MICROSOFT'S MOVIE STUDIO

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Film Industry Introduction

The motion picture industry is a $140 billion global industry.

Hollywood is the largest in terms of box office gross revenue.

Leading North American Film Studios from 2019

Walt Disney Studios (33.1%)	Warner Bros (13.8%)	Universal (13.4%)	Sony / Columbia (11.7%)	Lionsgate (6.8 %)	Paramount (5%)	20th Century Fox (4.9%)

GATES FILMS
A MICROSOFT COMPANY

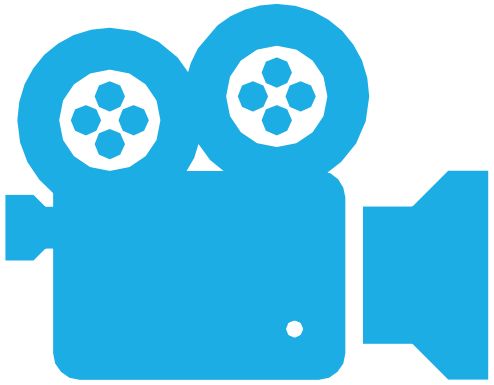
Microsoft in the Film Industry?

BUDGET VS. REVENUE?

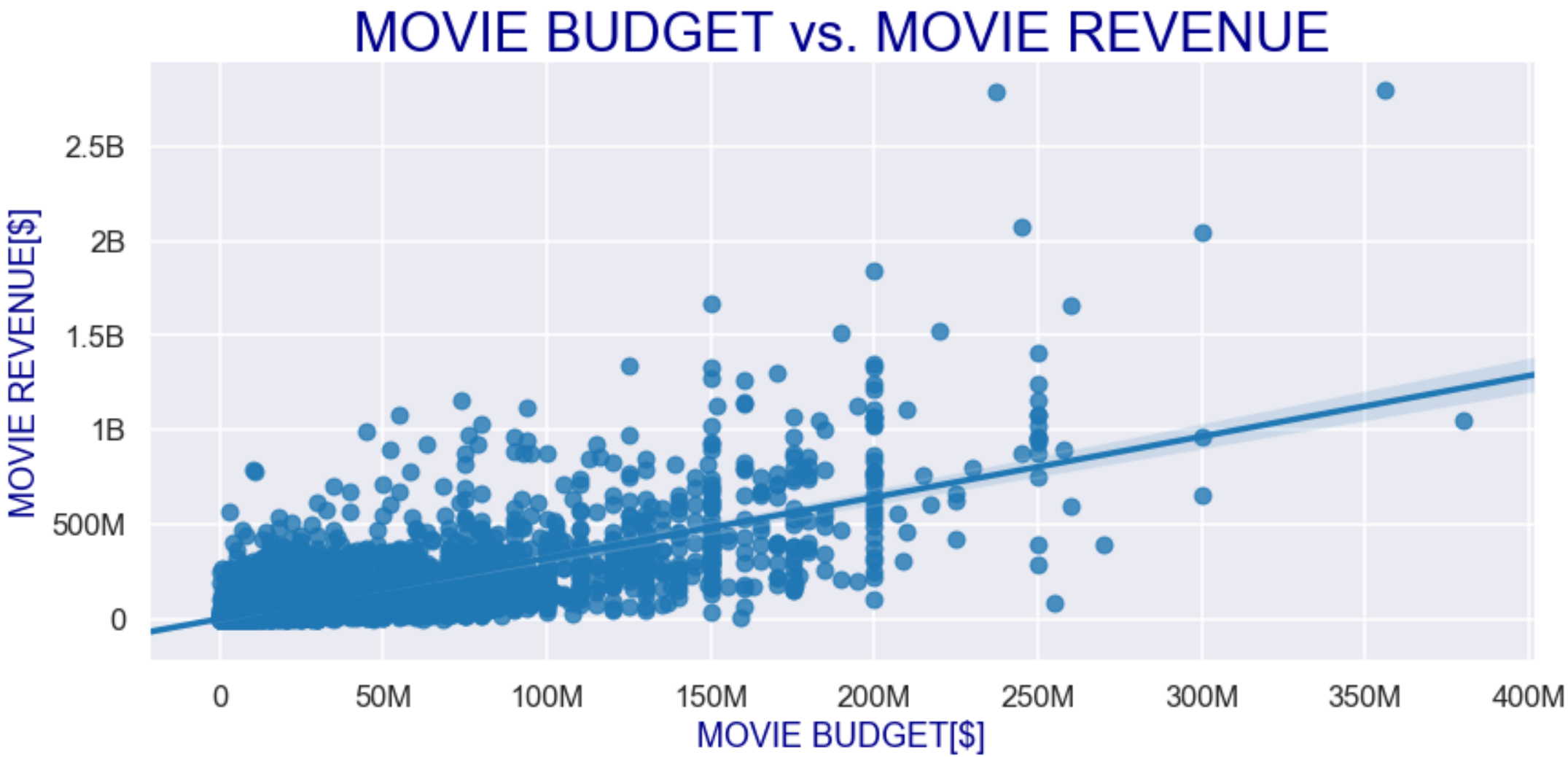
MOVIE RATINGS?

