

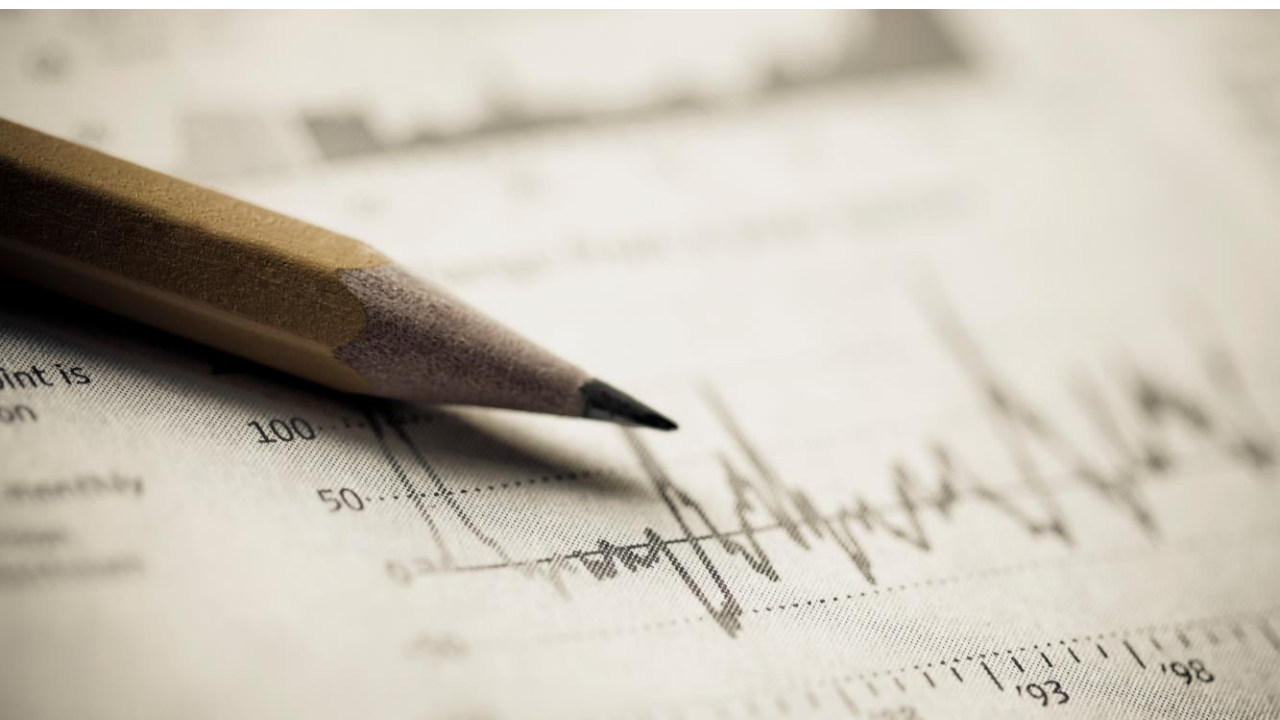


Film Analysis for Microsoft Film Studio

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DYLAN GARSEE

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