Microsoft Movie Studio Proposal

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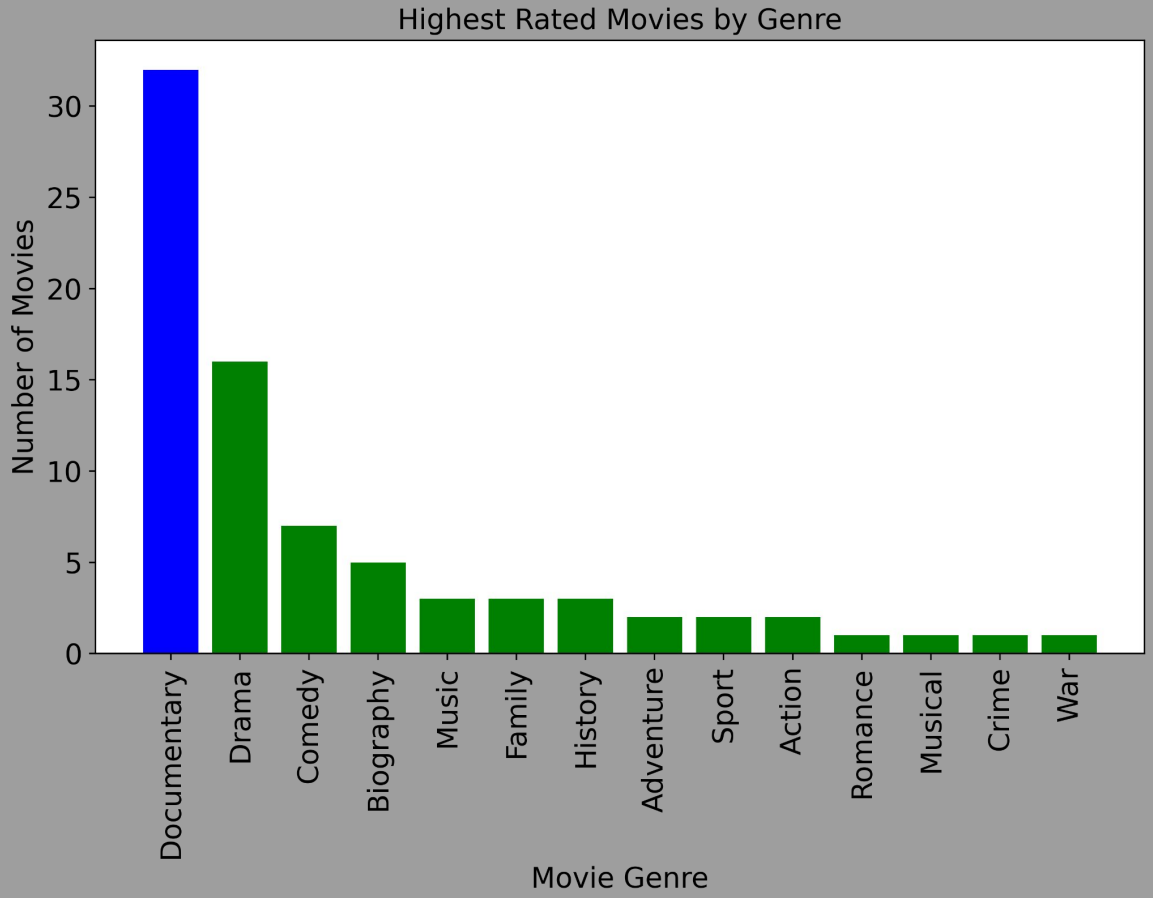
Proposals

Proposal 1	• Genre
Proposal 2	• Release Month
Proposal 3	• Production Budget v. Worldwide Gross

Why Documentaries?



