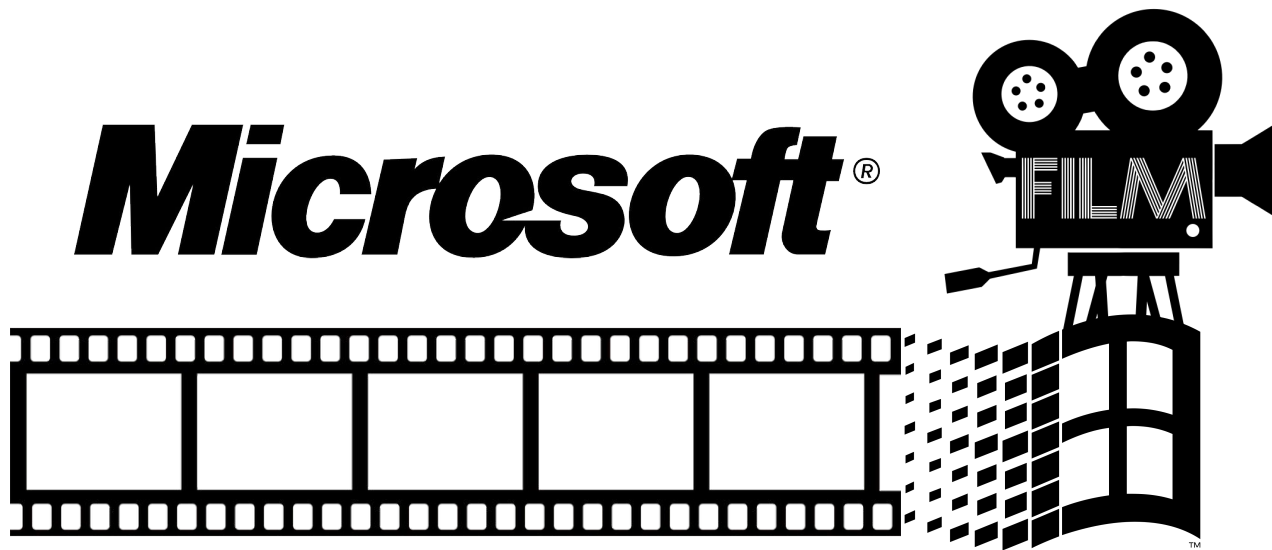


