



# Microsoft Studios

The Beginning

# Summary

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1)The Film industry loves movies that don't perform well.

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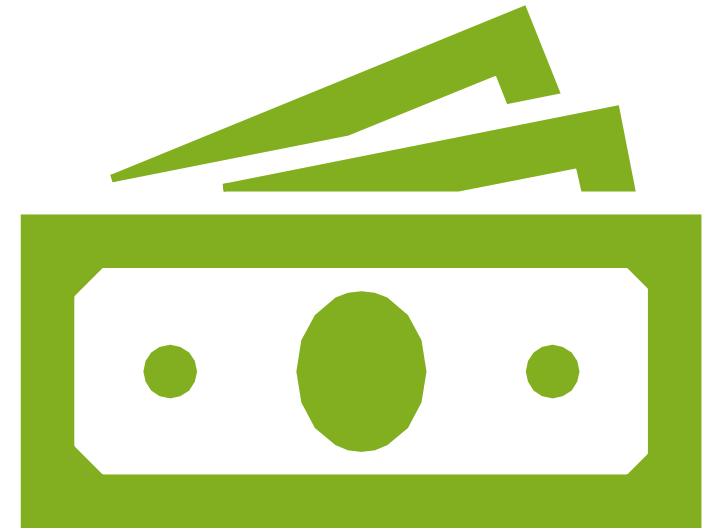
2)Two-fold business approach: chase ratings and popularity/revenue to help brand grow.

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3)Genres that lead in revenue carry over from domestic to foreign markets

# Business Problem

- How does Microsoft compete as a new entrant and make a brand name for itself in the film studio business while making money.