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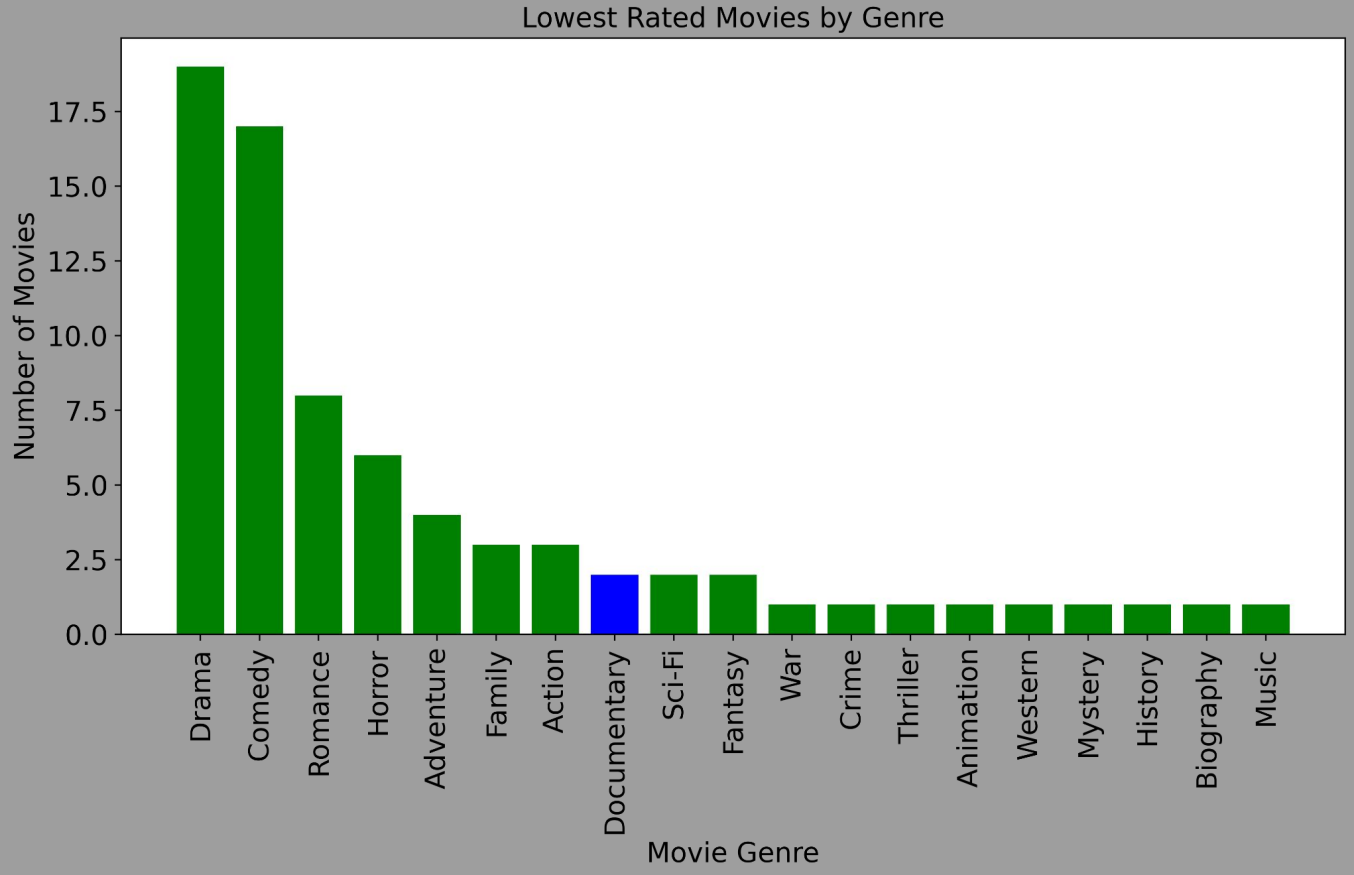
