

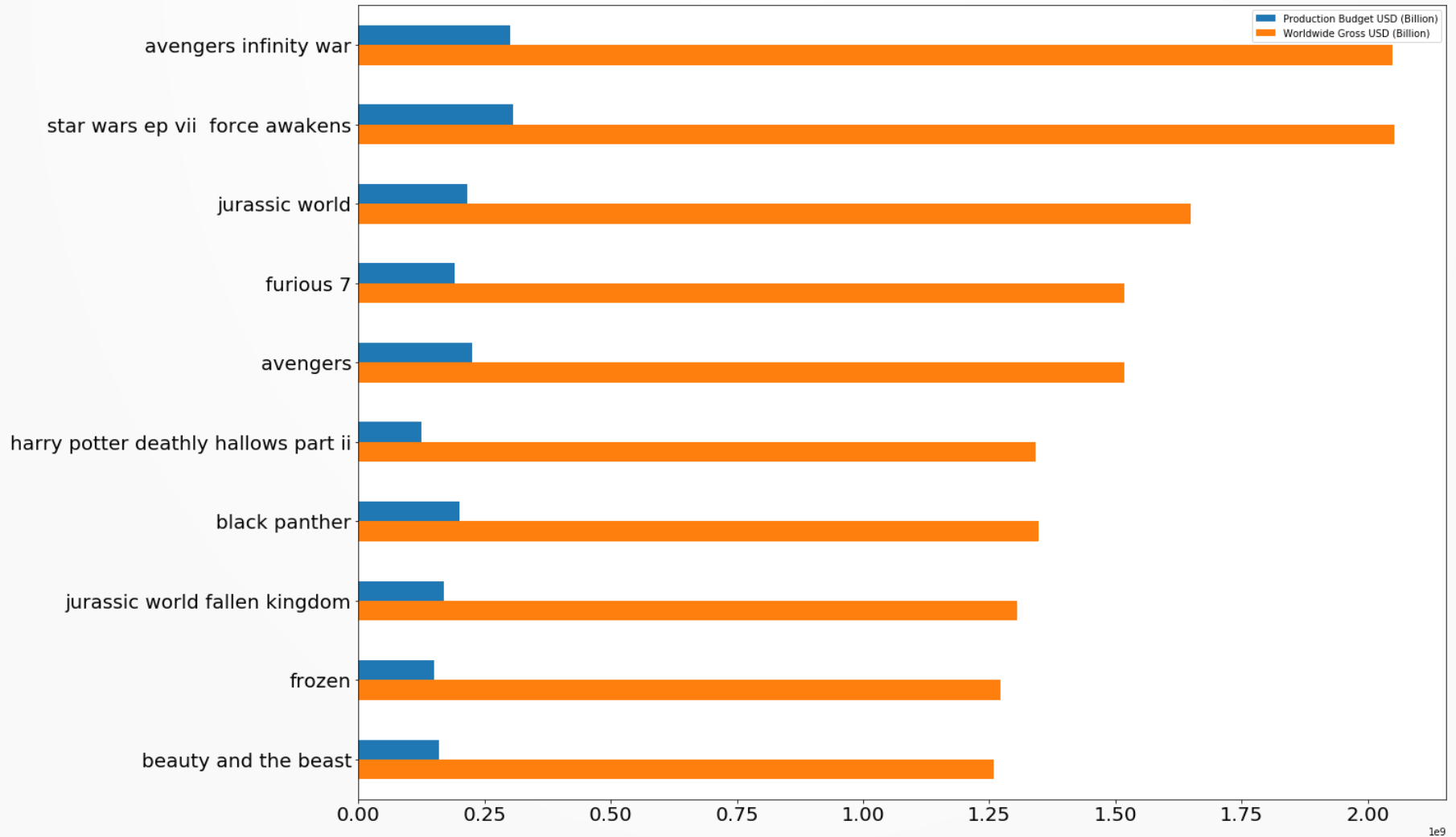
"Microsoft Studios":

How should Microsoft Enter the Movie Business?

