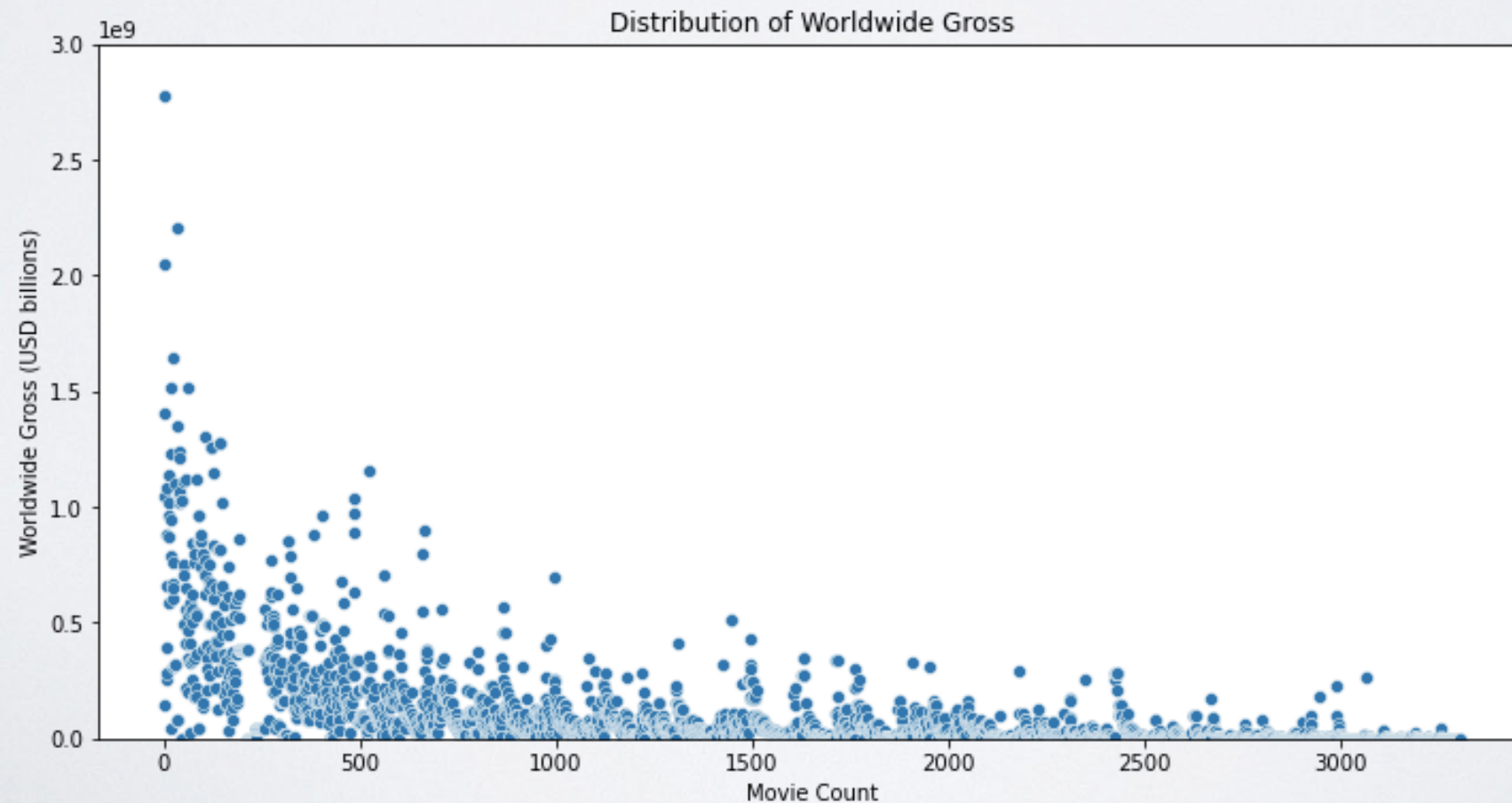


MICROSOFT MOVIE STUDIO'S

Jessica Guzzo

WORLDWIDE GROSS

- Wide variation
