

MICROSOFT STUDIOS





OUR GOALS

- Present information to inform best practices when starting a successful studio.
- Identify top-performing studios and genres
- Provide recommendations to help start a successful studio.



WHERE DATA WAS COLLECTED



Rotten Tomatoes

Rotten Tomatoes and the Tomatometer score are the world's most trusted recommendation resources for quality entertainment. As the leading online aggregator of movie and TV show reviews from critics, we provide fans with a comprehensive guide to what's Fresh – and what's Rotten – in theaters and at home.

IMDb

an online database containing information and statistics about movies, TV shows and video games as well as actors, directors and other film industry professionals

The Numbers

The Numbers provides detailed movie financial analysis, including box office, DVD, and Blu-ray sales reports, and release schedules.

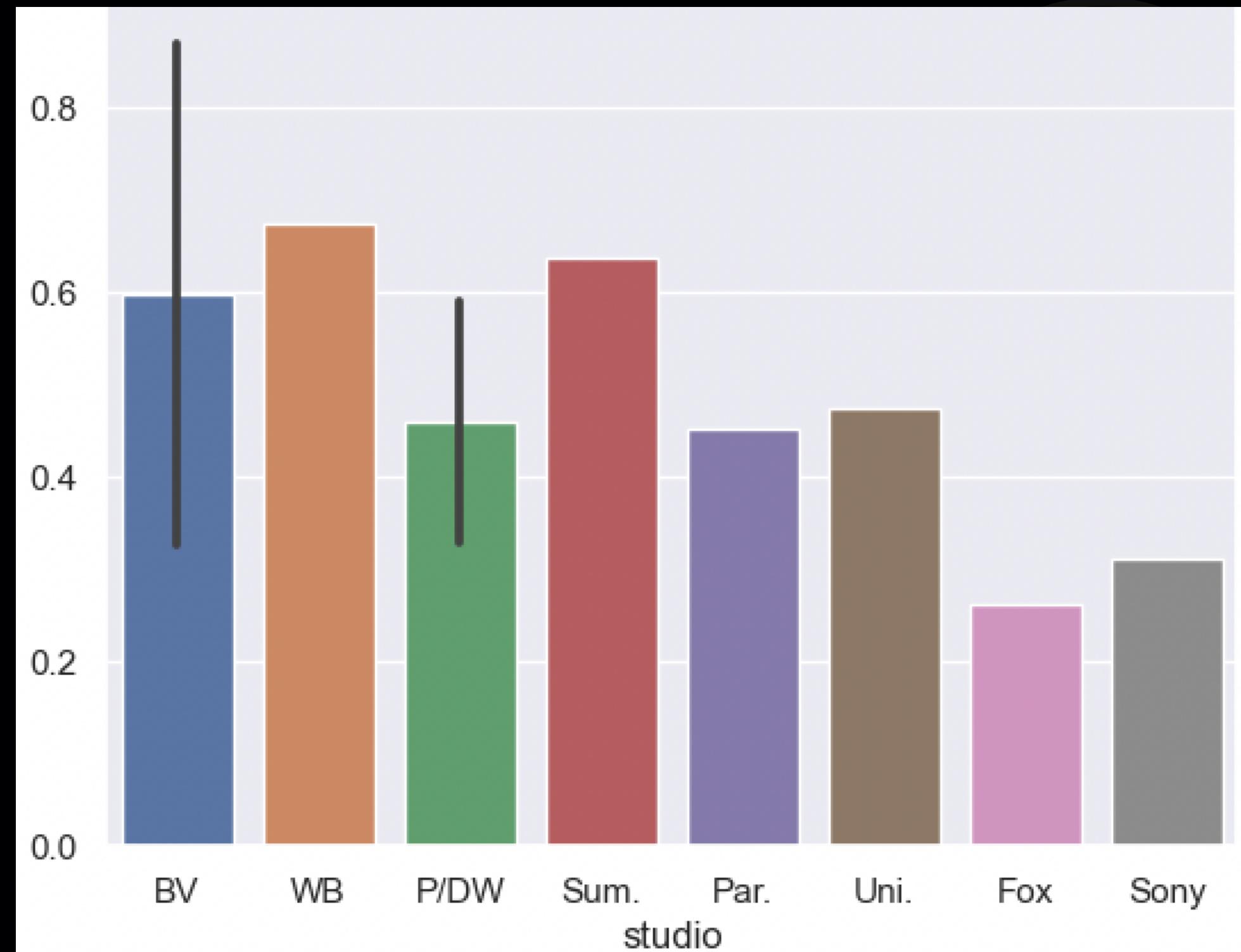


Identifying top performing Movie Studios

We compiled data on top-performing modern movies from IMDB, and Rotten Tomatoes, as well as additional resources.

-Conducted testing to determine the top-grossing movie studios.

We determined that these are the top-grossing movie studios. When filtered by the number of movies and world recognition. From these studios, we identified WB, Par., WB, Uni, and P/DW as the top studios to focus on.





SALFORD & CO.

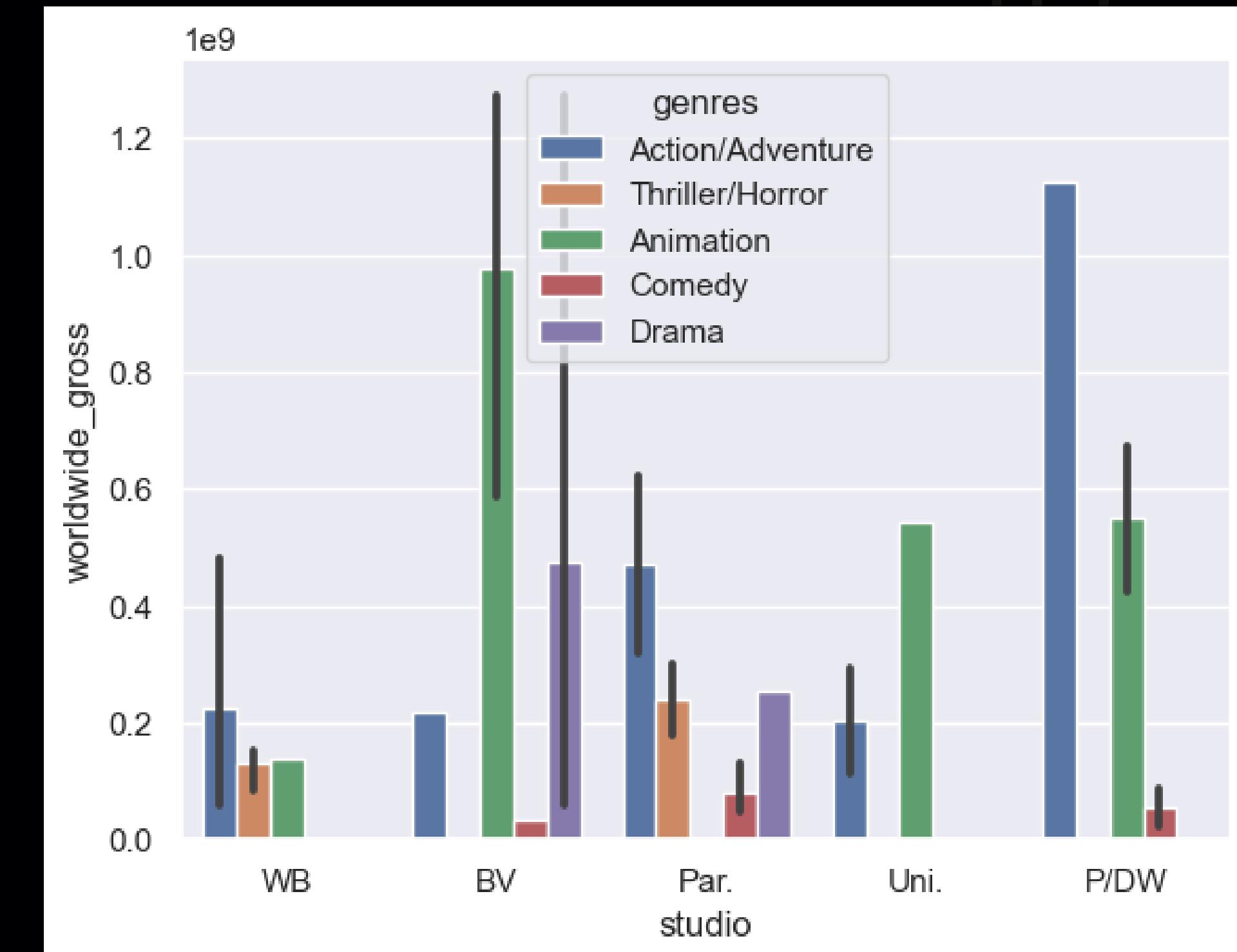
TOP 3 EARNING GENRES (IN HUNDREDS OF MILLIONS)

