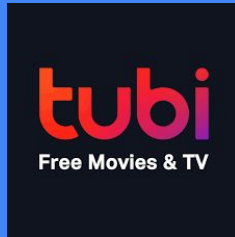


Microsoft Studios: 3 Keys to Success

By Zach Hanly, Aalok Joshi, TJ Bray, and Jerry Vazquez

How We See The Business Problem...

- Saturated Marketplace
- Lack of Prior Experience
- Lack of SMEs / Domain Knowledge

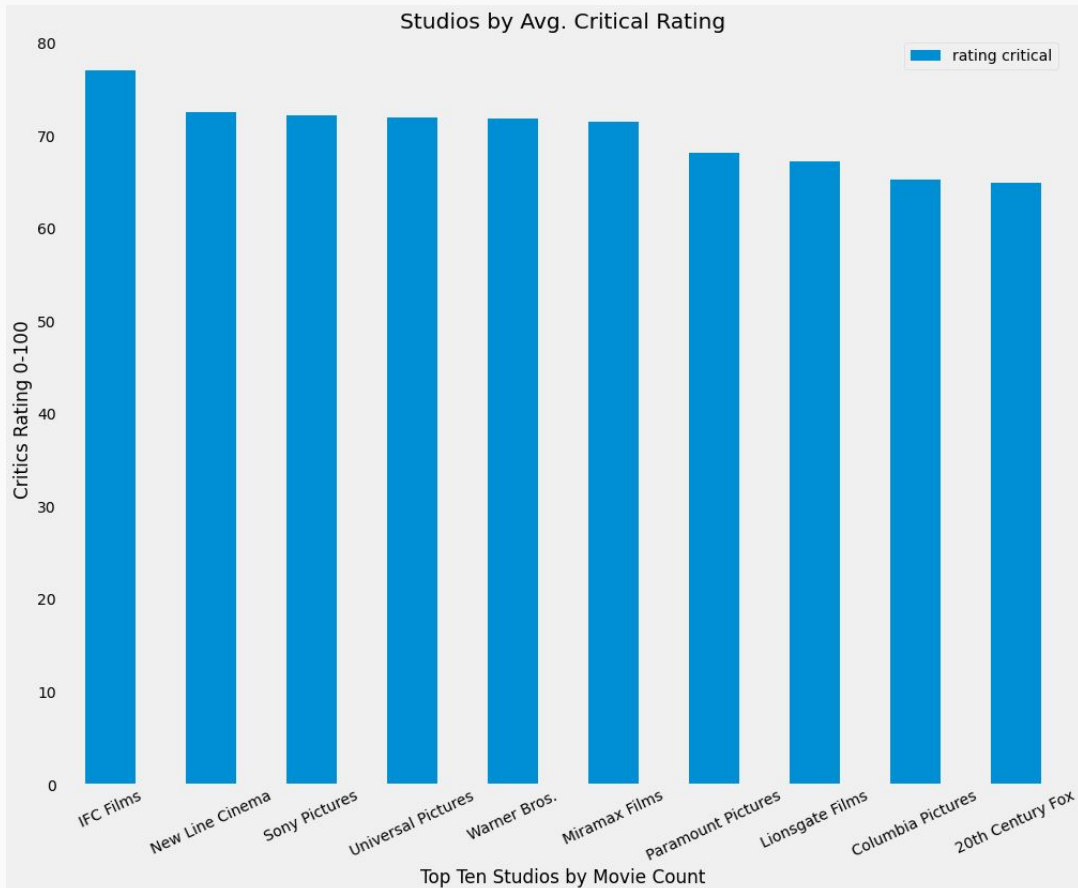


Solution/Recommendation Areas ...

