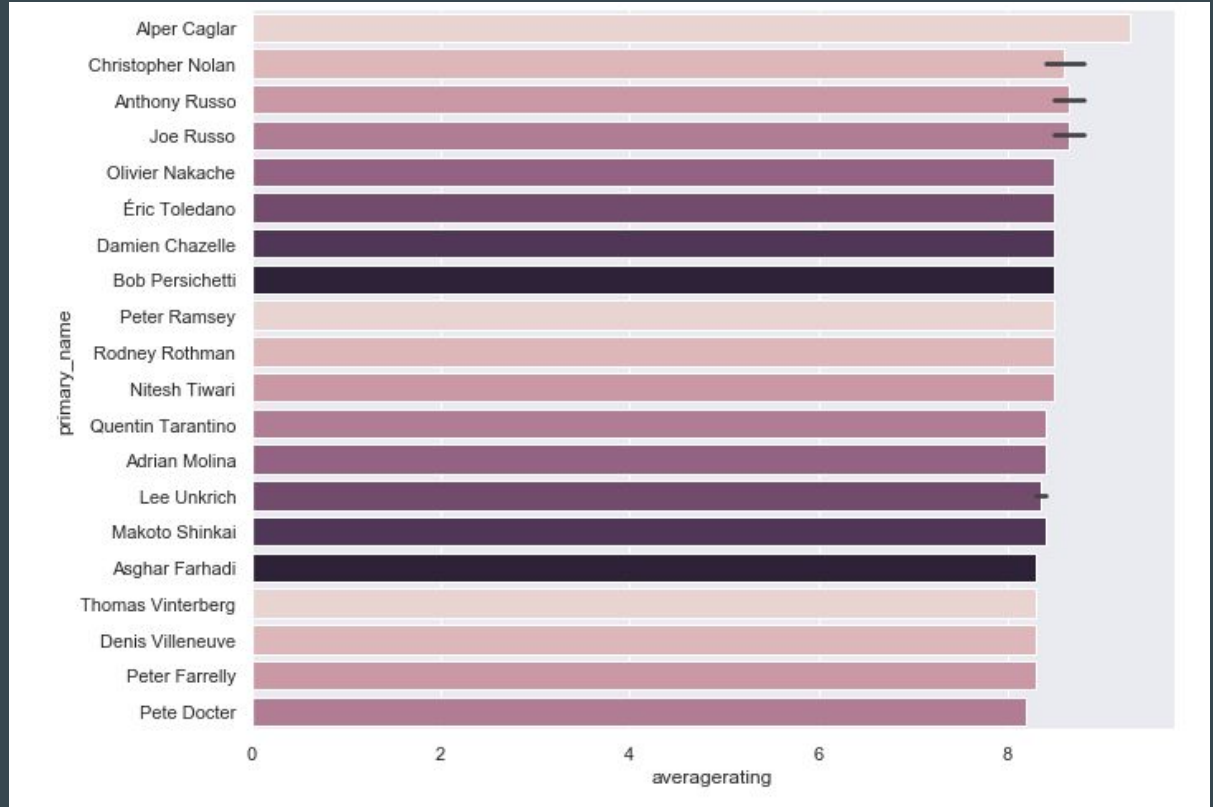
Who do we want working on this?

Who can we get working on this?