Microsoft



| Global Diversity & Inclusion

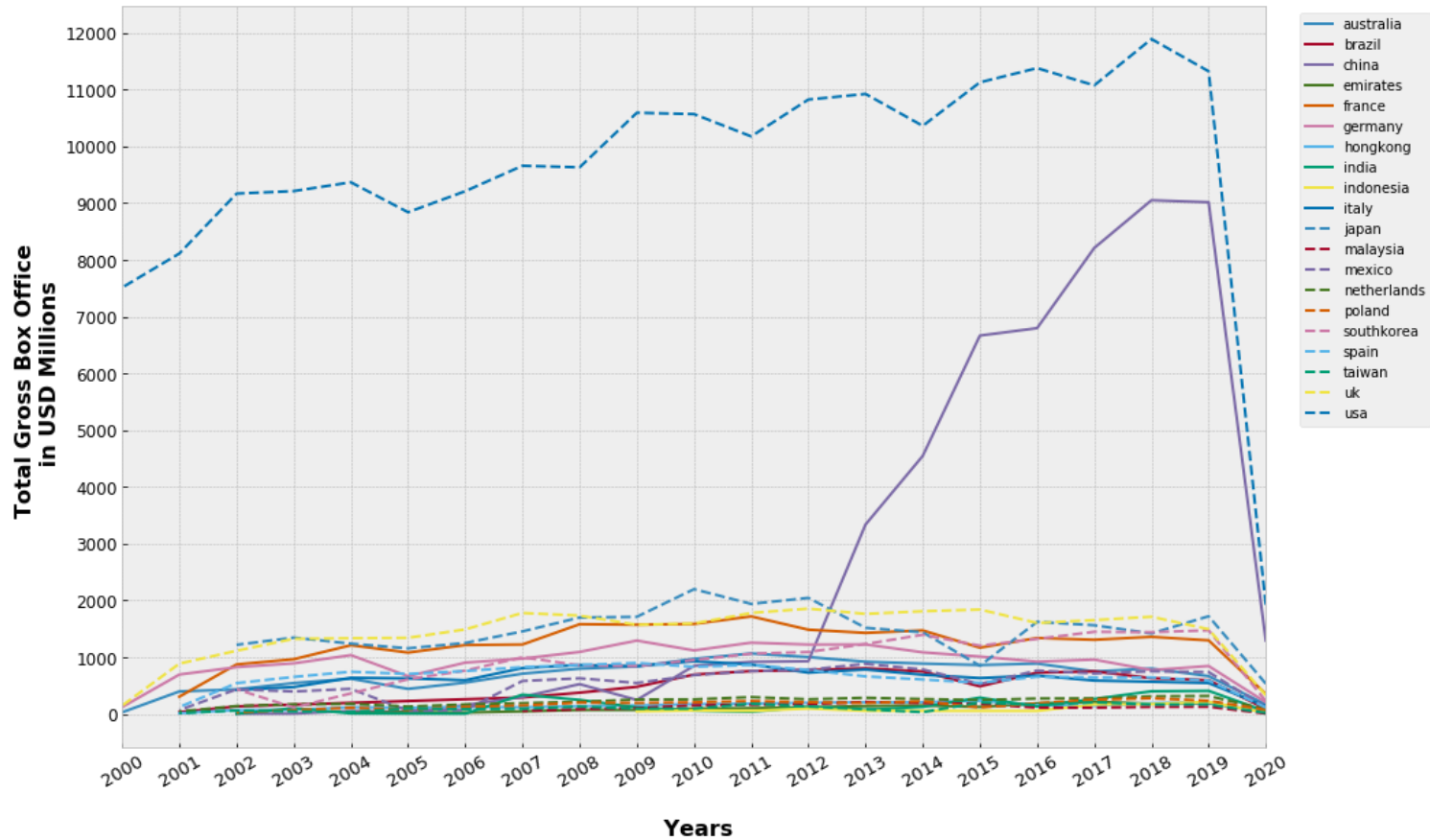
“We believe in the transformative power of engaging many different perspectives.”

