Microsoft Movie Studios
Industry Entrance Plan

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Business Problem

- Microsoft wants to take a dive into the movie industry.
- Identify major stakeholders
- Identify factors of success in the industry

Goal

- Develop a strategic, well rounded approach to enter the film industry
- Create an optimal business strategy incorporating keys to success
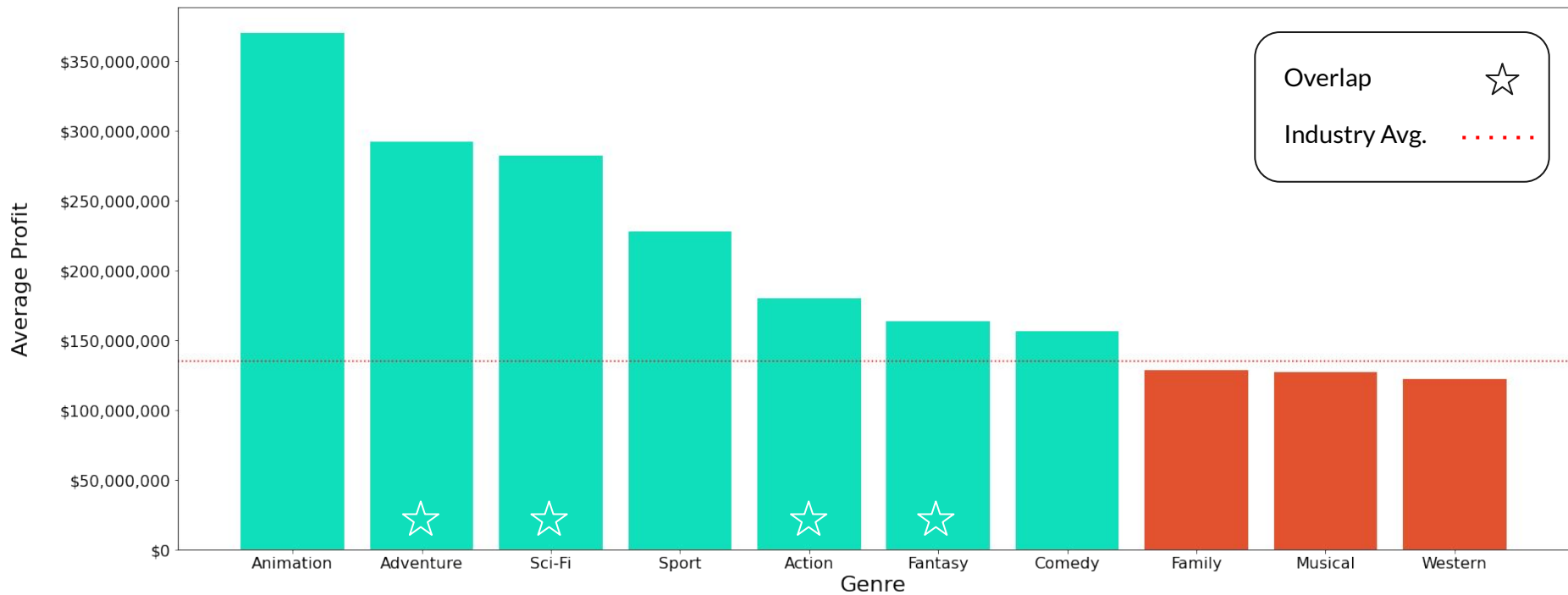
Approach