---

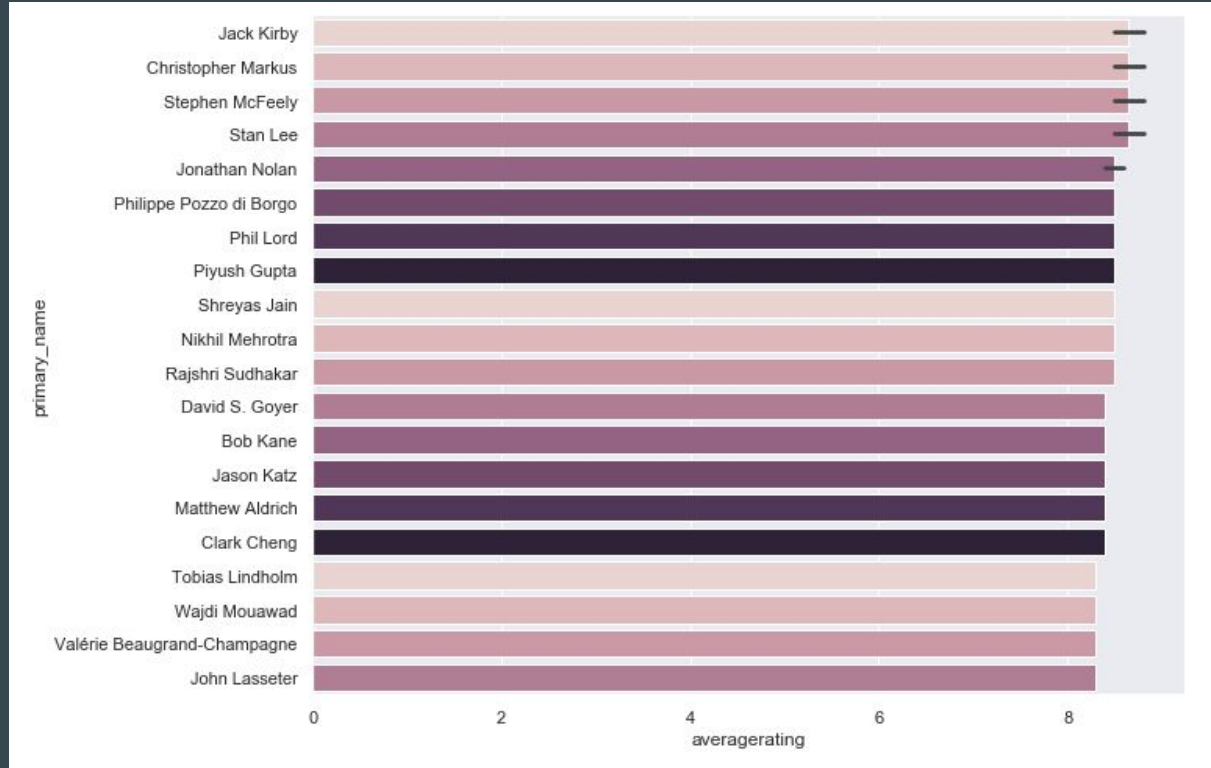
# Directors

- Alper Caglar
- Christopher Nolan
- Quentin Tarantino
- Peter Farelly



# Writers

- Jonathan Nolan
- Philippe Pozzo di Borgo
- David S. Goyer
- Bob Kane
- Tobias Lindholm



