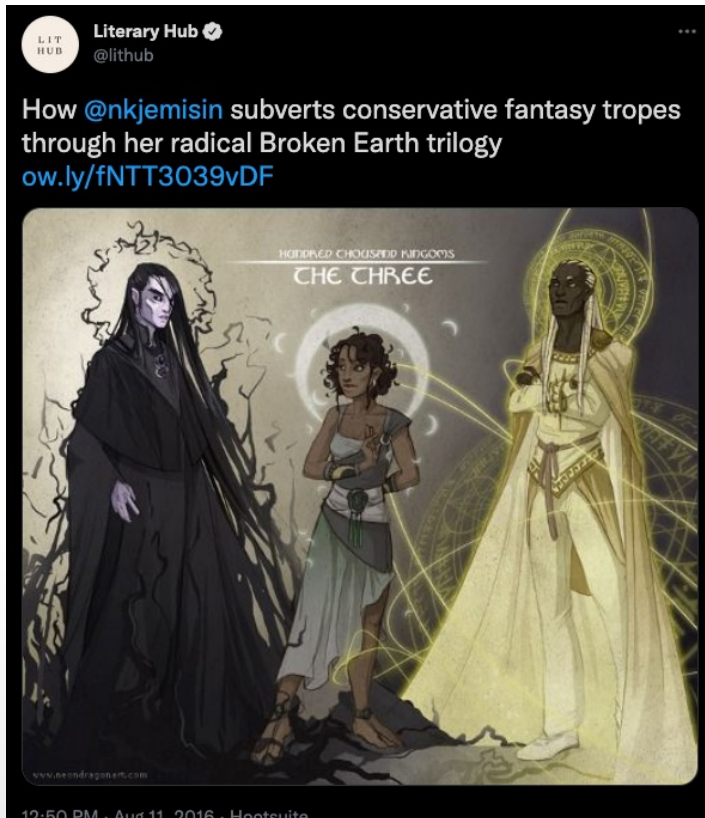


BROKEN EARTH TRILOGY MICROSOFT STUDIOS

WRITTEN BY:
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OUTLINE



- Business Problem
- Summary
- Data
- Methods
- Results
- Conclusions

BUSINESS CONTEXT

- Microsoft Studios needs recommendations for their first movie.
- Microsoft does not have experience making movies.
- Microsoft wants their first movie to be successful.

BUSINESS QUESTIONS

- Which directors have the most experience directing high grossing movies?
- Do some movie genre's consistently produce high grossing movies?
 - If so, which genres?
- How much do studios spend on high grossing movies?

SUMMARY

- The genre should be Action, Adventure, and Sci-Fi or Fantasy
 - 40 of the top 50 grossing movies contain the adventure genre
- 10 directors are on our short-list to contact about the film.
 - David Yates and John Favreau are the top two
 - Both have experience with Sci-Fi and Fantasy Series'
- Production budget should be between \$50-\$300 million
 - Higher production budget meant higher worldwide gross
- Buy the rights to N.K. Jemison's Broken Earth Trilogy from Sony Pictures

BROKEN EARTH TRILOGY

-N.K. JEMISIN

- Won the Hugo Prize for best Fantasy Novels of the Year – 2016, 2017, 2018
 - First author to win three consecutive Hugo Prizes for Best Novel
- Has sold millions of copies
 - Not comparable to Harry Potter or Twilight, but with marketing and movie releases, the books will increase the fan-base and interest in future movies.
- Genres of the Broken Earth movies will be Action, Adventure, and Fantasy
 - These genres align with the most common genres in the top 50 grossing movies.