- Max 2.77 Billion
- Min \$0



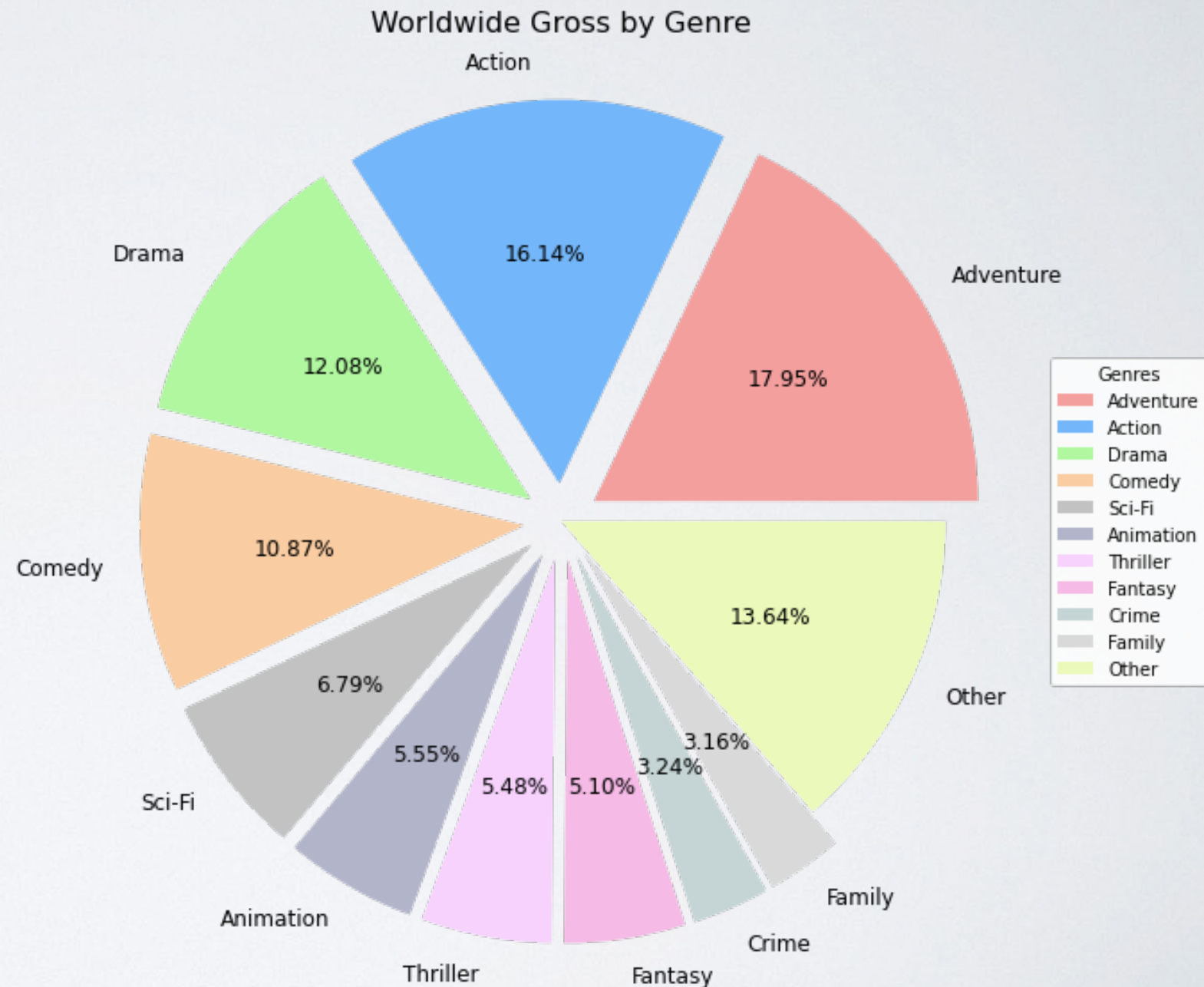
GOAL:HOWTO INCREASE WORLDWIDE GROSS?