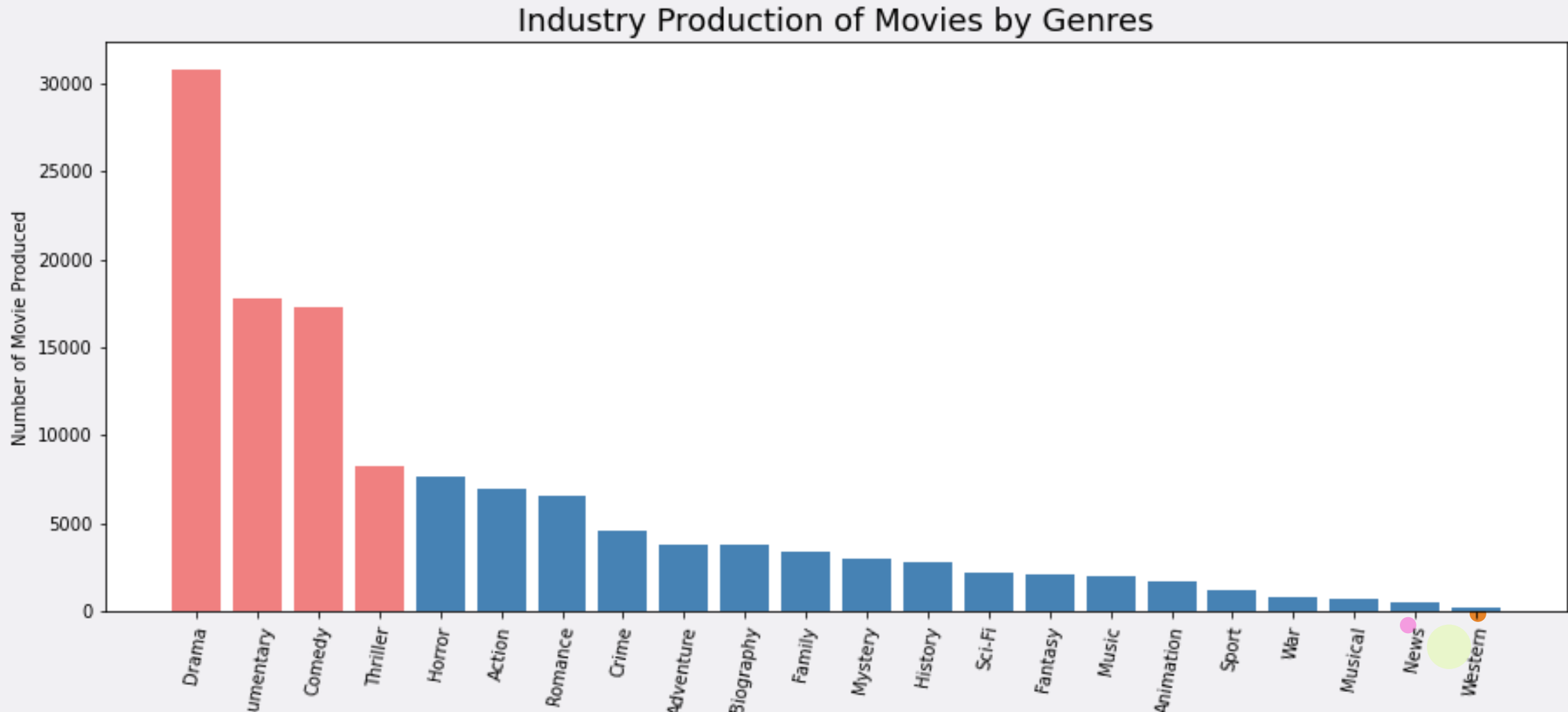
# Two Data Sources



IMDB

Box Office Mojo

# A Look at the Competition



# Strategies To Grow Brand Awareness

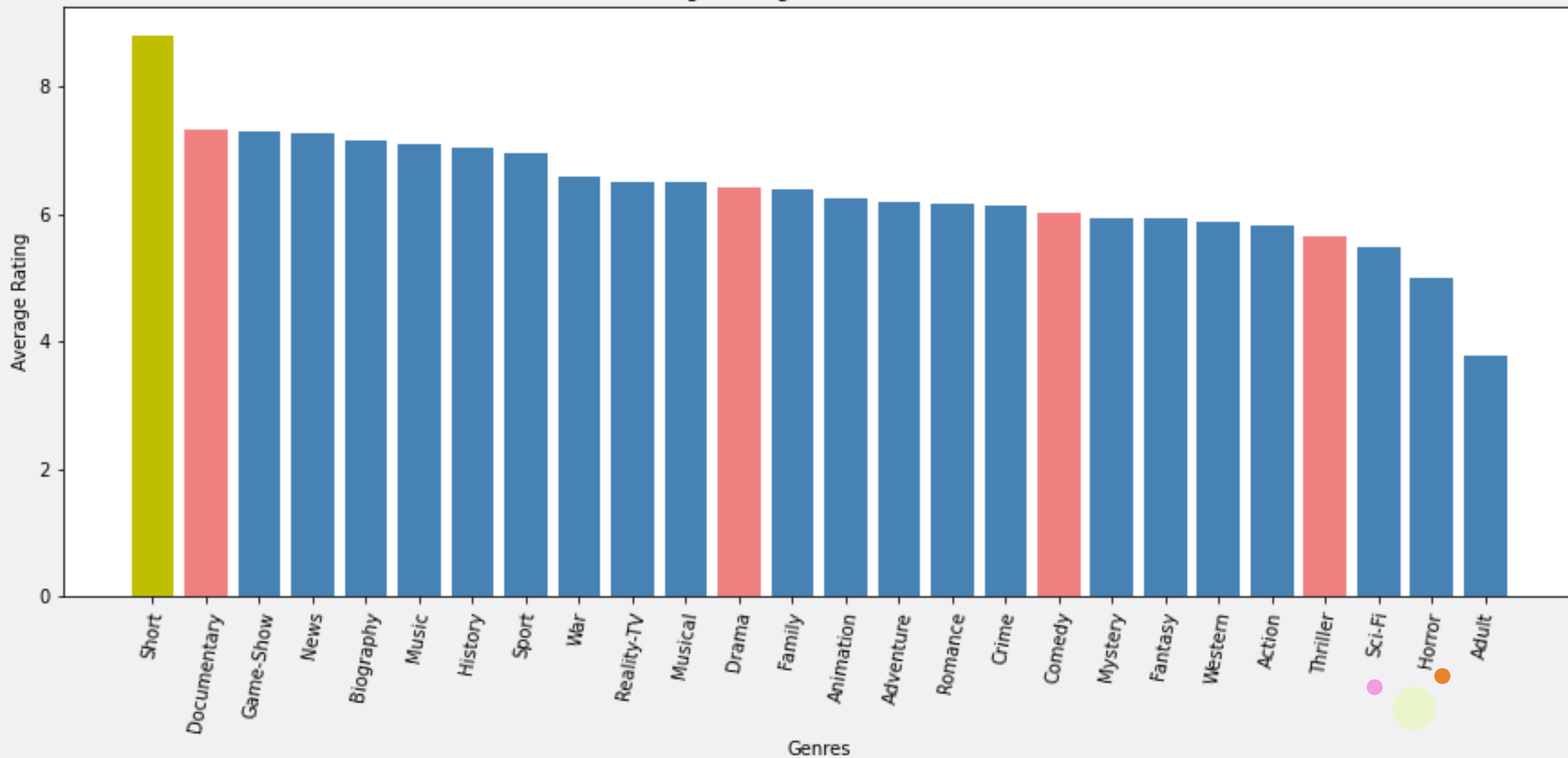
Brands can grow  
through Critically-  
Acclaim products