ACTION/ADVENTURE

ANIMATION

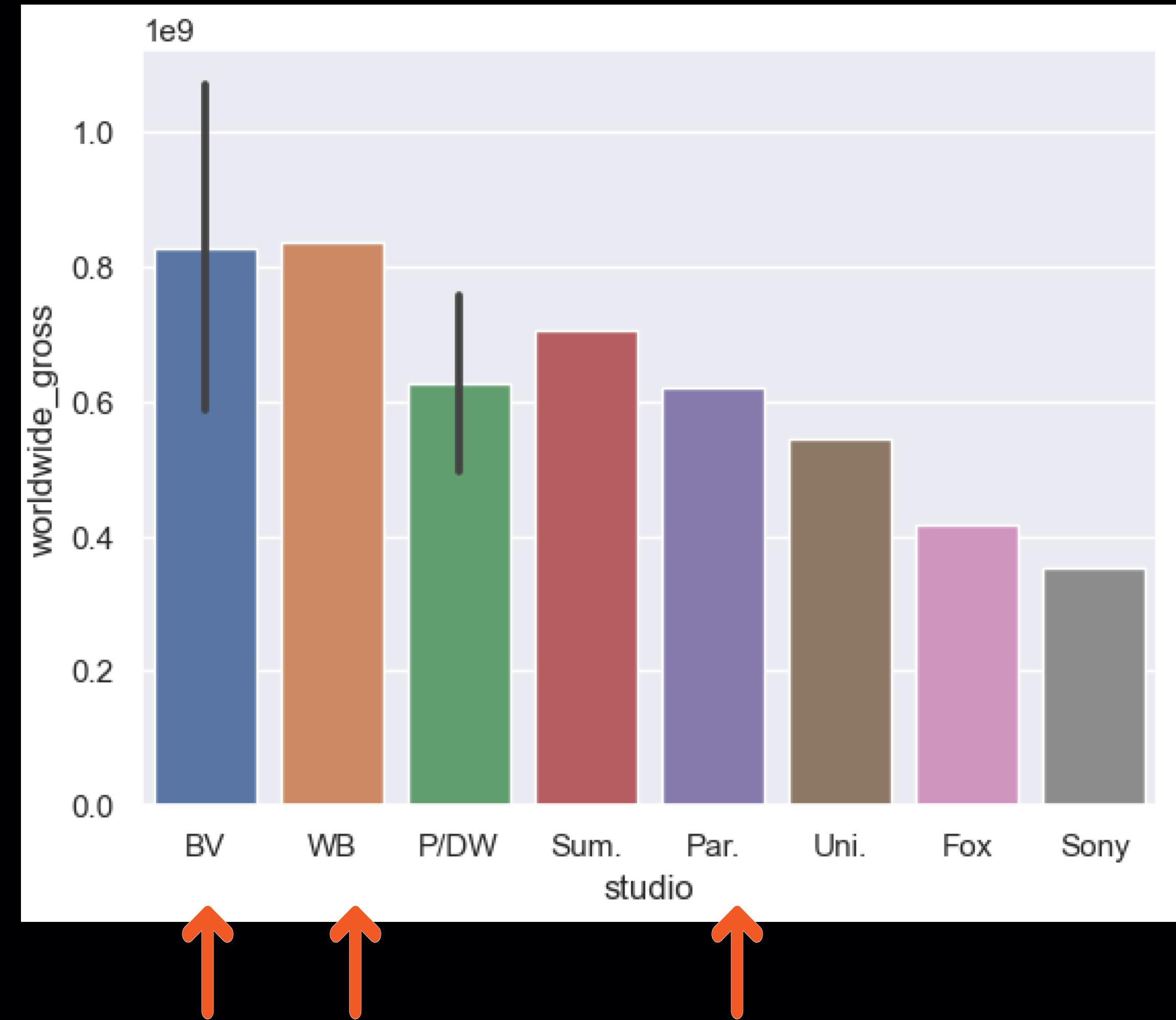
DRAMA

TOP EARNING GENRES



After determining to focus on Action and Adventure we narrowed our scope to the top three earning studios for action movies

*Ignoring outliers





01

The average gross for Action movies from the top 3 studios.
(BV, PAR, WB)
mean: 428,453,316

02

Looked at the action movies that earned more and less than the average gross mean.

03

Assign movies that earn more than the mean as successful

04

Assign movies that earn more than the mean as unsuccessful

05

Look at runtime of successful versus unsuccessful movies



RUNTIME DATA

Successful Action Movies:

