



# Venturing into Foreign Markets:



An idea for Microsoft

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Which movie market should  
we dive into?

A group of people are silhouetted against a large window, sitting at a table and looking out at a city skyline. The most prominent building in the background is St. Paul's Cathedral in London, with its large dome and classical architecture. Other buildings of the city are visible in the background. The scene is dimly lit, with the primary light source being the window, which creates the silhouettes of the people in the foreground.

# JAPAN!

# Why Japan?

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**3rd largest market behind US and China**

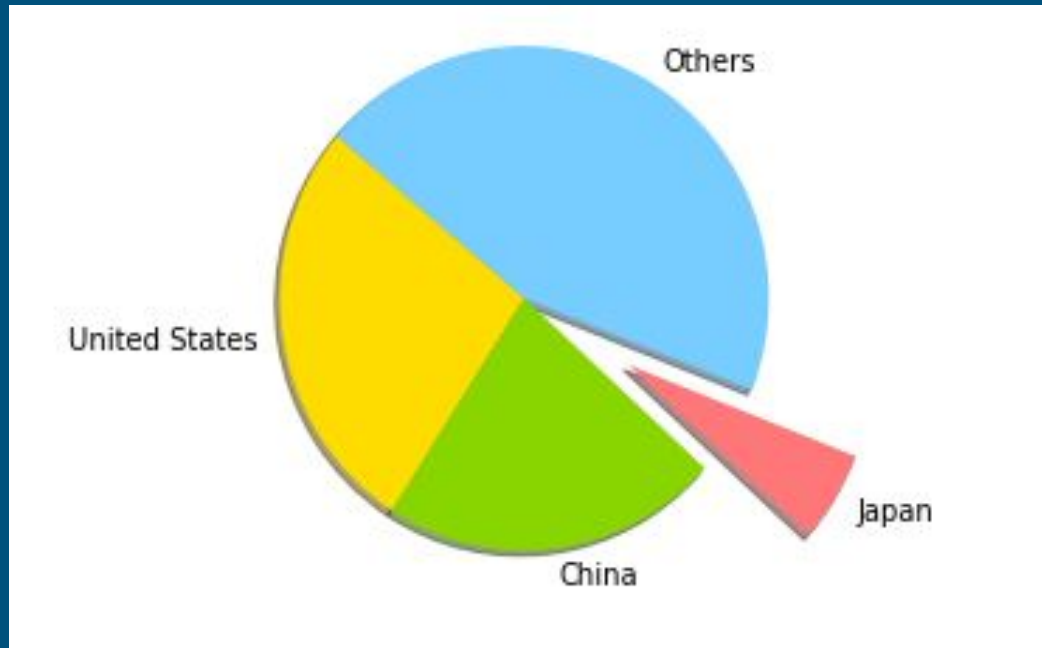
**\$2.09 billion dollars annual box office sales**

