



MICROSOFT'S MOVIE INDUSTRY MARKET ANALYSIS



By Josiah Okumu



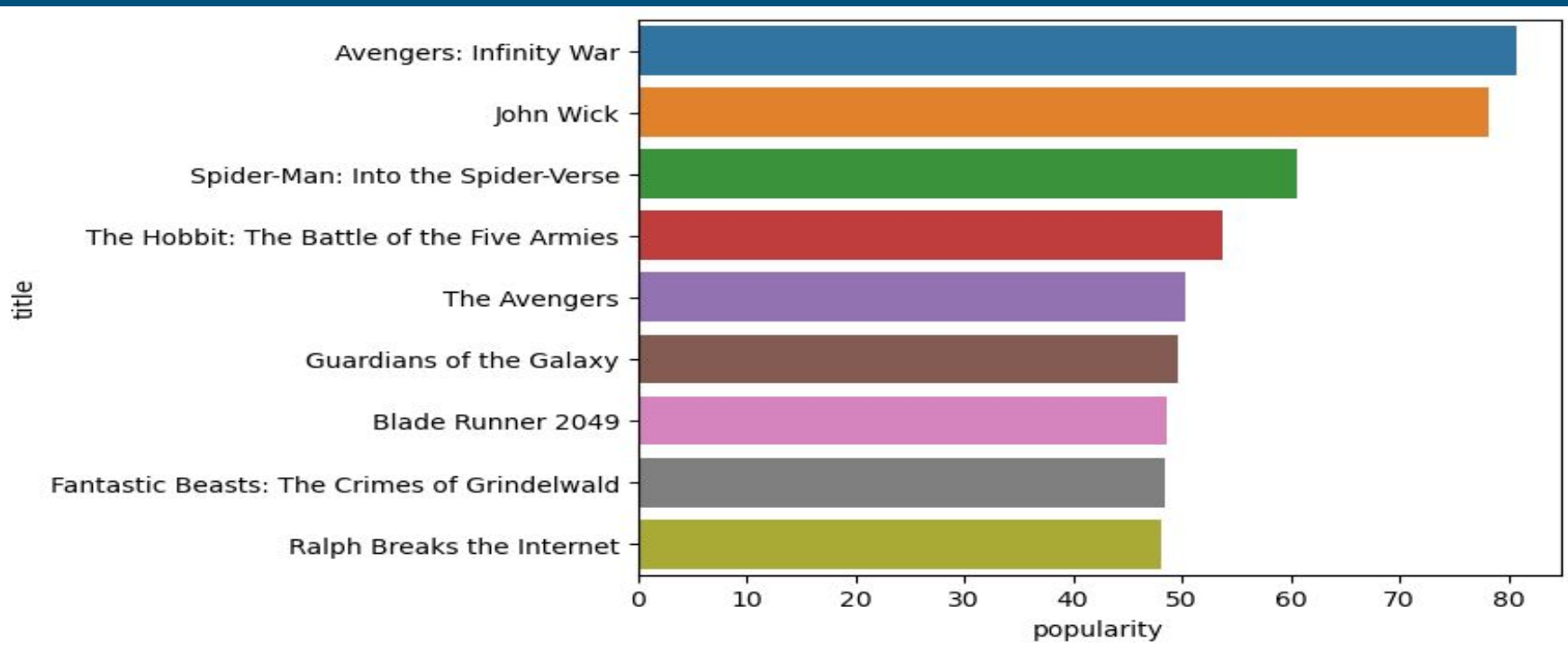
BUSINESS PROBLEM AT A GLANCE

- Market saturation by giant content creators
- Diversion from the line of production, has never participated in content creation.
- Lack of experience in content creation
- Lack of subject matter expertise in the content creation.
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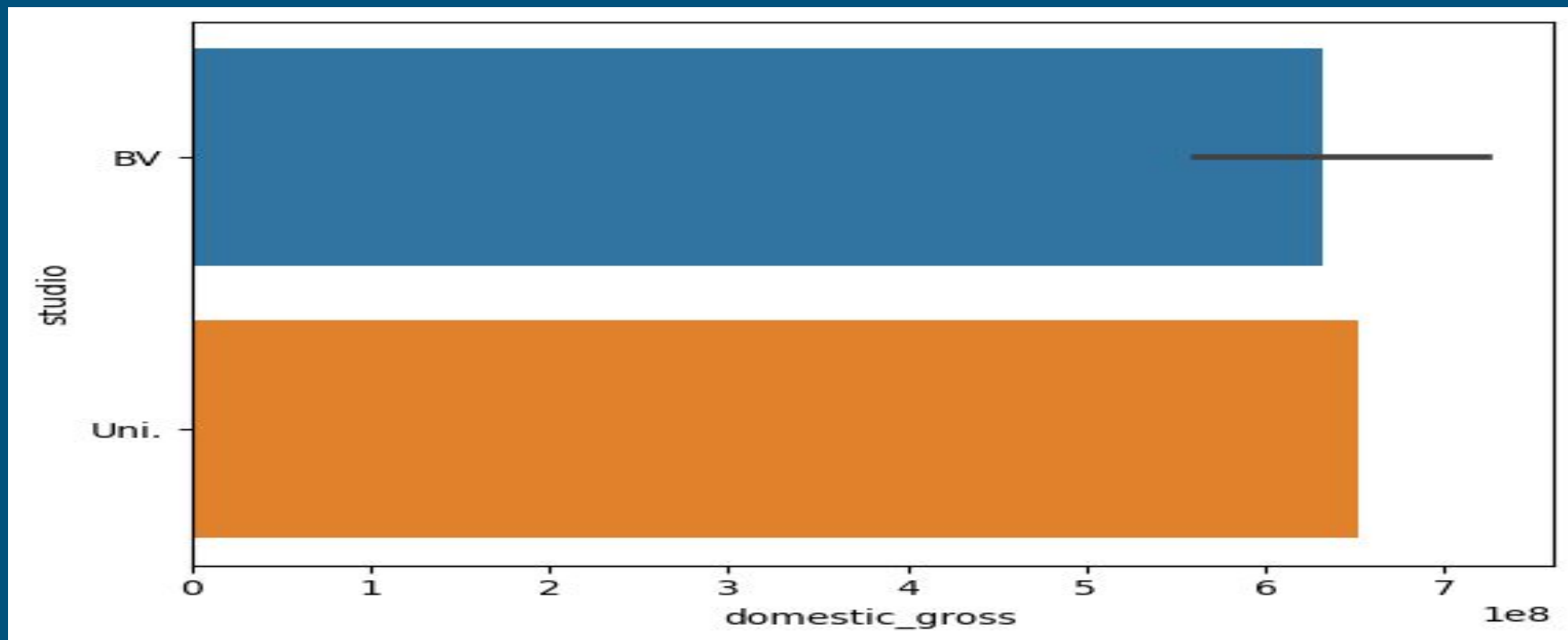
PROBLEM SOLUTIONS/ RECOMMENDATIONS

- Proper personnel hiring