- Microsoft's Global Diversity & Inclusion Webpage

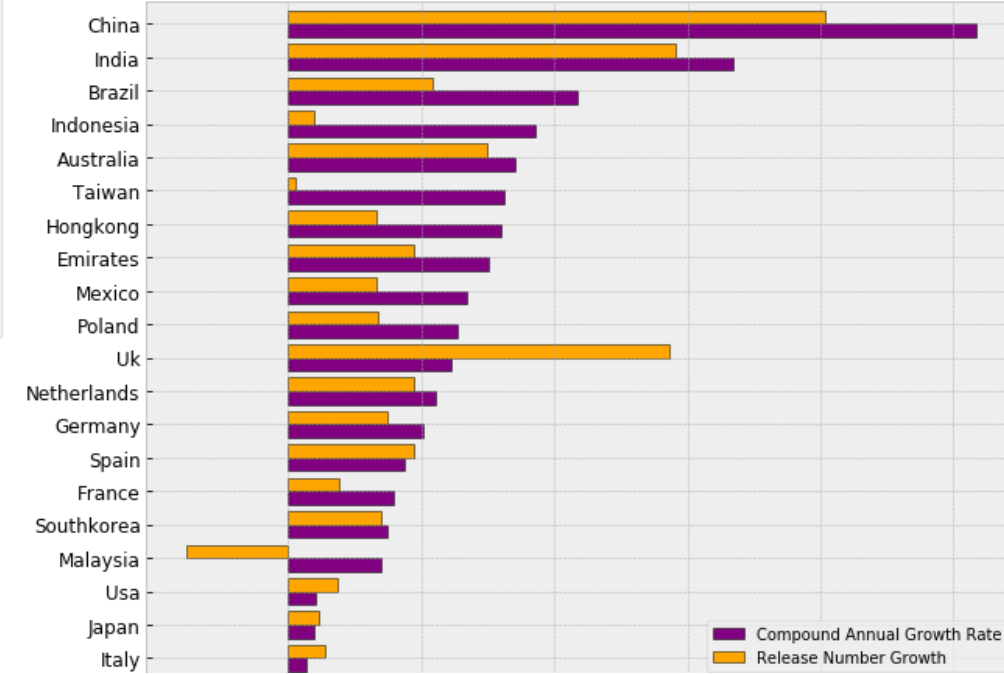


BASED ON THE BEST-SELLING NOVEL
CRAZY
RICH
ASIANS

