





Microsoft Film Studio

How can Microsoft enter the movie game?

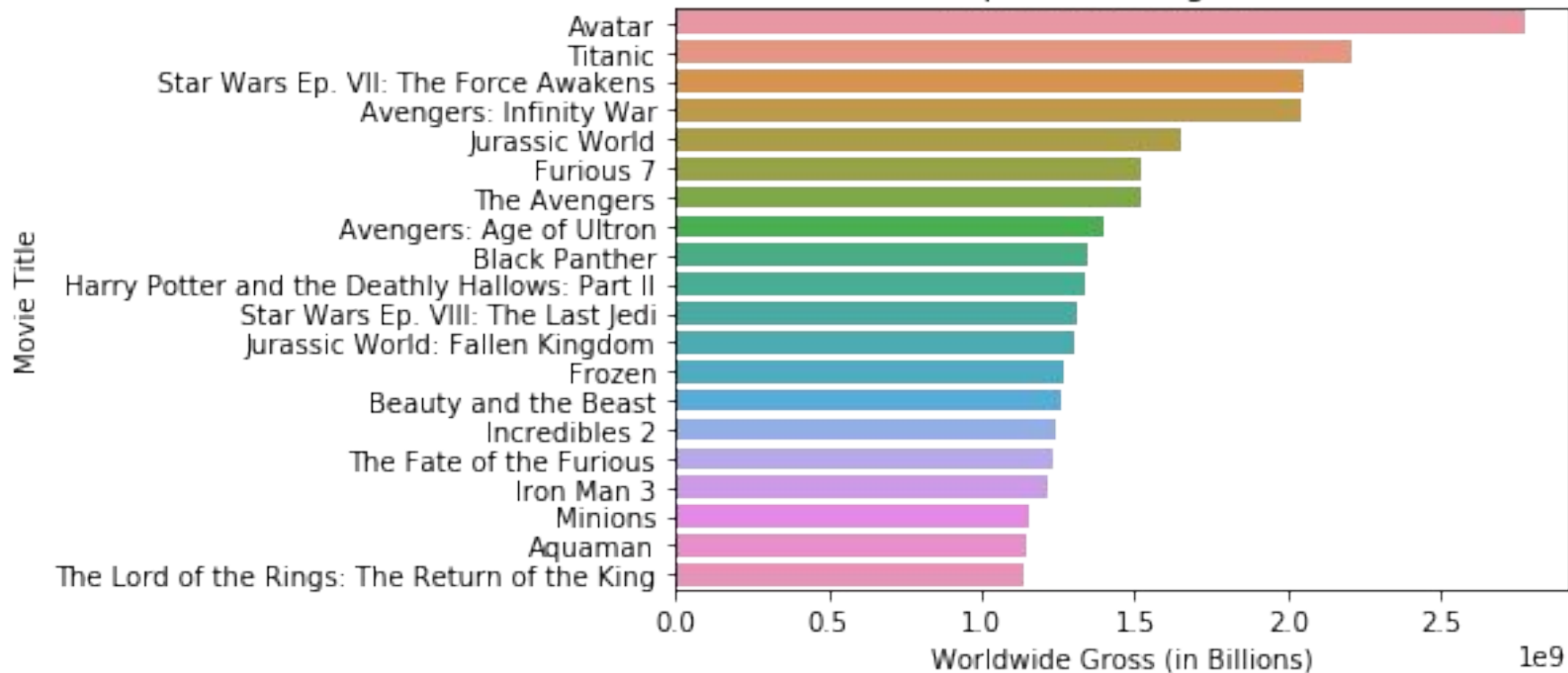
- Which movies are most profitable in the Box Office?
 - Which genres perform best in the box office?
- Which genres of movies will help Microsoft be taken seriously as a Film Studio?
- What do past box office trends tell us of the possibility of the future?



Which movies are most
profitable in the Box
Office?