- Business Partnerships
- Content Selection
- Personnel / Hiring



Partnering with Established Studios



IFC Films

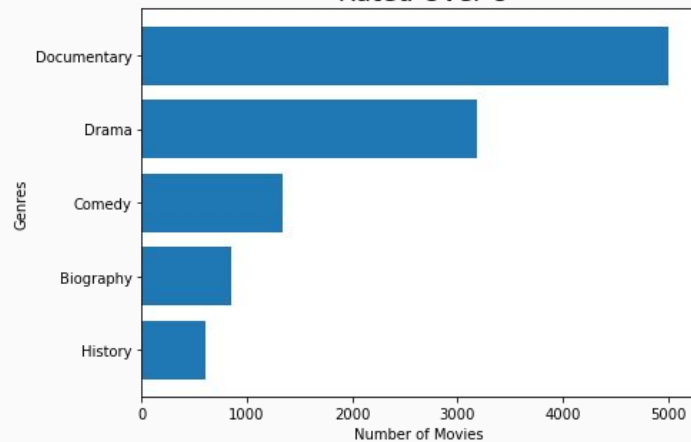


Movie Genres Popularity

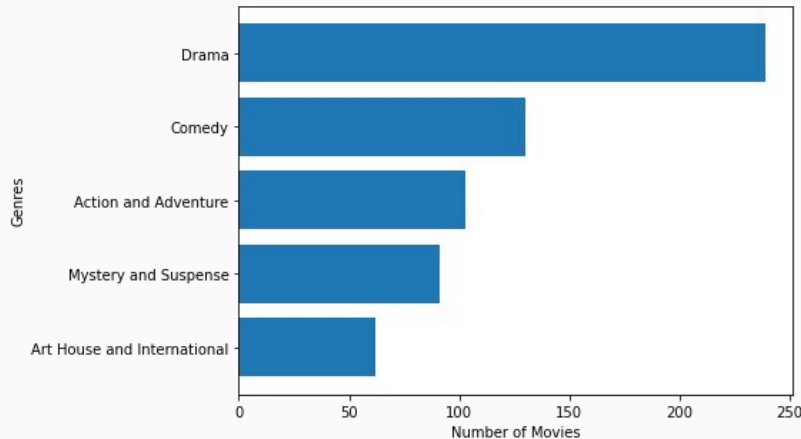
- Drama
- Documentary
