

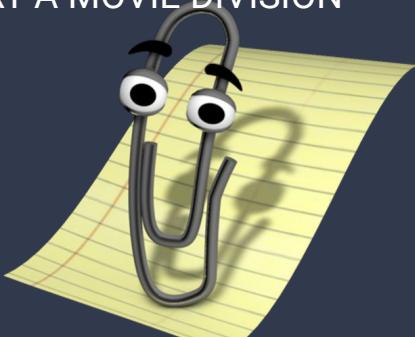
# Microsoft Motion Pictures

## Slate & Brand Development

Jan 27, 2020

# The Team

IT LOOKS LIKE YOU'RE TRYING TO  
START A MOVIE DIVISION



DO YOU NEED HELP?



**Leo Schell Villanueva**

Presentation Lead



**Russell Blanchard**

Technical Lead



**Jake Swecker**

GitHub Lead



**Beyza Ulasti**

GitHub Lead

# Agenda

Introduction

Data Overview

Analysis & Recommendation

Next Steps

# Revitalize The Microsoft Brand.

Leverage an extensive portfolio of Pre-Existing Intellectual Property to impact on Microsoft's bottom line.

# Data Overview



[themoviedb.org](http://themoviedb.org)



[IMDb.com](http://IMDb.com)

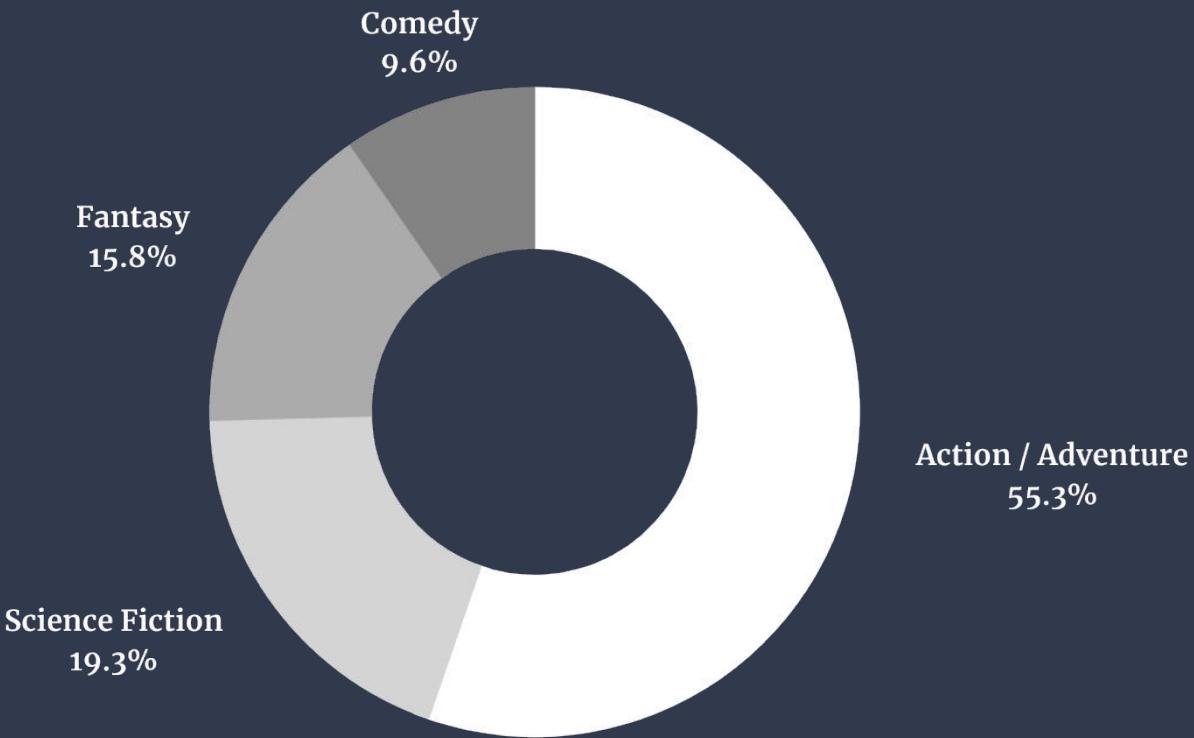


[the-numbers.com](http://the-numbers.com)