Global Box Office Growth



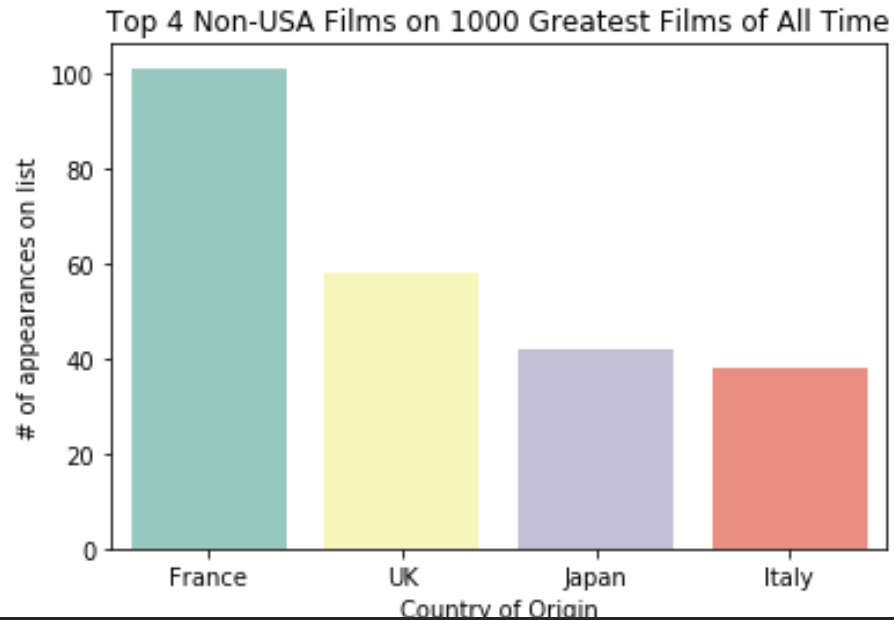
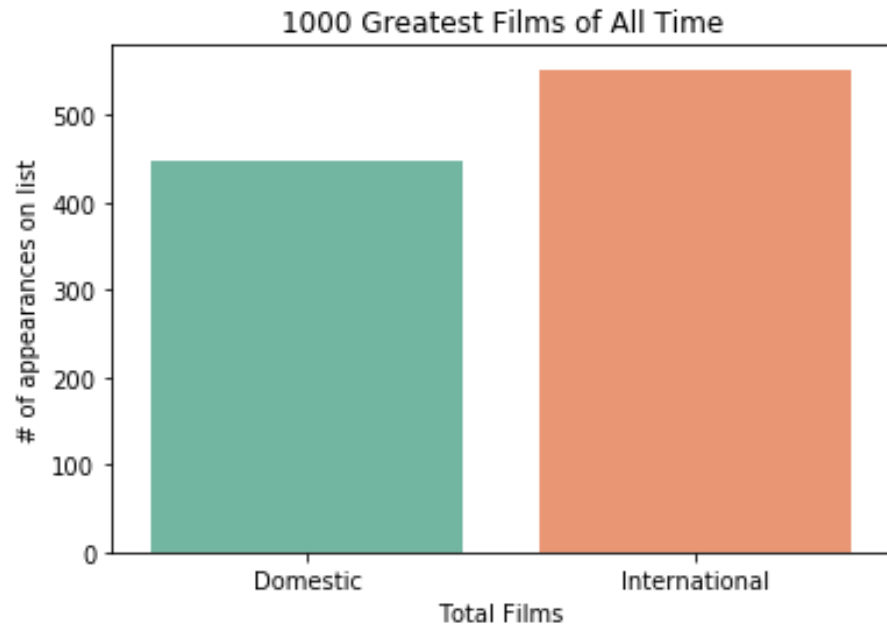
Box Office Growth Rate since 2000 Comparison