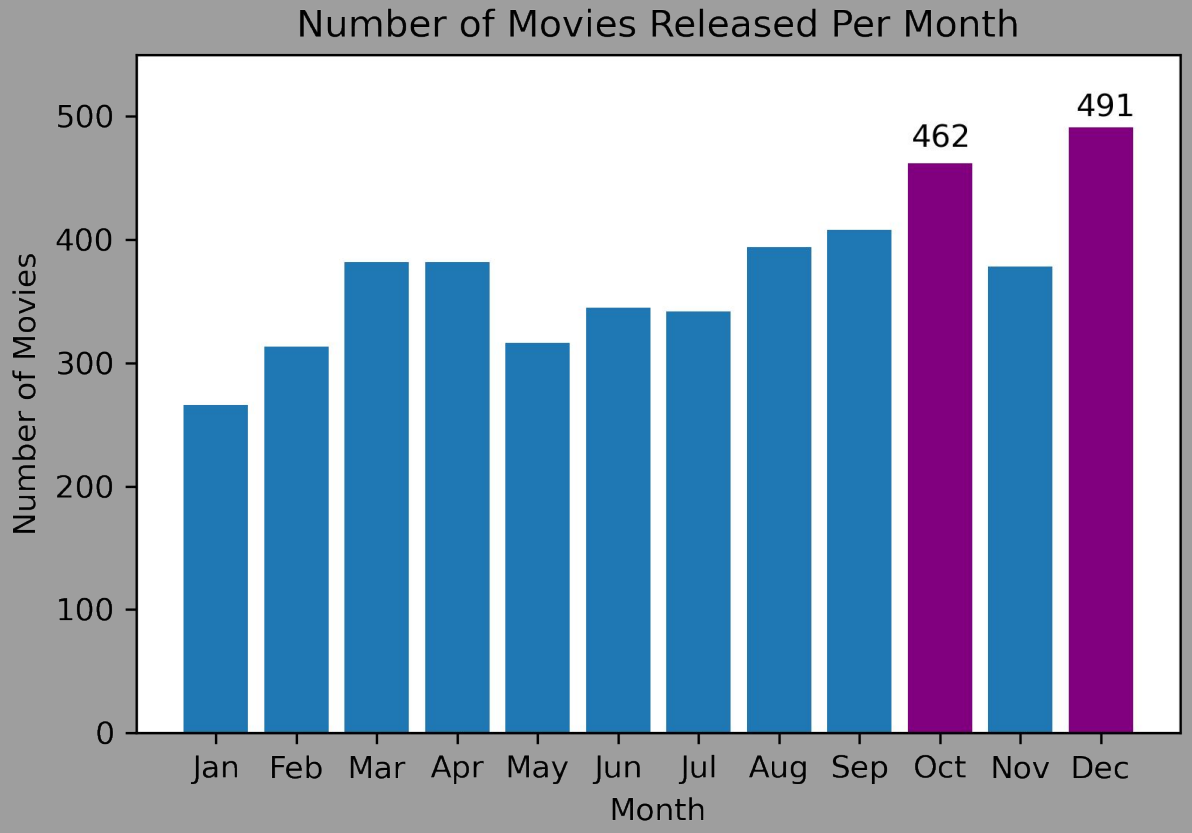
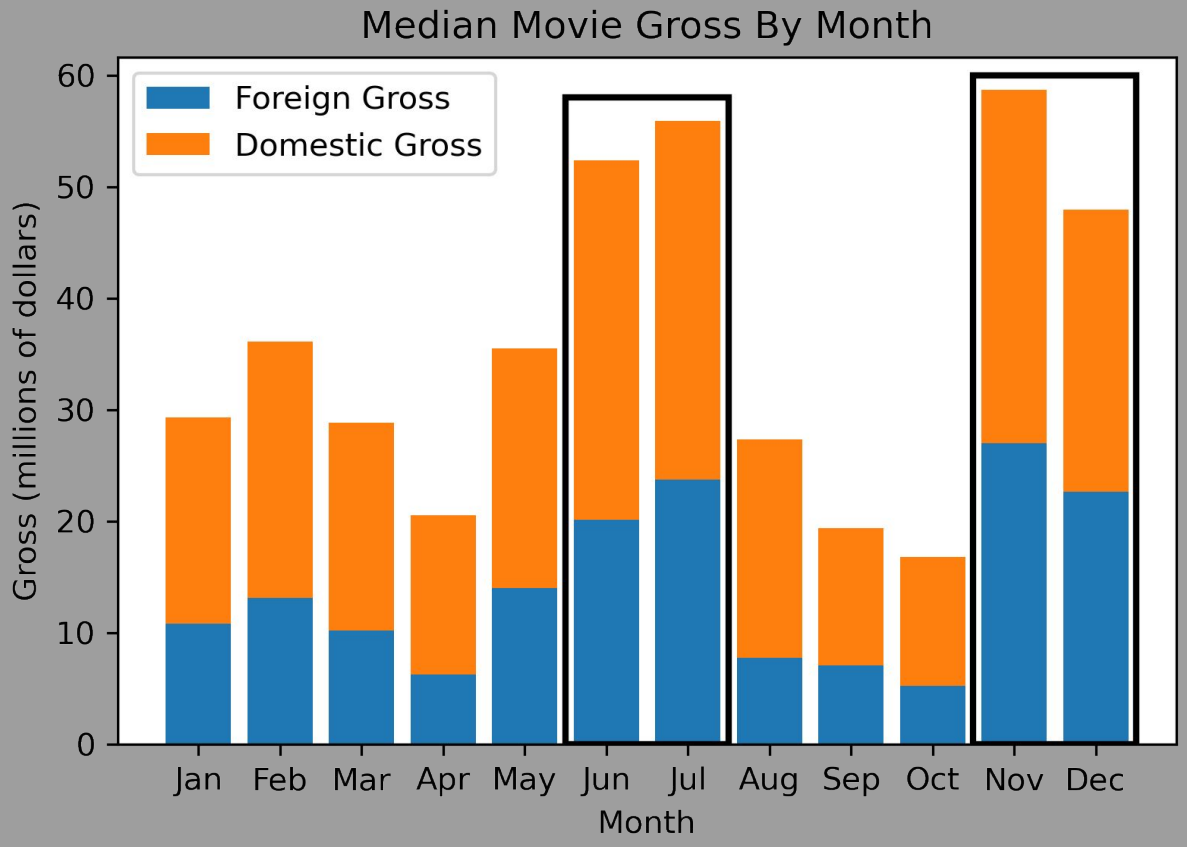