- Comedy



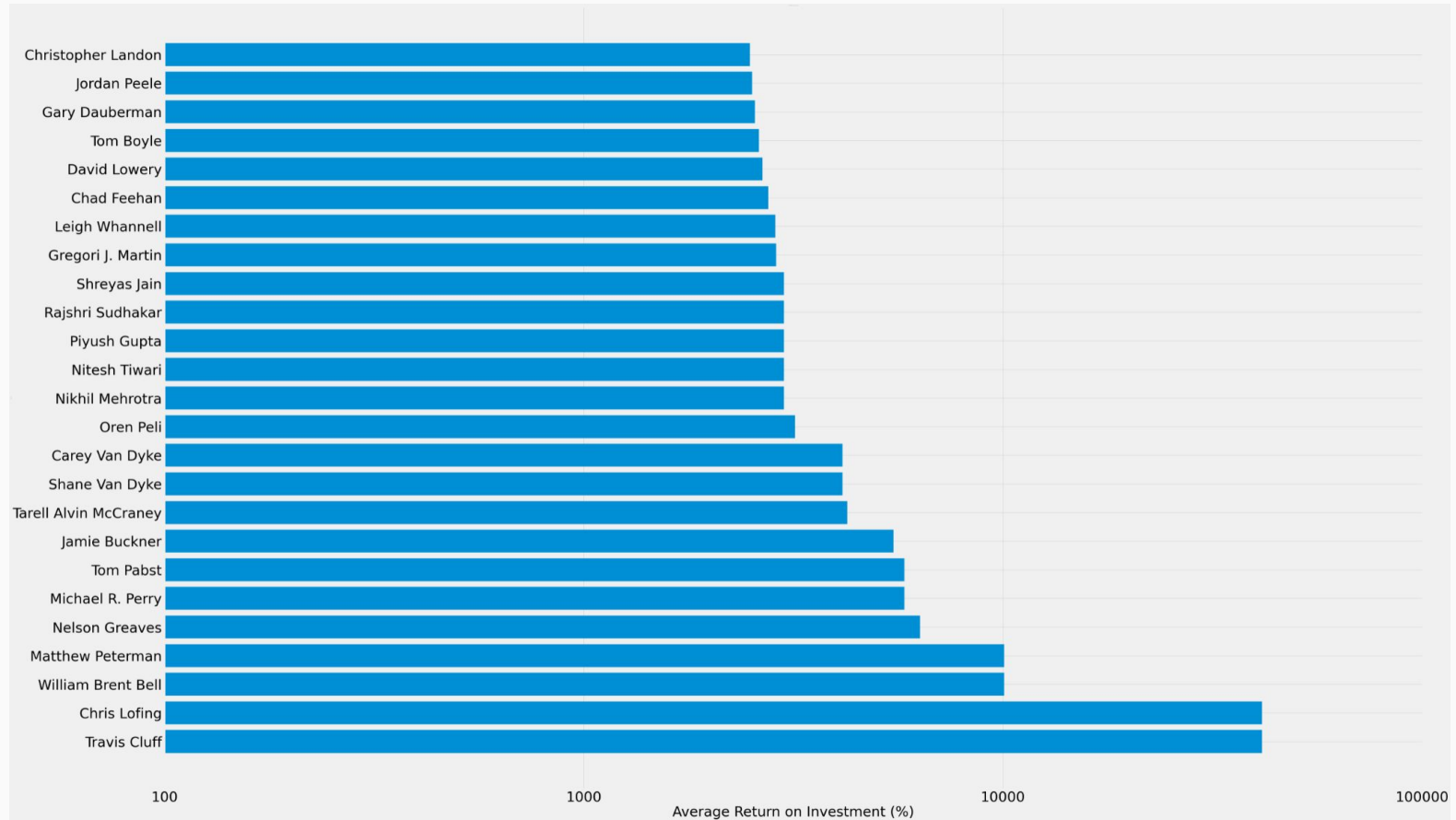
IMDb Top 5 Movie Genres
Rated Over 8



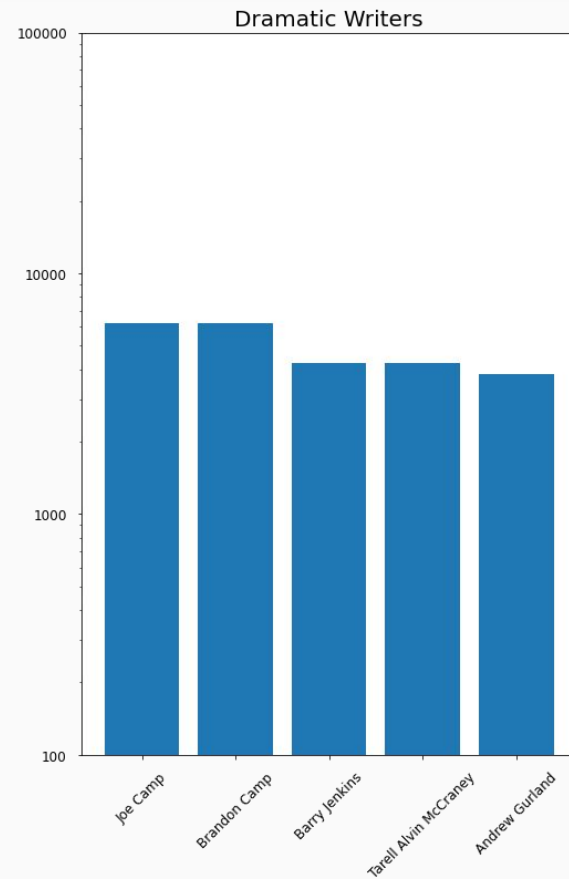
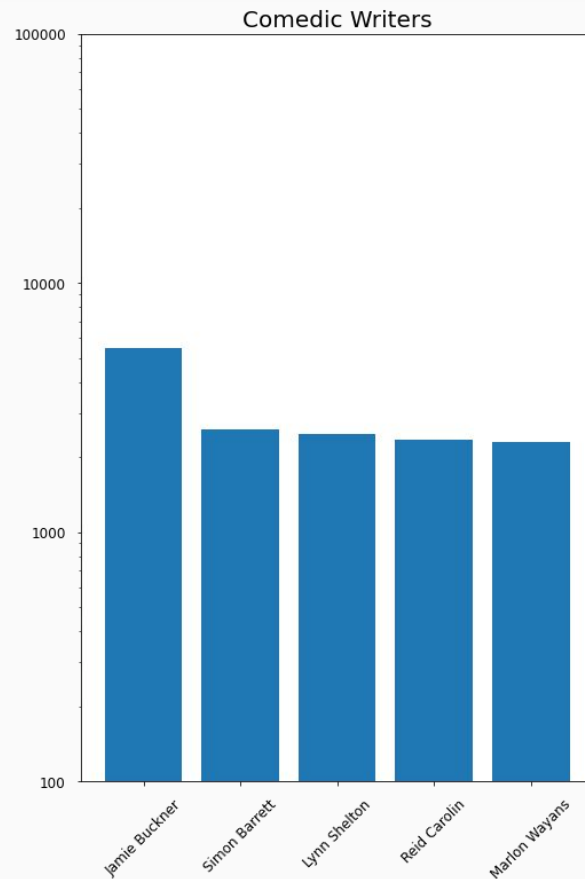
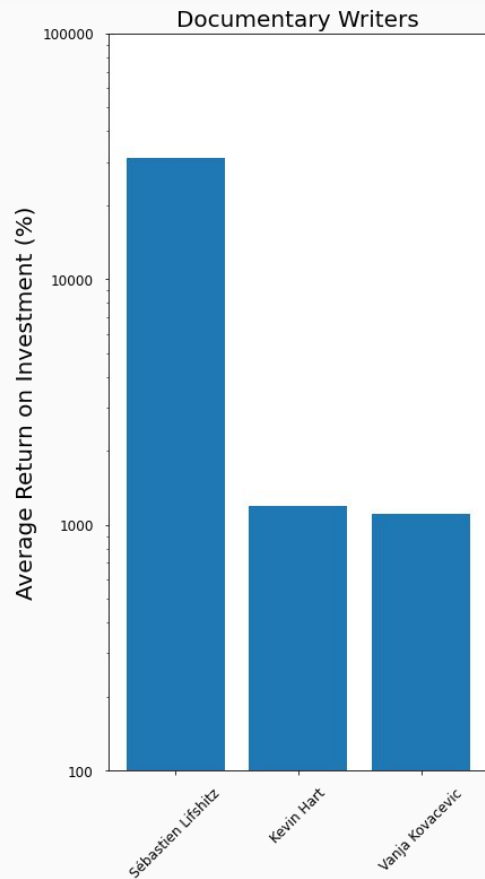
Rotten Tomatoes Top 5 Genres
Rated Over 8