Global Industry Growth 2000 – 2020

Competitive Landscape





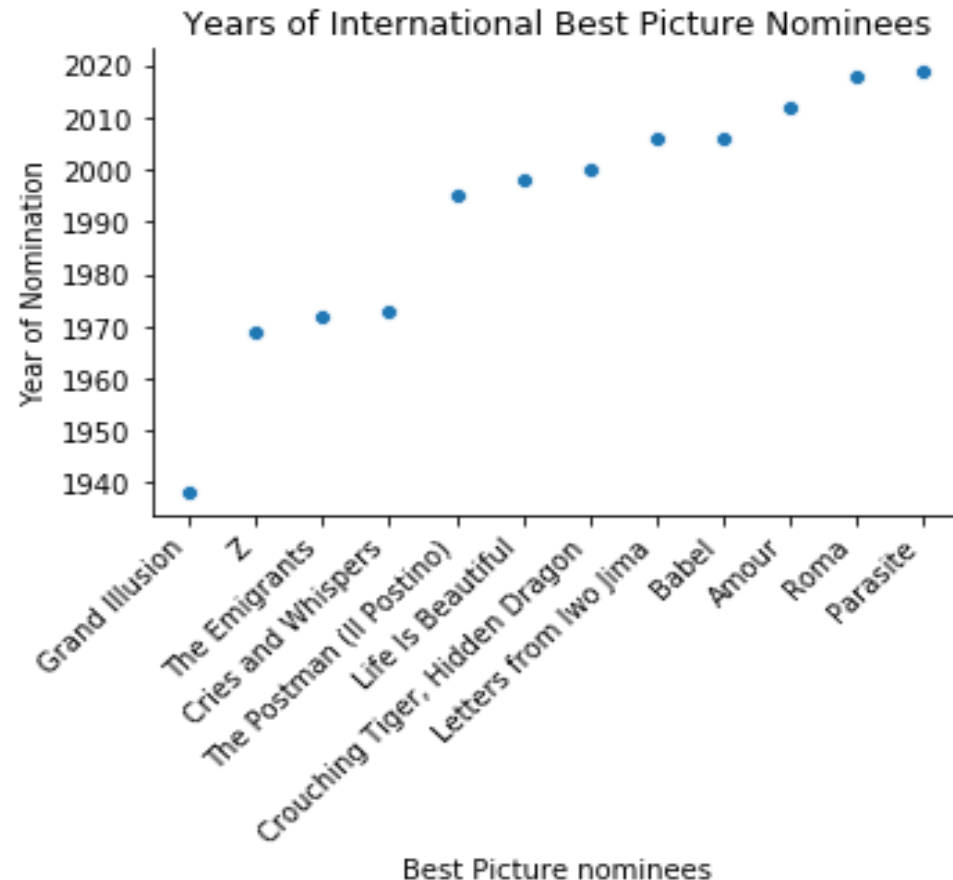
Critical Acclaim for International Films

Are non-American films better received than American films?