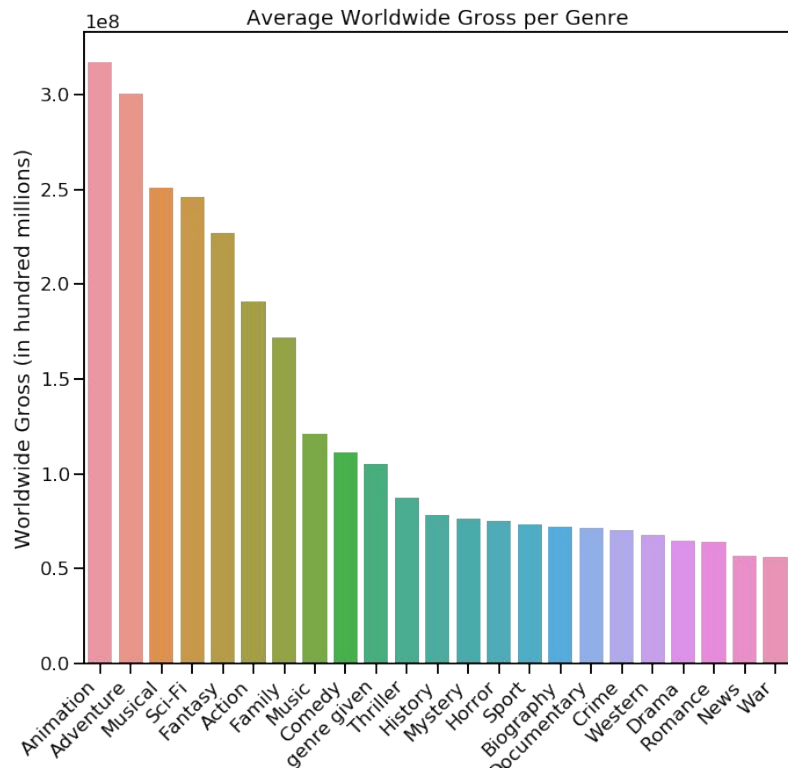
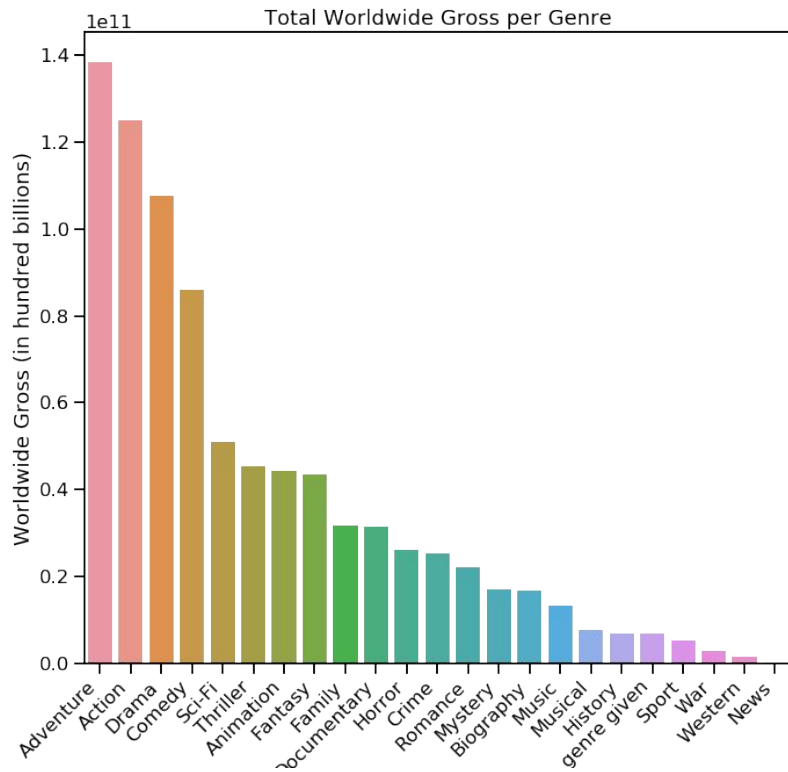