- Genre
- Runtime
- Budget



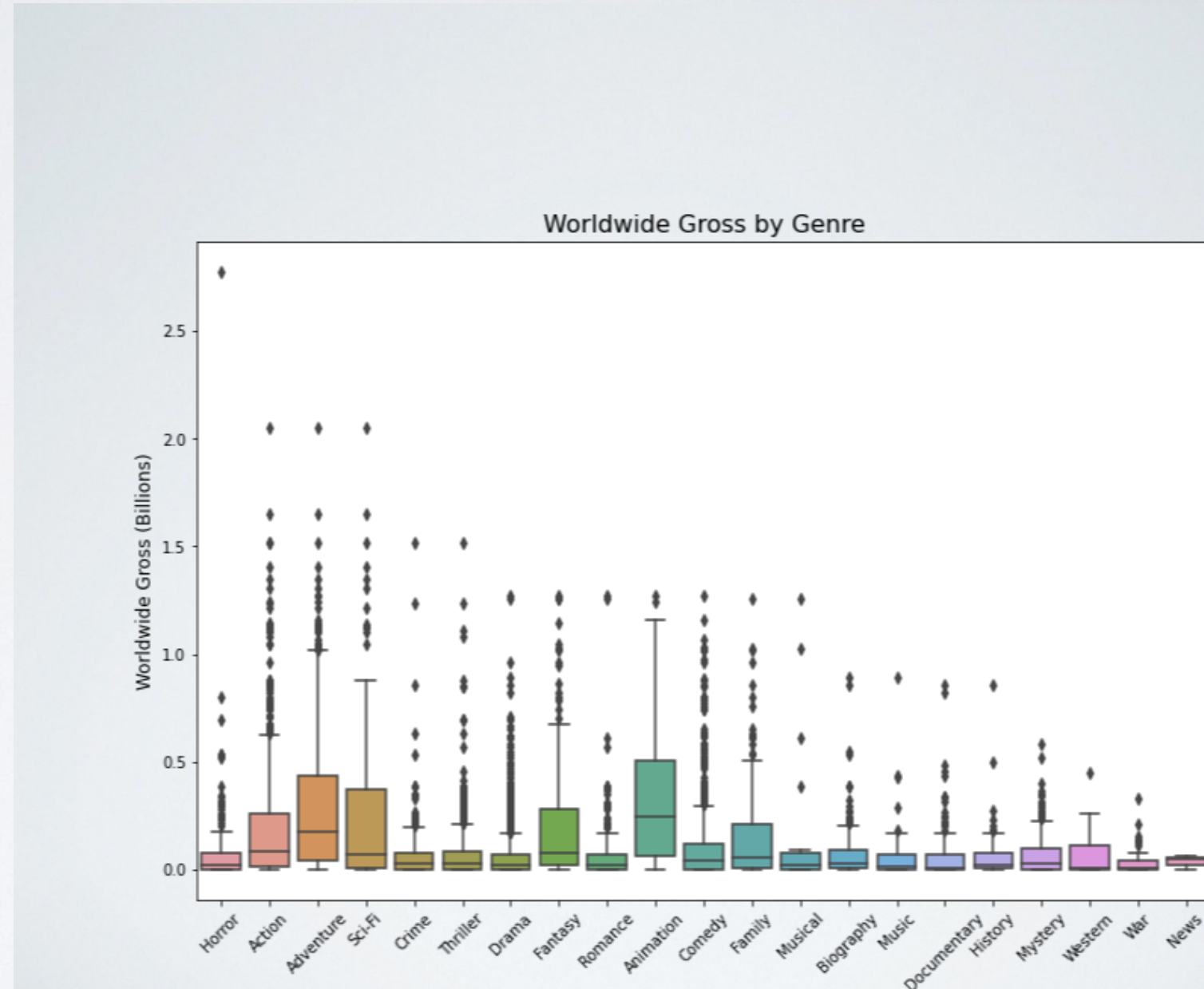
TOP 10 WORLDWIDE GROSS GENRES

- Overlapping ex(Jurassic World)
- Consistently poor performance (News, musical)



GENRE'S IMPACT

- Action, Adventure, Sci-Fi over 1.5 Billion
- Highest average median Animation
- Never over a billion dollars news, war, Western, Romance