- Present potential partnerships/buyouts
- Evaluate pre-existing industry success
- Use two metrics to measure success
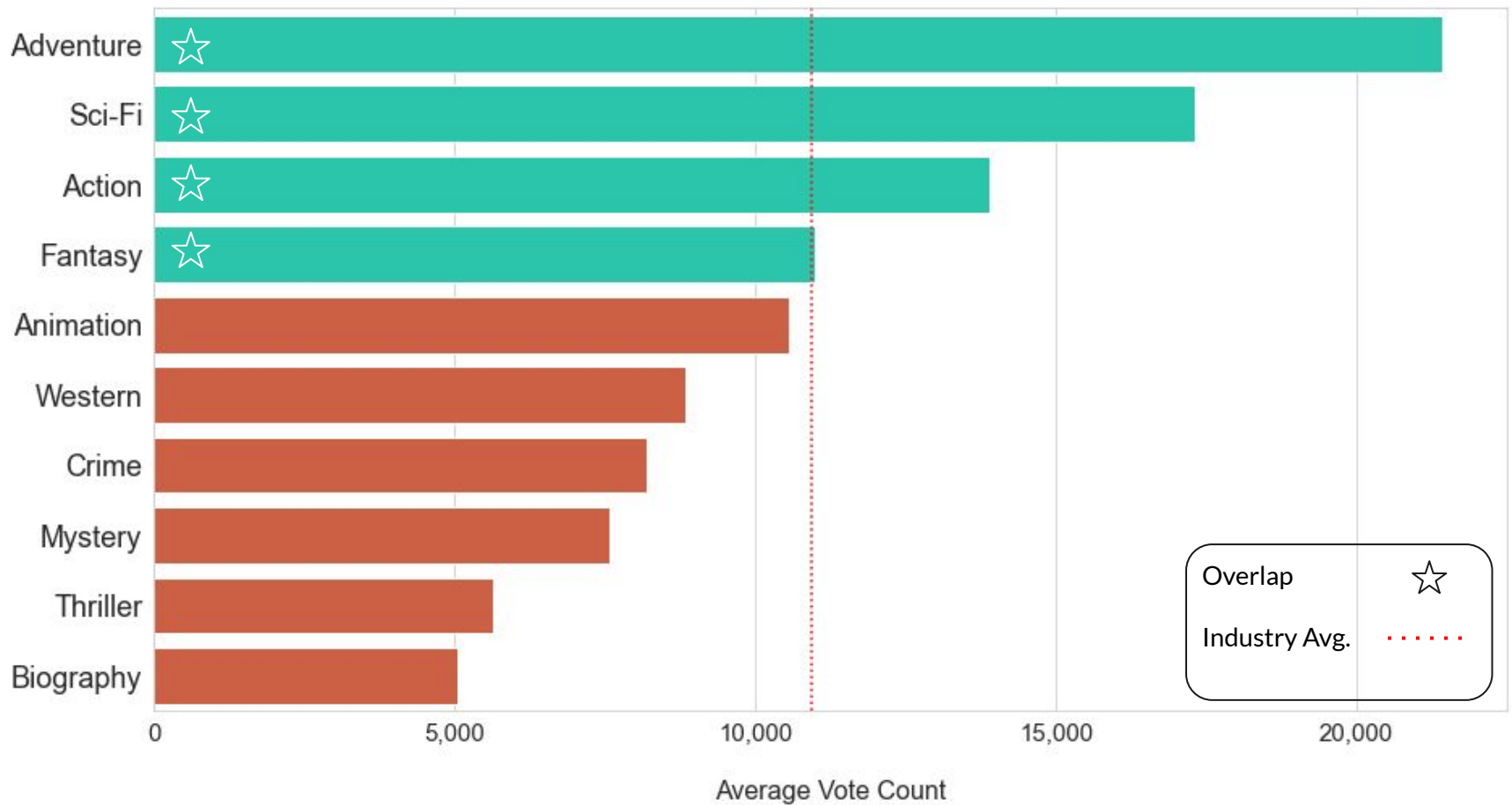   - Profit
    - Popularity

Genres

- Most profitable per movie
- Most popular per movie
- Most movies have a combo

Top Ten Most Profitable Genres (worldwide)

Legend:
- Overlap ★
- Industry Avg. ·······

Y-axis (Average Profit): $0, $50,000,000, $100,000,000, $150,000,000, $200,000,000, $250,000,000, $300,000,000, $350,000,000

X-axis (Genre): Animation, Adventure, Sci-Fi, Sport, Action, Fantasy, Comedy, Family, Musical, Western
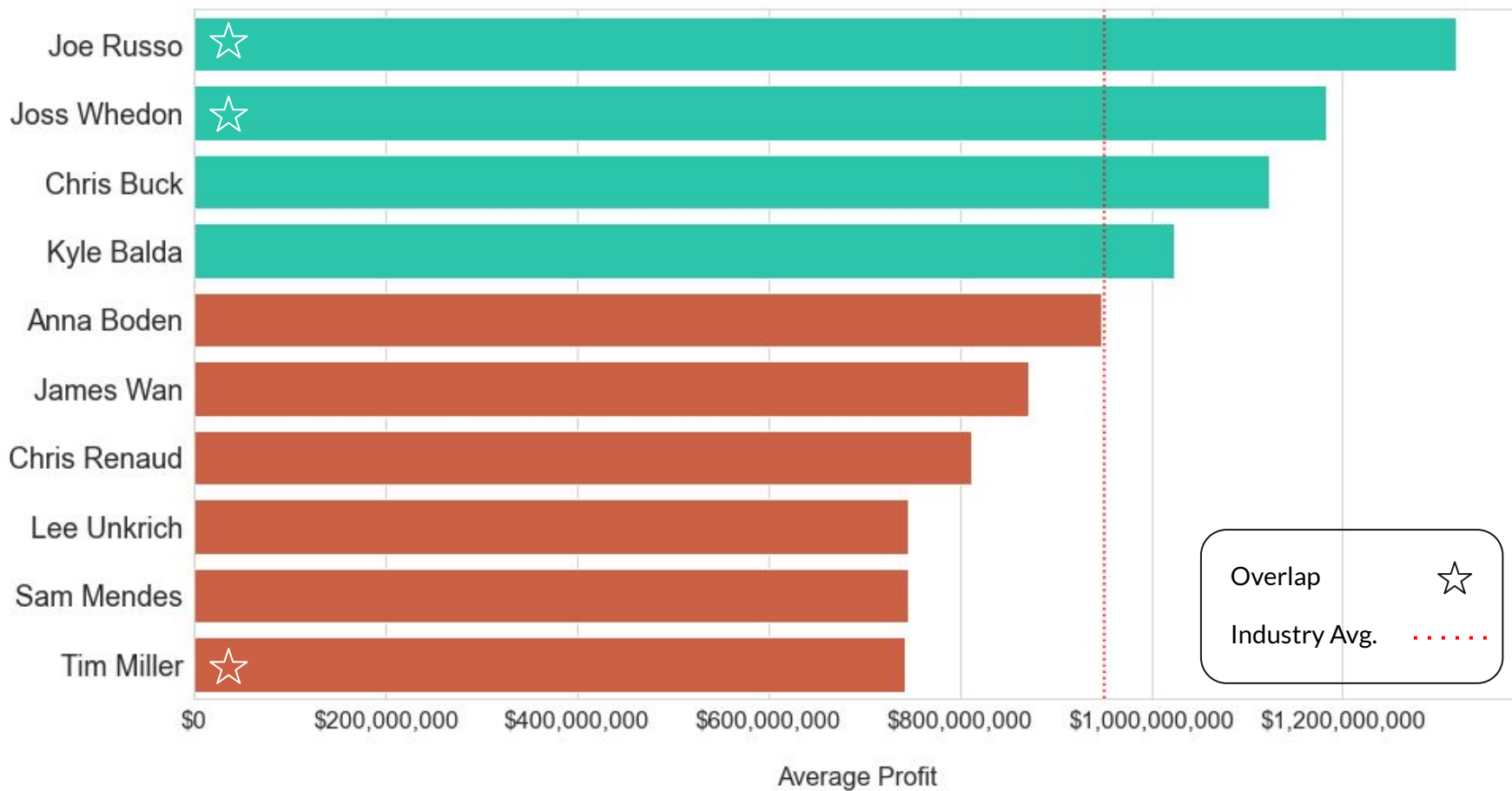
Popular Genres

