Microsoft Movie Proposal

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NCS Consulting Group

Samira Chatrathi

Chris Helmerson

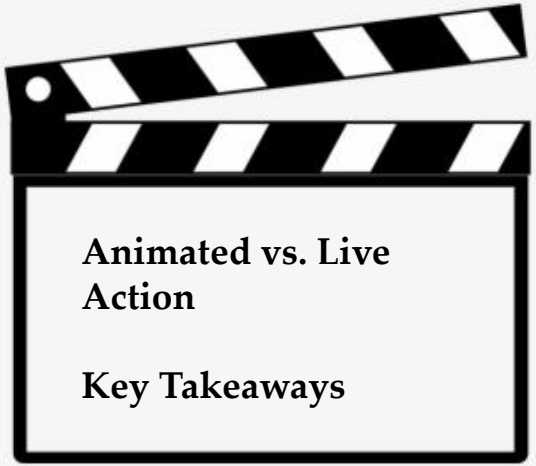
Nick Kennedy

Agenda

Broad

General

Specific



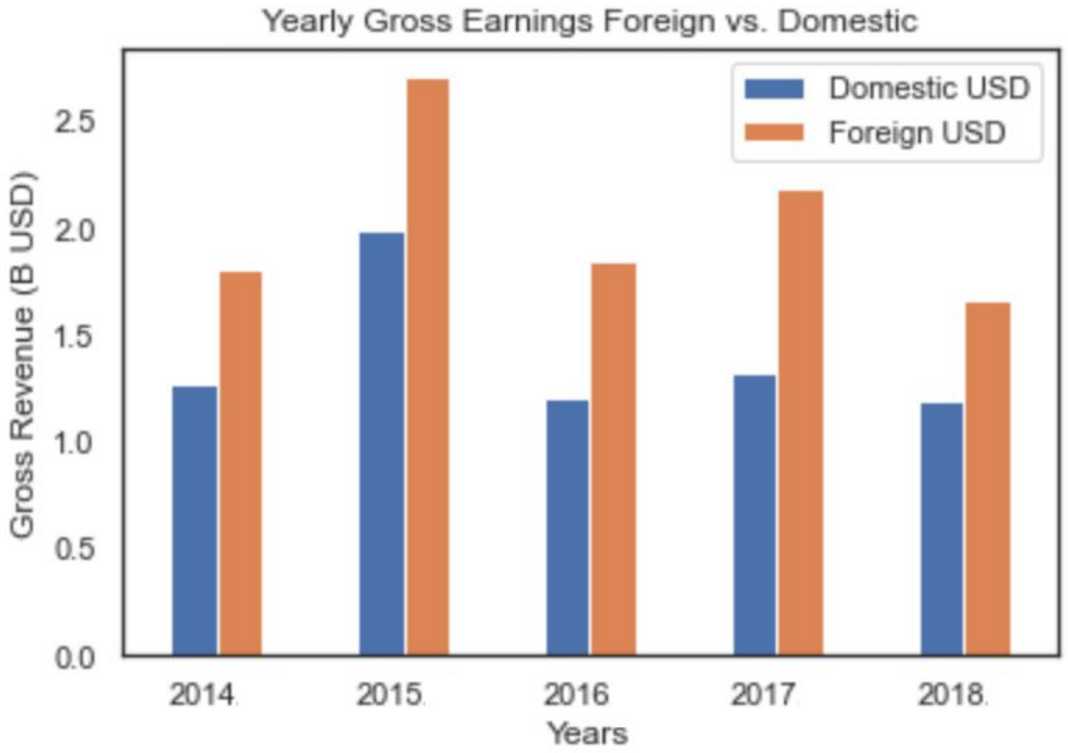
Bottom Line Up Front:

Animation is **120%** more profitable

THE NUMBERS®
Where Data and the Movie Business Meet

IMDb

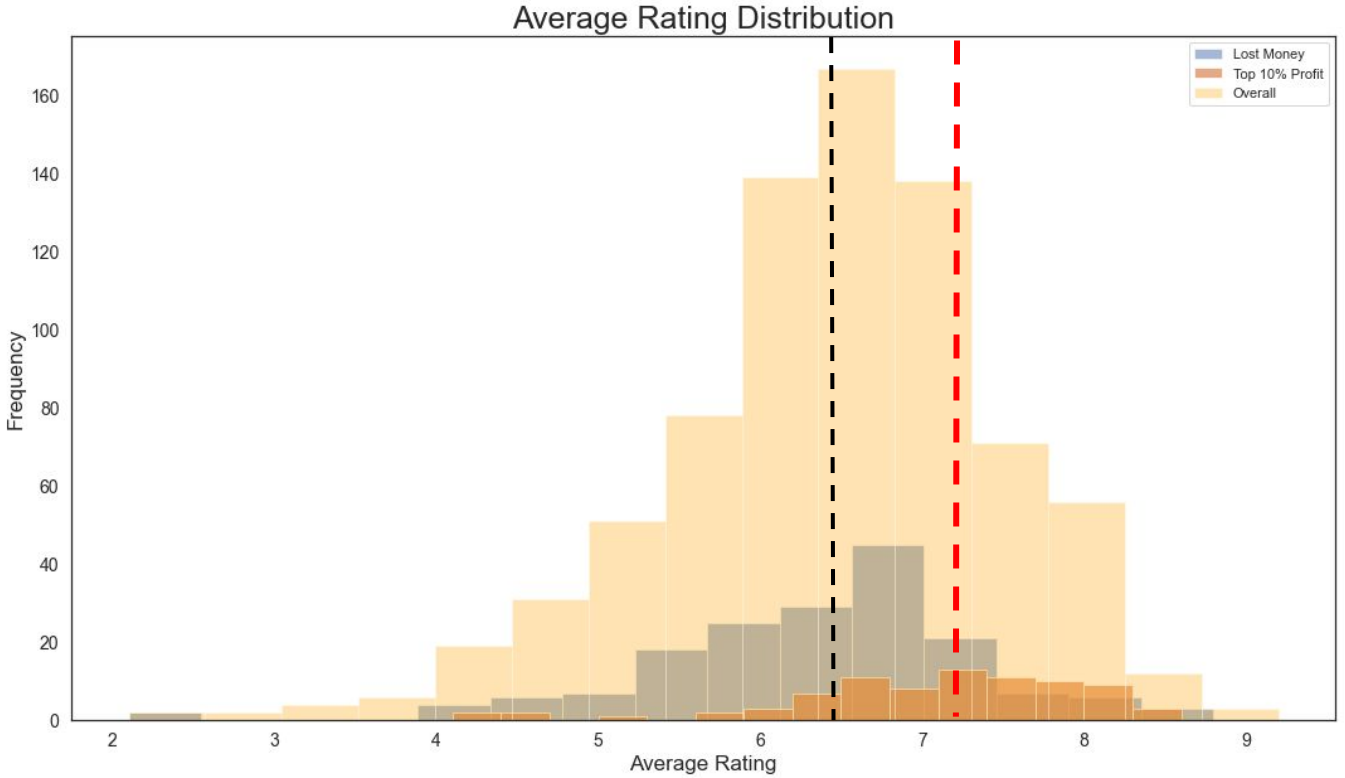
Foreign Markets: Lucrative



*Financial indicators did not account for inflation. Between 2014-2018 there was a 6% price increase.

Do Ratings IMDB Ratings Matter?

Only for Top Earning Films and their Studios



GOING BIG: 10% of films took 57% of the Profit

Big Name Studios ➡ Better Performing Movies. *Why*?

