

MICROSOFT MOVIE STUDIO'S

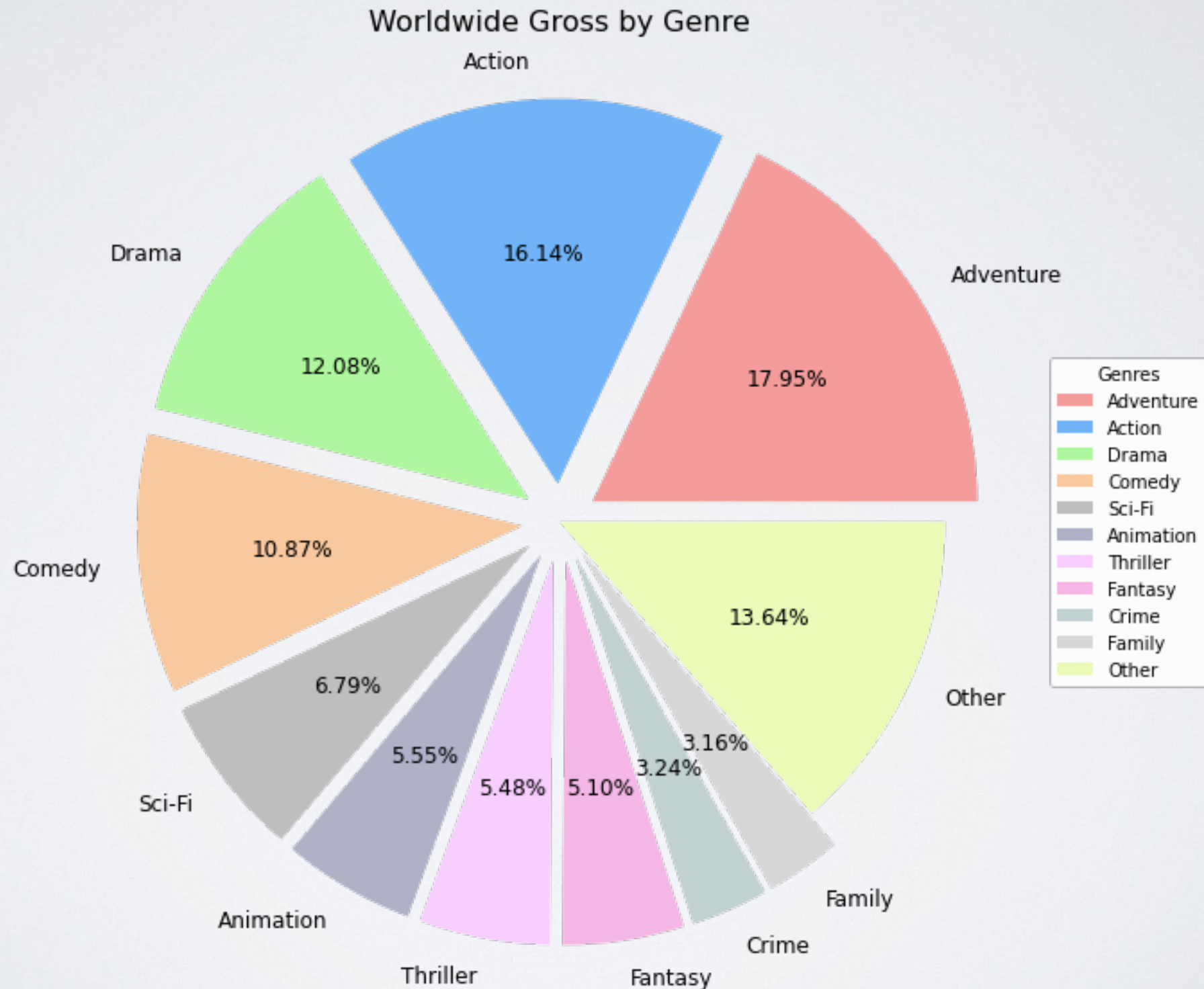
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GOAL: HOW TO INCREASE WORLD WIDE GROSS?

