

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 th Century Fox (4.9%)
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GATES FILMS

A MICROSOFT COMPANY

Microsoft in the Film Industry?



BUDGET VS.
REVENUE?



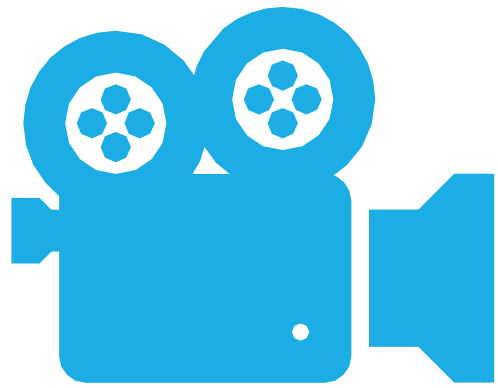
MOVIE
RATINGS?



MOVIE
GENRES?

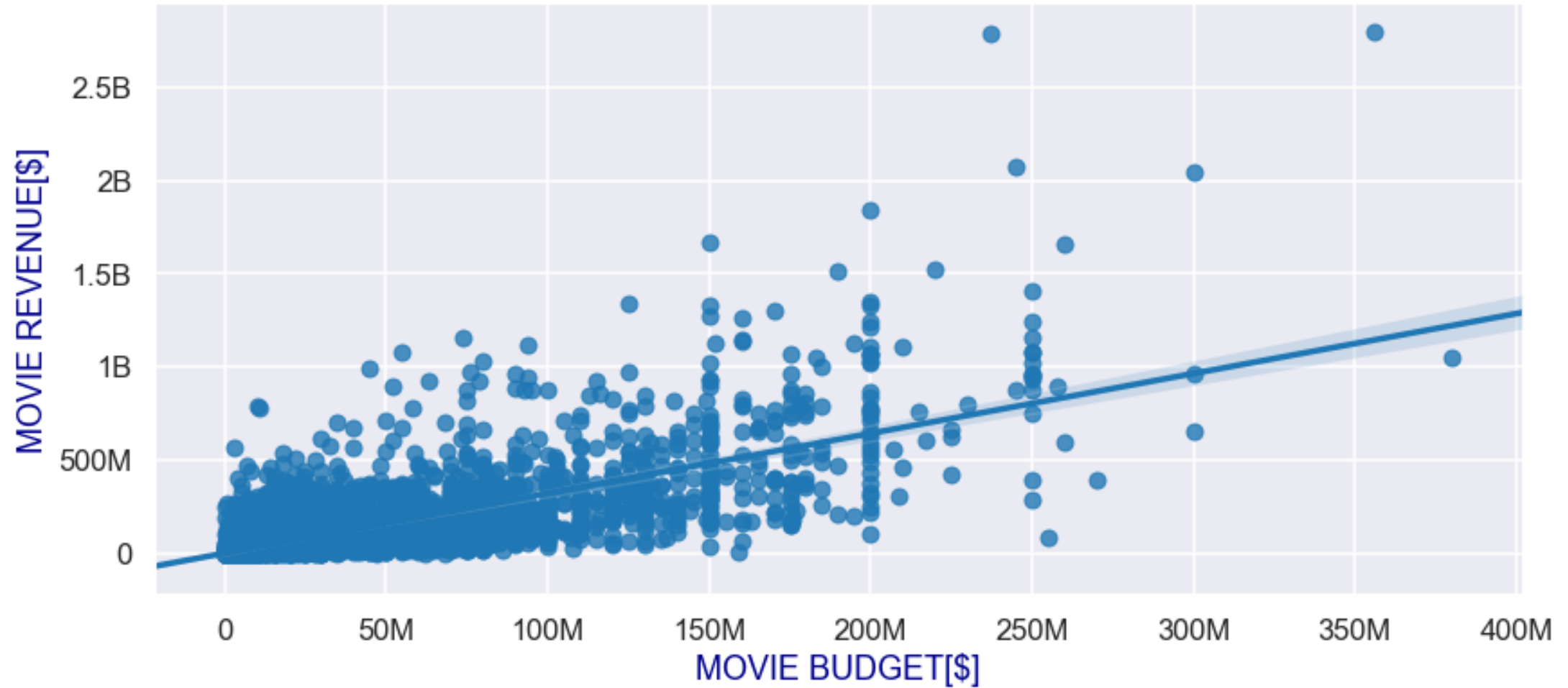


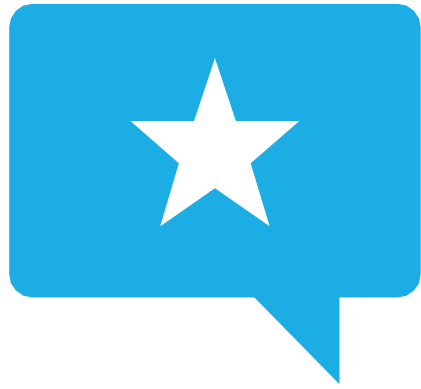
ACTORS AND
DIRECTORS?