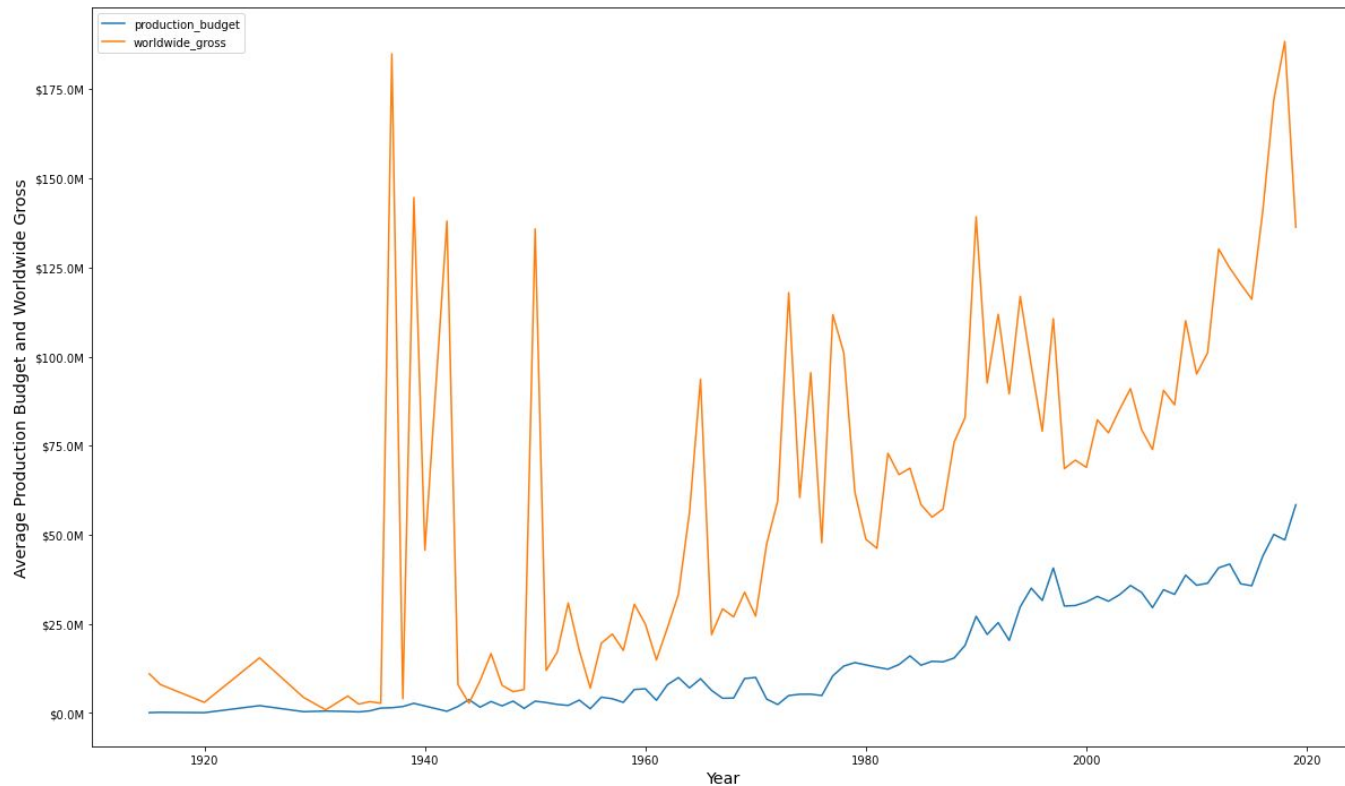
Microsoft[®]