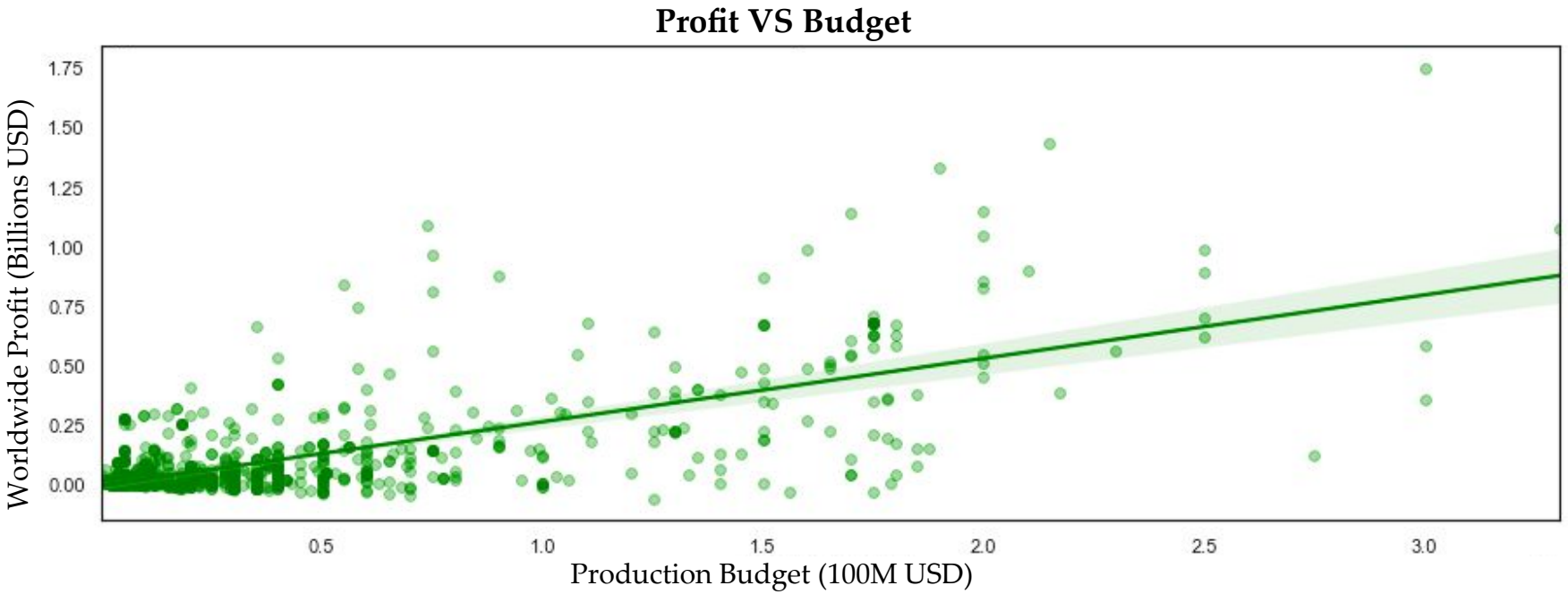
- ❏ Franchise Ownership

- ❏ Fiscal Resources

- ❏ Talent Acquisition

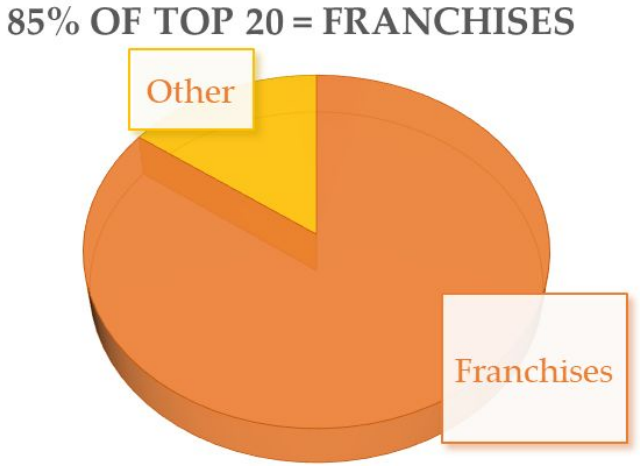
1. Go Big Or Go Home

Investing in film projects pays off



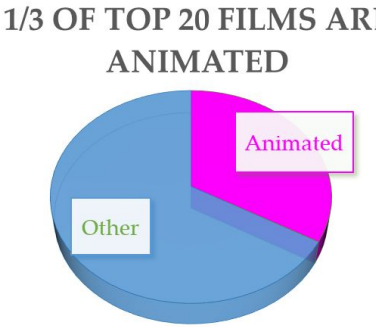
2. Look to the Future

- *Franchise-able* Films



3. Get the Best Talent

- Microsoft has *Tech's-Appeal*
- 3D Animation → logical next step



4. Use What You Already Have

- Intellectual Property
  → Content Creation

- Gaming Movies
  → Growing Trend

- Established Tech Resources
  → Save Money

Should You Animate?