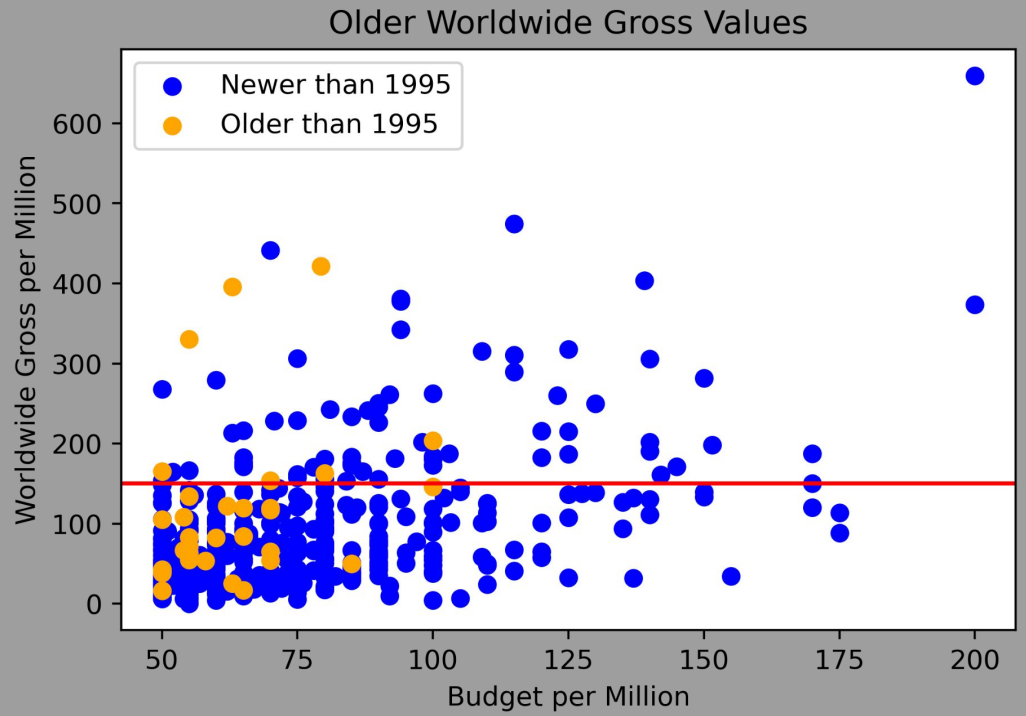
How many movies are released per month?