Movie Budget vs. Movie Revenue

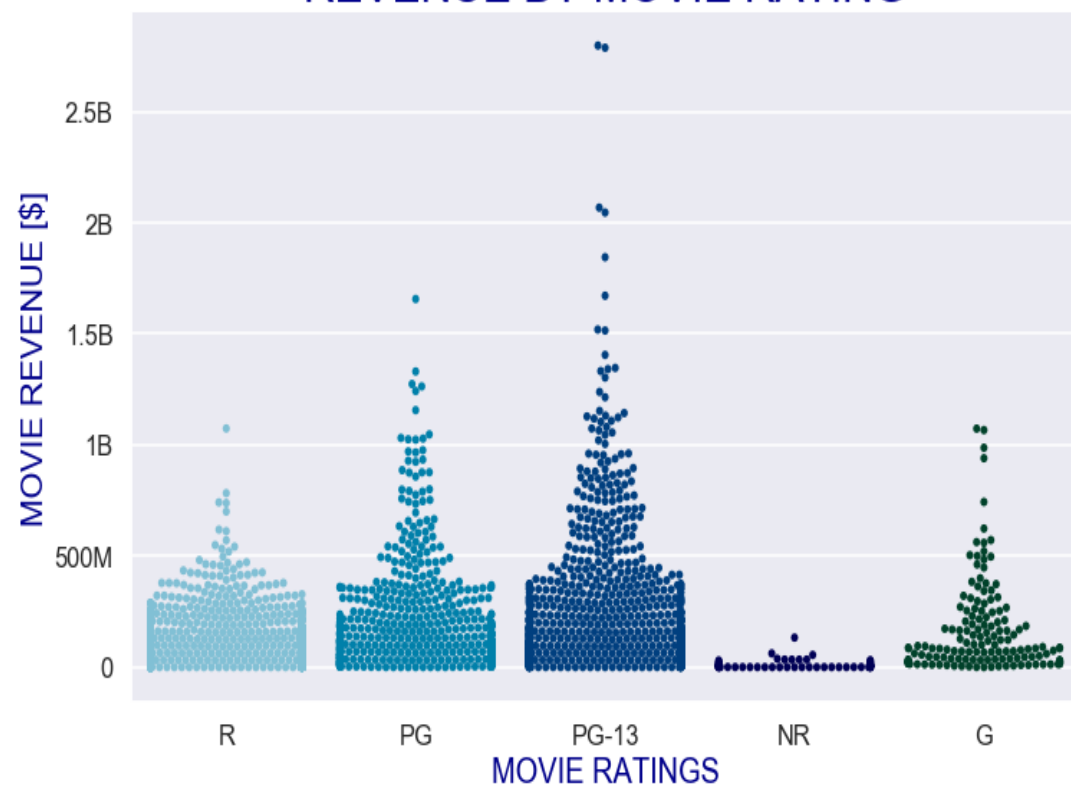
MOVIE BUDGET vs. MOVIE REVENUE



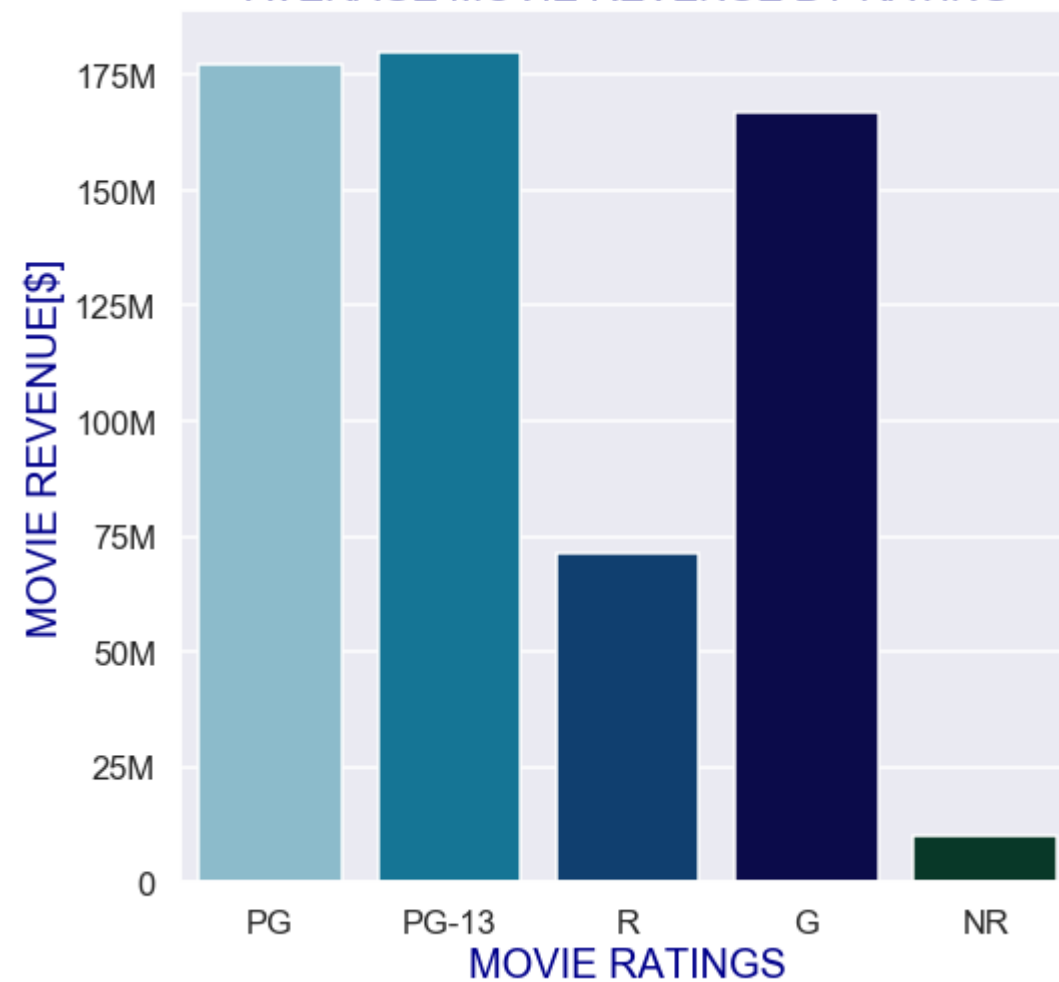