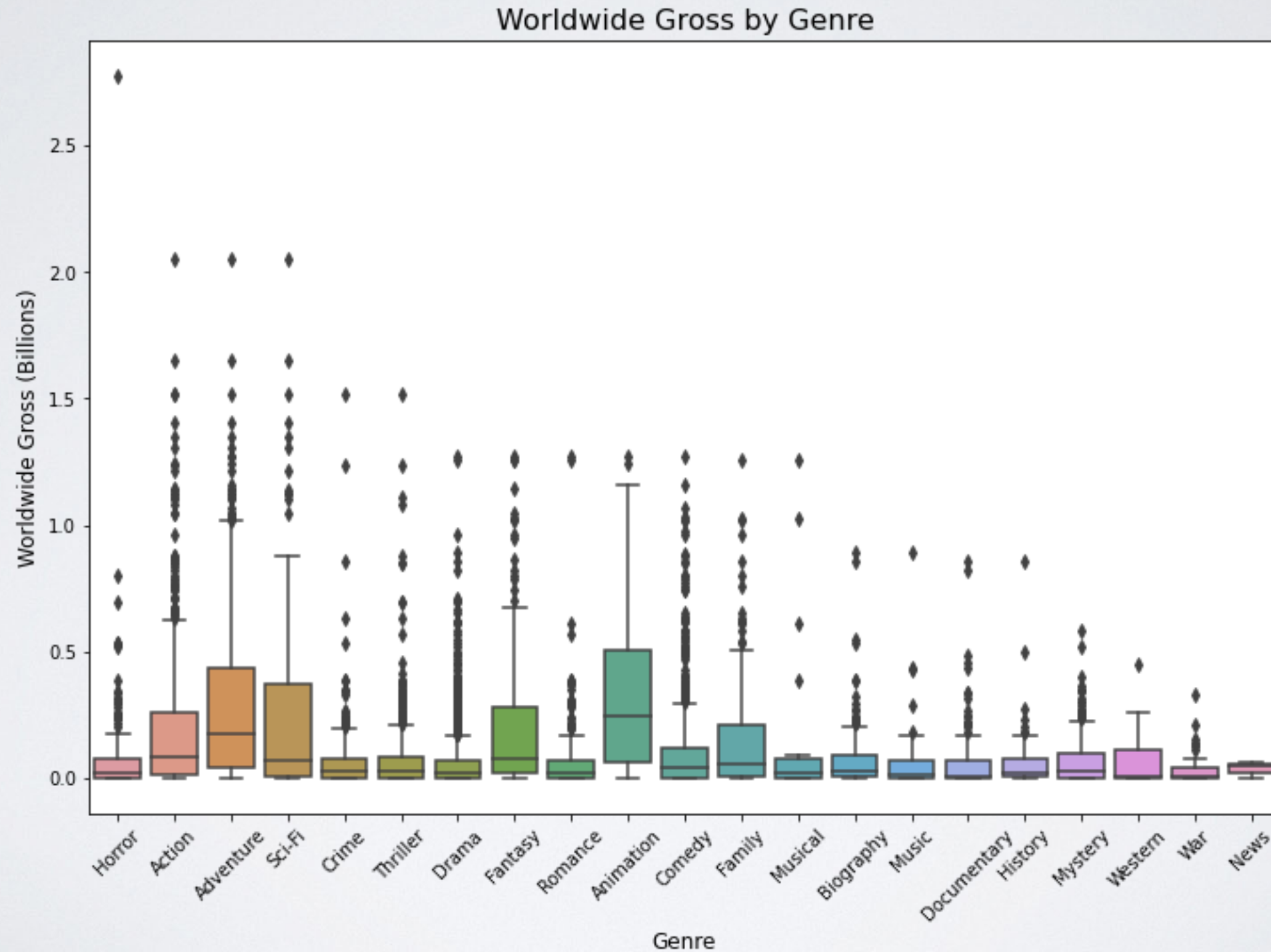
- Genre
- Runtime
- Budget



TOP 10 WORLDWIDE GROSS GENRES



GENRE'S IMPACT



GENRE SUGGESTIONS

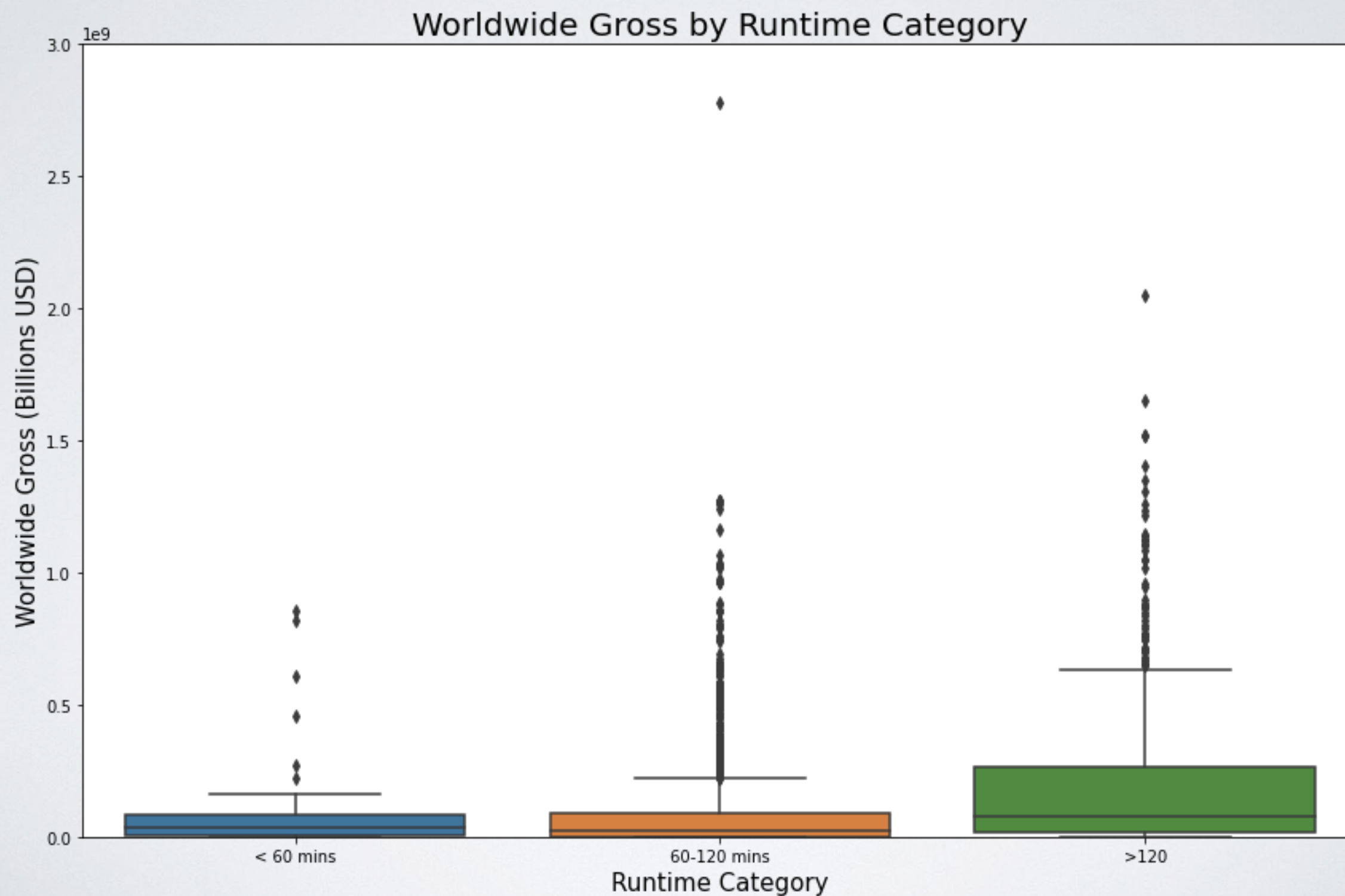
Do

- Sci-Fi
- Animation
- Adventure
- Action

Don't

- Western
- Biography
- Musical
- Romance
- News