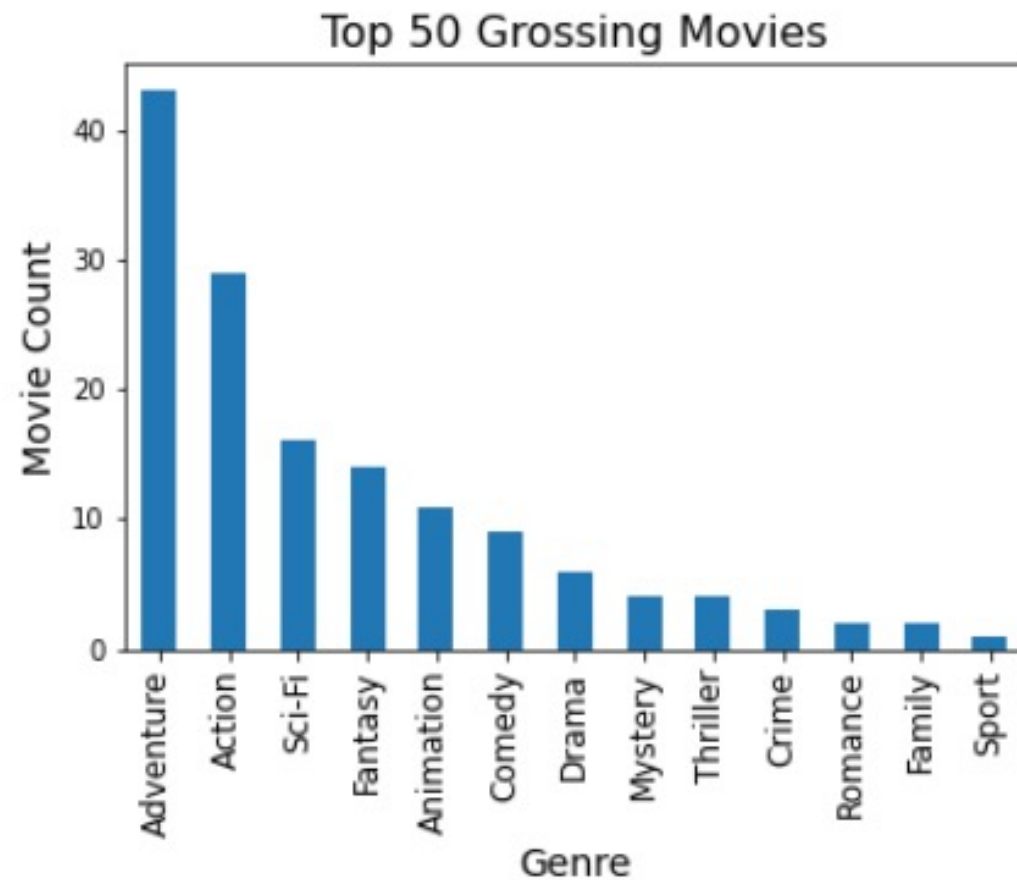
DATA

- IMDB
 - Names of directors and genres
- TMDB
 - Popularity rating – find most popular directors
- The Numbers – Where Data and the Movie Business Meet
 - Worldwide gross and production budget