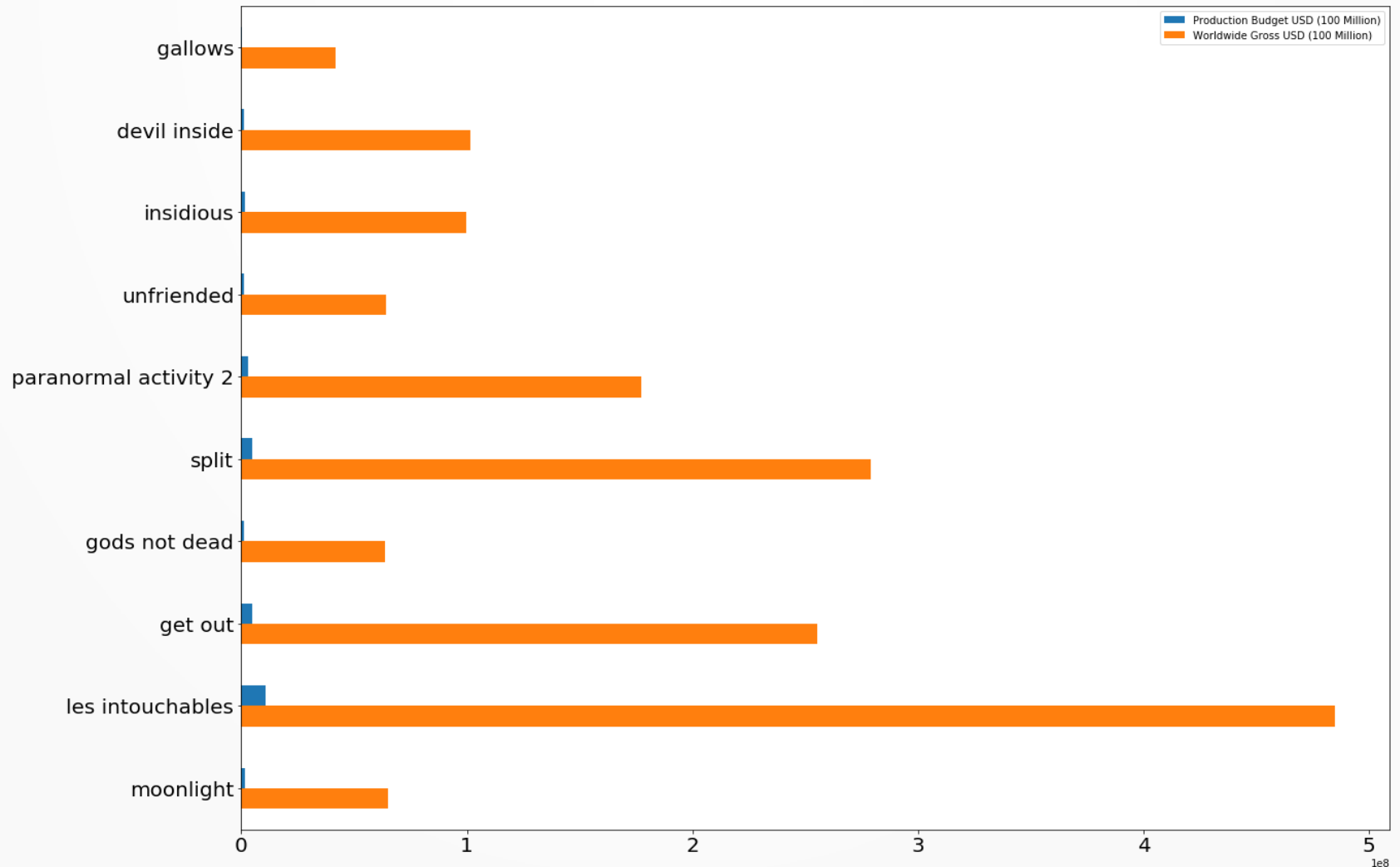
G. Haws & K. Hayes

- In order to maximize its investment, what scale of films should Microsoft produce?
- What types of studios should Microsoft emulate?
- producers, and directors should Microsoft seek out?
- Sources:
 - TheMovieDB.org
 - Box Office Mojo
 - IMBD