WB: 119-142 minutes

PAR: 113-142 minutes

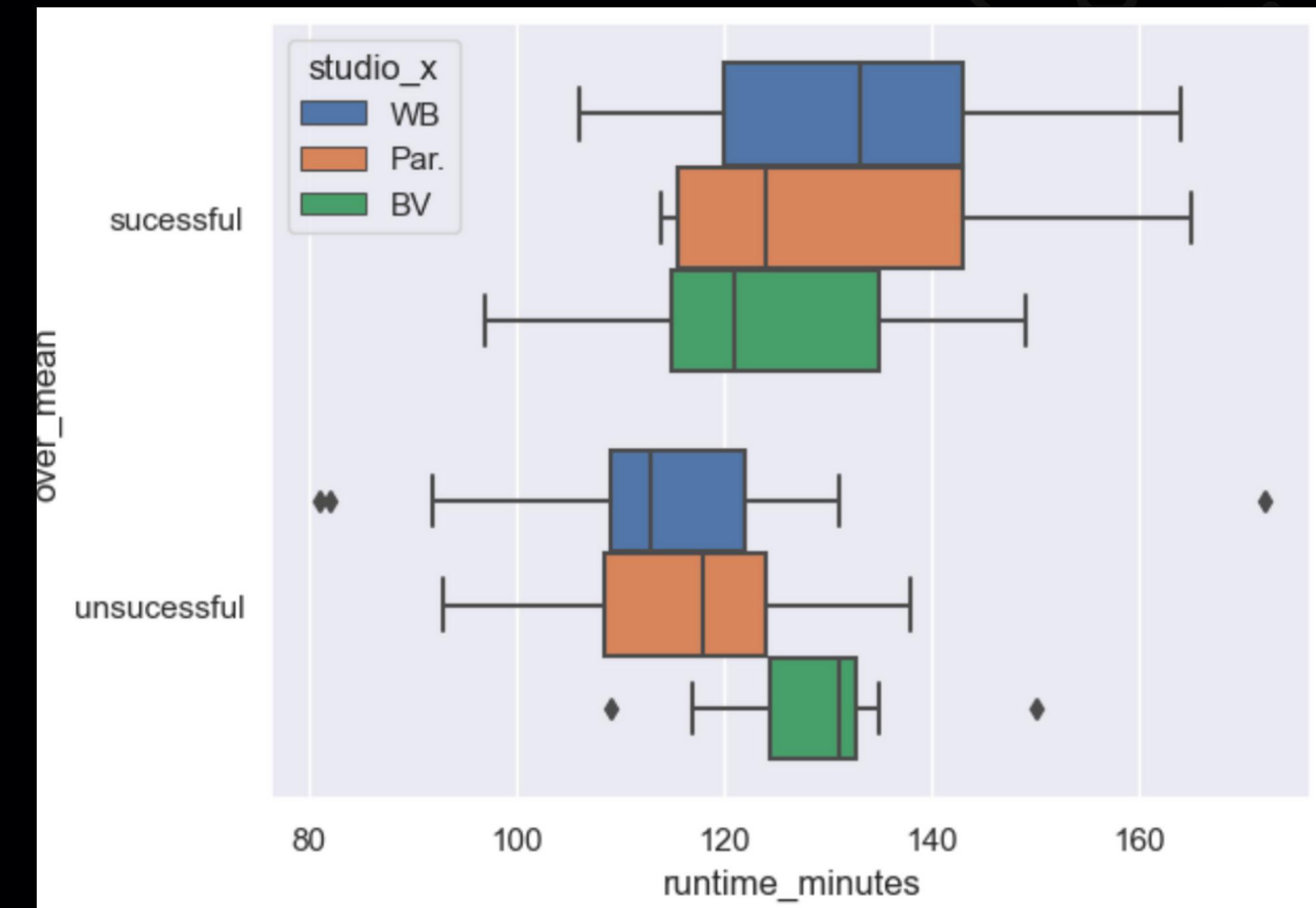
BV: 111-137 minutes