Movie Ratings

REVENUE BY MOVIE RATING



AVERAGE MOVIE REVENUE BY RATING

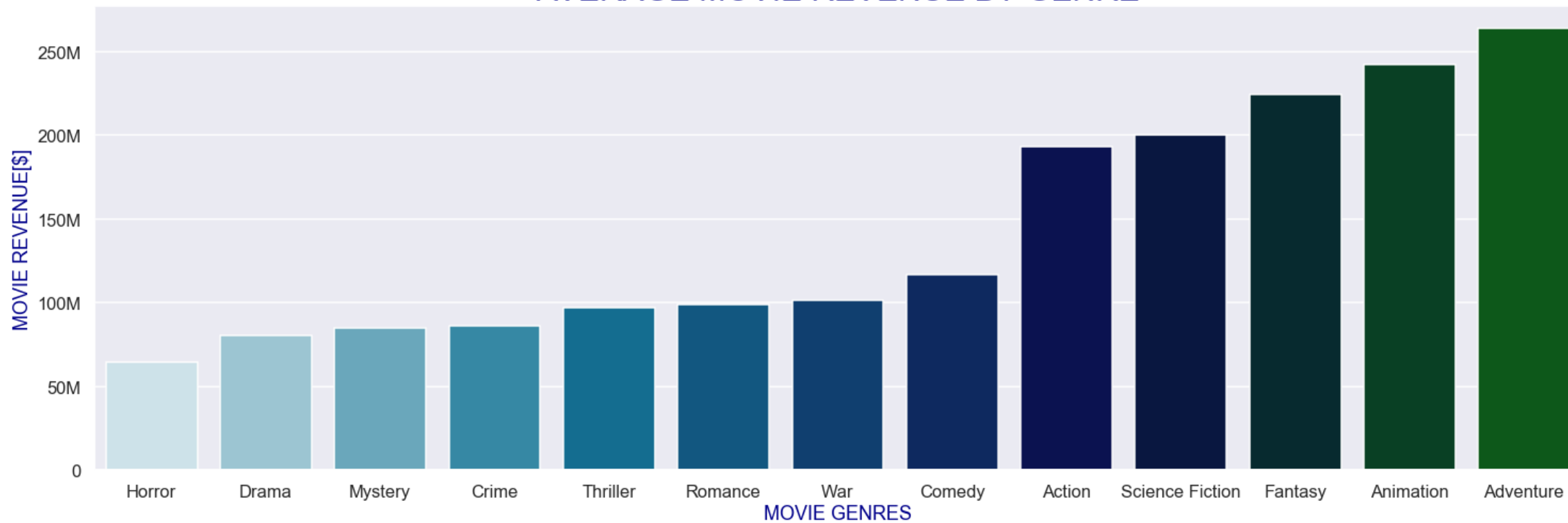