GENRE SUGGESTIONS

Do

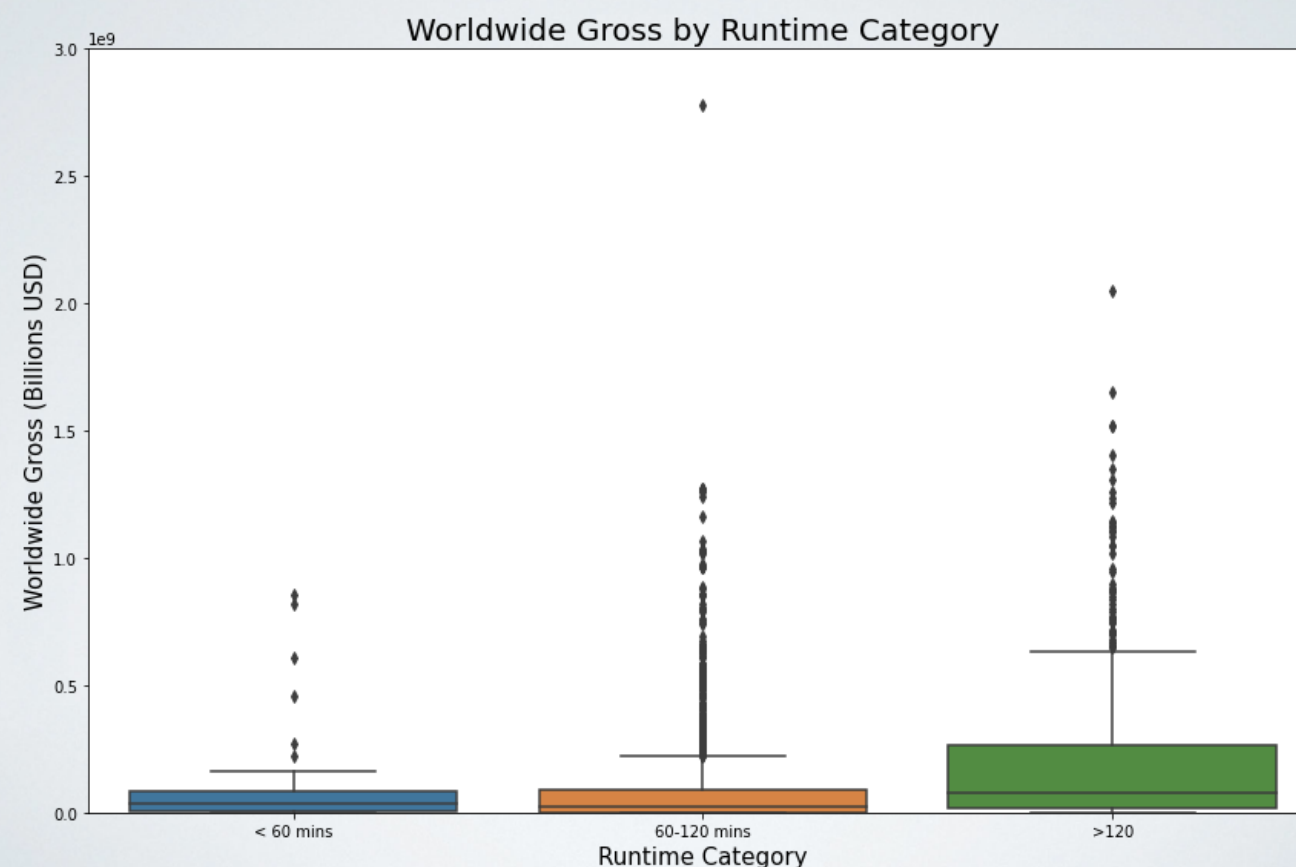
- Sci-Fi
- Animation
- Adventure
- Action

Don't

- Western
- Biography
- Musical
- Romance
- News

MOVIE RUNTIME IMPACT

- Shorter never gross more than a billion dollars
- Longer movies have grossed more than 2 billion dollars