Directors

- Most profitable vs. popular
- Impact of production budget

Profitable Directors

Popular Directors

Average Vote Count

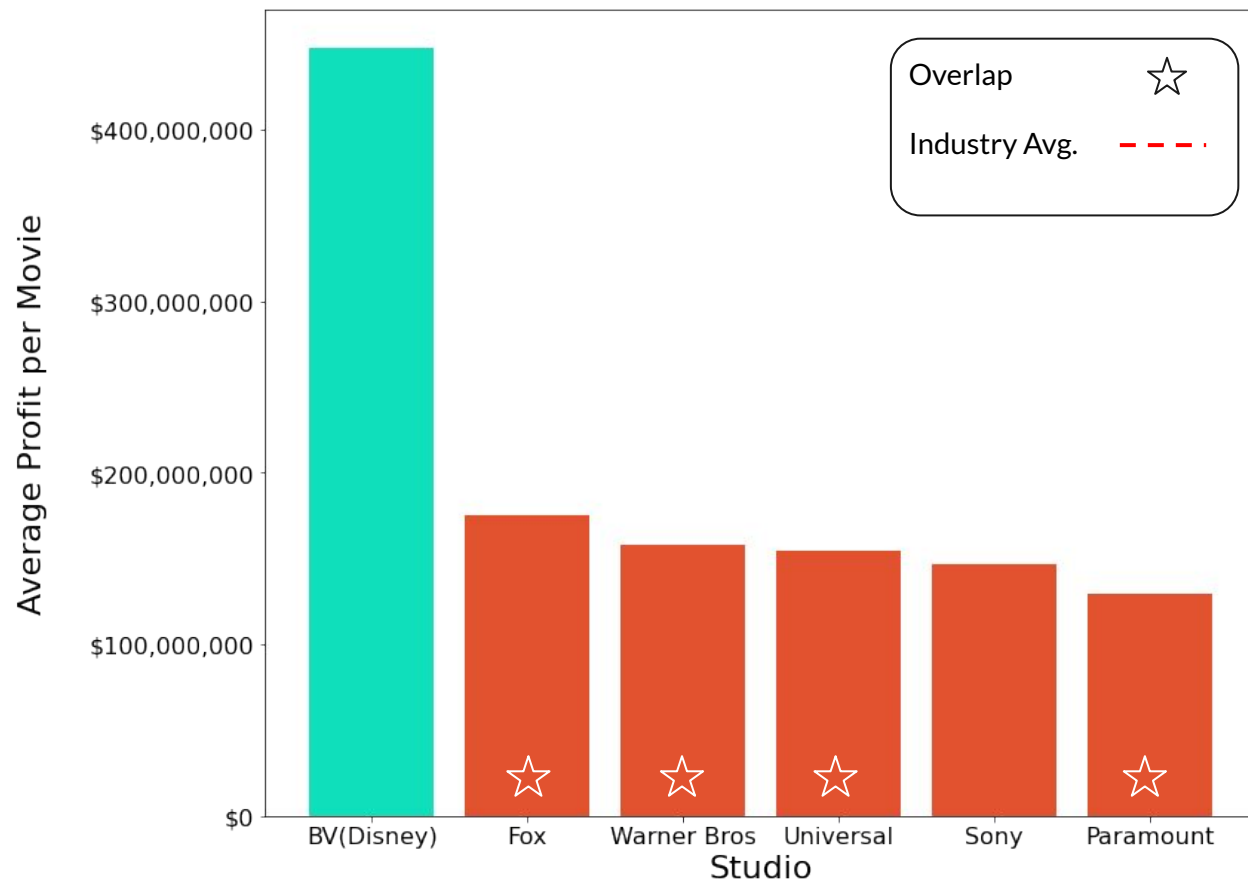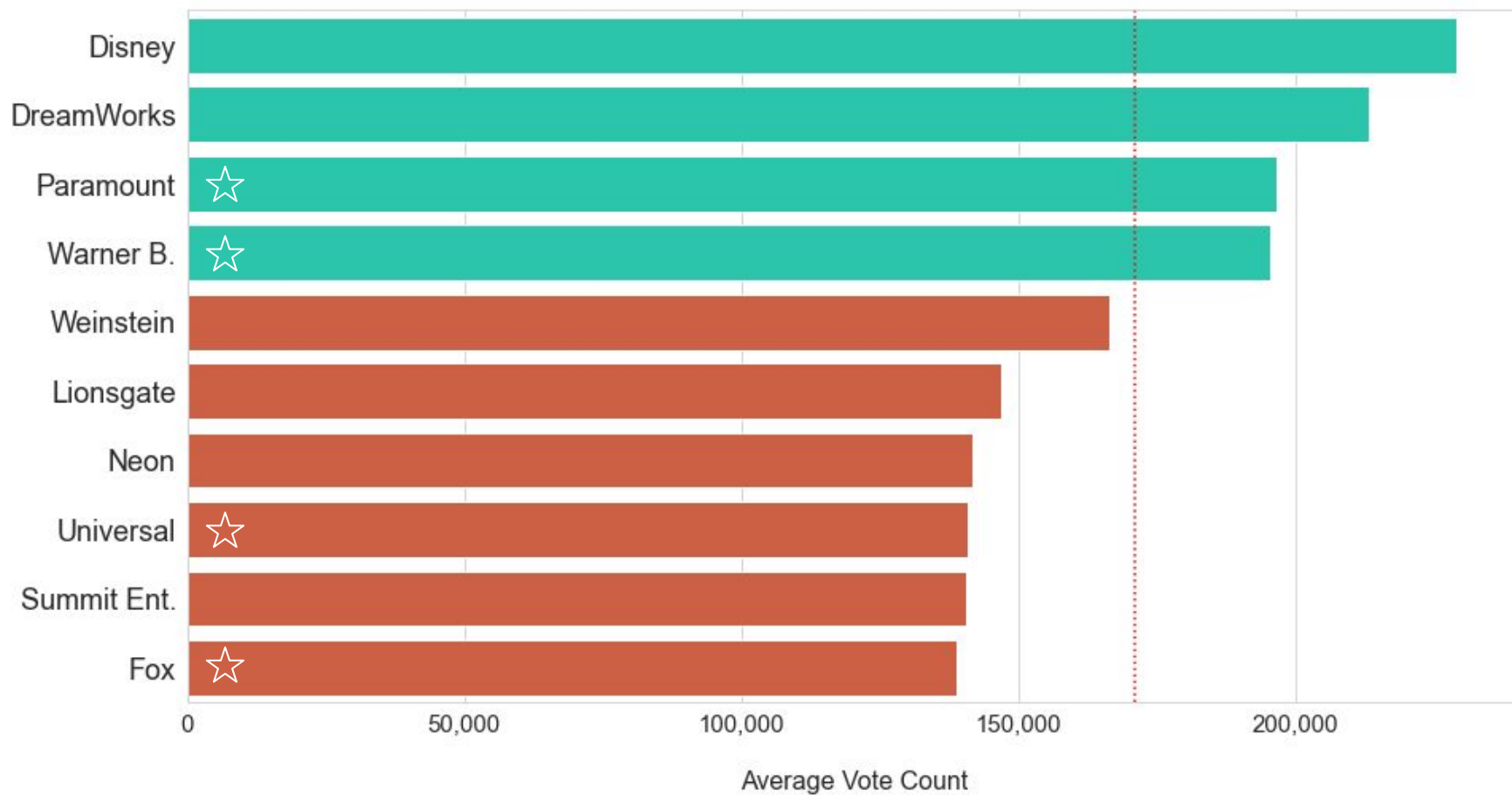| Director	
Christopher Nolan	
Tim Miller ☆	
George Miller	
Anthony Russo	
Joss Whedon ☆	
David Fincher	
Joe Russo ☆	
Ronnie Del Carmen	
Chris Buck	
J.J. Abrams	