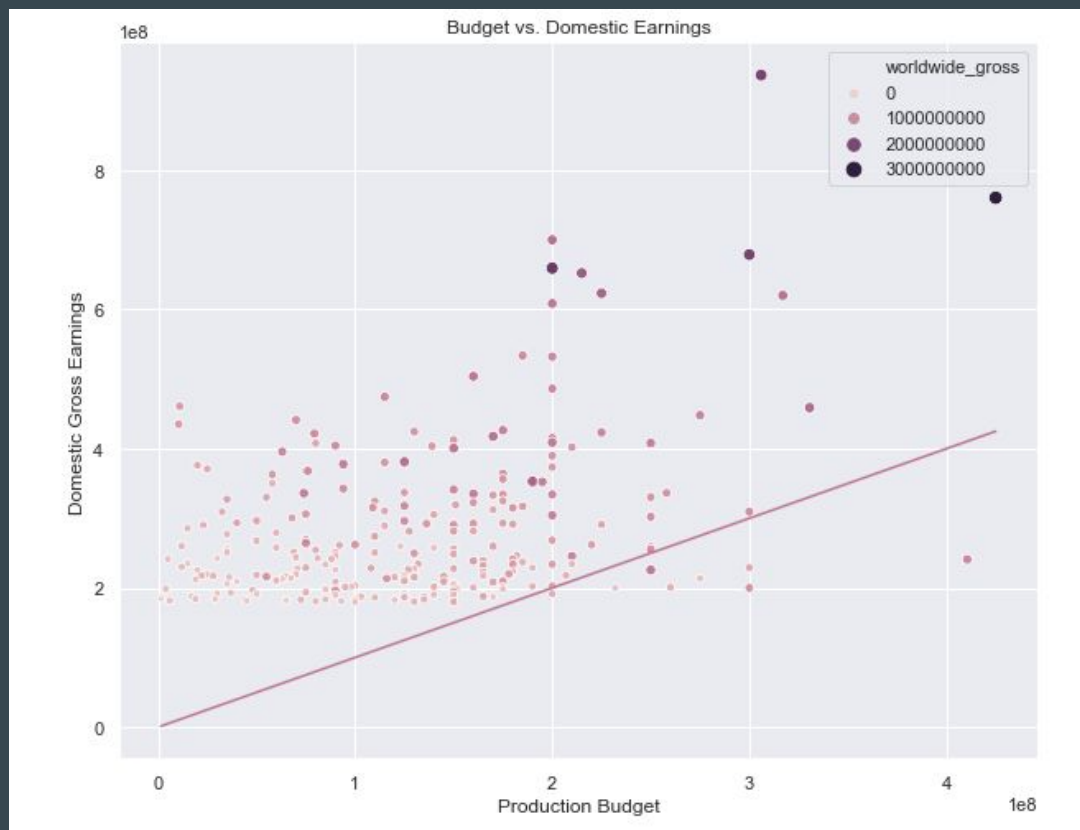
# Financial Concerns

Budget and ROI

How much can we spend?

How much can we expect as ROI?