Top 20 Grossing Films




Recommendation

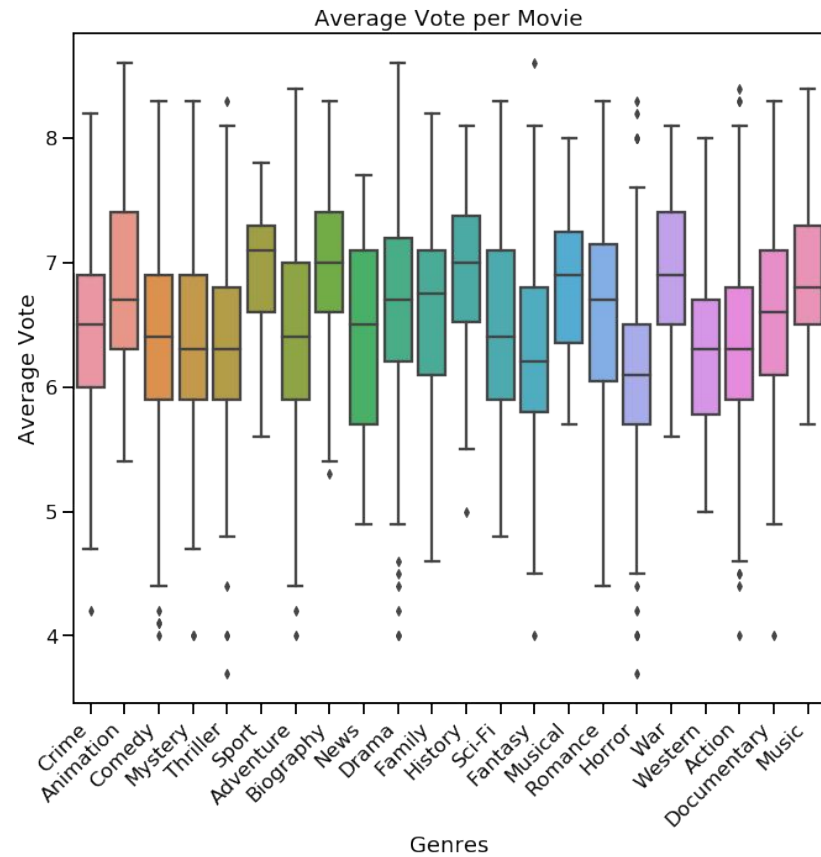
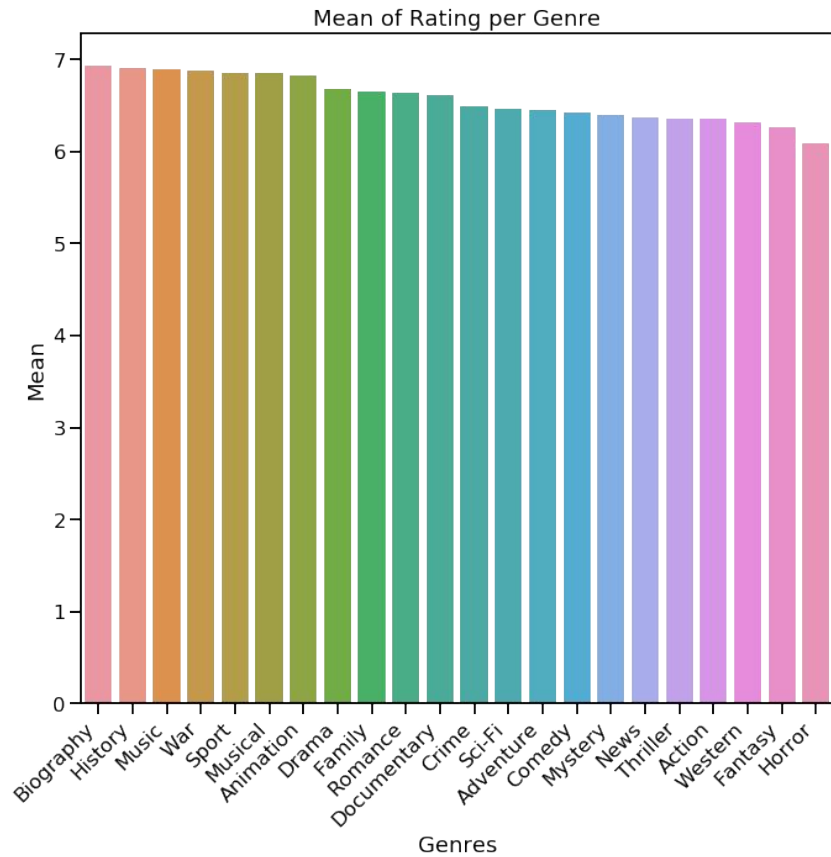
- Create your own nostalgia money-making series by planting the seeds to reap in 5 to 10 years.
- Find the next "Harry Potter," "Lord of the Rings"
- Find the next big directors