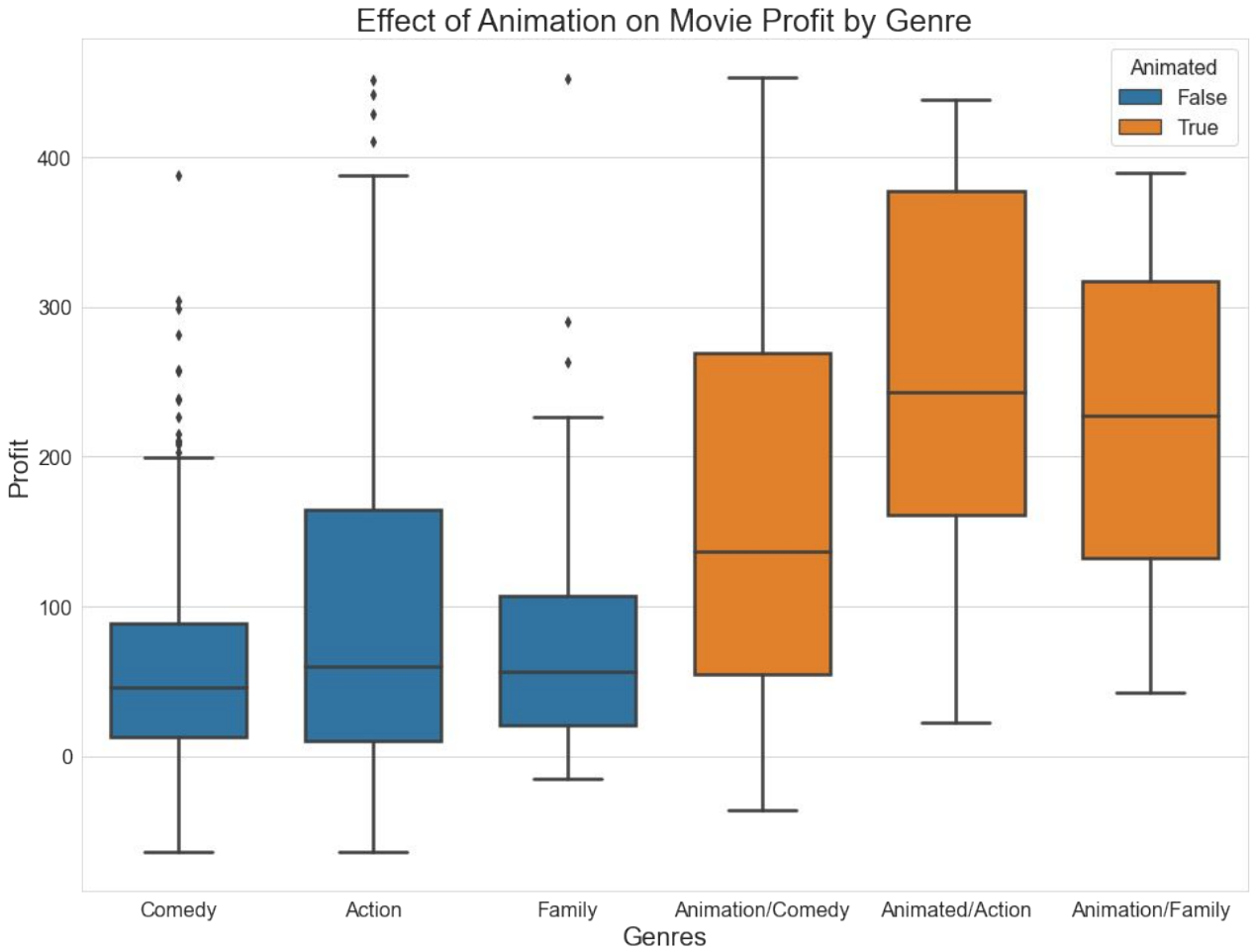
VS

Animated

- $294 M / Film
- 3.8% Loss Rate

Non-Animated

- $134 M / Film
- 12.1% Loss Rate



The Animation Effect

- 120% More Profit
- $160M / Film

Conclusions and Key Takeaways

Foreign Markets	• Boost Gross Revenue and Increase Exposure
Invest in Film Quality	• Increase profit with Big Budget Projects
When Possible, Animate	• Animated films bring in twice as much profit on average
Future Research	• NCS can contribute to Modeling for Animated Movie Endeavors

Thank You!

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Appendix

Most profitable writers and directors by studio?

Stats means medians correlations?