FLATIRON SCHOOL

“Microsoft Studios”:

Should Microsoft Enter the Movie Business?

G. Haws & K. Hayes

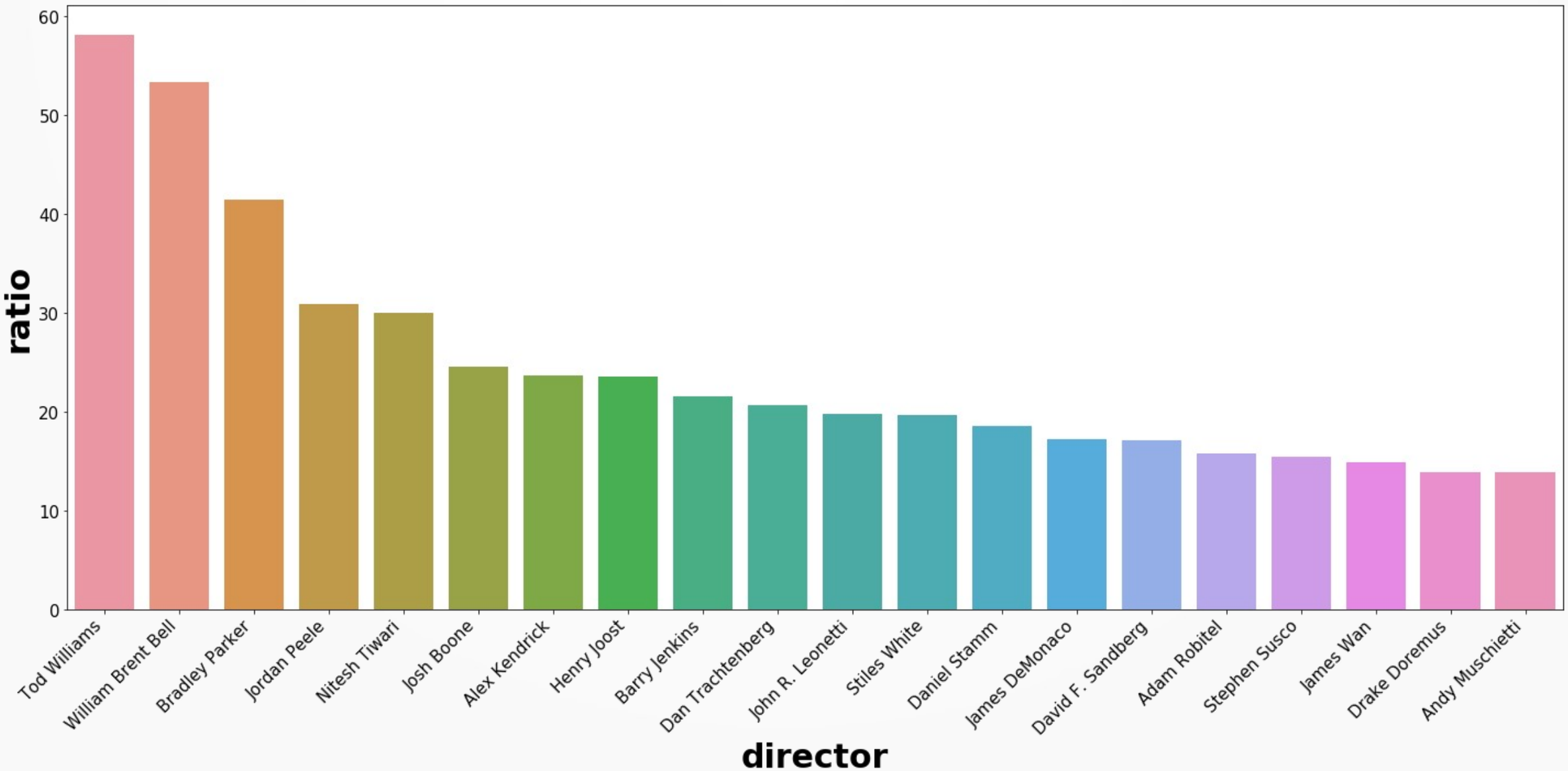
Questions:

- What is the “problem” definition?
- What is the scope of work?