# Analysis



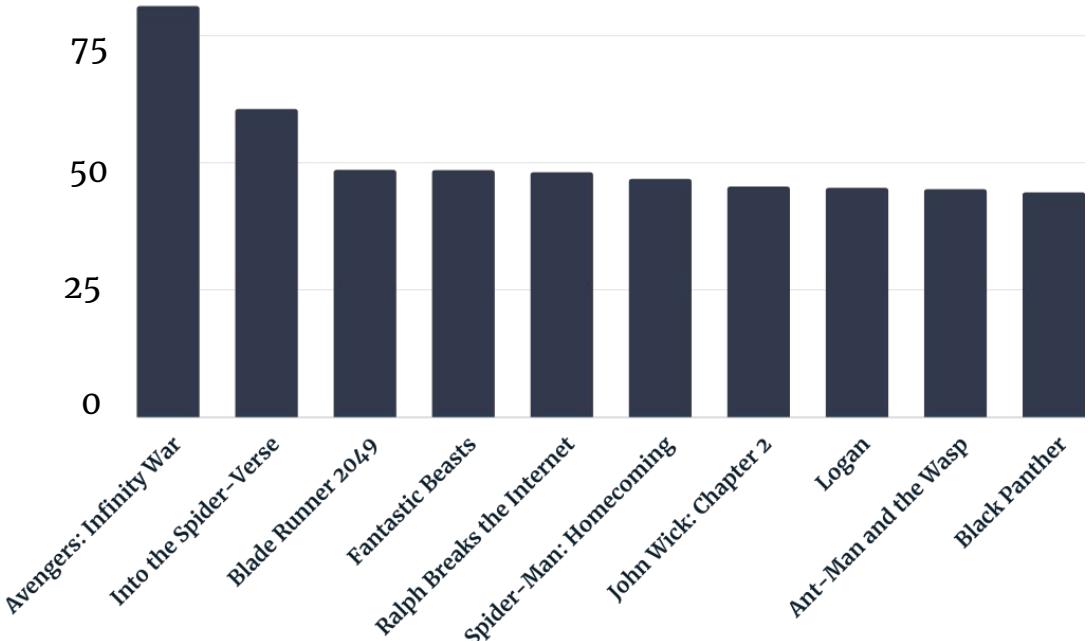
# Popular Genres



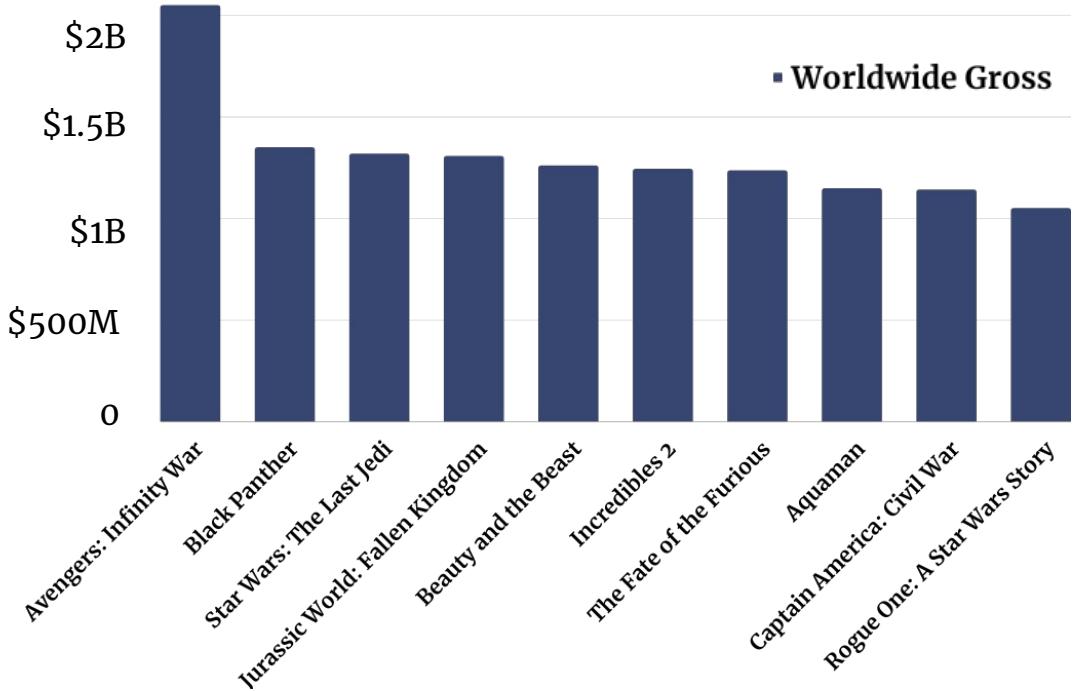
IMDb

# SPIDER-MAN Homecoming

# Most Popular Movies



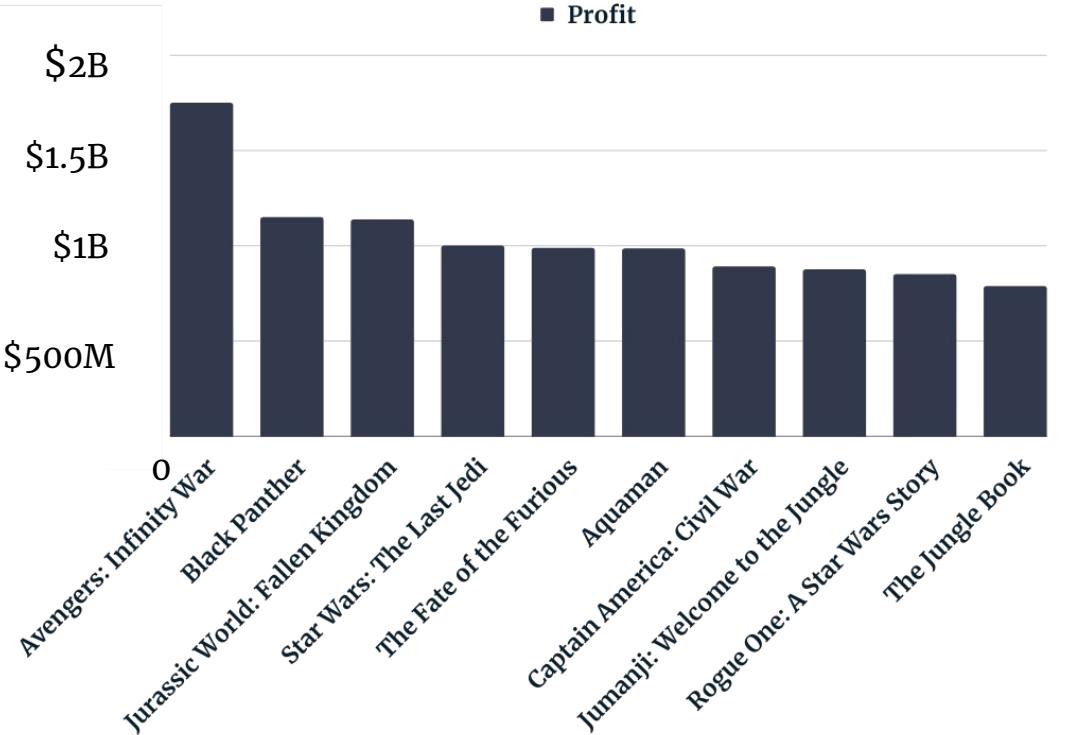
# Top Grossing Movies



# Profit Margin & Intellectual Property



# Most