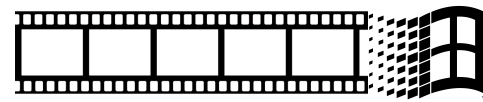
Rise of the Motion Picture

Annual Average Production Budget and Worldwide Gross



→ Steady Growth

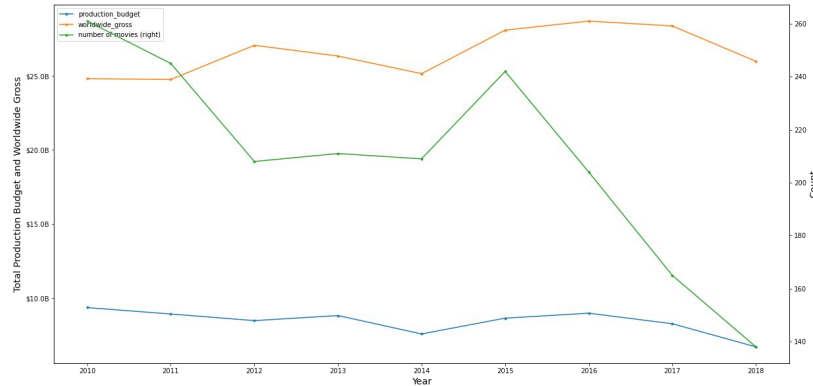
→ Rising Budgets





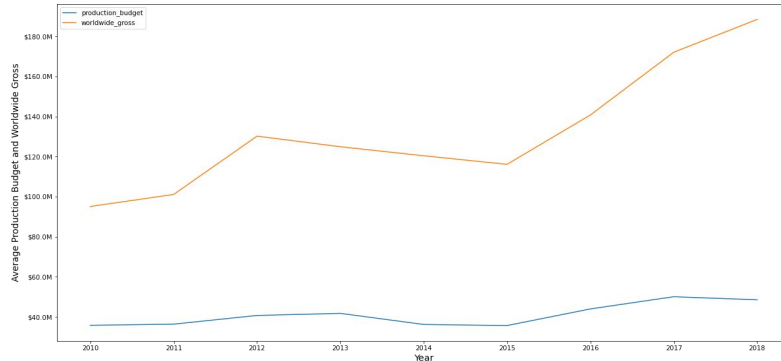
Less is More

Annual Total Production Budget, Worldwide Gross Total Number of Movies

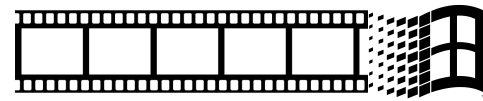


- **Total budget & revenue: Flat**
- **Number of movies: Decrease**

Annual Average Production Budget and Worldwide Gross



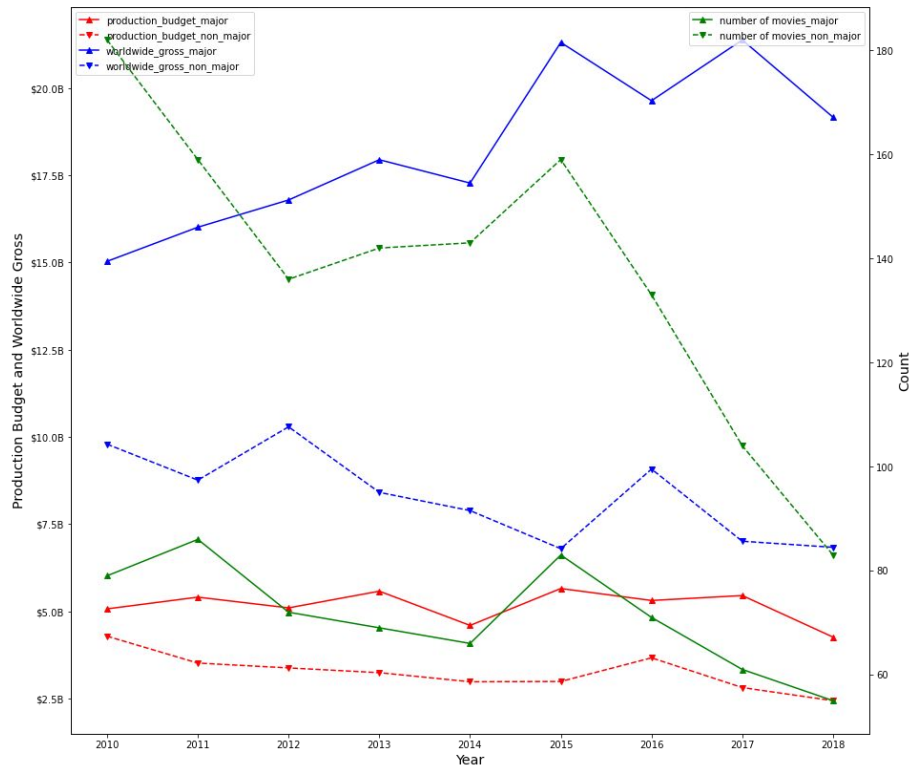
- **Average budget & revenue: increase**
- **Budget CAGR: 3.87%**
- **Revenue CAGR: 8.92%**