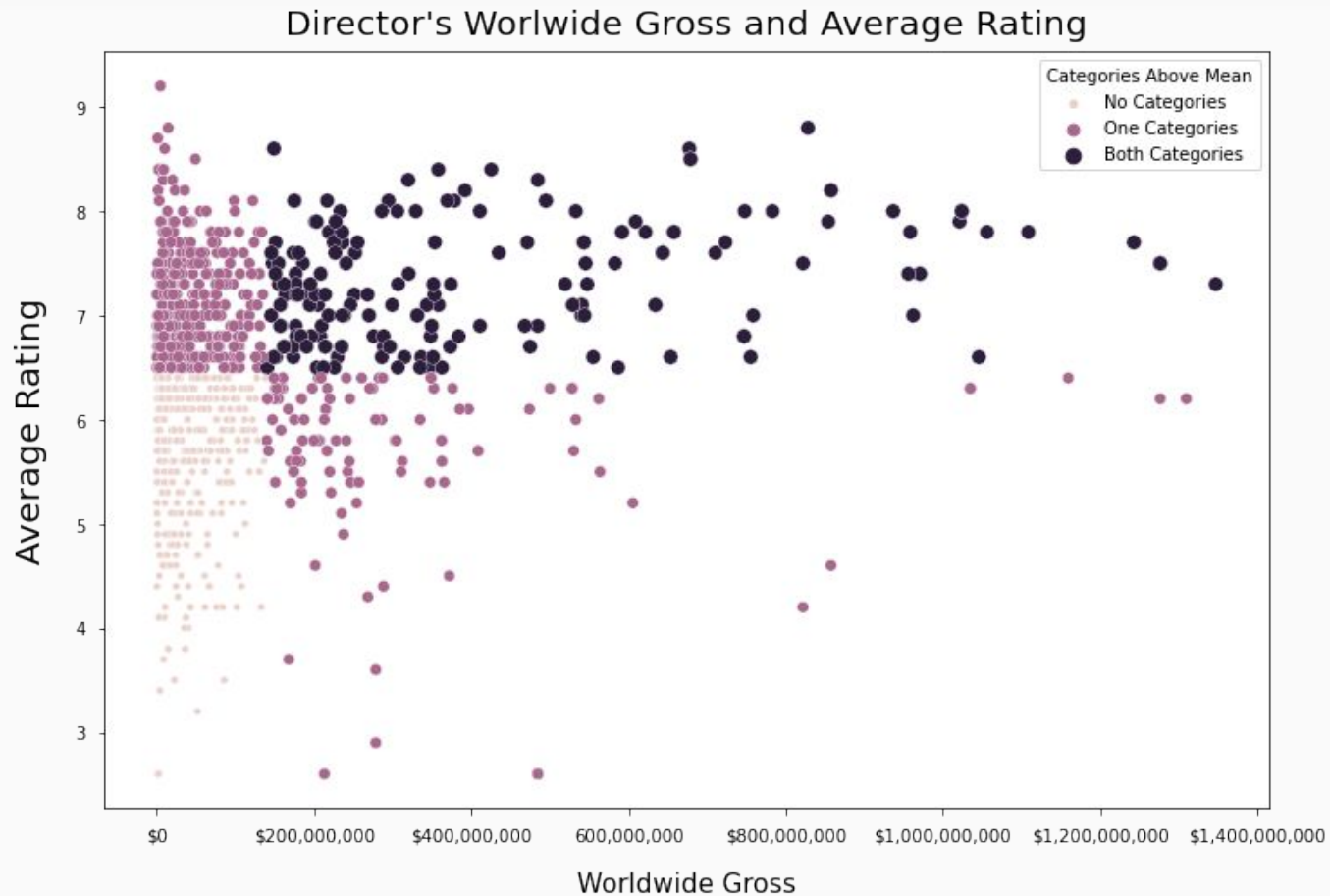
Writers Can Provide a Massive Return on Investment



Best Documentary, Comedy, and Dramatic Writers



Directors that can do both



Conclusion

1. **Partner** with studios - namely Sony Pictures and IFC Films.
2. **Curate** content that is primarily Dramas, Documentaries and Comedies.
3. **Balance** KPIs by hiring the Directors and Writers we identified.

QUESTIONS?

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