**4th most popular language for movies in box office grossing  
(behind English, Mandarin, and French)**

# World Movie Market

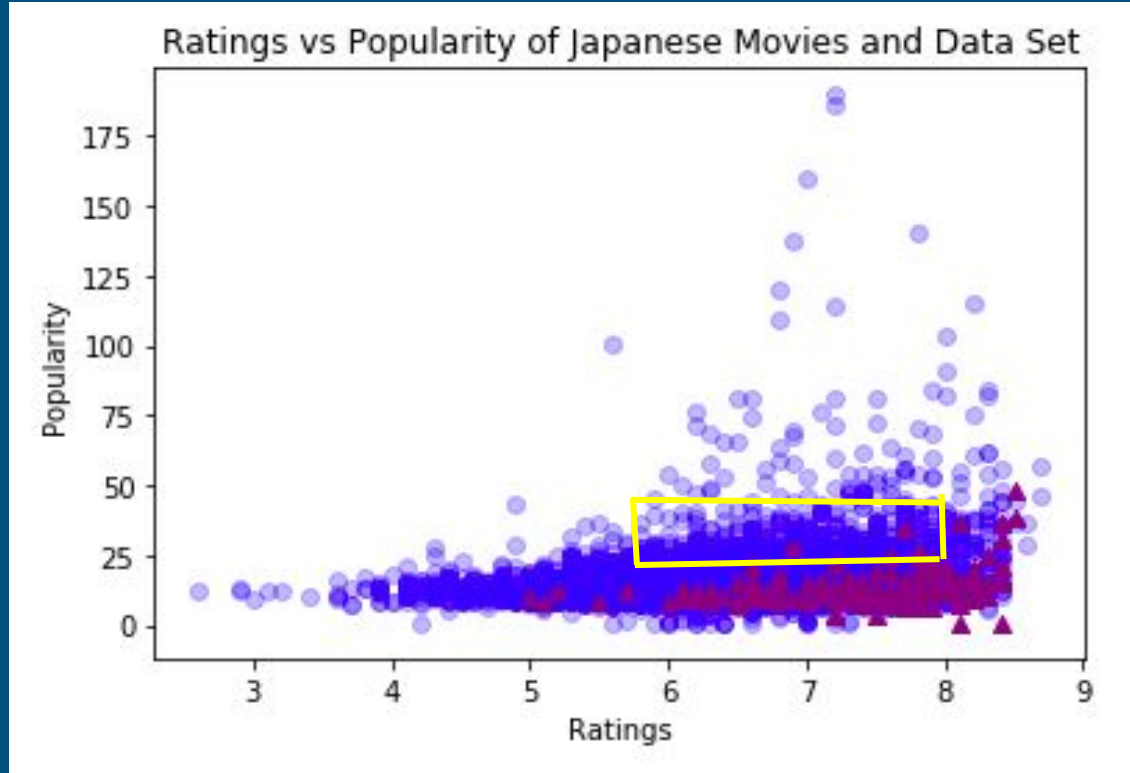
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- 6% share
- 3rd largest in annual expenditure