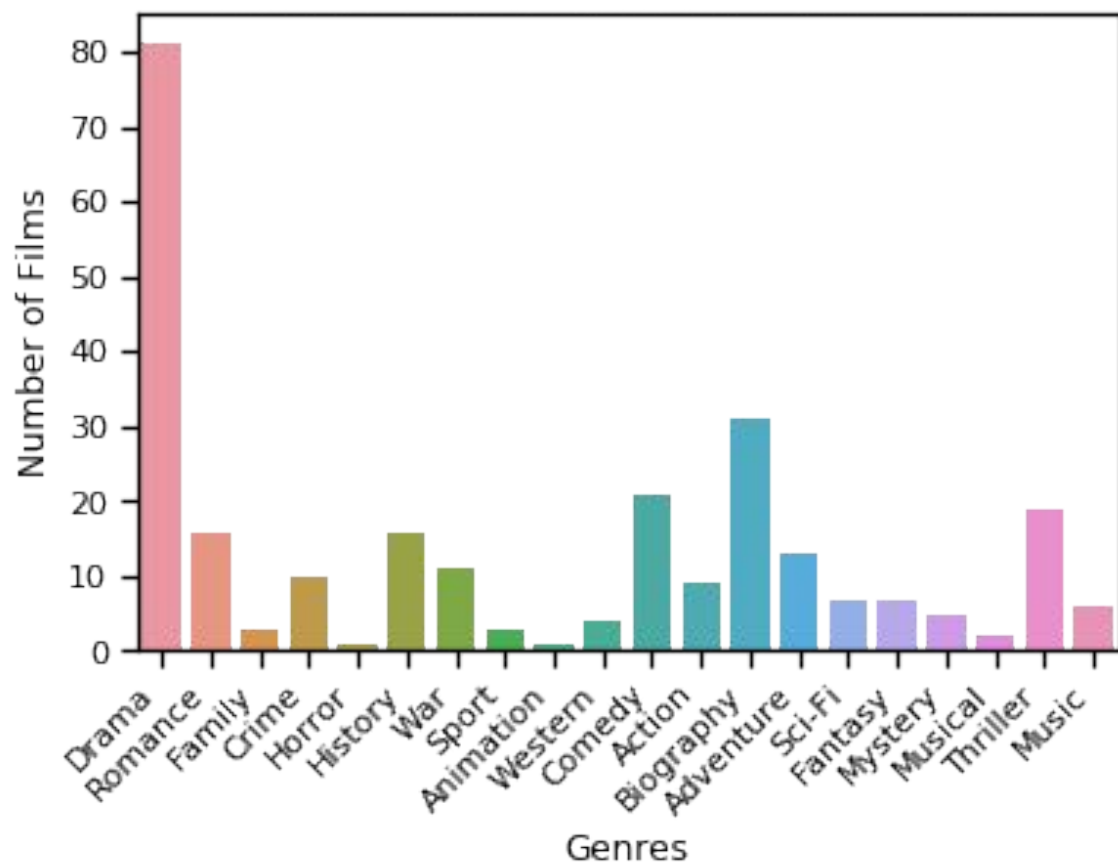


Which genres of movies will
help Microsoft be taken
seriously as a Film Studio?