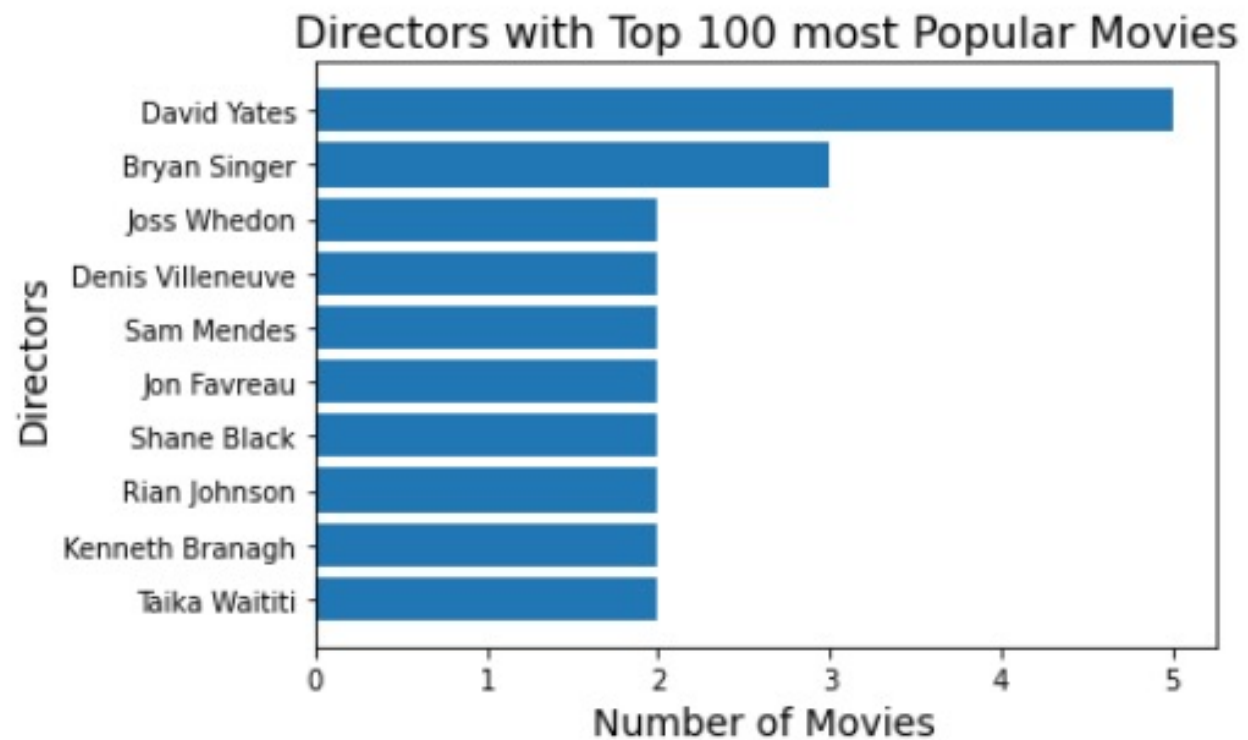
METHODS

- Use most popular movies to find best directors
- Use highest grossing films to identify the best genres and genre combinations
- Compare Production Budget to Worldwide Gross to identify a spending range