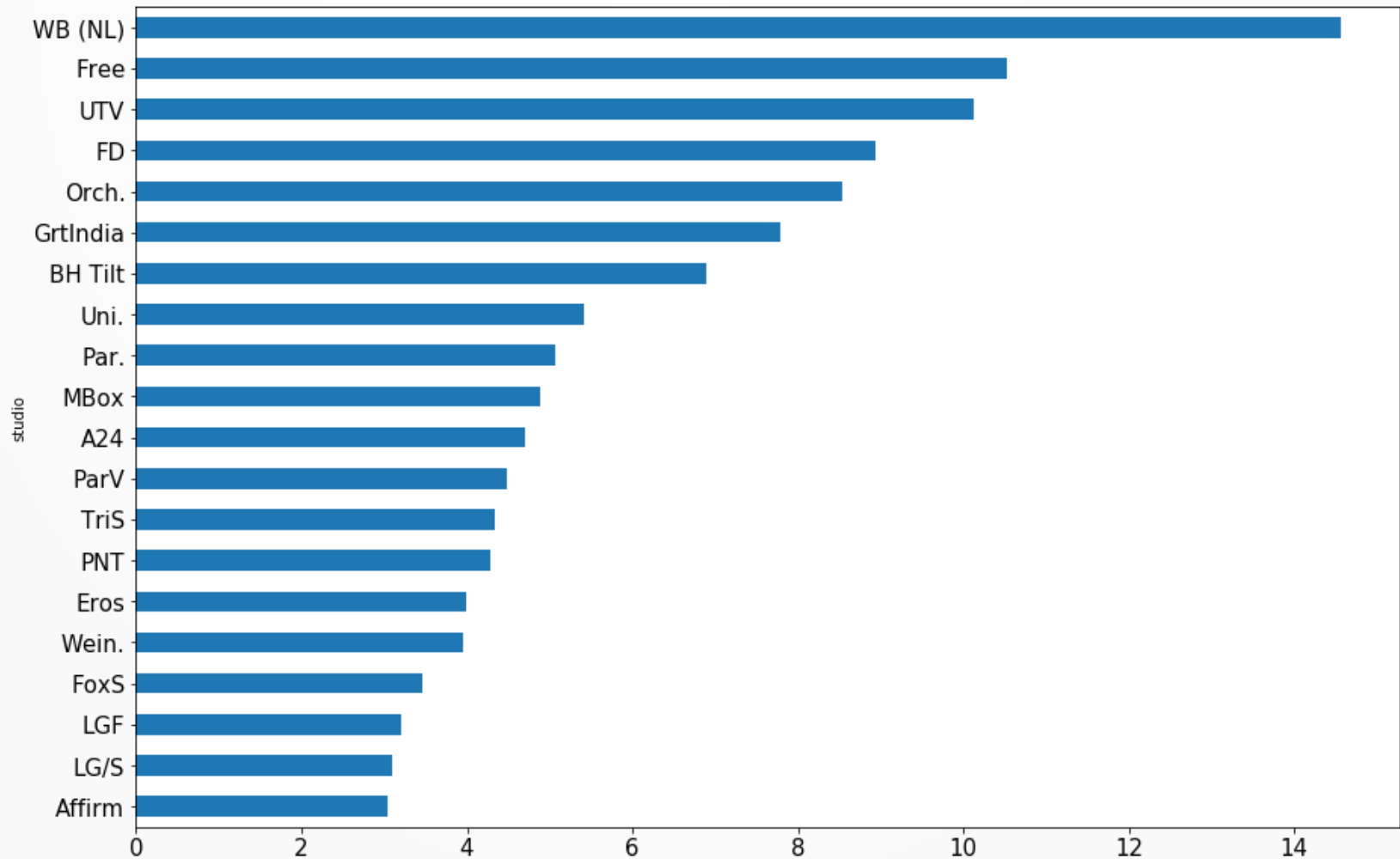
Top Net grossing movies (2010-Now)