Data was collected from over 11,000 American and international critics' "Greatest Films of All Time" list to create a master "1000 Greatest Films of All Time" list. In this data we see that there are **over 100 more** international/non-American films on the list than American films. Breaking down the data further show that the top 4 countries whose films appear on the list are from **France, The UK, Japan, and Italy**.



Critical Acclaim for International Films



Is the American film industry more receptive to awarding international films?

The Academy Awards are the most prestigious film awards in the United States and are voted on by actors, screenwriters, directors, and many other members of the Hollywood film industry. There have been 11 international films nominated for Best Picture over the course of 91 years, with **7 of those nominations in the past 20 years!**

2010 Top 3



Top Grossing Actors Worldwide 2010 - 2020

2020 Top 3



Which actors bring in the most money to the Box Office?

Ranked by **Star Score**, a score given to an actor based on the number of top-grossing films an actor is featured in, Star Scores have *increased* by

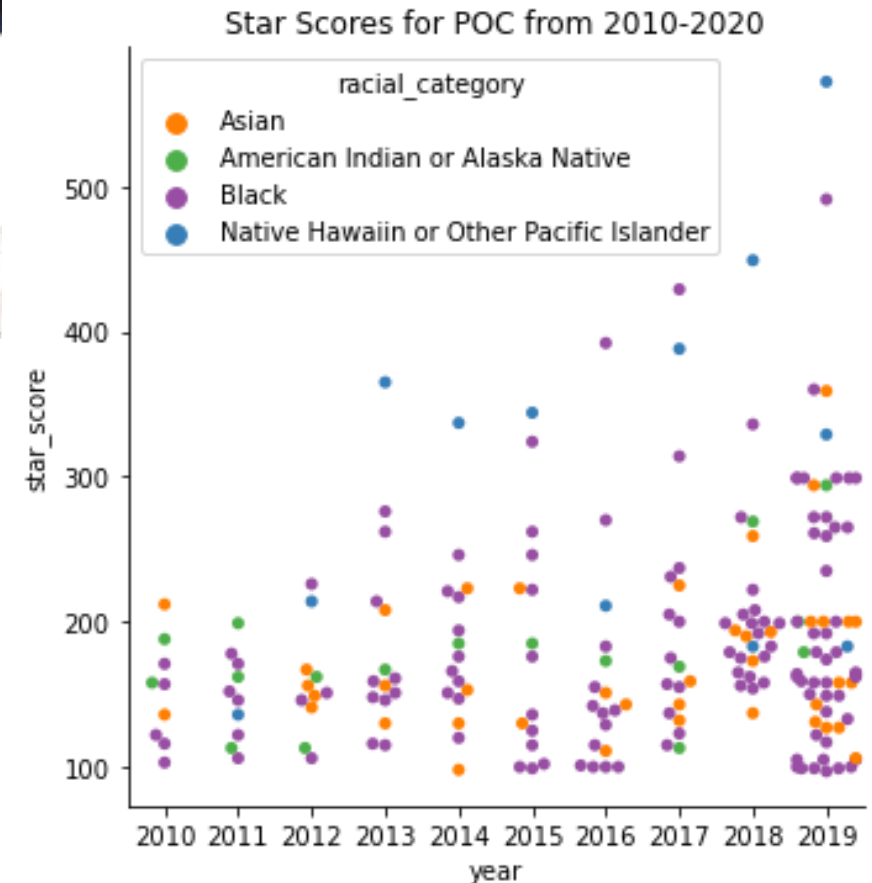
72% for Black Actors

36.7% for Native American/Alaskan Native Actors

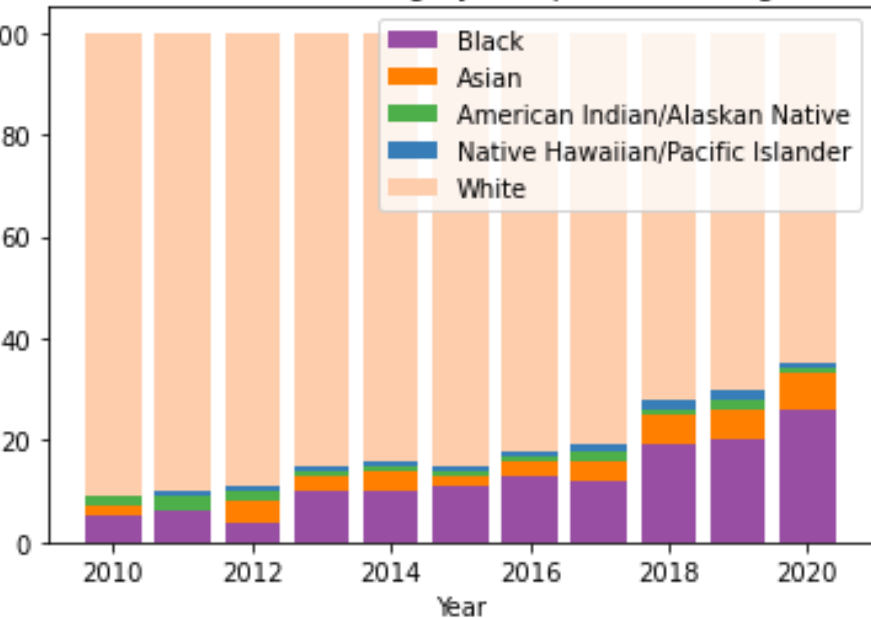
21.5% for Asian Actors

Non-existent → 374.5 for Native Hawaiian/ Pacific Islander Actors

Top-grossing films are featuring people of color!