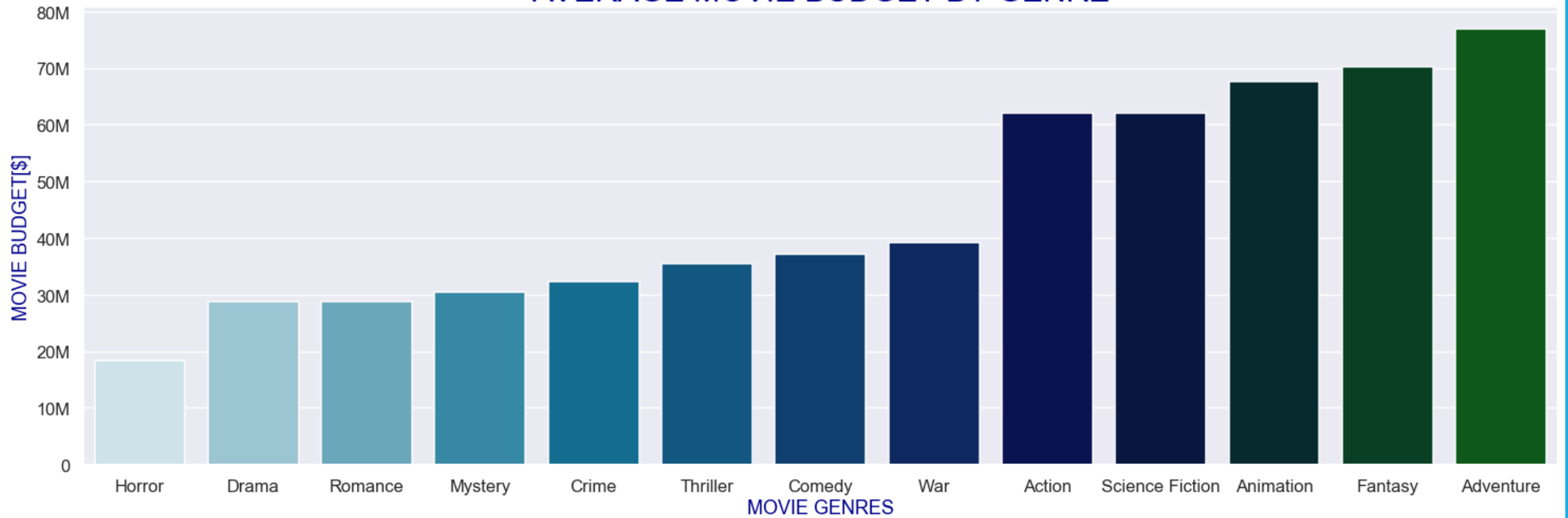
Genre Budget vs. Genre Revenue

Genre R.O.I

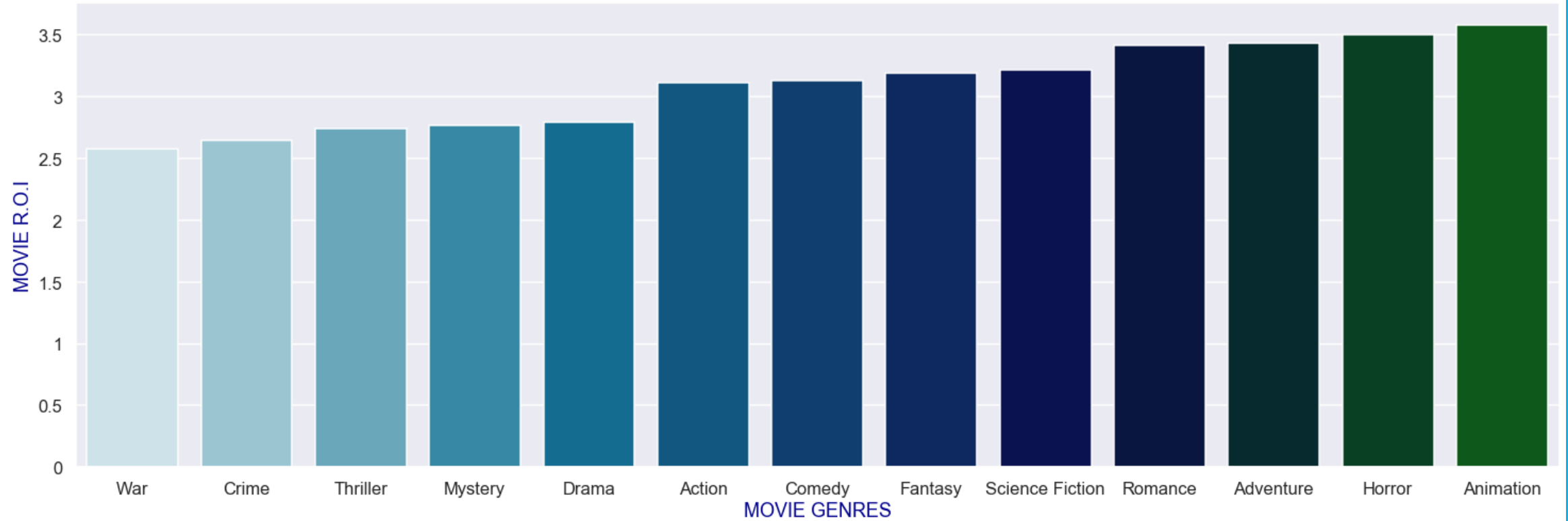