Overlap ☆

Industry Avg. – – –
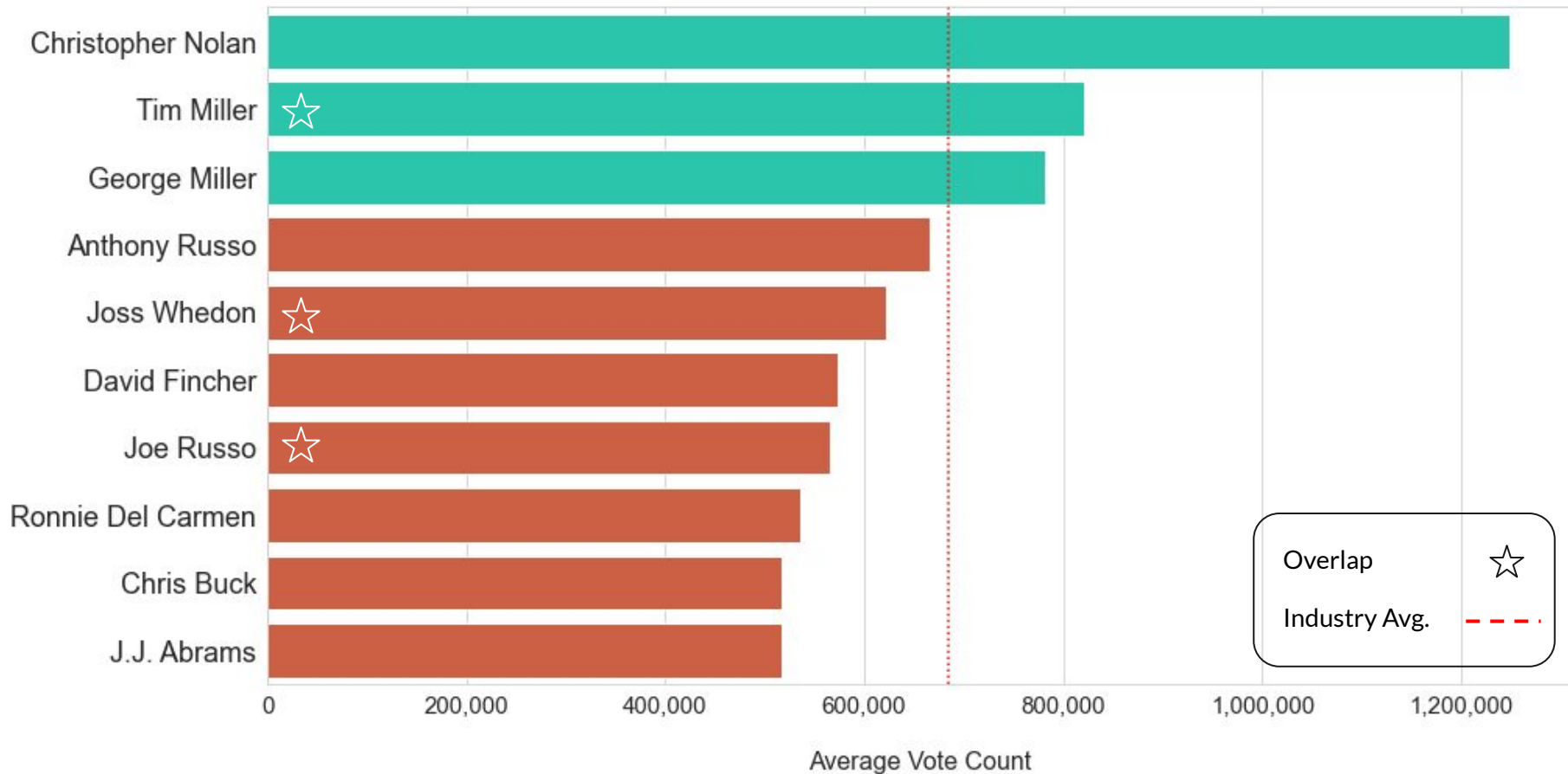
Studios

- Most profitable per movie produced
- Most popular per movie produced
- Disney domination

Six Most Profitable Established Studios (> 100 films)

Popular Studios

Horizontal bar chart titled "Popular Studios" showing Average Vote Count by studio.

Studio	Average Vote Count (approx)
Disney	~228,000
DreamWorks	~212,000
Paramount ☆	~197,000
Warner B. ☆	~195,000
Weinstein	~165,000
Lionsgate	~147,000
Neon	~142,000
Universal ☆	~141,000
Summit Ent.	~141,000
Fox ☆	~139,000