- Partnership and benchmarking with other giants in the industry
- Proper content selection, based on market demand
- Production of high quality movie

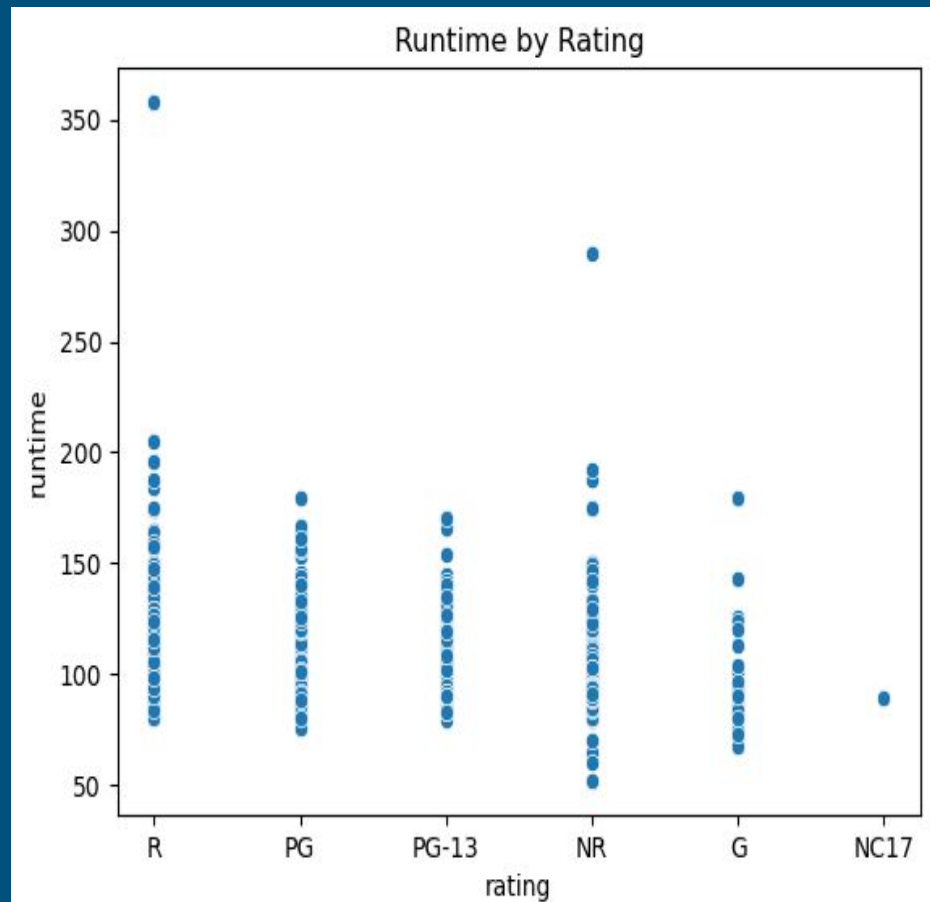
MOVIE TITLE POPULARITY



STUDIO INCOME



INCOME AND EXPENDITURE FROM MOVIE INDUSTRY



CONCLUSIONS

- Partner with giants in the industry
- Hire the right human resource for quality
- Only concentrate on short contents creation for maximized profits and impact

QUESTION???

- Reach out to:

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