MOVIE GENRES?

ACTORS AND DIRECTORS?



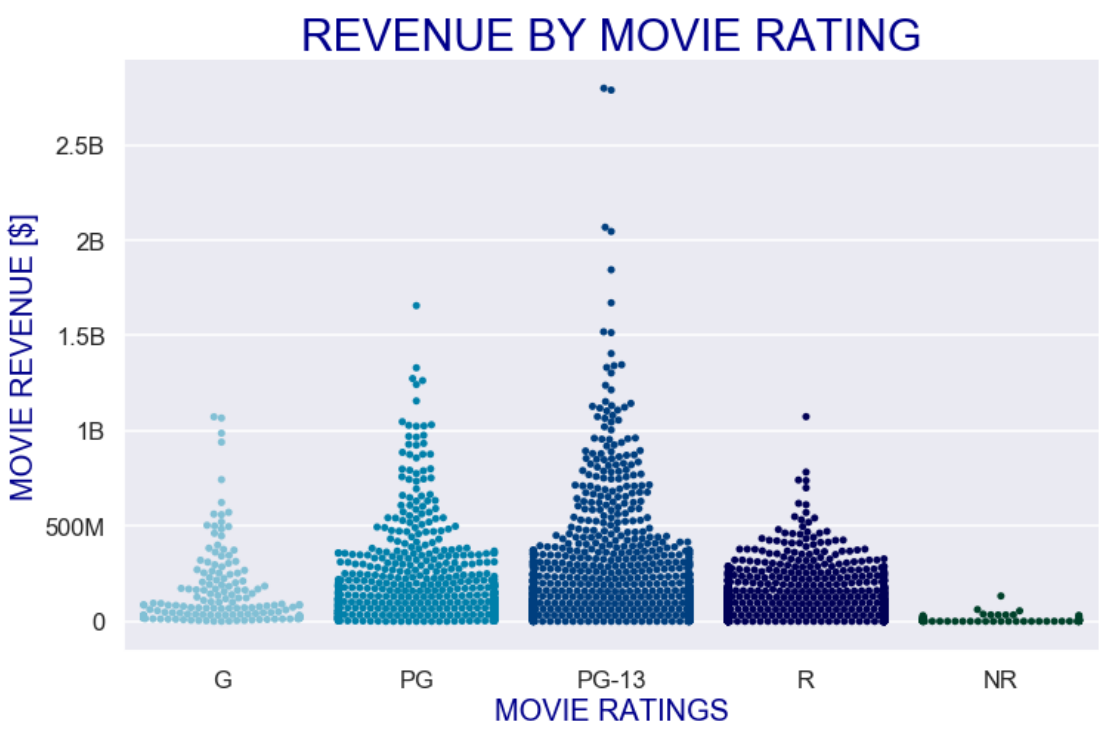
Movie Budget vs. Movie Revenue

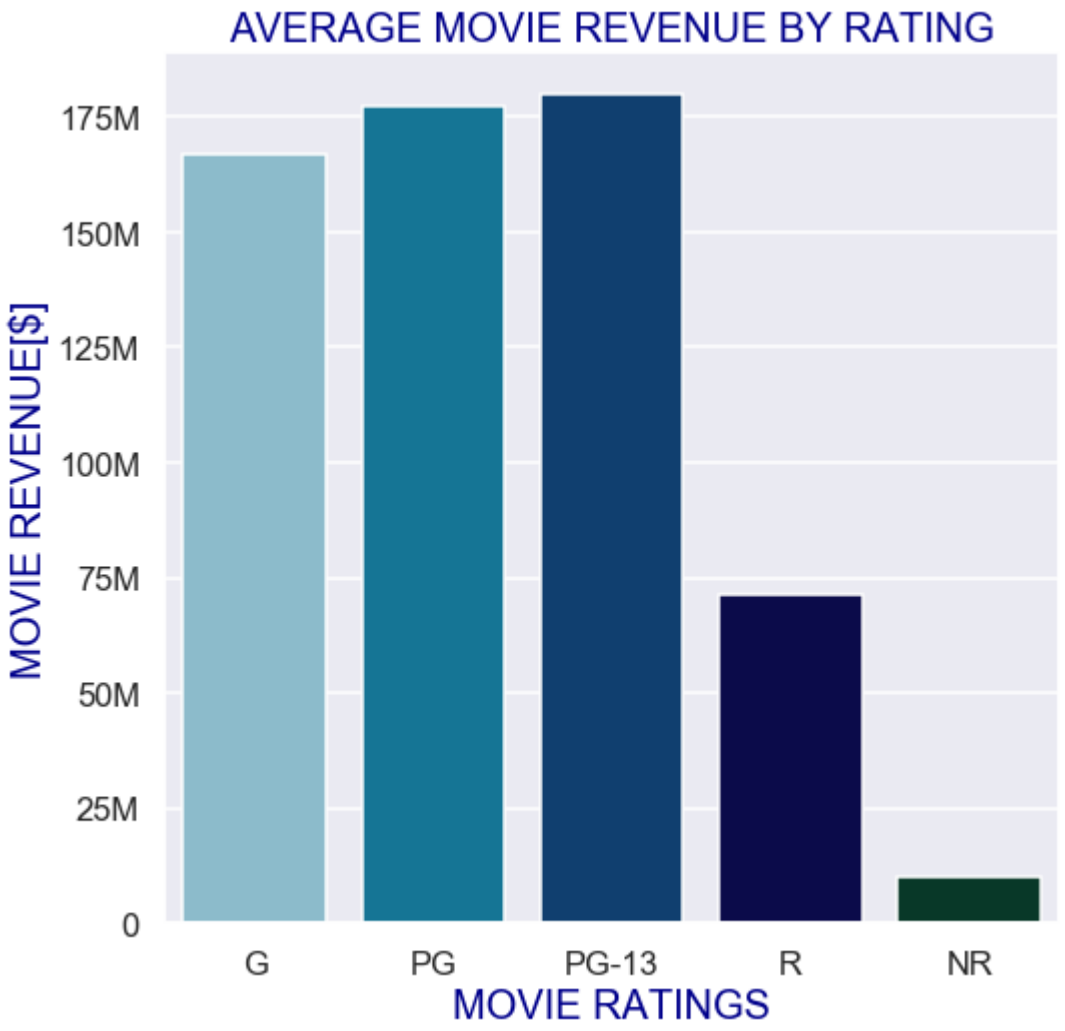

MOVIE BUDGET vs. MOVIE REVENUE
MOVIE REVENUE[$]
2.5B
2B
1.5B
1B
500M
0
0
50M
100M
150M
200M
250M
300M
350M
400M
MOVIE BUDGET[$]

Recommendation 1

Be willing to invest a lot of Money. The more a studio invests in a movie, the higher it's revenue will be. This is not a guarantee, since the correlation is not 1.0. Other factors may affect the success of a movie, such as actors, directors, genre, and rating.