X-axis: Average Vote Count (0, 50,000, 100,000, 150,000, 200,000)
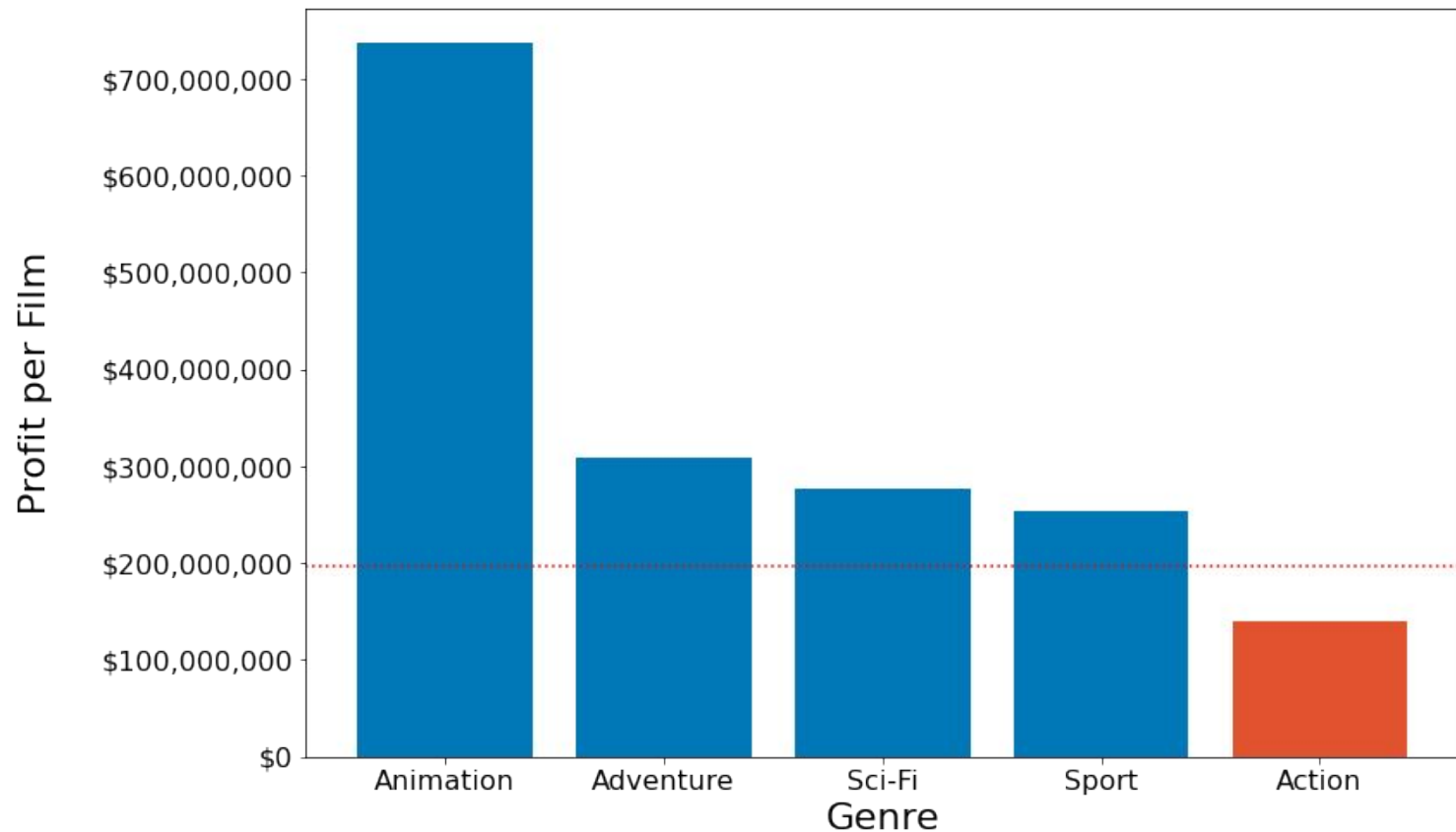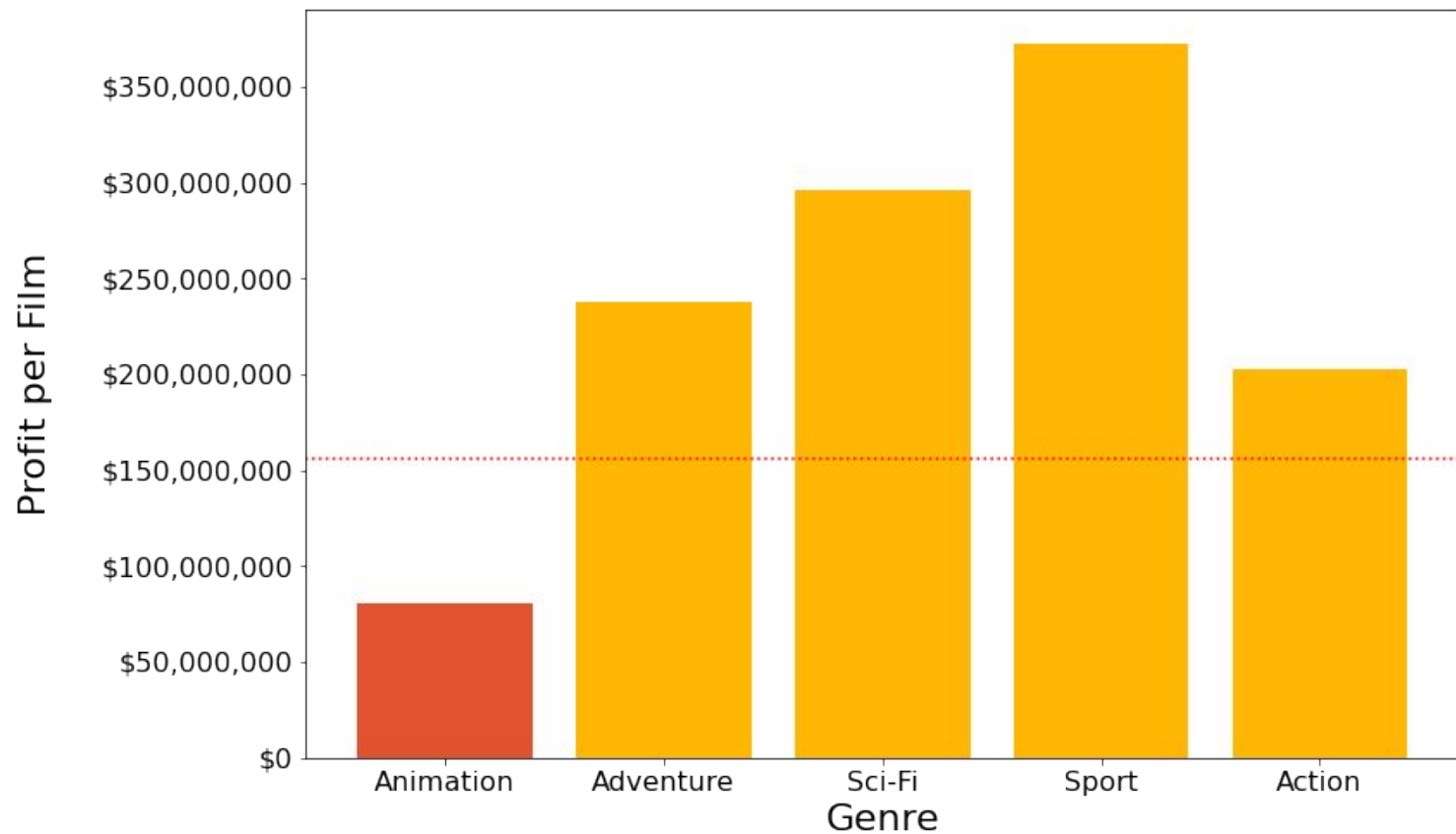
Potential Partners Performance