Unsuccessful Action Movies

WB: 111-121 minutes

Par: 110-123 minutes

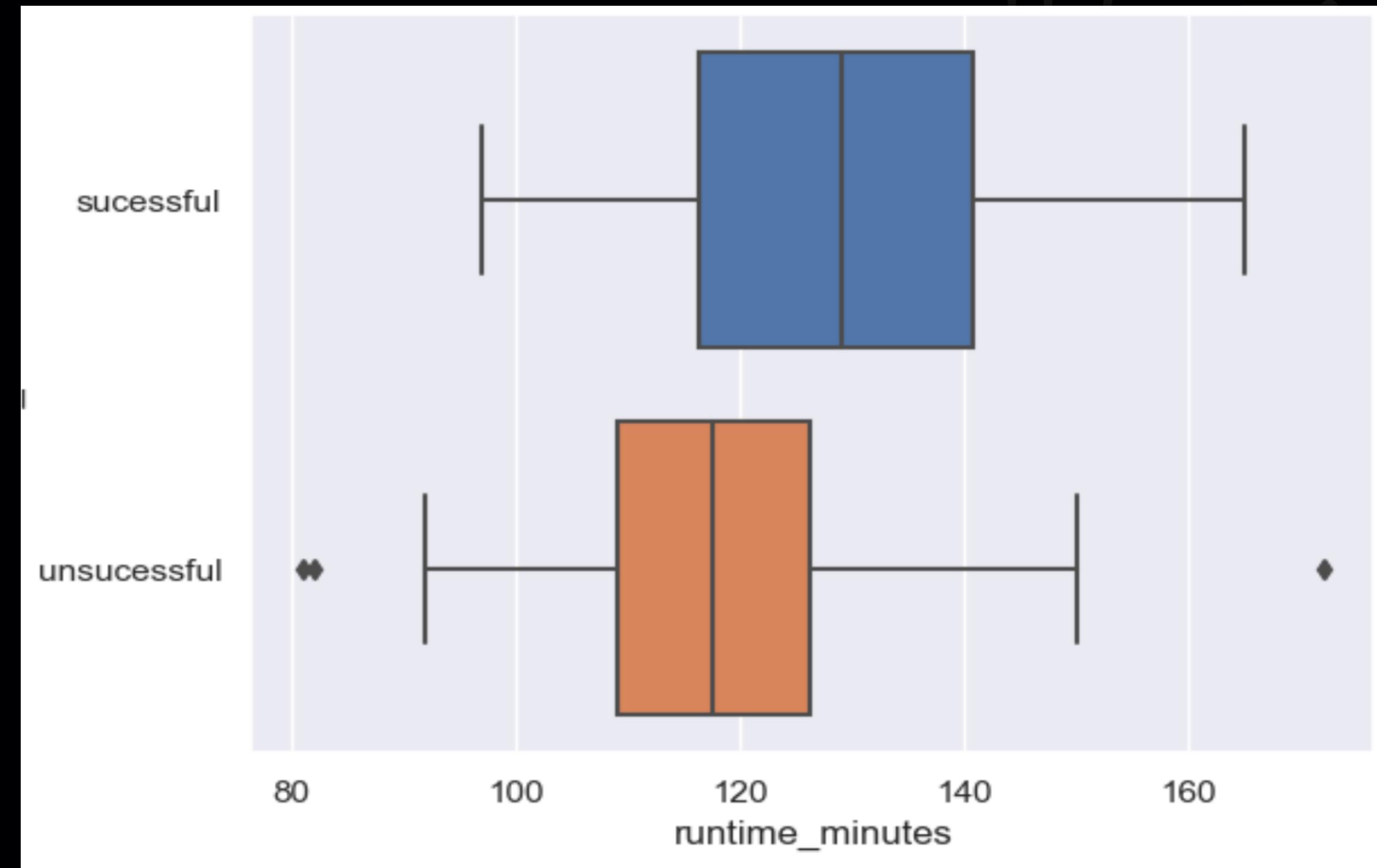