Movie Ratings


REVENUE BY MOVIE RATING
MOVIE REVENUE [$]
2.5B
2B
1.5B
1B
500M
0
G
PG
PG-13
R
NR
MOVIE RATINGS


AVERAGE MOVIE REVENUE BY RATING
MOVIE REVENUE[$]
175M
150M
125M
100M
75M
50M
25M
0
G
PG
PG-13
R
NR
MOVIE RATINGS

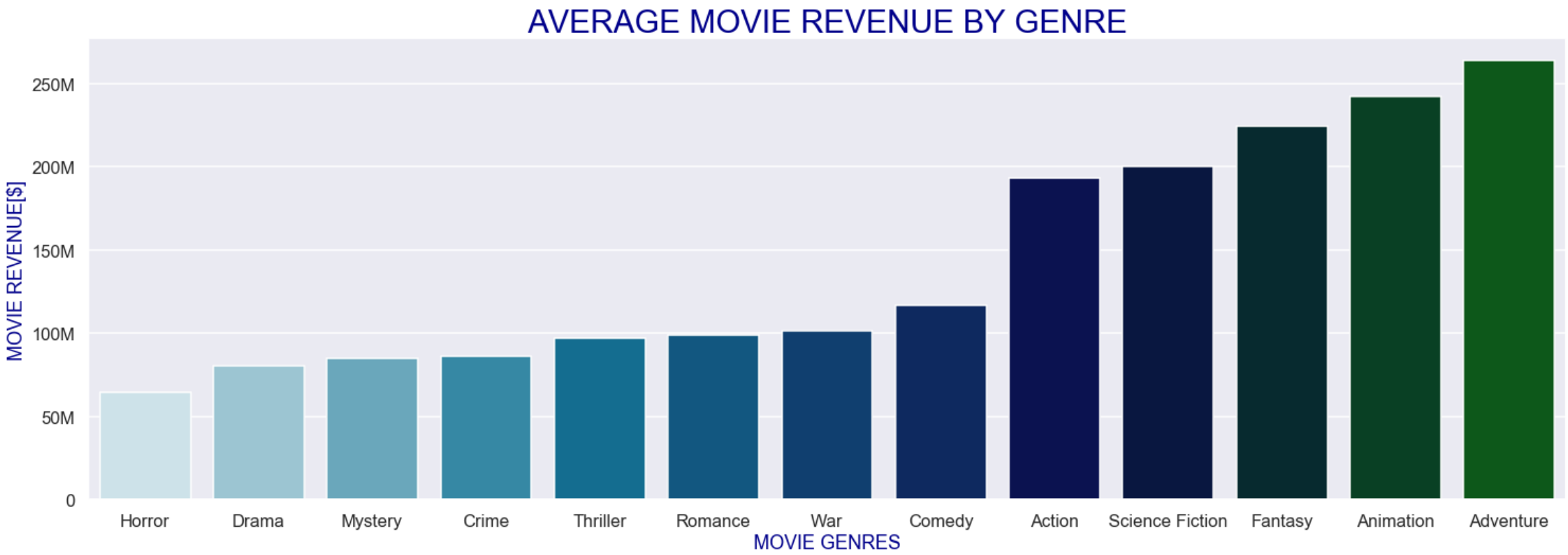