MOVIE RUNTIME

Do

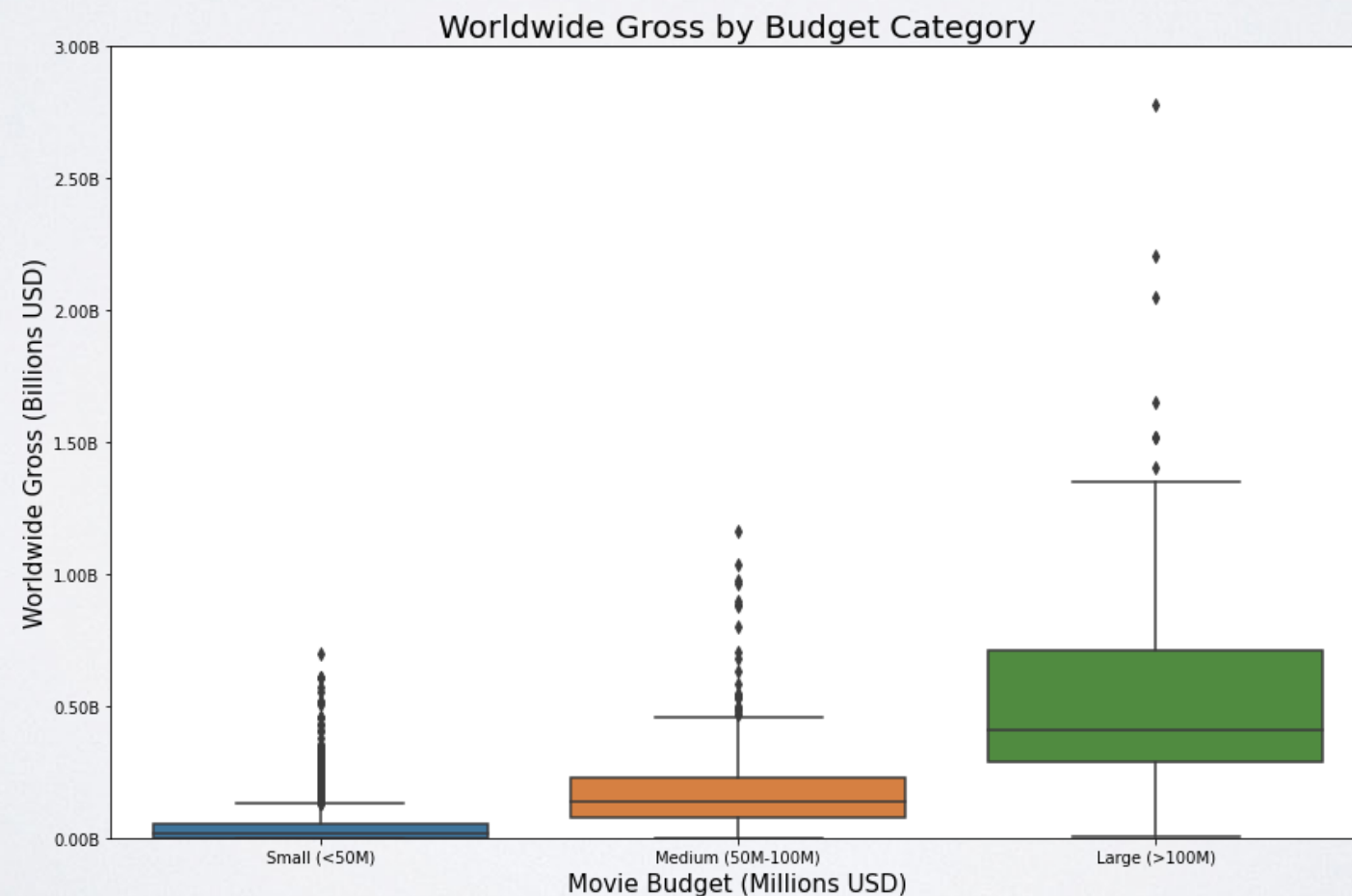
- Long runtime movies(Over 2 hours)

Don't

- Short runtime movies under 60 mins
- Medium runtime movies 60-120 Minutes

BUDGETS IMPACT ON WORLDWIDE GROSS

- Increased budget correlates to increased worldwide gross



MOVIE BUDGET

DO

- Large budget > 100 Million
- Medium budget 50-100 Million

DONT

- Small budget < 50 Million dollars

FUTURE INVESTIGATION AND QUESTIONS

- More analysis on runtime and genre
- Smaller budget and genre choice

Thank you for listening do you have any questions?

CONTACT INFO

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FINAL RECCOMENDATIONS

- Genre: Sci-fi, Action, Adventure, Animation
- Runtime: Movies longer than two hours
- Budget: Medium and Large budget films