MOVIE RUNTIME IMPACT



MOVIE RUNTIME

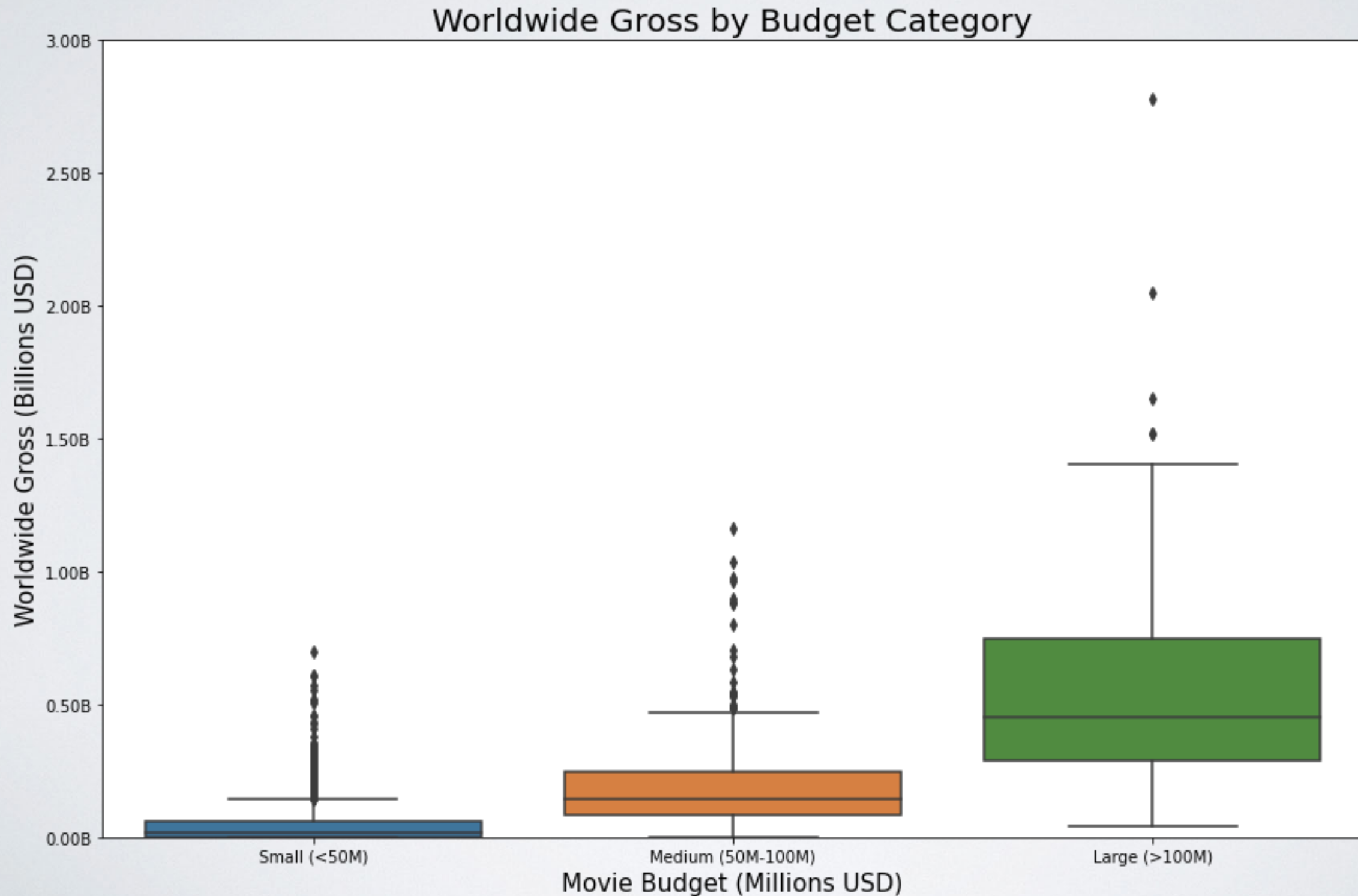
DO

- Long runtime over 2 hours

Don't

- Short runtime under one hour
- Medium run time over 1 hour but under 2 hours

BUDGETS IMPACT



MOVIE BUDGET

Do

- Large budget over 100 million
- Medium budget between 50 and 100 million

Don't

- Small budget under 50 million dollars

FUTURE IMPROVEMENT IDEAS

- More analysis on runtime and genre(kids/family movies and shorter movies may be profitable)
- If there is a small budget consider making a genre of film that doesn't need a big budget (comedy, romance, drama)