BV: 124-134 minutes



RUNTIME DATA

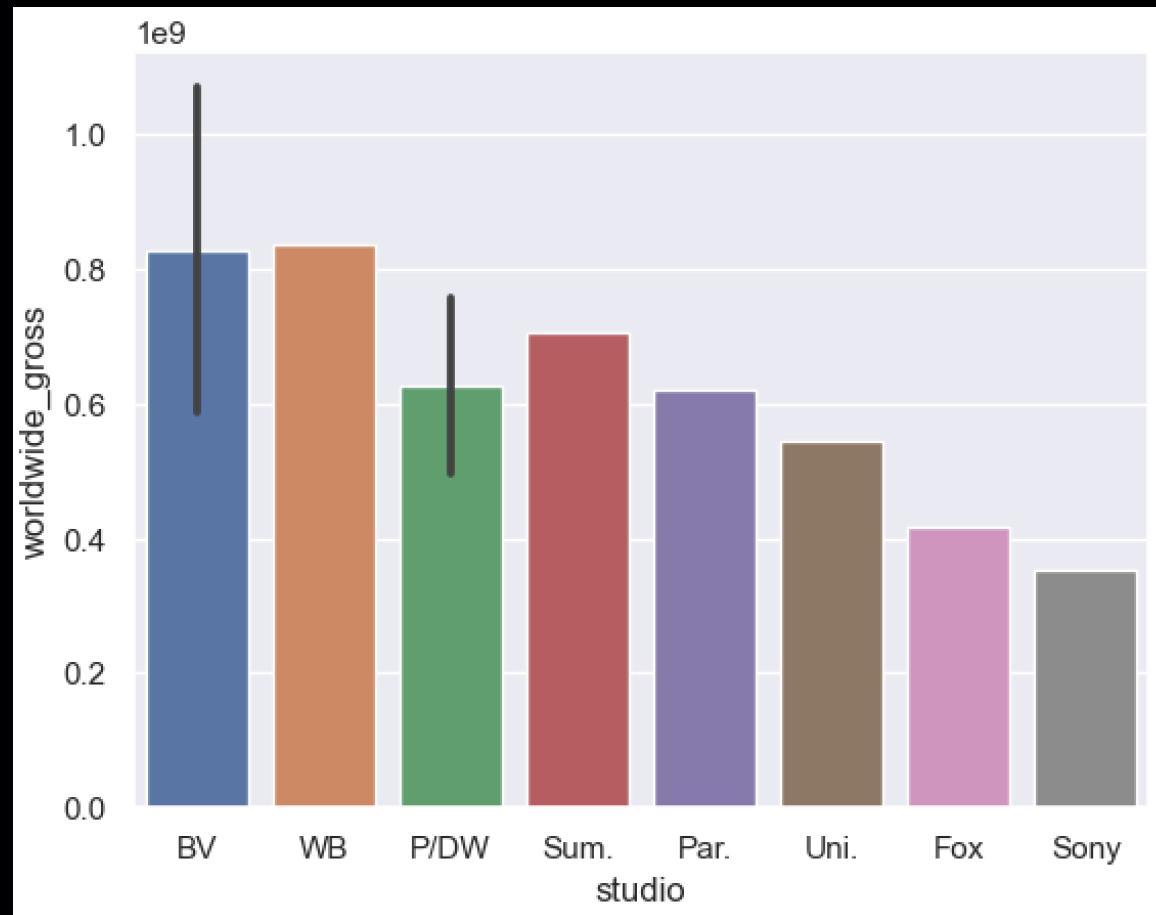
Successful Action
Movies
118-141 minutes