OR

Success through  
popularity of films and  
increasing revenues.

# Film ratings by Genre

Average Rating of Movies Per Genre



# Insights



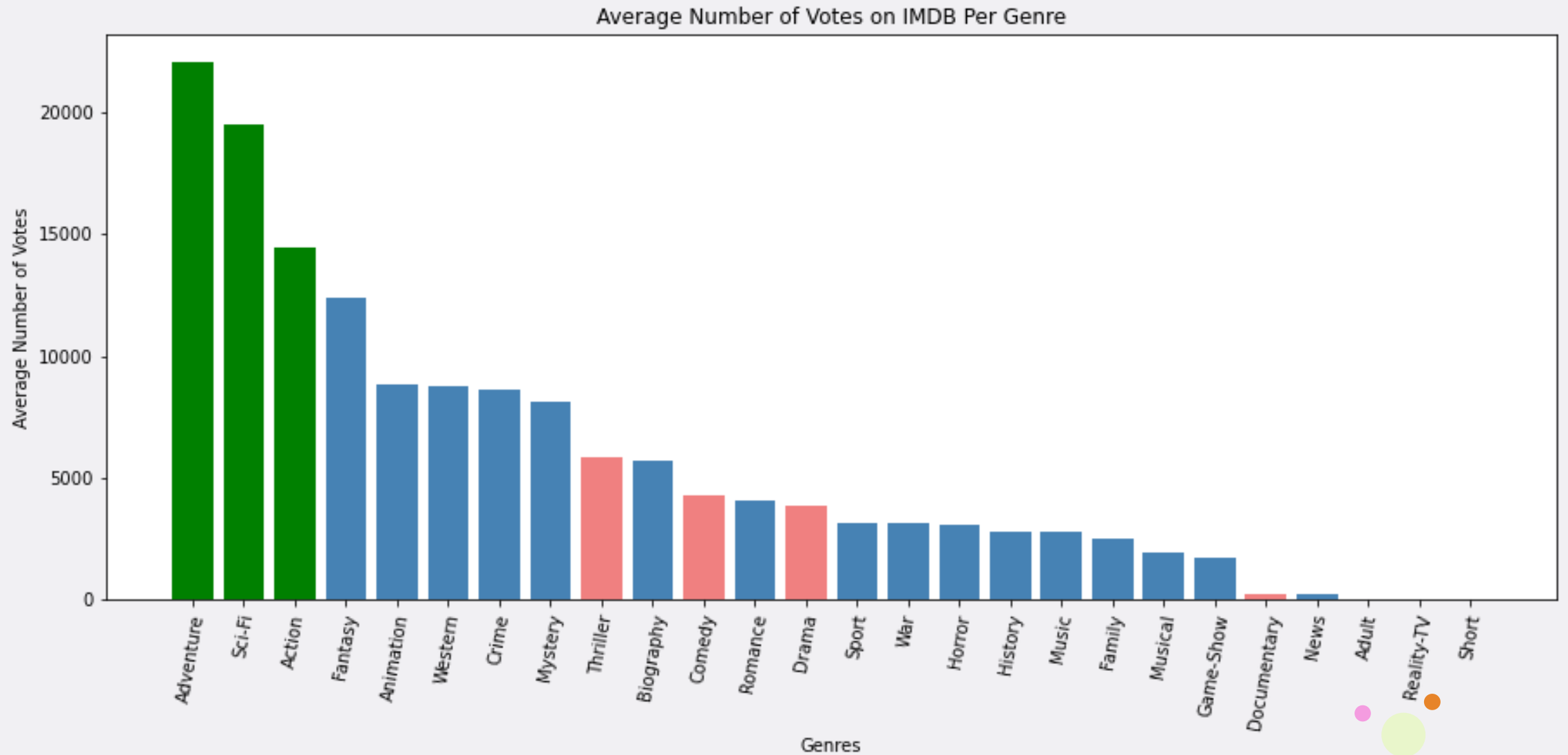
Favorite industry genres are not at the top in ratings besides Documentaries.