Learning from the Best

Major Studio vs Non Major Studio



→ Major studio

◆ 6 Major studios

- Disney, Fox, Universal Studios
Warner Bros, Paramount, Sony

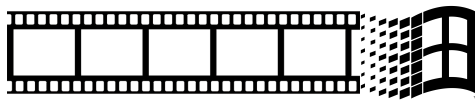
◆ Increased profit

◆ Average data

- Budget: \$ 0.86 B
- Revenue: \$ 3.05B
- #Movies: 12

◆ Average return

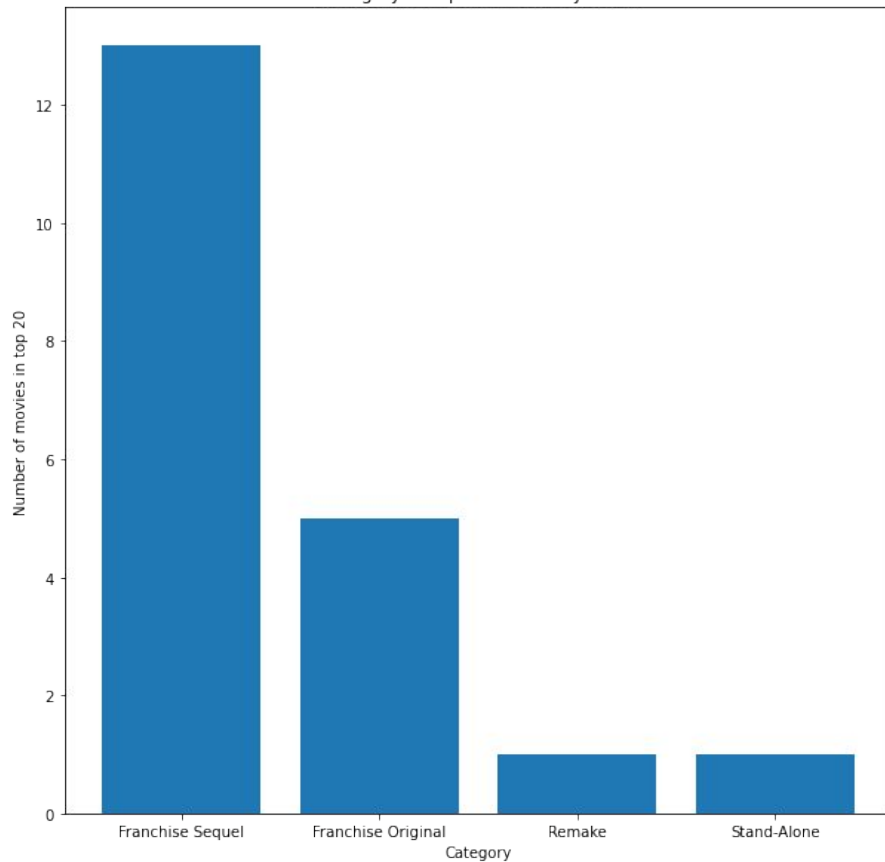
- 254.42%





Franchise Domination

Category of Top 20 Movies by Profit



Harry Potter

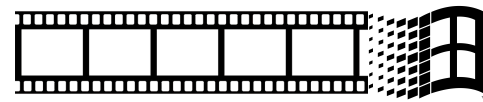
STAR WARS

THE INCREDIBLES

FAST & FURIOUS

MARVEL STUDIOS
AVENGERS
INFINITY WAR

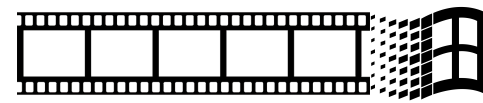
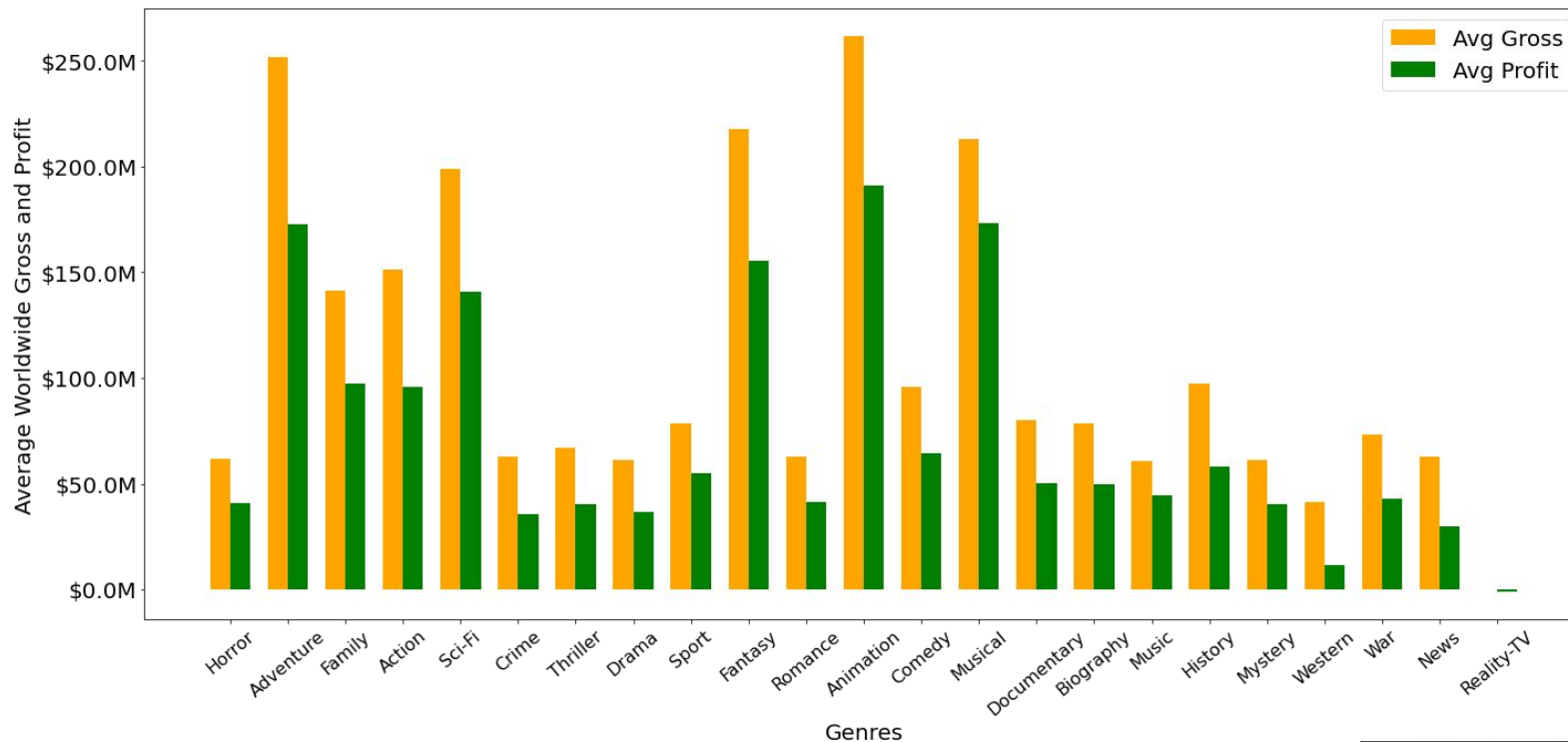
minions





