

# MICROSOFT'S MOVIE STUDIO

BY: GABRIEL  
ARAUJO

# 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%)

20<sup>th</sup> Century  
Fox (4.9%)



# GATES FILMS

A MICROSOFT COMPANY

# Microsoft in the Film Industry?

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BUDGET VS.  
REVENUE?



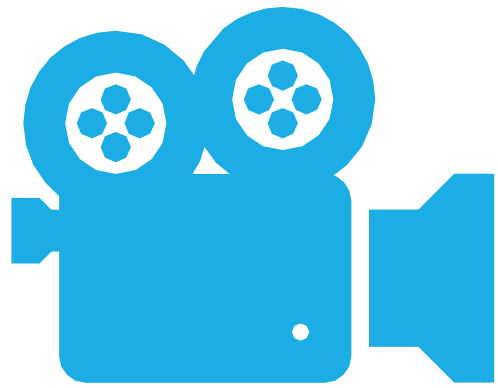
MOVIE  
RATINGS?



MOVIE  
GENRES?



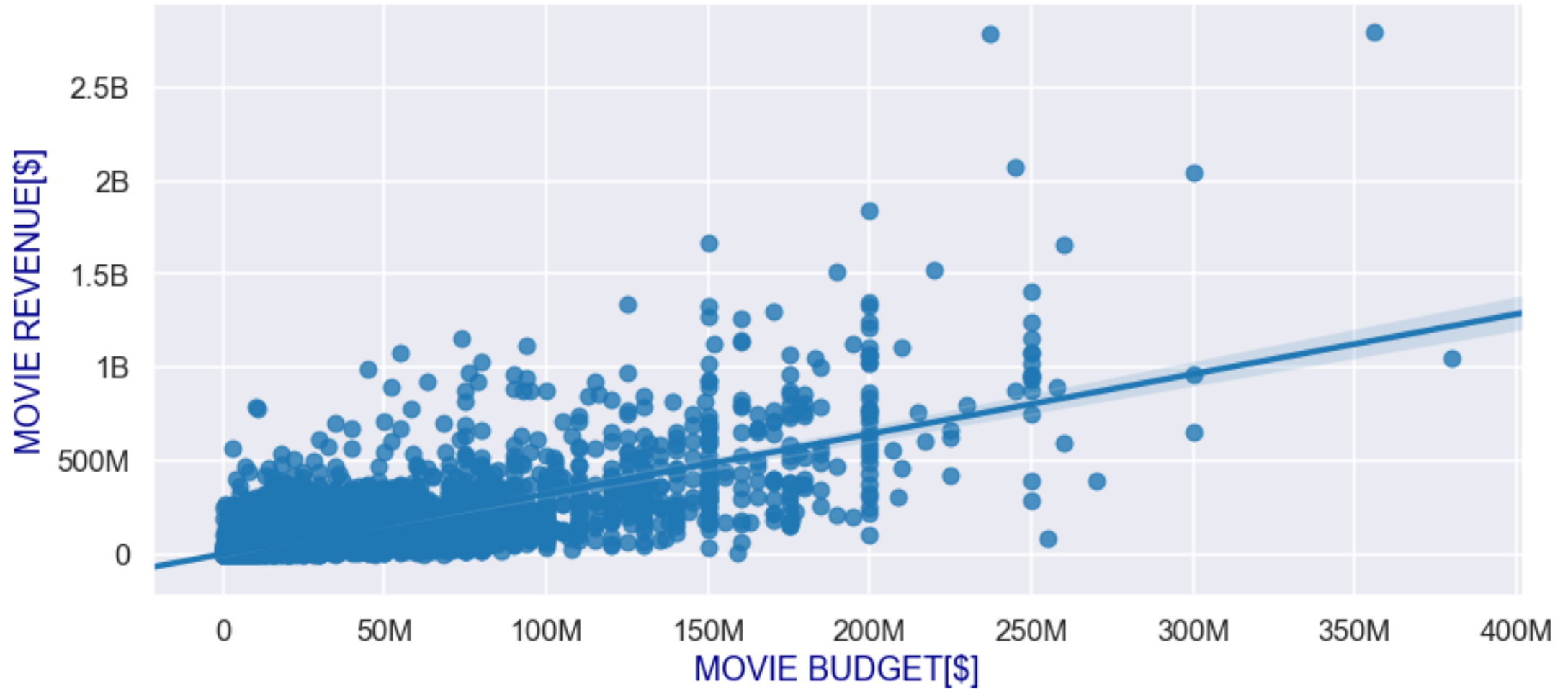
ACTORS AND  
DIRECTORS?