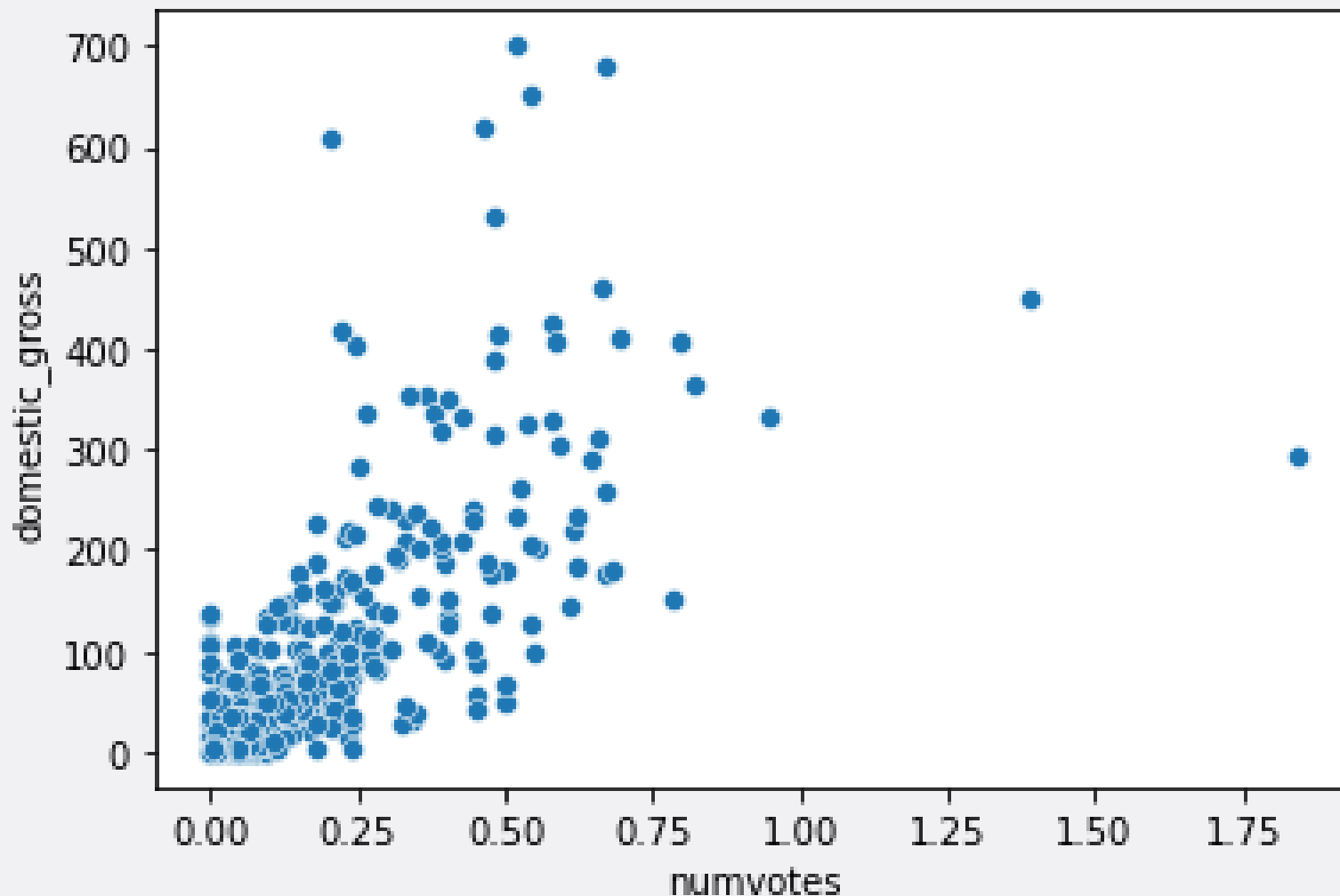
Can choose to produce Documentaries and Shorts to focus on ratings of our shows