Actors for Each Racial Category in Top 100 Grossing Actors 2010-

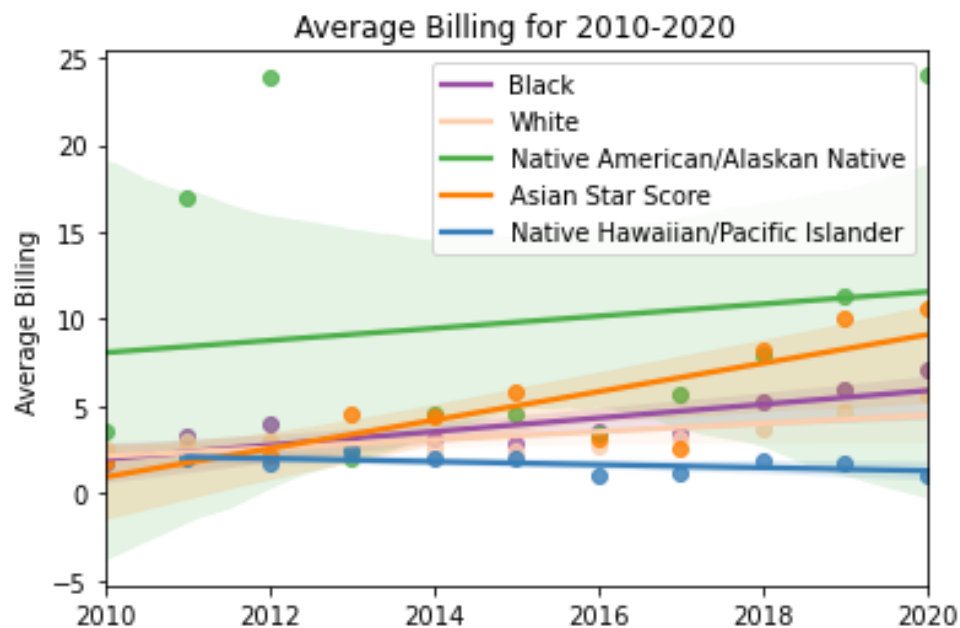


Diversity in Top Grossing Films 2010 - 2020

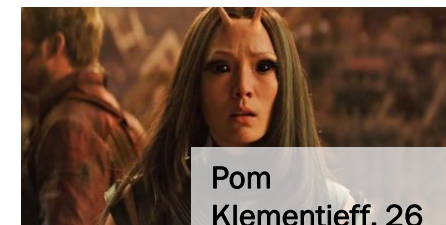
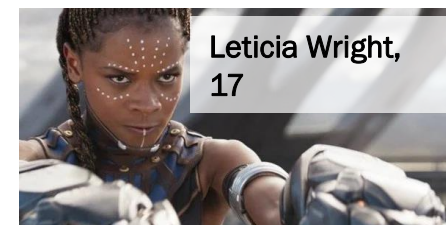
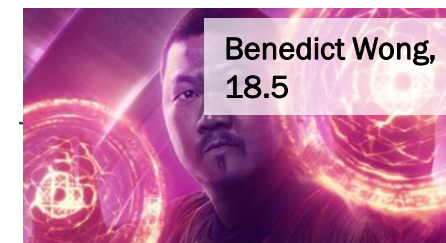
More people of color in the 100 Top Grossing Actors

Higher Billing Average - performing arts term used to signify an actor's *ranking of importance* to the film.

- 1.8 → 7.1 for Black Actors
- 1.9 → 10.6 for Asian Actors
- 3.6 → 24 for Native American/Alaskan Natives



2020



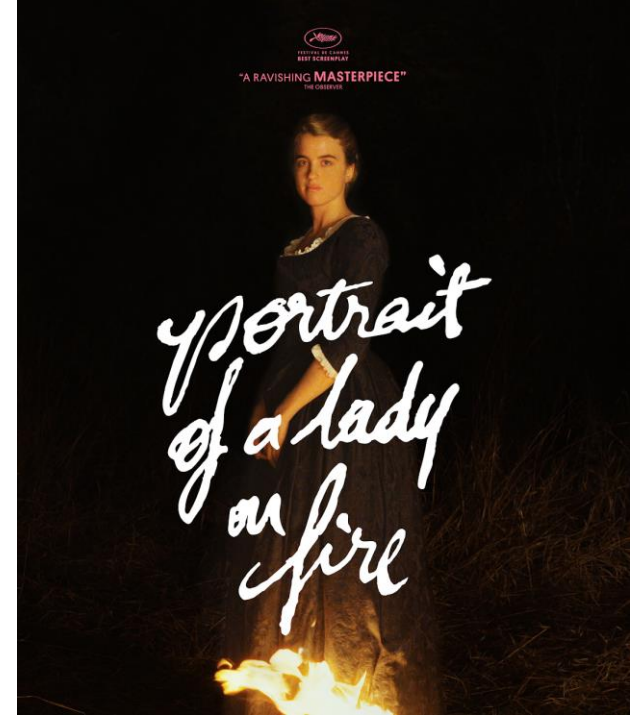
2010



How can Microsoft's Movie Studio differentiate itself?

Lead the way through Global Diversity & Inclusion initiatives:

- o Target developing international film industries
- o Focus on creating and acquiring critically acclaimed film content.
- o Create films *starring* people of color.



Future Analysis Ideas

- Analyze the growth of subscription streaming services and users in different international markets
- Examine criticism to determine commonly used descriptions of critically acclaimed films and using those keywords to aid in the search/production of new films.
- Explore diversity in popular TV shows

...to be continued...



Thank you!

MOVIES THAT **MATTER**

DIVERSITY & INCLUSION

FIND OUT MORE ON

[HTTPS://GITHUB.COM/CHRISTIANMOYA/PHASE1_PROJECT](https://github.com/christianmoya/phase1_project)