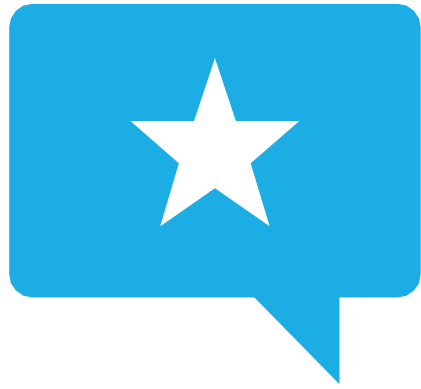


# Movie Budget vs. Movie Revenue

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## MOVIE BUDGET vs. MOVIE REVENUE

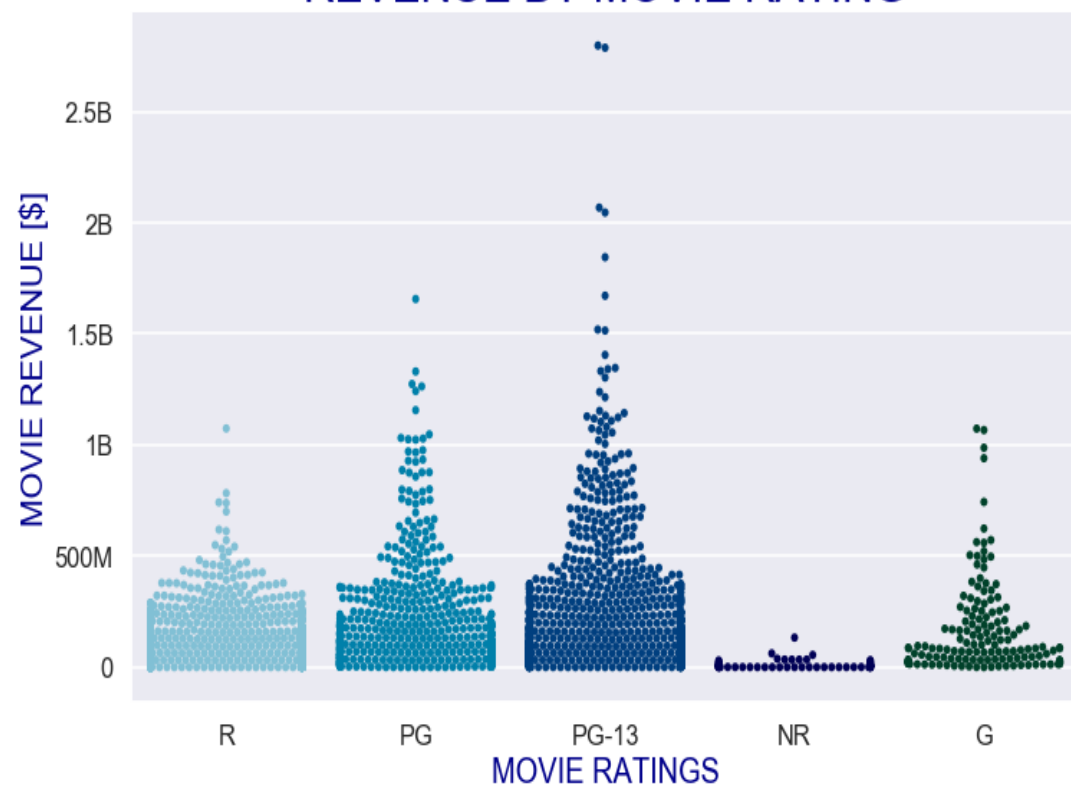




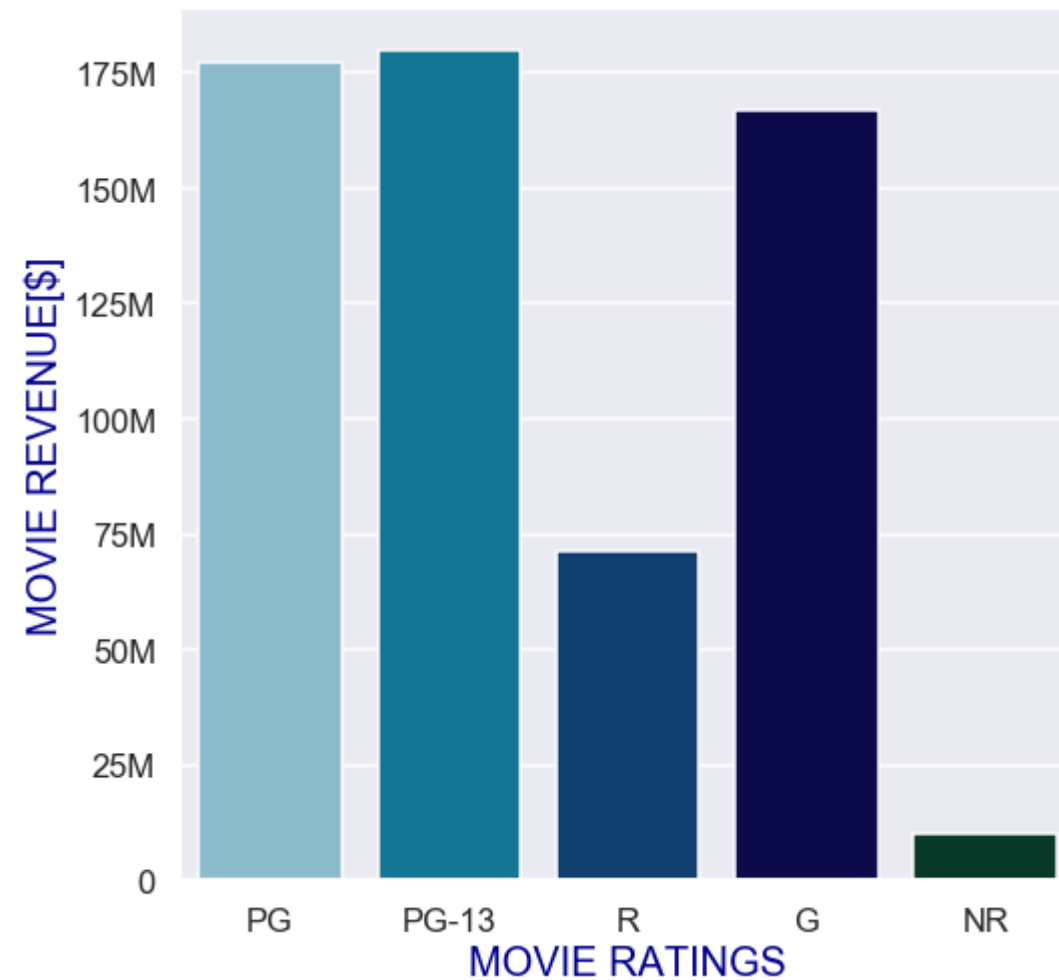
# Movie Ratings

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# REVENUE