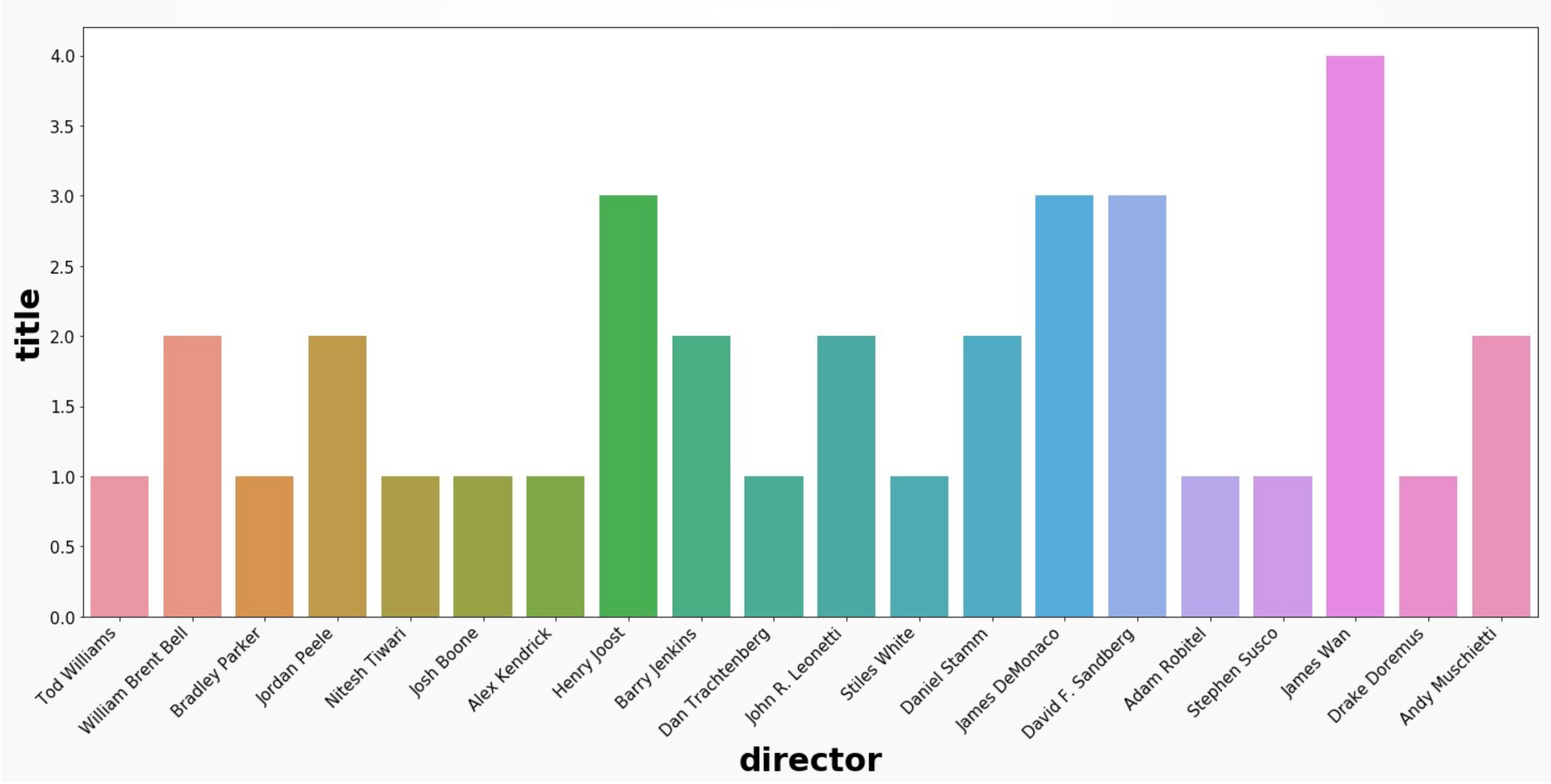
- Which partners are ideal?
- Where should Microsoft focus subsequent efforts?