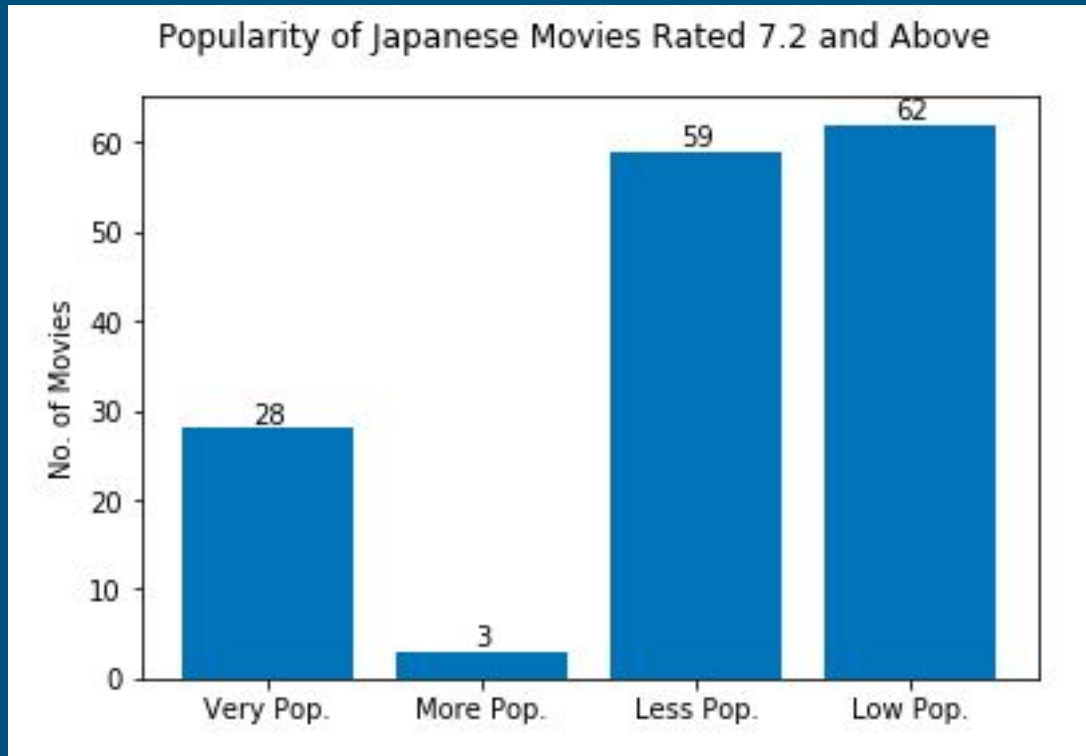


\*Popularity not on a 100 scale

# Popularity vs Rating



# Low Popularity Despite Good Ratings (>7.2)

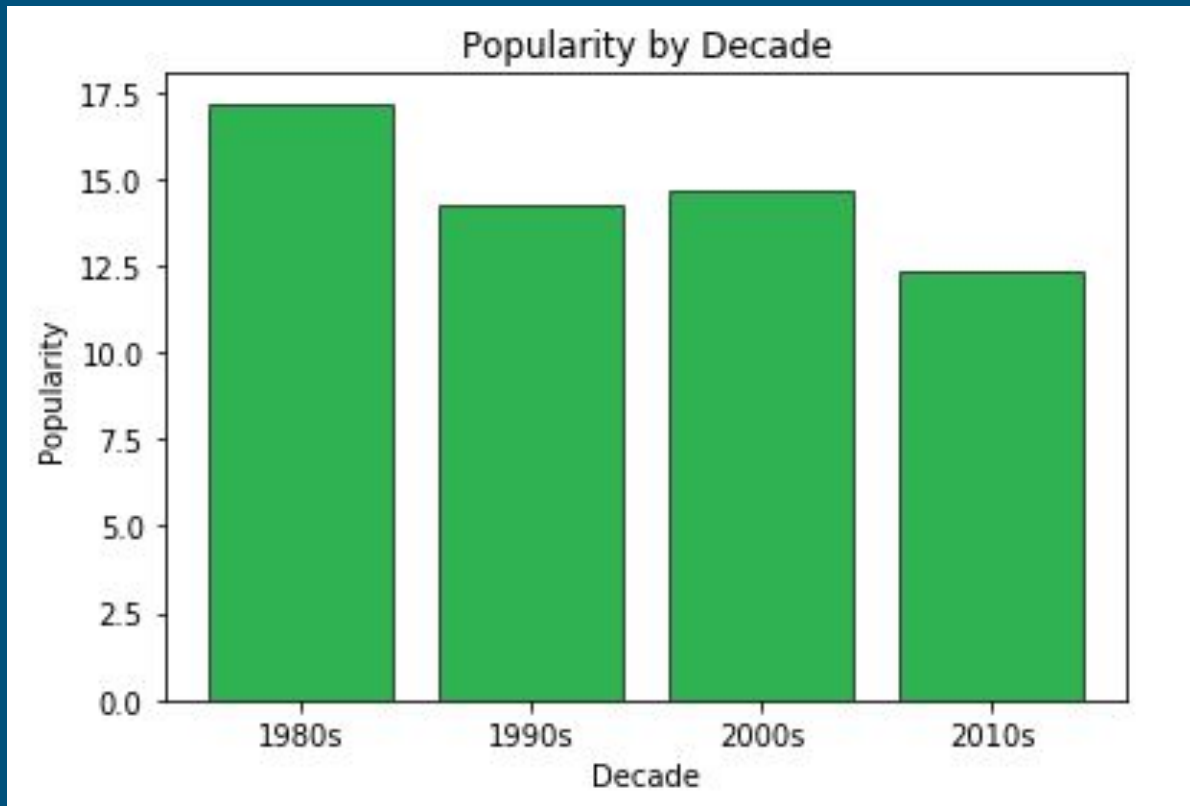




But is now the time?



# Popularity Then and Now



From  
tmdb.org

# Conclusion

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- Now is a good time
- Low popularity despite quality movies
- Lower domestic support for homegrown movies (56% International films)
- Robust market but gradually weakening popularity

# Discussion

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- More data
- Other countries
- Analyze other metrics
- Refine popularity
- Refine ratings (vote average)
- Use gross revenue instead of popularity

The image shows the silhouettes of several people sitting at a long table in front of a large window. They are looking out at a city skyline. The most prominent building in the skyline is a large, classical-style building with a prominent dome, resembling the Illinois State Capitol. Other buildings of varying heights and styles are visible in the background. The scene is dimly lit, with the primary light source being the window, which creates the silhouettes of the people and the bright view of the city.

Thank  
You!