BY MOVIE RATING



# AVERAGE MOVIE REVENUE BY RATING





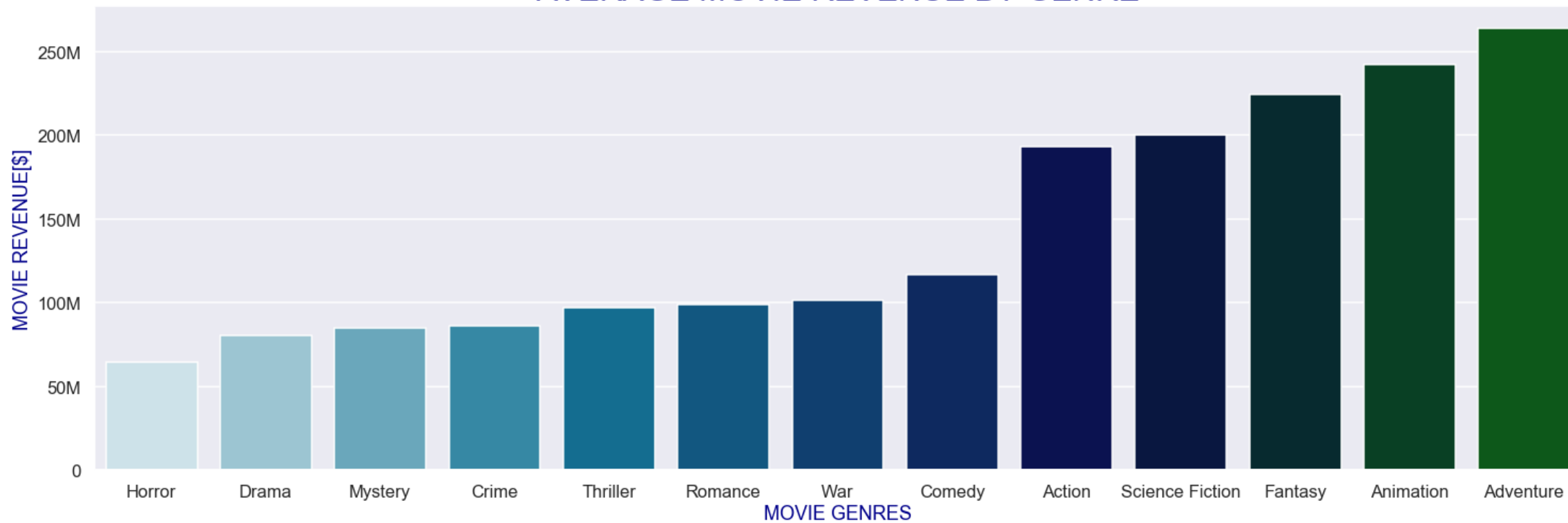


# Genre Budget vs. Genre Revenue

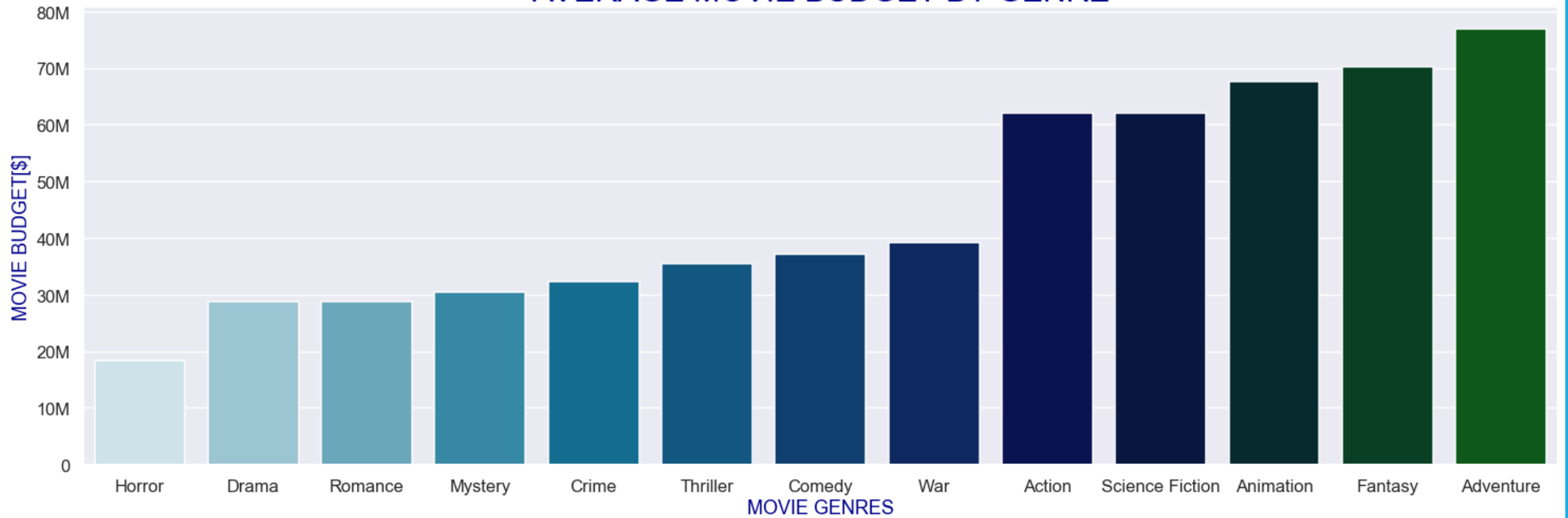