AVERAGE MOVIE REVENUE BY GENRE



AVERAGE MOVIE BUDGET BY GENRE



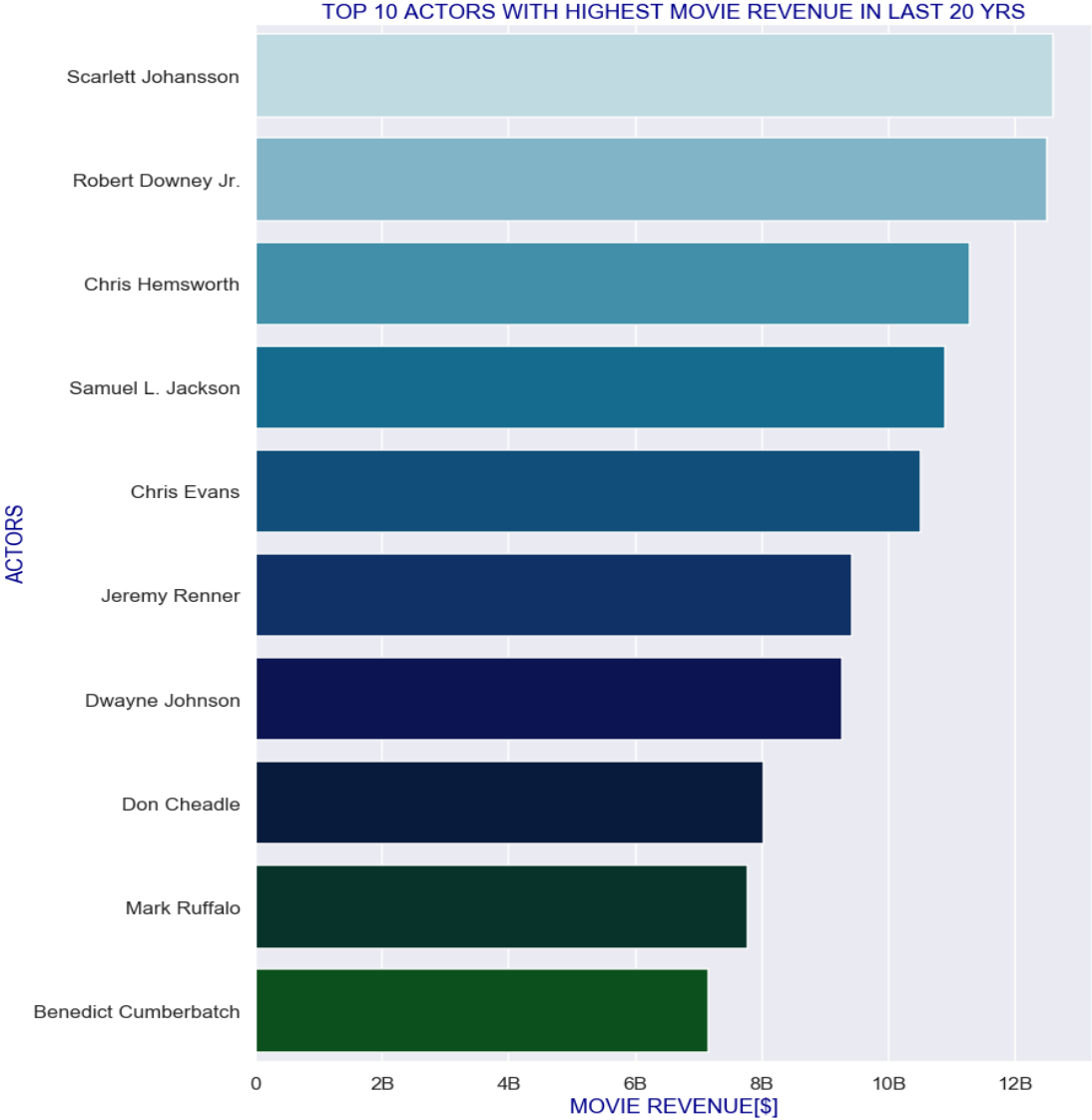