Recommendation 2

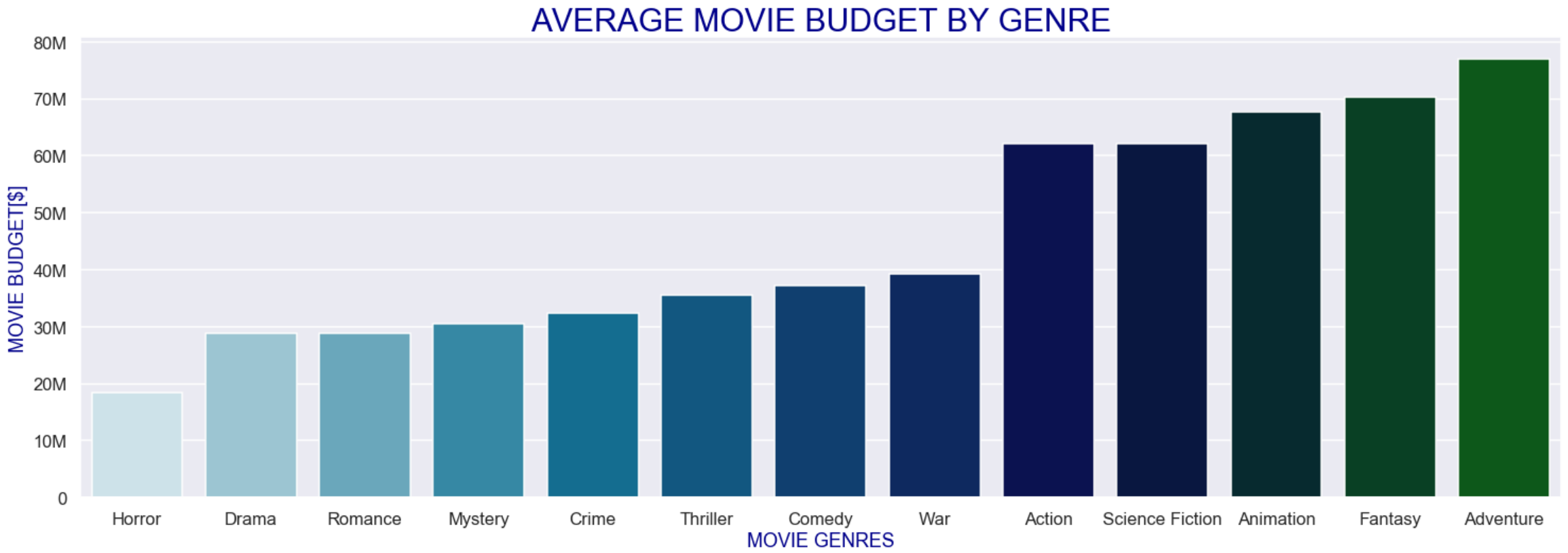
Microsoft's new movie studio should look into mainly developing PG-13, PG, and G movies.

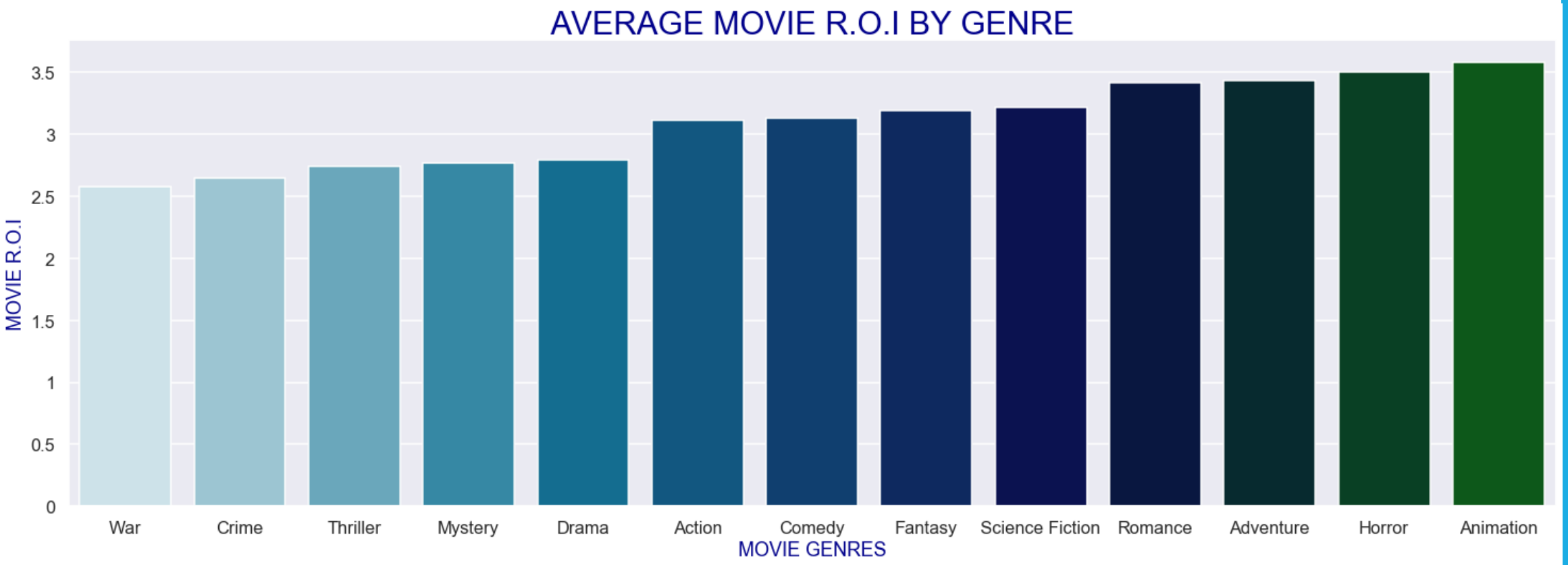
Historically, movies intended for all / most audiences generate the most revenue.