## Genre R.O.I

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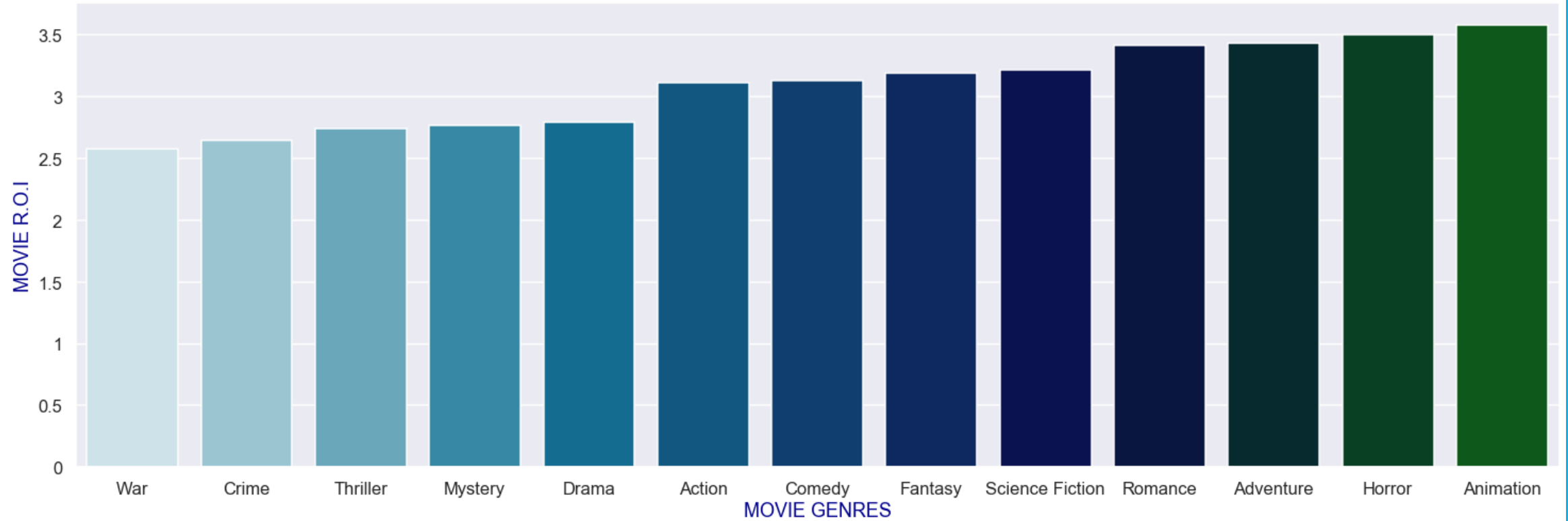
AVERAGE MOVIE REVENUE BY GENRE