Unsuccessful
Action Movies
110-124 minutes

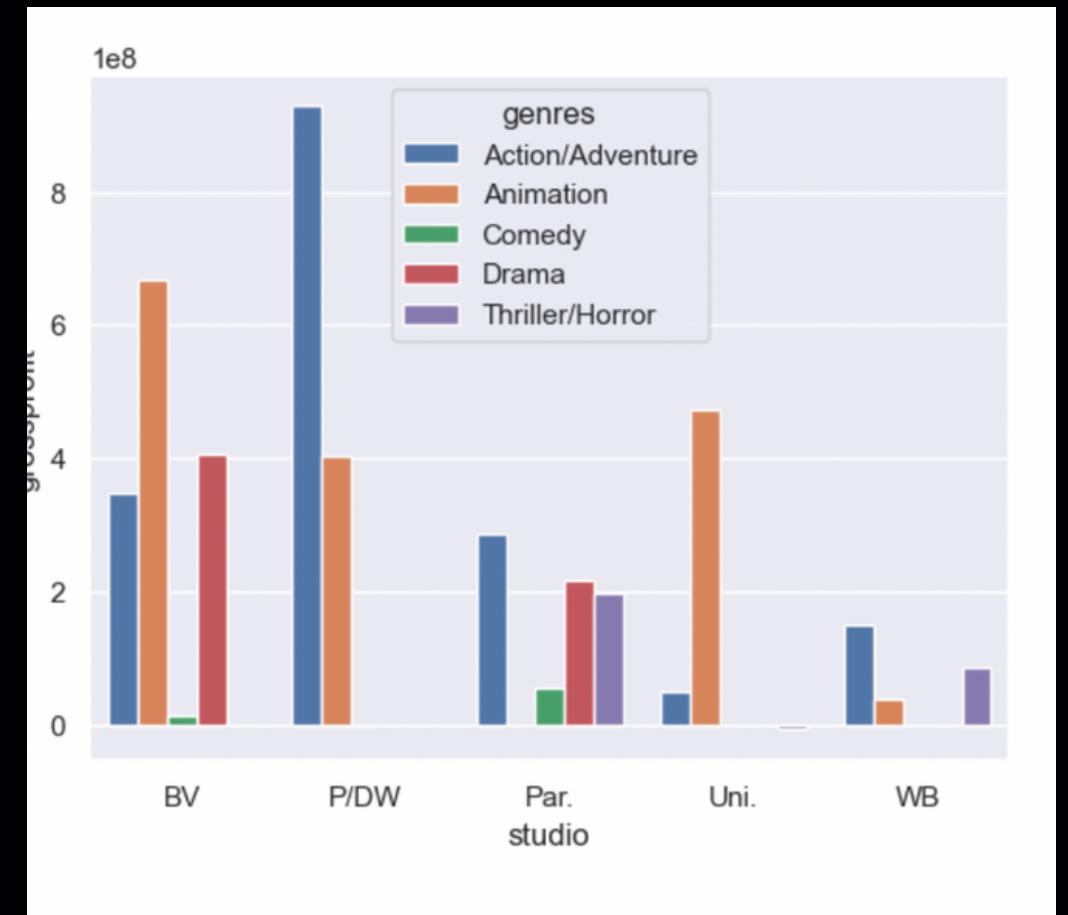


RECOMMENDATIONS

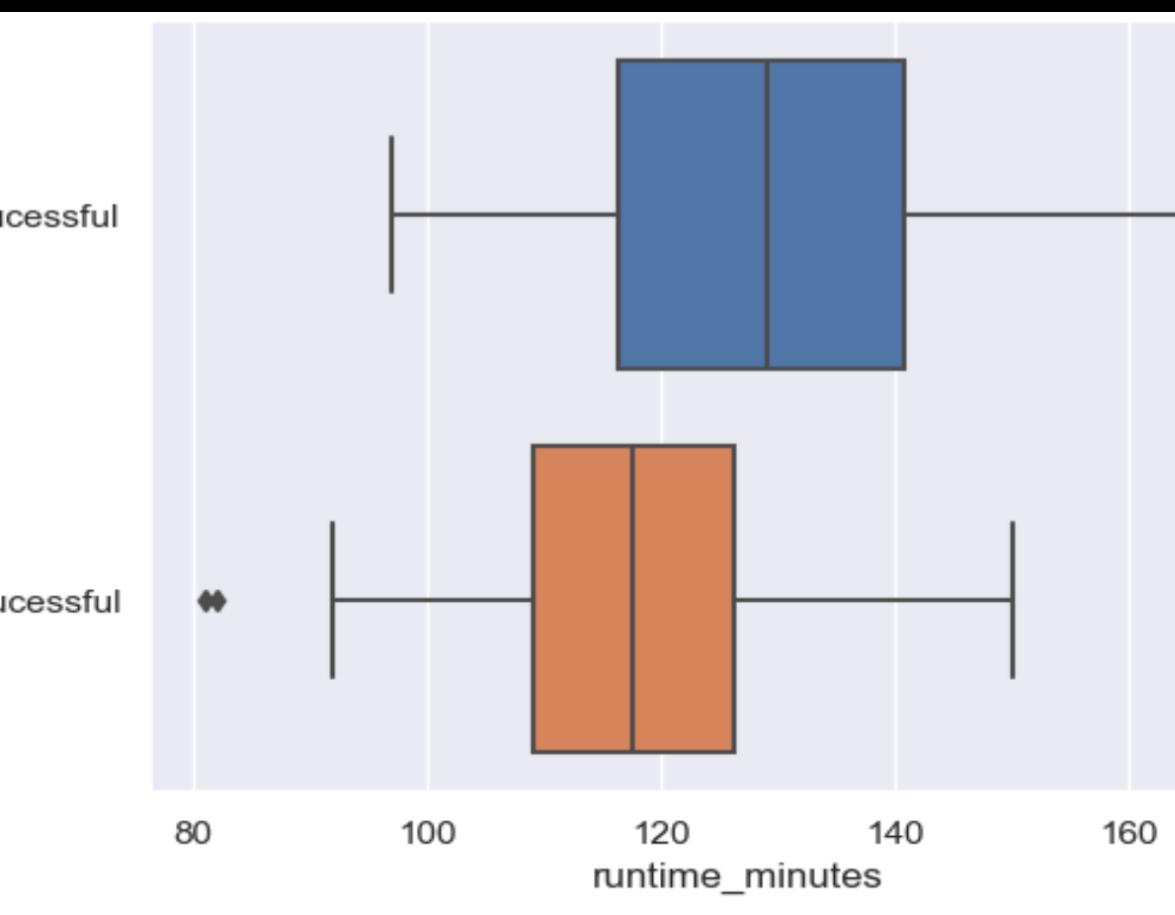
Look at the top earning studios to find replicable trends



Determine top earning genres



Identify successful runtime of action movies





DETERMINATION

Create a movie similar to those created by Warner Brothers, Buena Vista International, or Paramount Pictures. The movie will earn the most if it is an action film with a run time of around 118-141 minutes.



THANK YOU

A N Y
Q U E S T I O N S ?