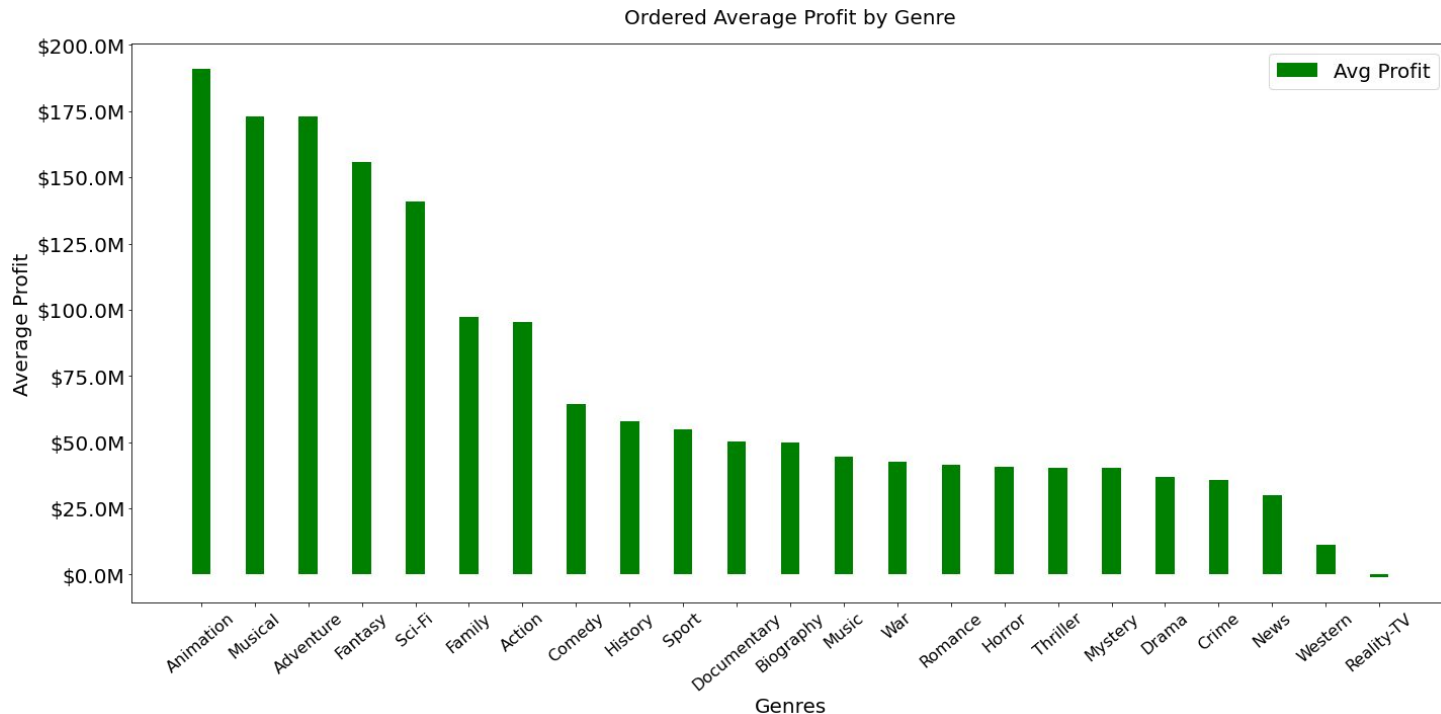
Genre Concentration

Average Worldwide Gross and Profit by Genre

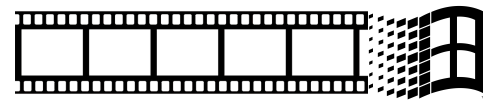




Fascination with Imagination

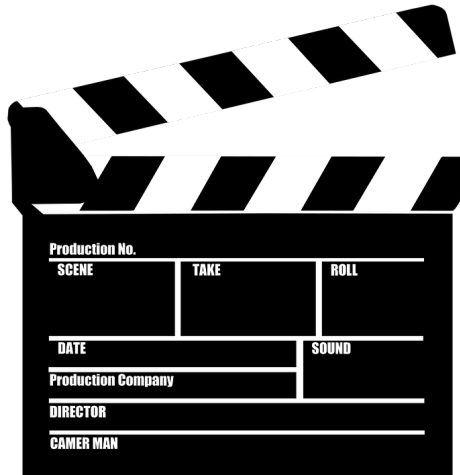


1. Animation
2. Musical
3. Adventure
4. Fantasy
5. Sci-Fi

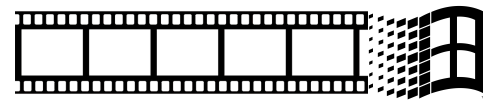




Just the Facts



- Less Films, Bigger Budgets
- Franchises and Remakes
- Adventure/Fantasy/Animation



Fin.