# Number of Votes as Proxy for Popularity

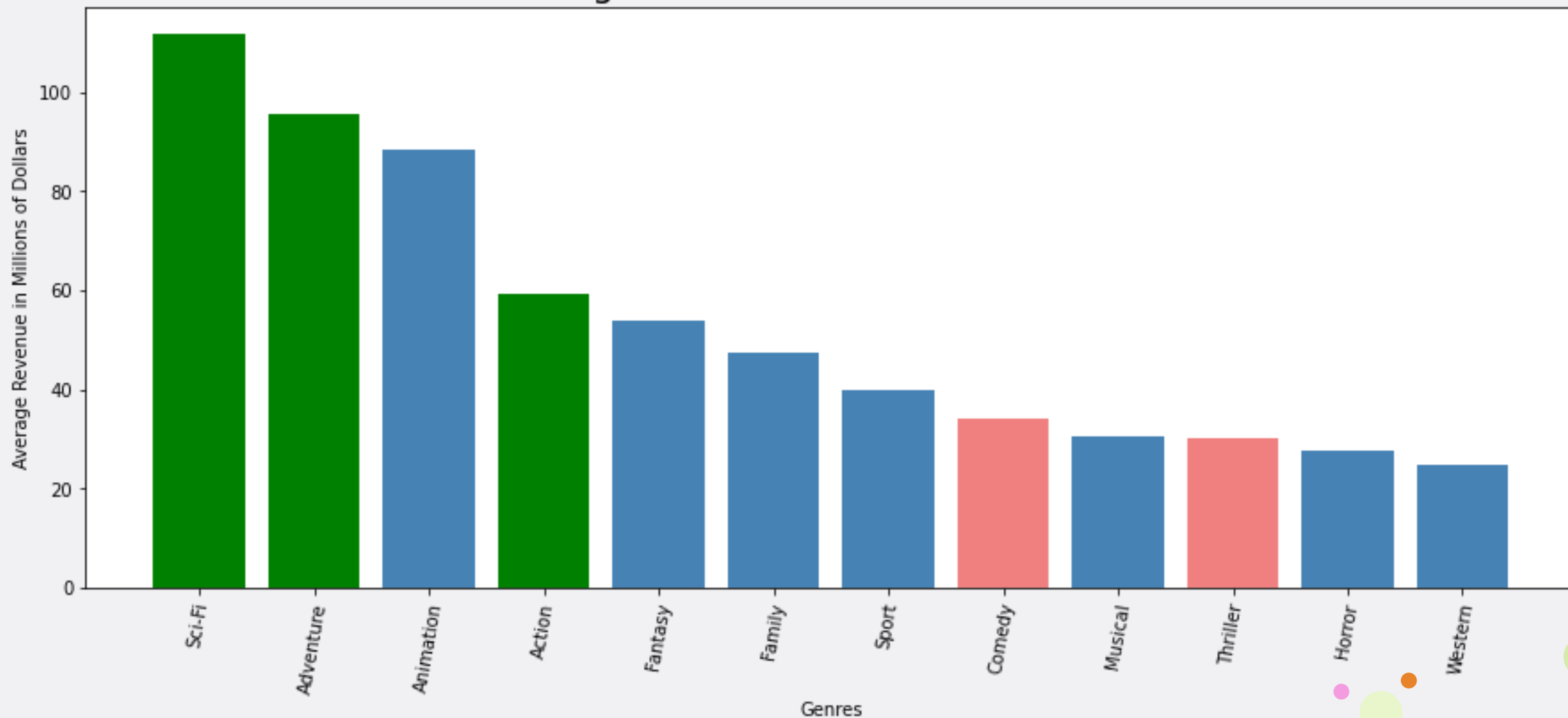


# Does Popularity Transfer to Revenue?



# YES

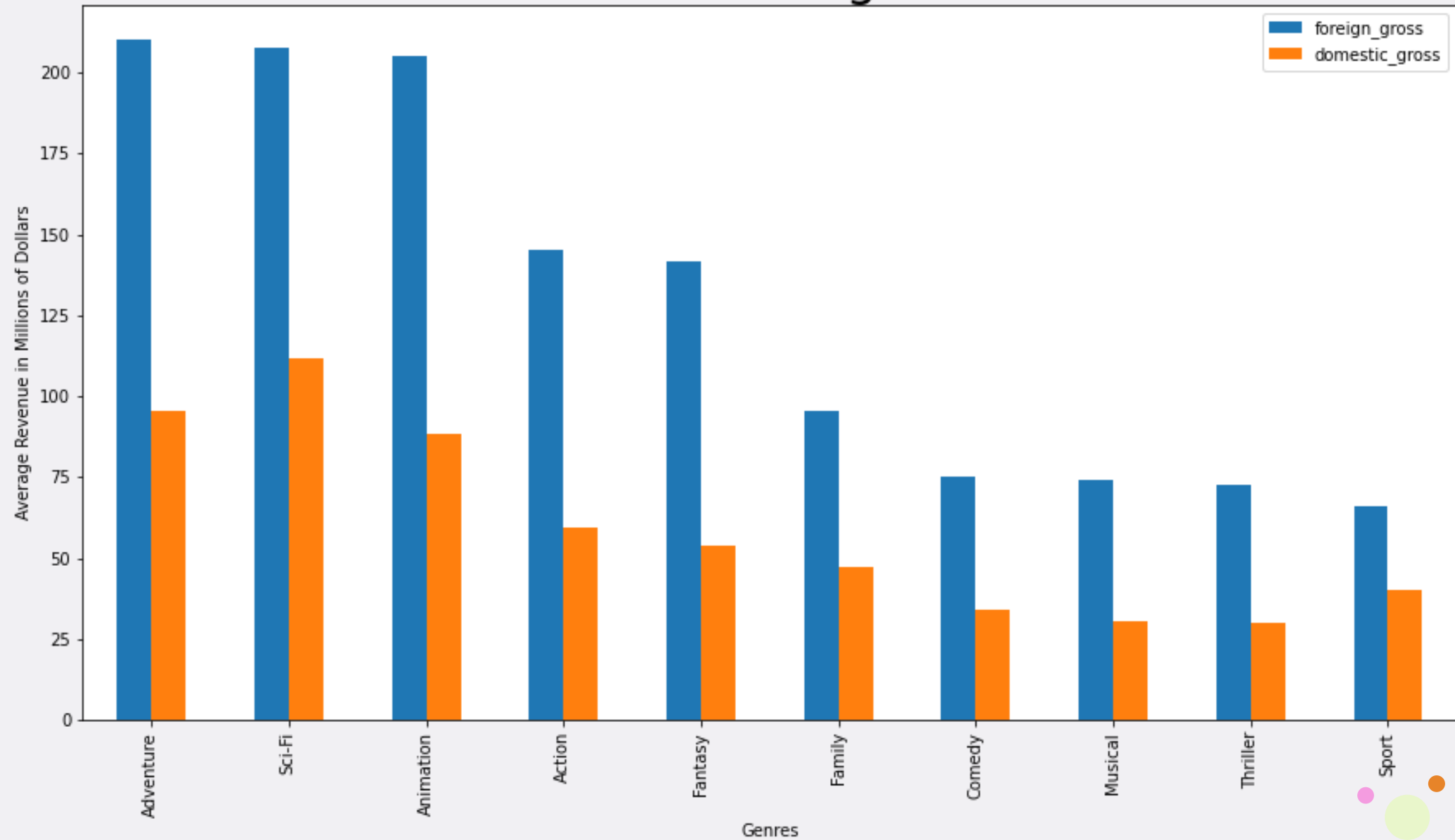
Average Domestic Revenue Per Genre



A low-angle, upward-looking photograph of several modern skyscrapers against a twilight sky. The buildings are dark, with some windows reflecting the ambient light. The sky is a mix of deep blue and purple. Several decorative circles in various colors (green, yellow, orange, pink) are scattered across the image, some overlapping the buildings and others in the sky.

Will these trends in  
Domestic Revenue Work  
in Foreign Markets?

# Domestic Vs Foreign Revenue



# Results and Takeaways

Ignore	Ignore highly produced Genres of Films like Drama, Comedy, and Thriller which do not hold up in Ratings and Revenues.
Produce	Produce Shorts and Documentaries for ratings and favor amongst critics for higher brand recognition
Focus on	<p>Focus on Adventure, Action, and Sci-Fi movies for Revenues</p> <ul style="list-style-type: none"><li>• These will provide the most revenue in domestic and foreign markets on average.</li></ul>



# Questions?

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