- Should Microsoft emulate others?

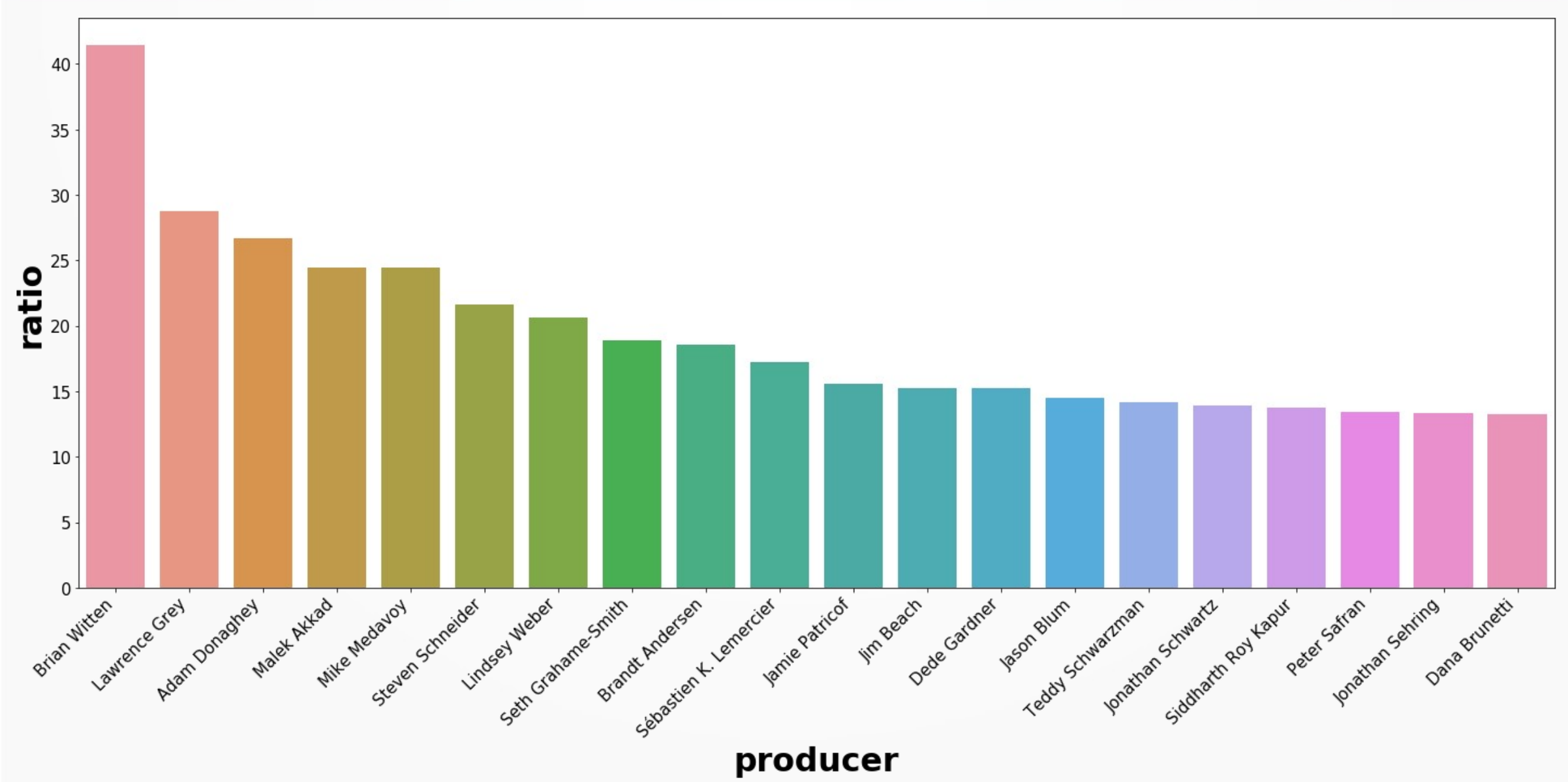