The most profitable movies in history were PG-13 movies, followed by PG movies. The hypothesis is that G, PG, and PG-13 movies have a much larger audience due to not having viewing restrictions. R rated movies are for adults only and NR movies aren't marketed the same way as other ratings.

Genre Budget vs. Genre Revenue
Genre R.O.I


AVERAGE MOVIE REVENUE BY GENRE
MOVIE REVENUE[$]
250M
200M
150M
100M
50M
0
Horror
Drama
Mystery
Crime
Thriller
Romance
War
Comedy
Action
Science Fiction
Fantasy
Animation
Adventure
MOVIE GENRES


AVERAGE MOVIE BUDGET BY GENRE
MOVIE BUDGET[$]
80M
70M
60M
50M
40M
30M
20M
10M
0
Horror
Drama
Romance
Mystery
Crime
Thriller
Comedy
War
Action
Science Fiction
Animation
Fantasy
Adventure
MOVIE GENRES


AVERAGE MOVIE R.O.I BY GENRE
MOVIE R.O.I
3.5
3
2.5
2
1.5
1
0.5
0
War
Crime
Thriller
Mystery
Drama
Action
Comedy
Fantasy
Science Fiction
Romance
Adventure
Horror
Animation
MOVIE GENRES

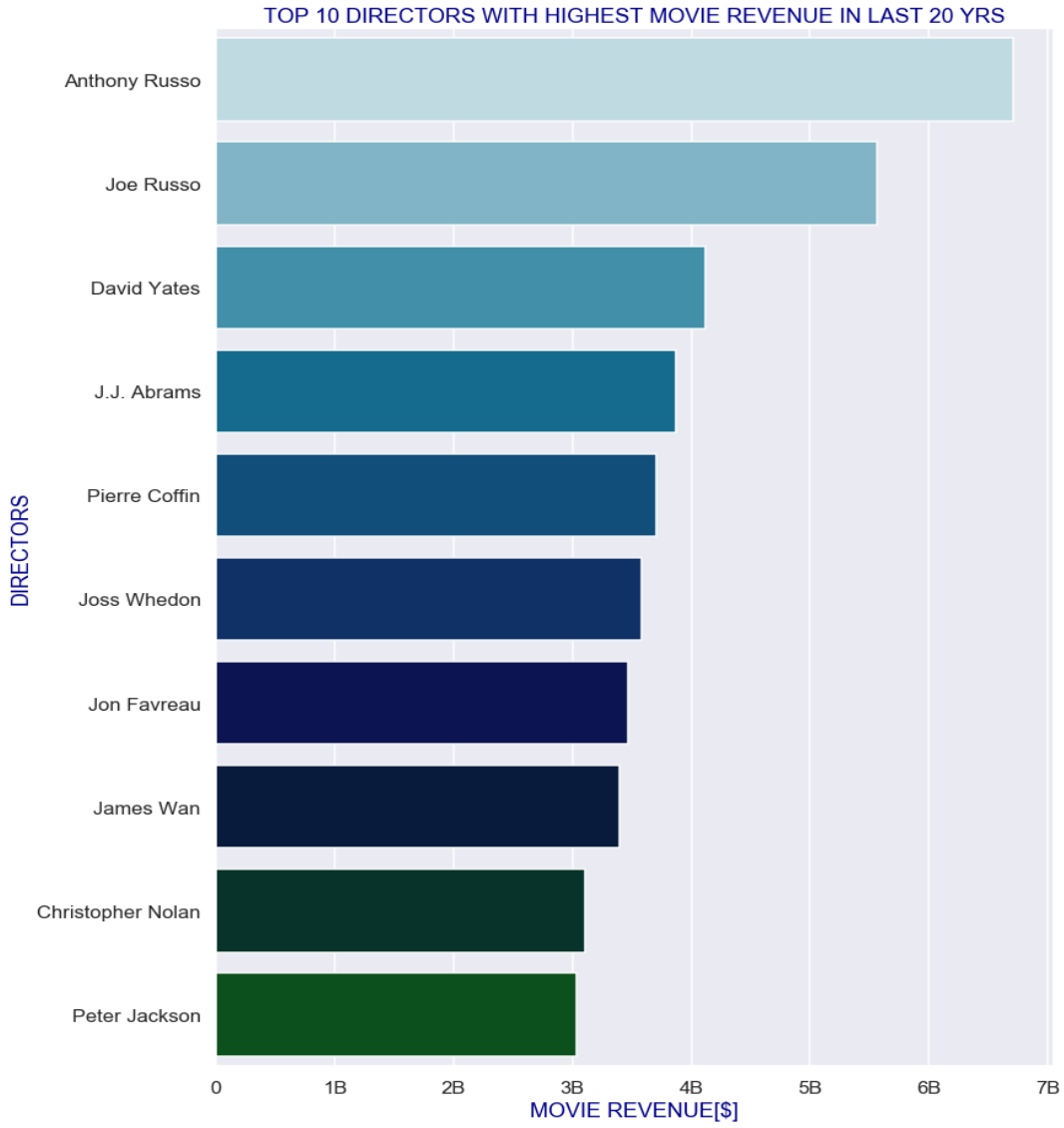
Recommendation 3

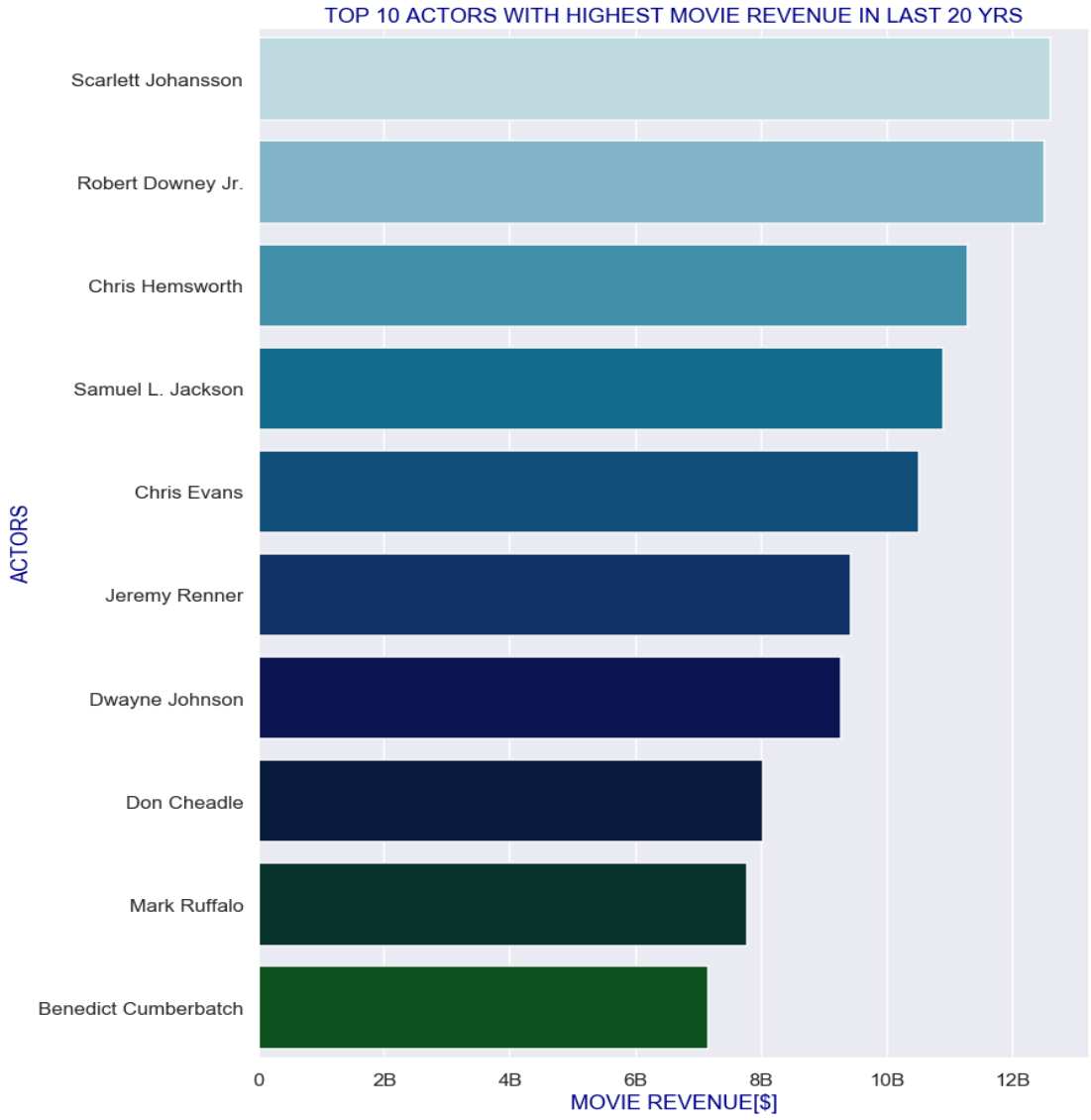
Gates Films should focus on high budget genres, such as adventure, animations, and fantasy in order to maximize profits.

If Microsoft doesn't have **$100's of millions** to develop such movies, it can invest in low budget movies that give the highest return of investment, such as **horror** and **romance** movies.

Top Actors and Directors

TOP ACTORS AND DIRECTORS





Recommendation 4

If Microsoft wants to create movies that can compete with today's top movies, they should hire some of the best directors and actors available in the market today. Any names mentioned on the previous slide are good alternatives.

Conclusion

In order to create successful movies, Gates Films needs to do the following:

- Be willing to invest a lot of money.
- Create PG-13, PG, and G content.
- Invest in high budget genres. If cash flow is low, Horror and Romance movies are good alternatives.
- Hire the best and most profitable directors and actors available in the market today.

Future Work

- Determine which movie genres directors and actors are most successful.
- Identify trending movie topics by analyzing keywords.

THANK YOU FOR YOUR TIME.

QUESTIONS?

Works Cited

"Film Industry." *Wikipedia*, Wikimedia Foundation, 7 June 2020, en.wikipedia.org/wiki/Film_industry#:~:text=In 2018, the global box,of box office gross revenue.

Watson, Amy. "Film Studios - Market Share in North America 2019." *Statista*, 25 Feb. 2020, www.statista.com/statistics/187171/market-share-of-film-studios-in-north-america-2010/.

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