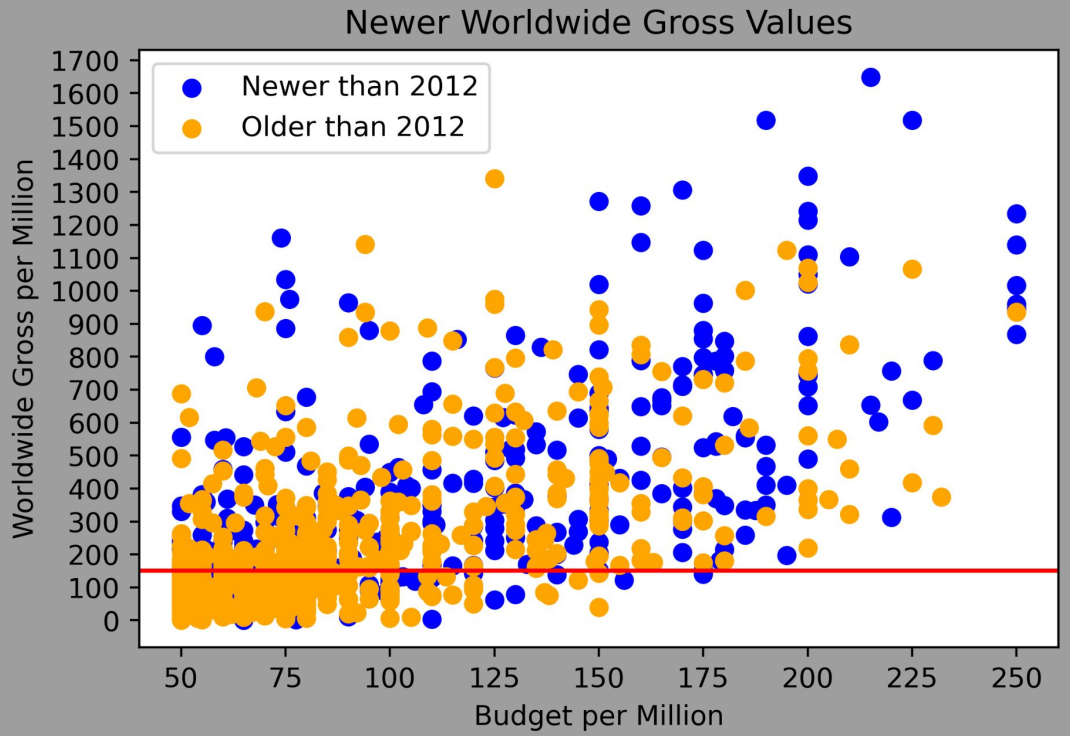
Movie Gross by Month of Release



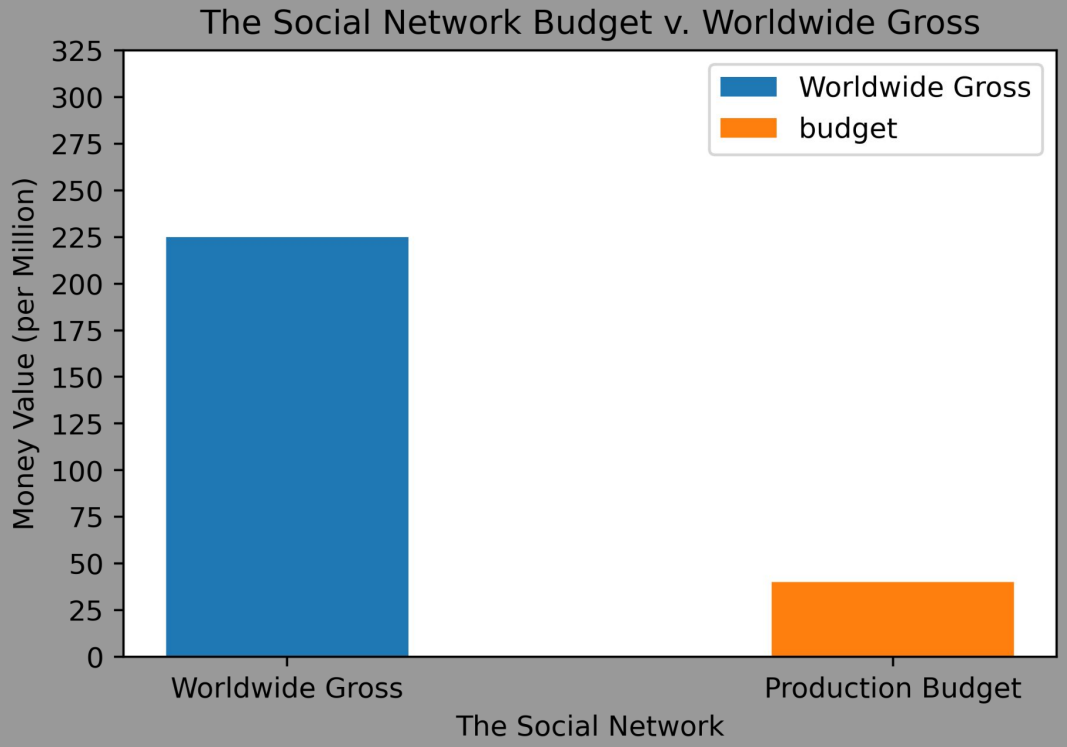
Worldwide Gross pre-2005



Worldwide Gross post-2005



Movie Idea Comparison



Conclusion

- Documentaries
- Months with higher gross/higher competition
- ROI increases with budget

Up next?

- Streaming services versus theatrical release
- Leverage existing Microsoft IPs

Thank you! Any questions?

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