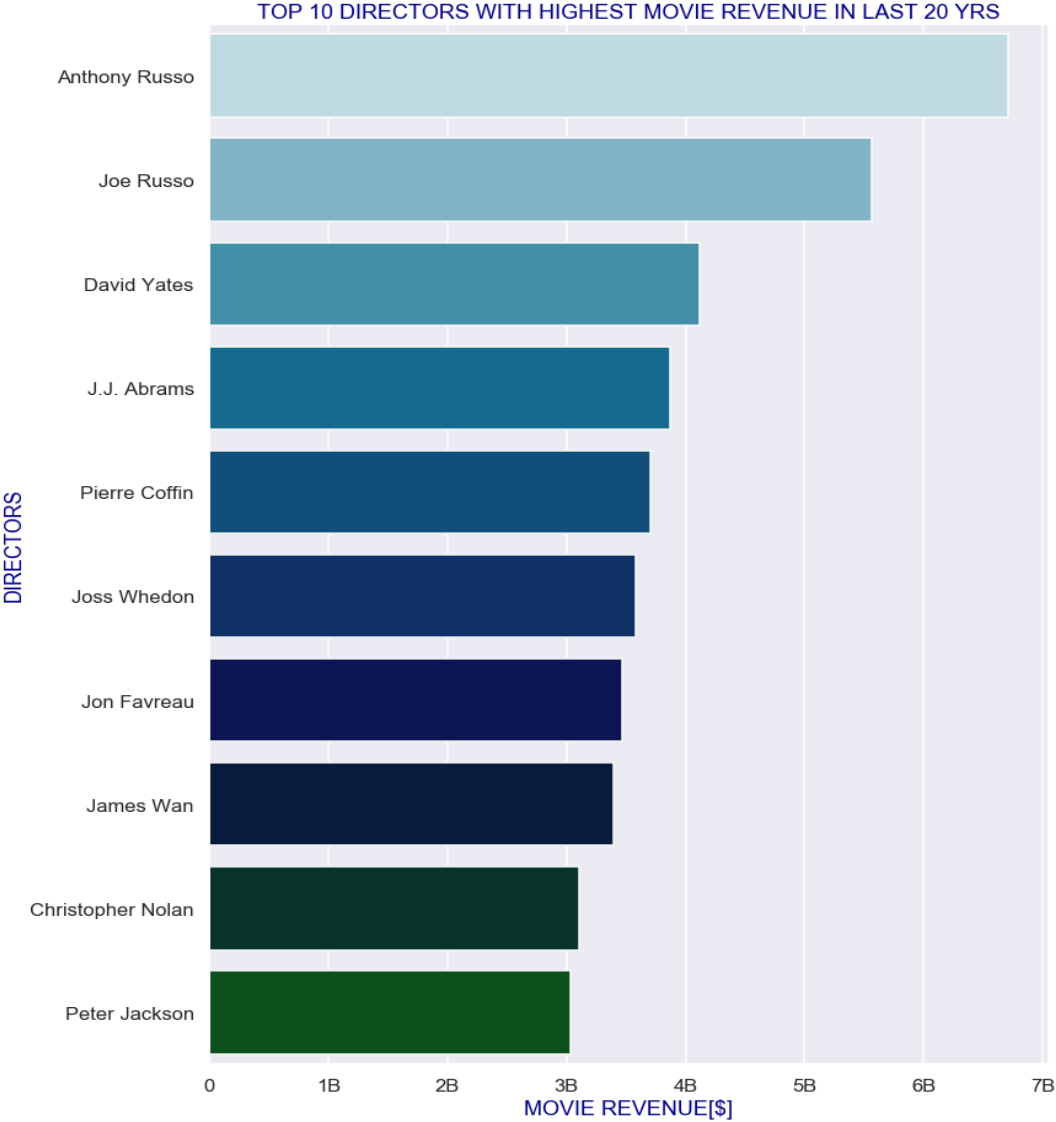
AVERAGE MOVIE R.O.I BY GENRE





Top Actors and Directors

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.

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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