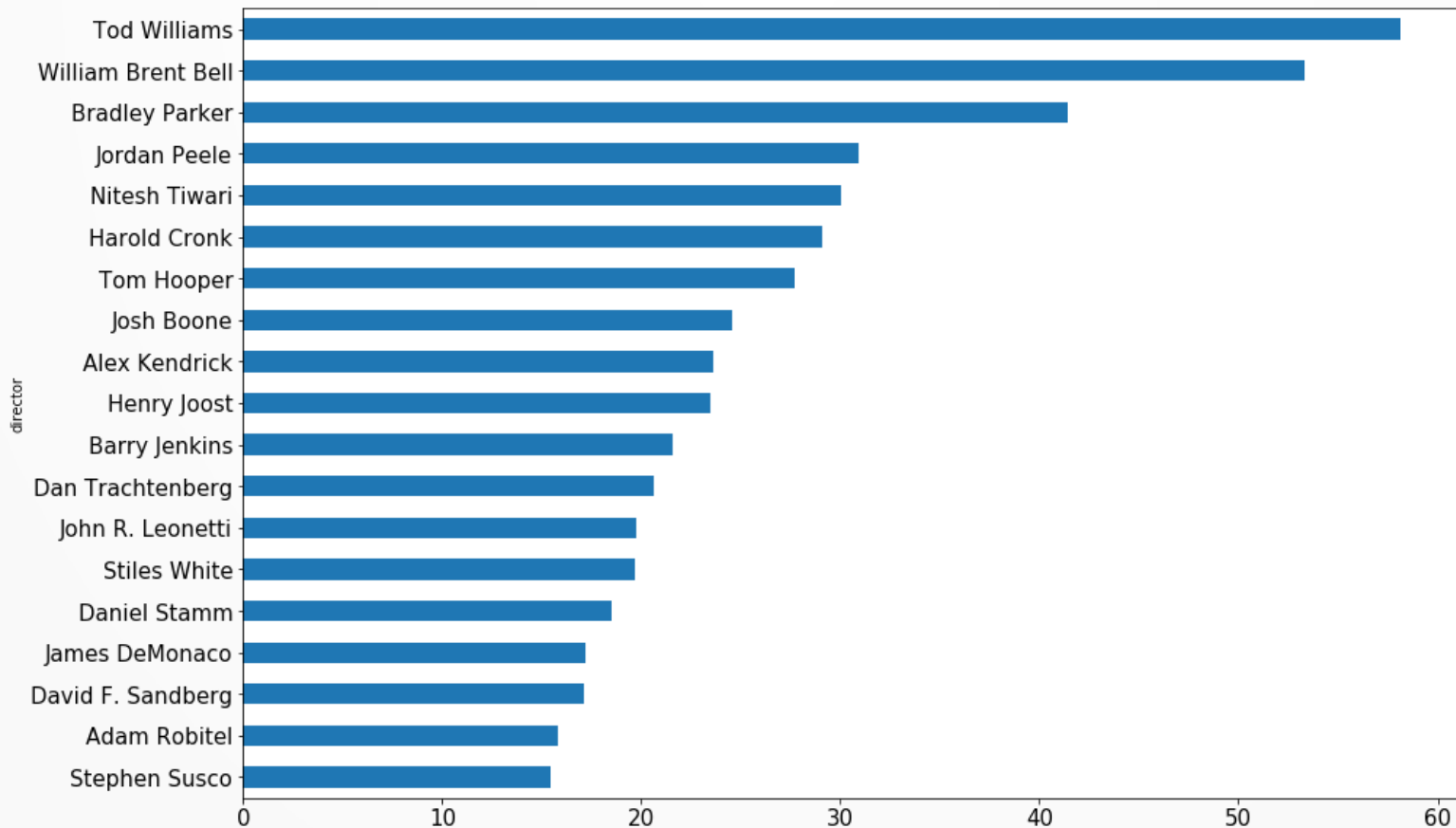
Movies with Top ROI (2010-Now)



Studios with Highest Mean ROI (2010-Now)