-    Comparison of Universal, Warner Bros, and Fox
     -    Competition = Disney
     -    Profit based

-    Profit of top studios within top genres
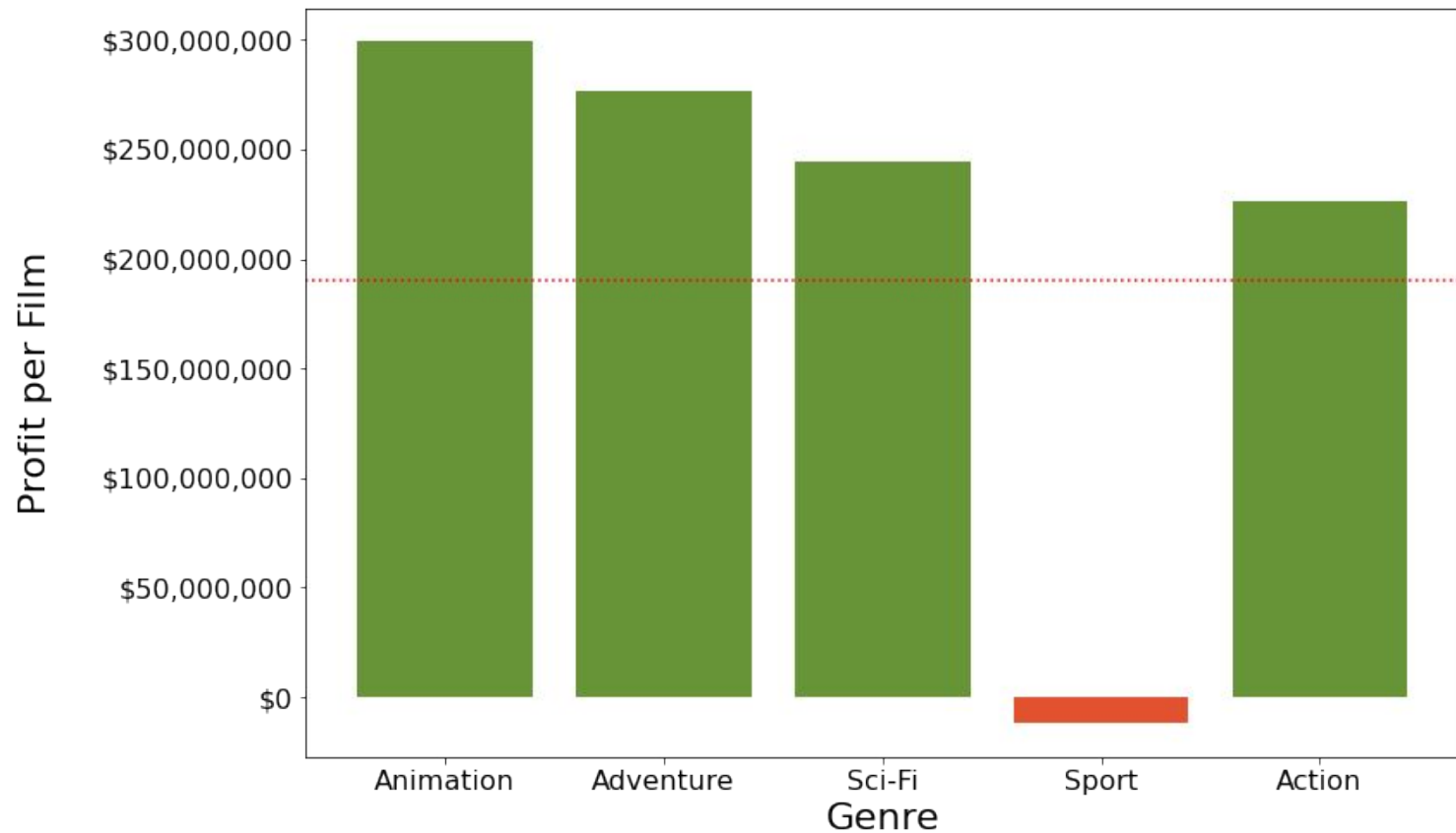
Universal Studios Profit per Genre