Number of Nominated Movies Based on Genre




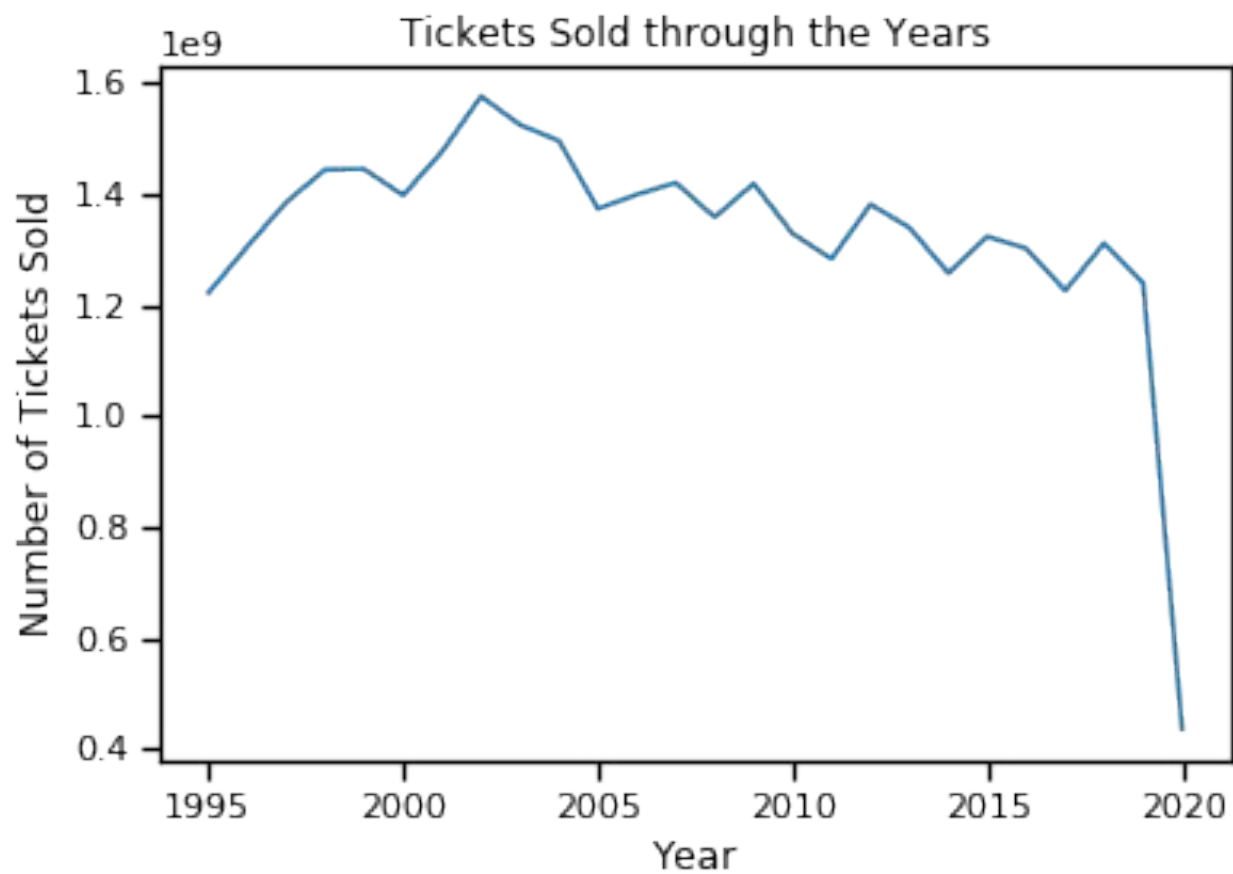
Recommendation

- While creating movies Action, Adventure, Animation movies for the box office, also create drama and well-acclaimed movies in order to gain credibility as a studio.



What do past box office
trends tell us of the
possibility of the future?





Overall Recommendations:

- Scour film fest looking for up and coming directors and writer, get their names out by releasing movies through other means so when the pandemic is over and theaters open back up, people will recognize them and Microsoft as a legitimate studio and want to pay to see your films in theaters.
- Many award movies start small and unknown, that is when you need to get them. This will involve buying a lot of duds, but the few great ones will cement you are a legitimate film production company.
- Create a movie from a beloved public domain work.
- Find and buy book rights especially to YA and other series that will build nostalgia have people coming to see multiple films of the same franchise for years to come.

Future Work

- Look through recent Film Fest movies to find many films, directors, and actors that Microsoft can acquire for a low cost.
- Research alternative distribution method for films - create a Microsoft streaming service or sell rights to a different streaming service.
- Possibility of creating an animation studio.



Thank you for your time.

Any additional questions?





Data Used

- Box Office Mojo Movie Gross
 - The Numbers - Market Trends and Box Office Gross
 - The Movie DataBase - For Ratings and Genres
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