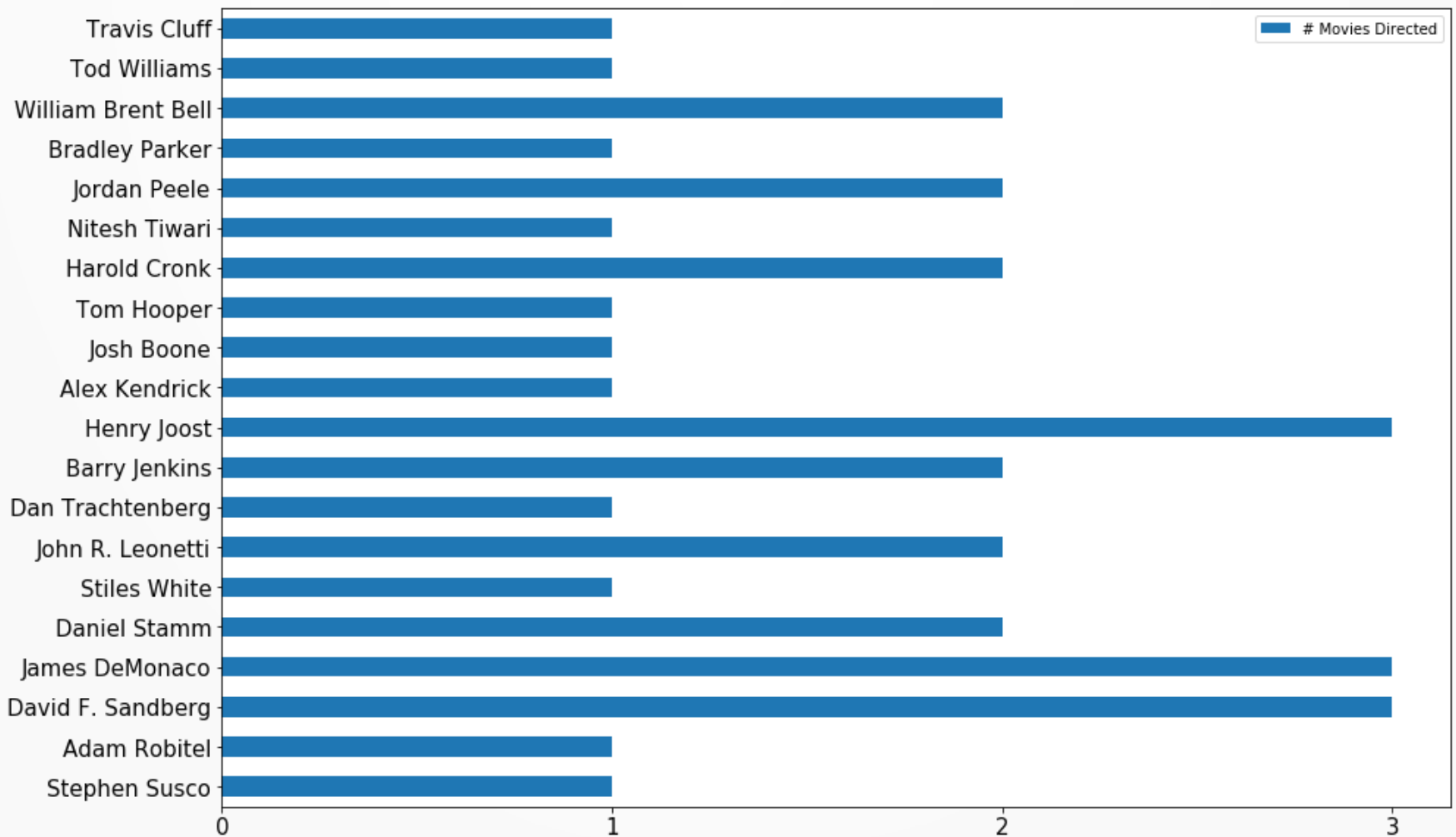


Directors with Highest Mean ROI (2010-Now)



Outlier: Travis Cluff : 415.56

Size of director filmography



Recommendations

- Instead of focusing on overall returns, focus on ROI.
- Model operations on studios capable of producing films that maximize ROI.
- Hire directors that can creating engaging films, despite heavy budgetary constraints.
- Hire new directors.