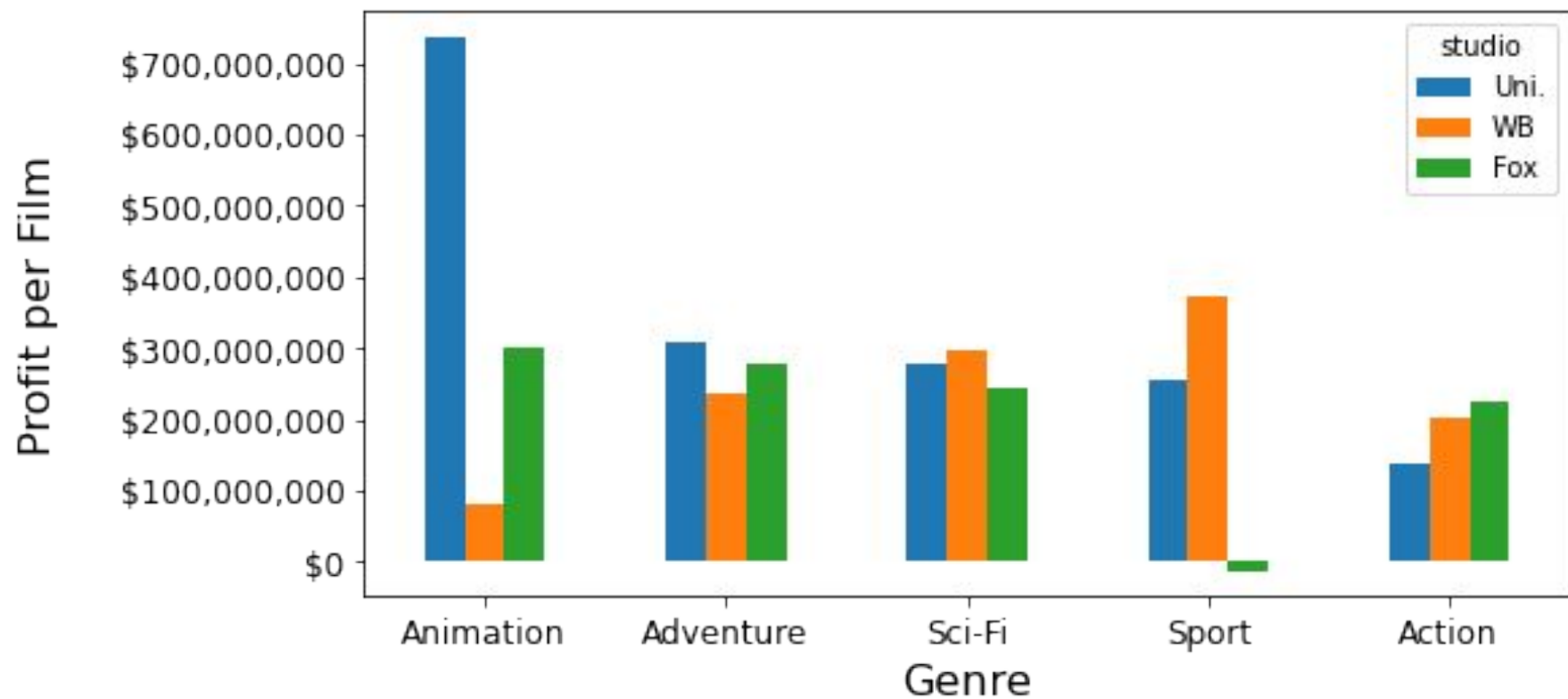# Warner Bros Studios Profit per Genre

Fox Studios Profit per Genre

Studios Profit per Genre Comparison

Bar chart showing Profit per Film (y-axis, from $0 to $700,000,000) by Genre (x-axis: Animation, Adventure, Sci-Fi, Sport, Action) for three studios (Uni., WB, Fox).

Conclusion

Recommended Studios

- Warner Bros
- Fox
- Universal

Recommended Genres

- Adventure
- Sci-Fi
- Action

Recommended Directors

- Tim Miller
- Joss Whedon
- Joe Russo

Future Considerations

Access Existing Consumer Base

- Over 100 million Xbox users (2020)
- Microsoft = global tech giant

Coherence with Mission Statement

- "To empower every person and every organization to achieve more."
  - Innovation
  - Diversity & Inclusion
  - Social Responsibility

Thank You