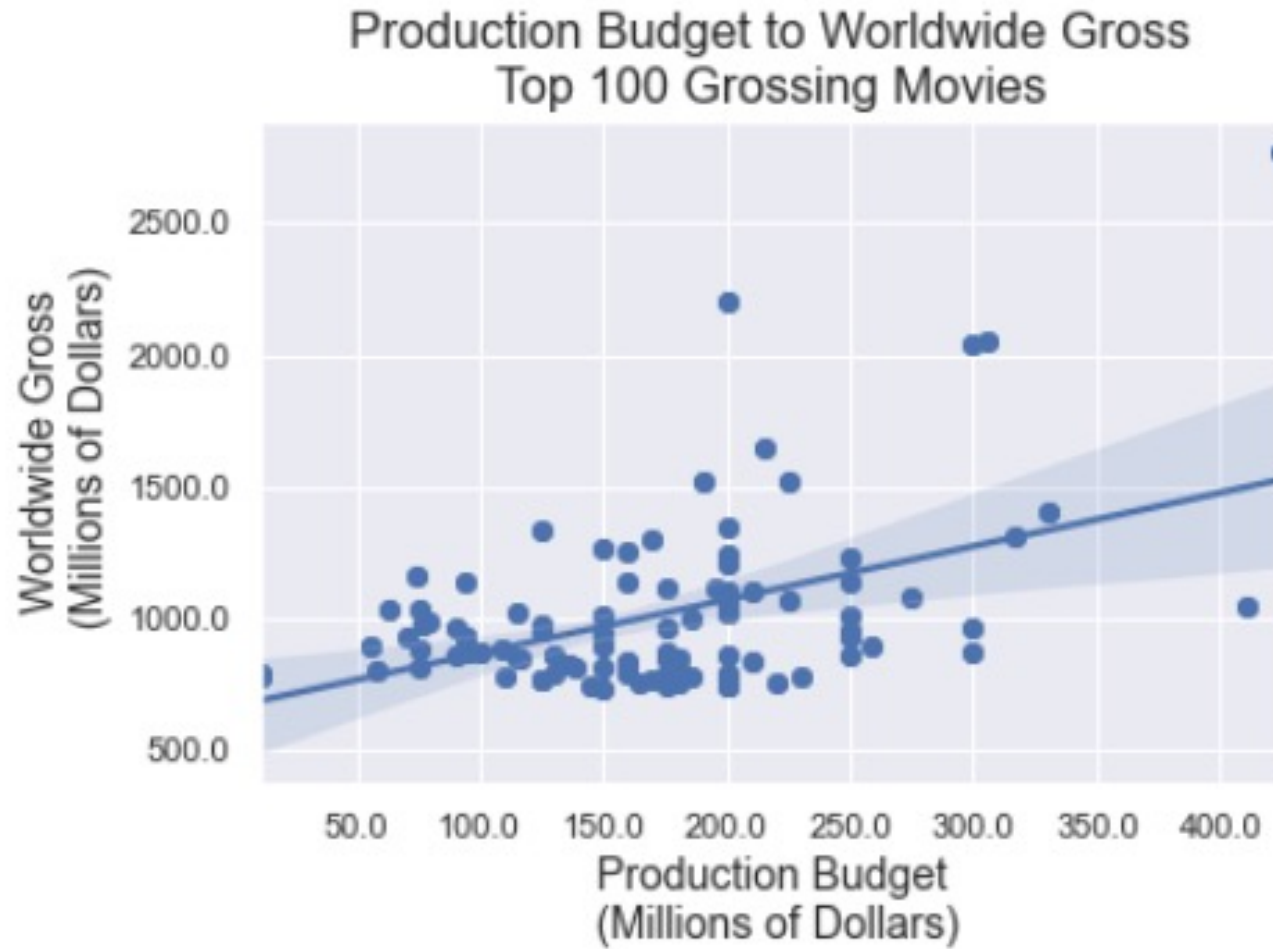
RESULTS - GENRES



RESULTS - DIRECTORS



RESULTS – PRODUCTION BUDGET



VALIDITY OF RESULTS

- Genre and Popular Director data is sound and recommendations are strong.
- Production Budget likely needs to be over \$50 million and probably in the range of \$200 - \$300 million.
 - Plot shows we make more as we spend more, however:
 - This is problematic if considered a rule for all films as only the Top 100 grossing films were used to produce this chart.
 - We need to market the film well and emphasize its origin as N.K. Jemison's Broken Earth Trilogy, or other novel series.

CONCLUSIONS

1. Produce a movie in the Action, Adventure, and Sci-Fi or Fantasy genre combination
2. Hire a popular director of Sci-Fi and Fantasy series, such as David Yates or John Favreau.
3. Spend \$50-\$300 million producing the movie.
4. Buy the rights to a Sci-Fi or Fantasy novel series, such as N.K. Jemison's Broken Earth Trilogy.
 1. Sony currently owns the movie rights to the Broken Earth Trilogy, but it is a good time to buy it from them before they produce the first movie.

N.K. JEMISIN MAKES HISTORY AT THE HUGO AWARDS WITH THIRD WIN IN A ROW FOR BEST NOVEL

- During her acceptance speech at the World Science Fiction Convention in San Jose, Jemisin said, “I get a lot of questions about where the themes of the Broken Earth trilogy come from. I think it’s pretty obvious that I’m drawing on the human history of structural oppression, as well as my feelings about this moment in American history.”

-Michael Schaub, LA Times

[Full Story Here](#)