Profitable Features



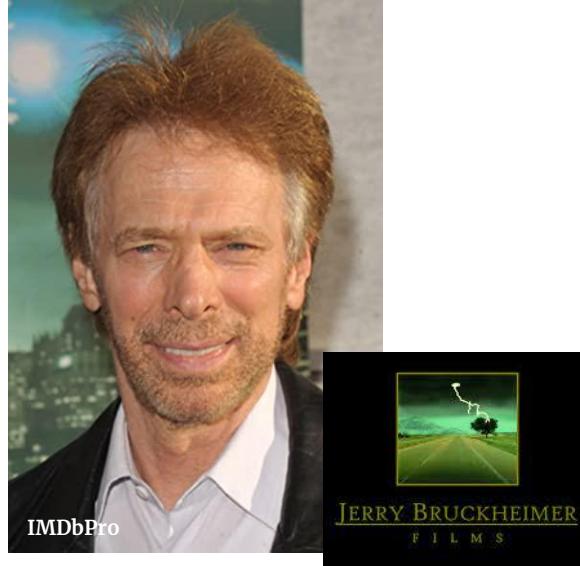
# Production & Slate



# Producers



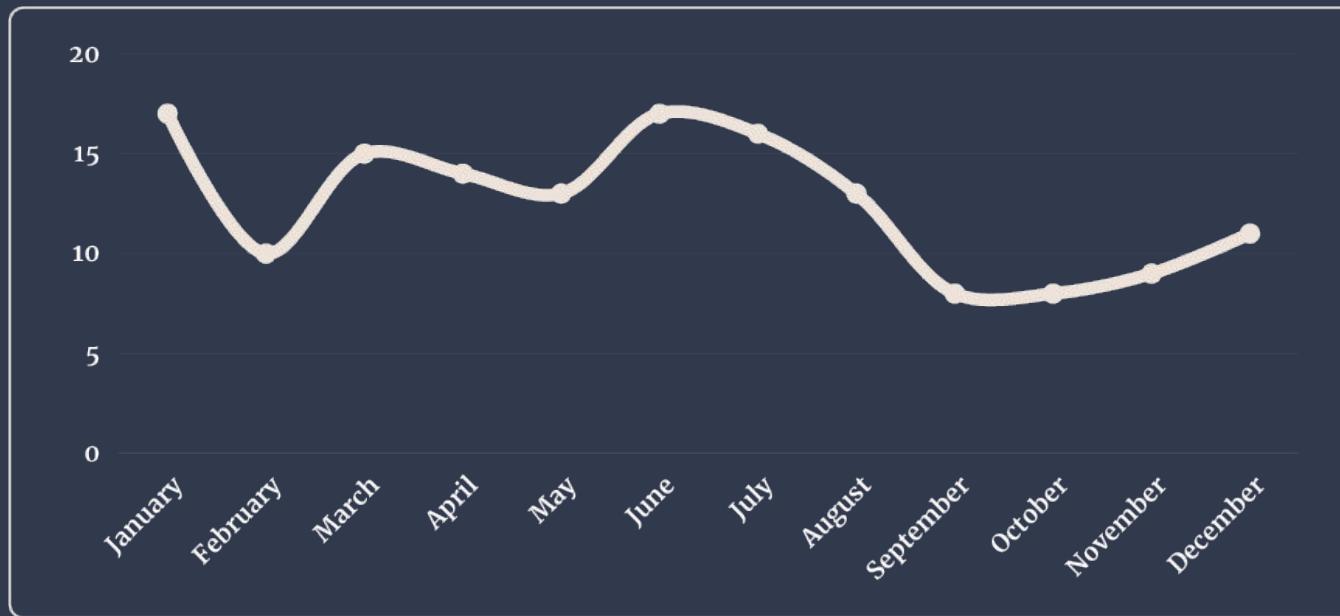
Kathleen Kennedy or Frank Marshall



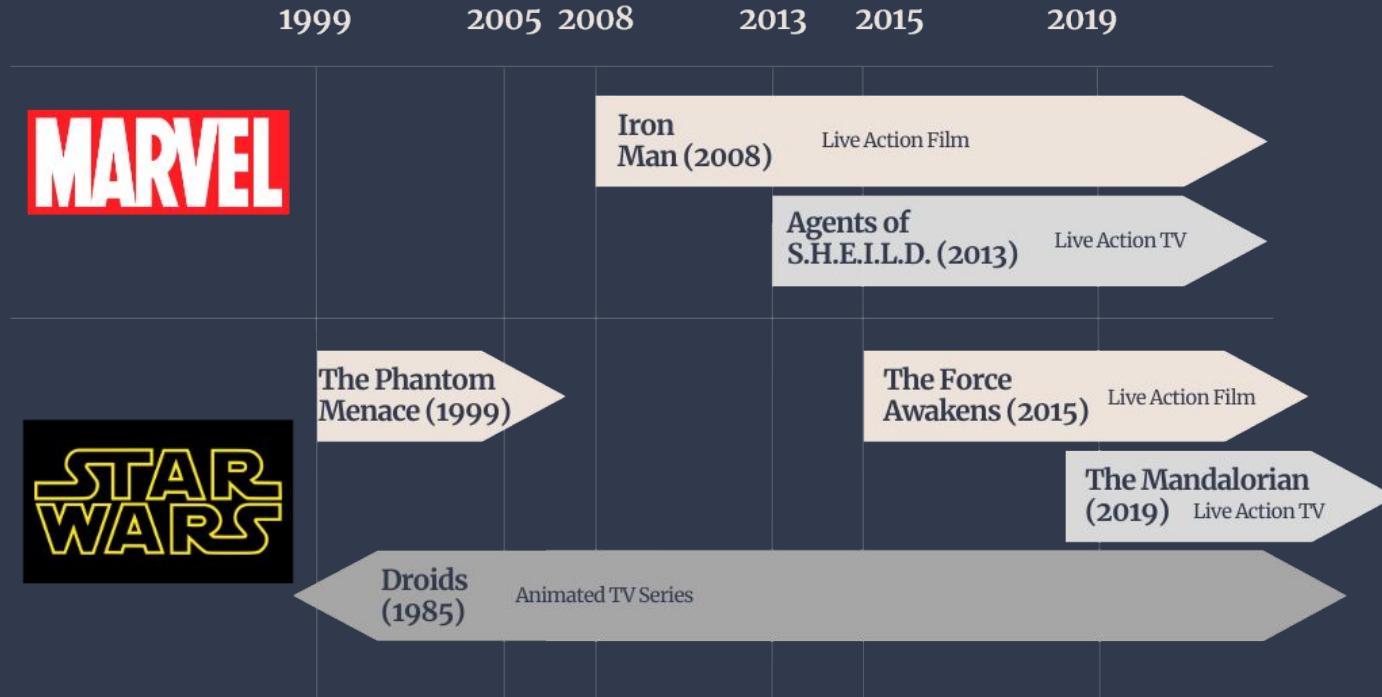
Jerry Bruckheimer

# Action/Adventure Releases

Release Dates Per Month



# Brand Longevity



# Next Steps

- Merchandising
- Sequel opportunities
- Digital Streaming
- Embedded Marketing of Microsoft technologies



# Bottom Line

- IP has the potential for growth
- Action/Adventure to start
- seasoned Producers
- Consider a Q1 and Q2 release date