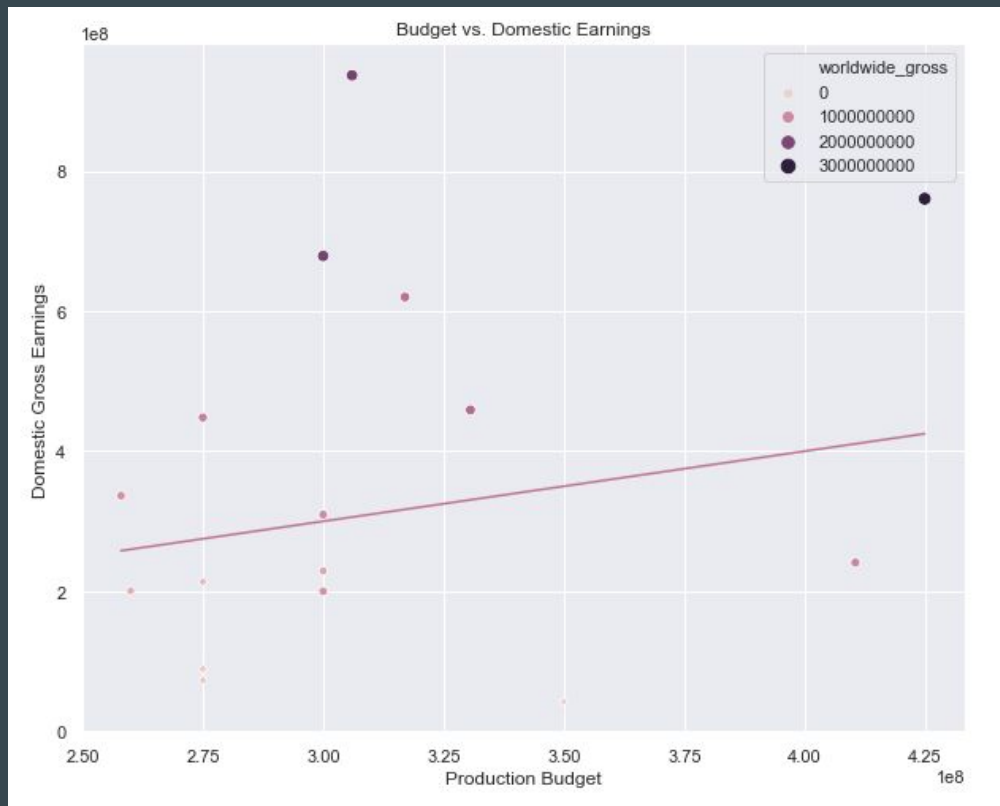
---



Of the top 250 movies over the last 10 years, fewer than 50 had production budgets over \$250,000,000

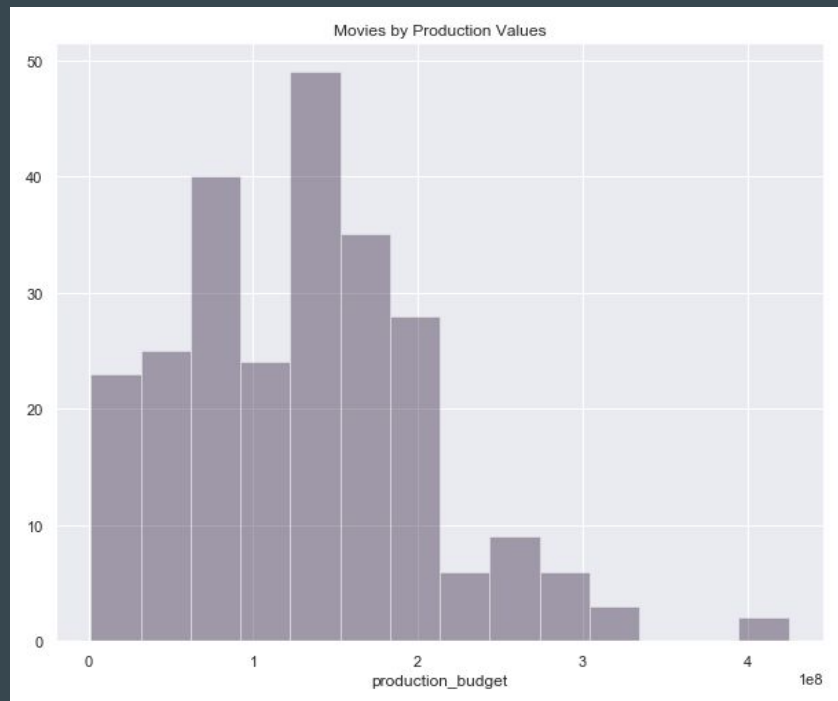
# Movies with High Production Budgets:

1. Star Wars Ep. VII: The Force Awakens
2. Avatar
3. Avengers: Infinity War
4. Star Wars Ep. VIII: The Last Jedi
5. Avengers: Age of Ultron
6. The Dark Knight Rises
7. Spider-Man 3
8. Pirates of the Caribbean: At World's End
9. Pirates of the Caribbean: On Stranger Tides
10. Justice League
11. Solo: A Star Wars Story
12. Tangled
13. Spectre
14. The Lone Ranger
15. John Carter
16. Dark Phoenix



# Financial Conclusions:

- Of the top 250 movies as reported by TicketMaster, over 200 of them had budgets below \$250,000,000.
- Based on this, it can be safely assumed that setting future movie budgets at \$200,000,000 on average and allowing for some flexibility will generate a 100% return in investment, assuming all other factors are conducive to success.





# Overall Conclusions

Dramas and Action Films

Ratings: PG-13 to R

Pairing Writers and Directors

Average Budget: ~\$200,000,000

**Thank You**

**“The goal is to turn data  
into information, and  
information into insight.” -**

**Carly Fiorina**

**Former CEO, Hewlett-Packard Co.**

# Appendix

<https://www.thewrap.com/pg-13-vs-r-movies-how-each-rating-stacks-up-at-the-box-office/>