## AVERAGE MOVIE BUDGET BY GENRE



AVERAGE MOVIE R.O.I BY GENRE

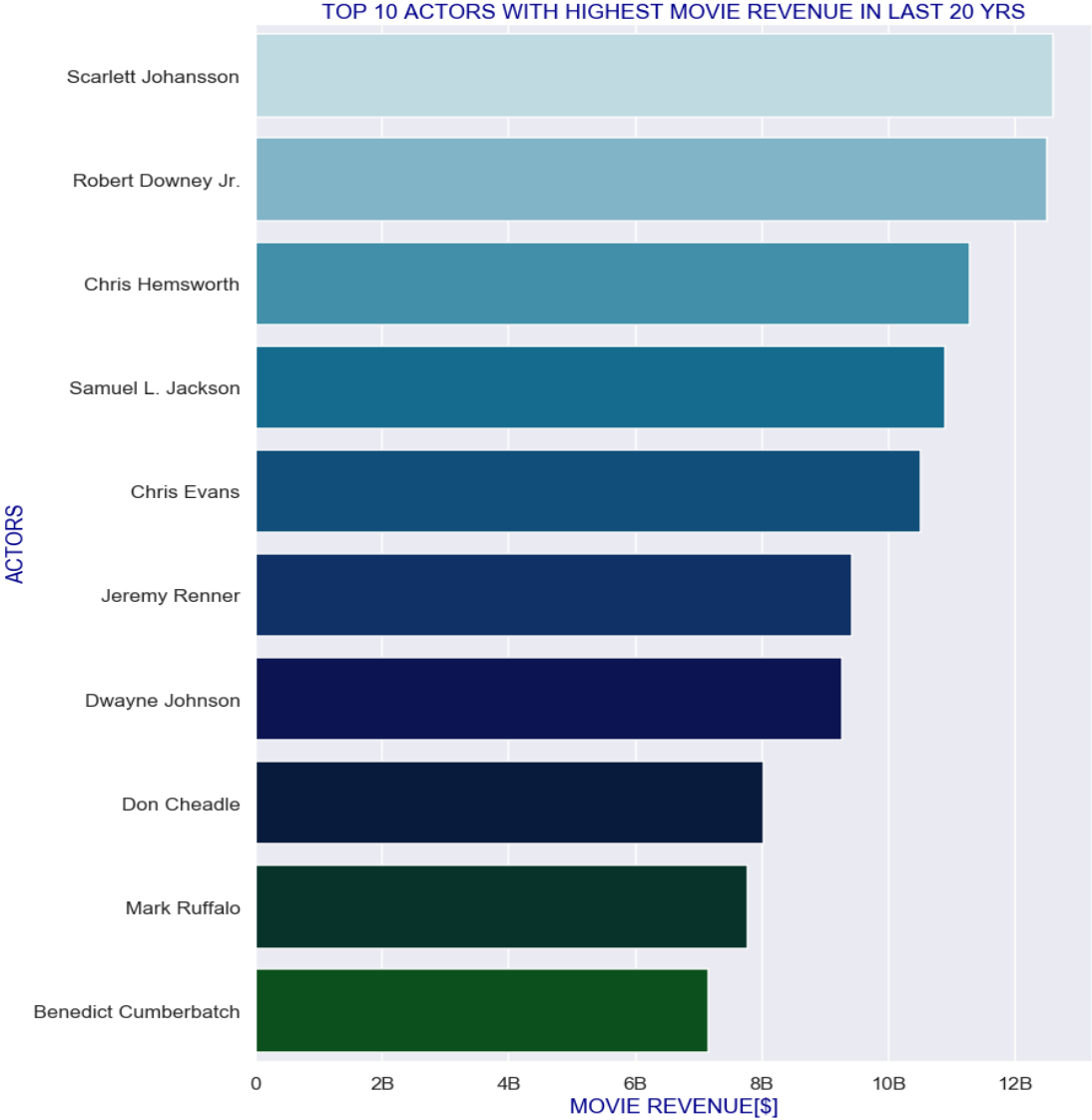
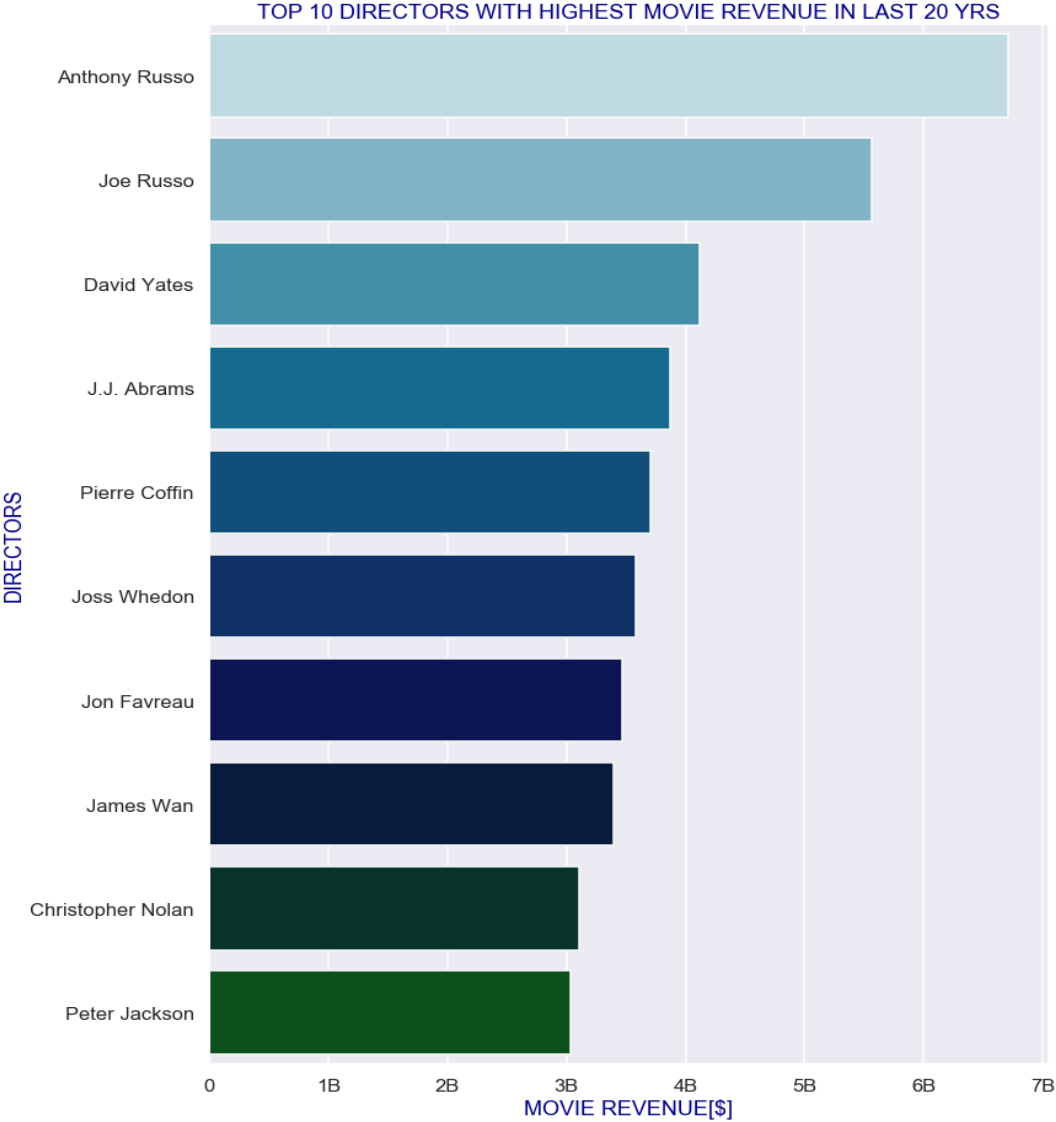




# Top Actors and Directors

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TOP ACTORS AND DIRECTORS



# Conclusion and Future Work

**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?

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# Works Cited

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“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](https://en.wikipedia.org/wiki/Film_industry#:~:text=In%202018,the%20global%20box,of%20box%20office%20gross%20revenue).

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/](https://www.statista.com/statistics/187171/market-share-of-film-studios-in-north-america-2010/).

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