xROI by Director



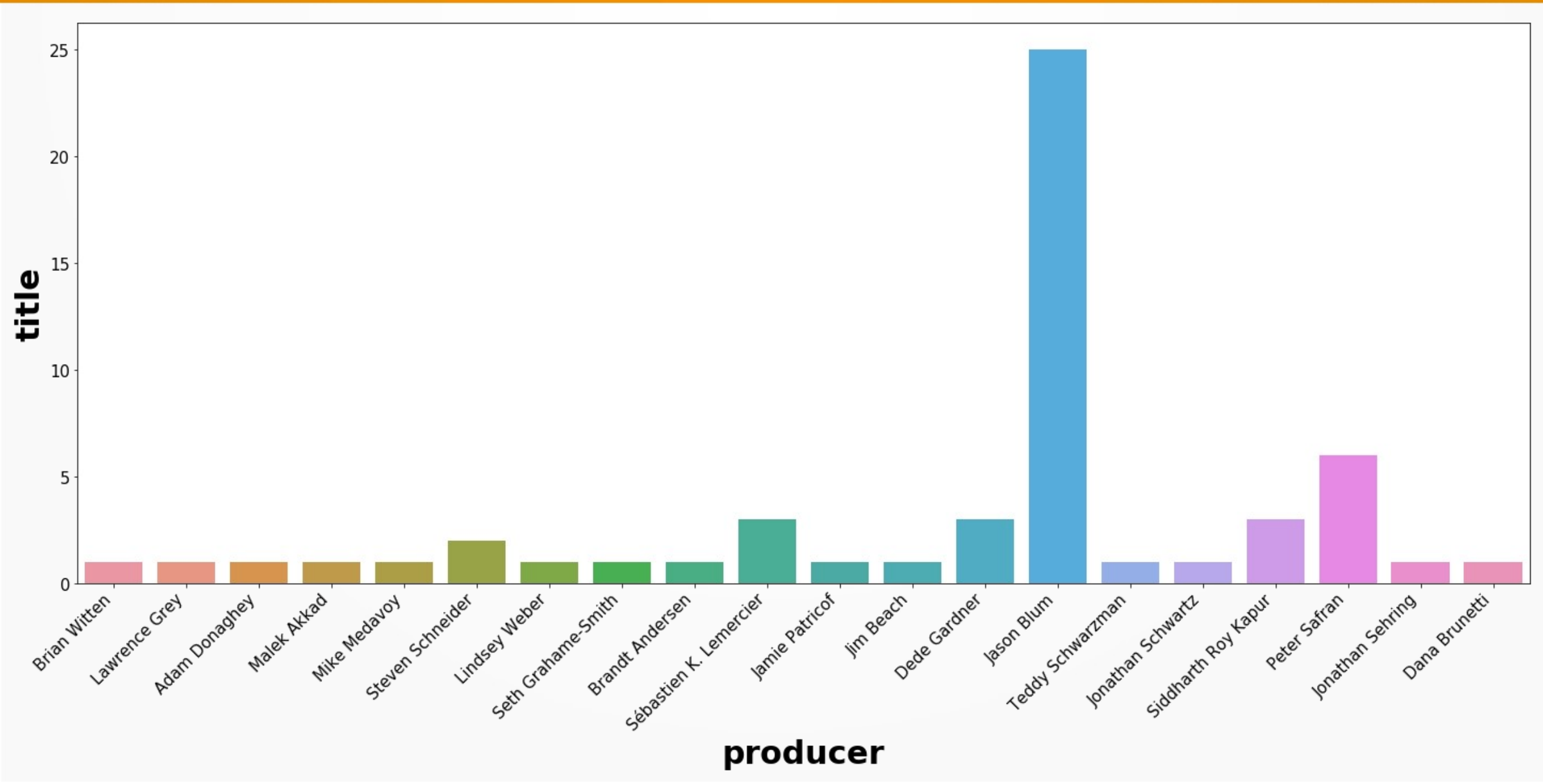
Director Track Record



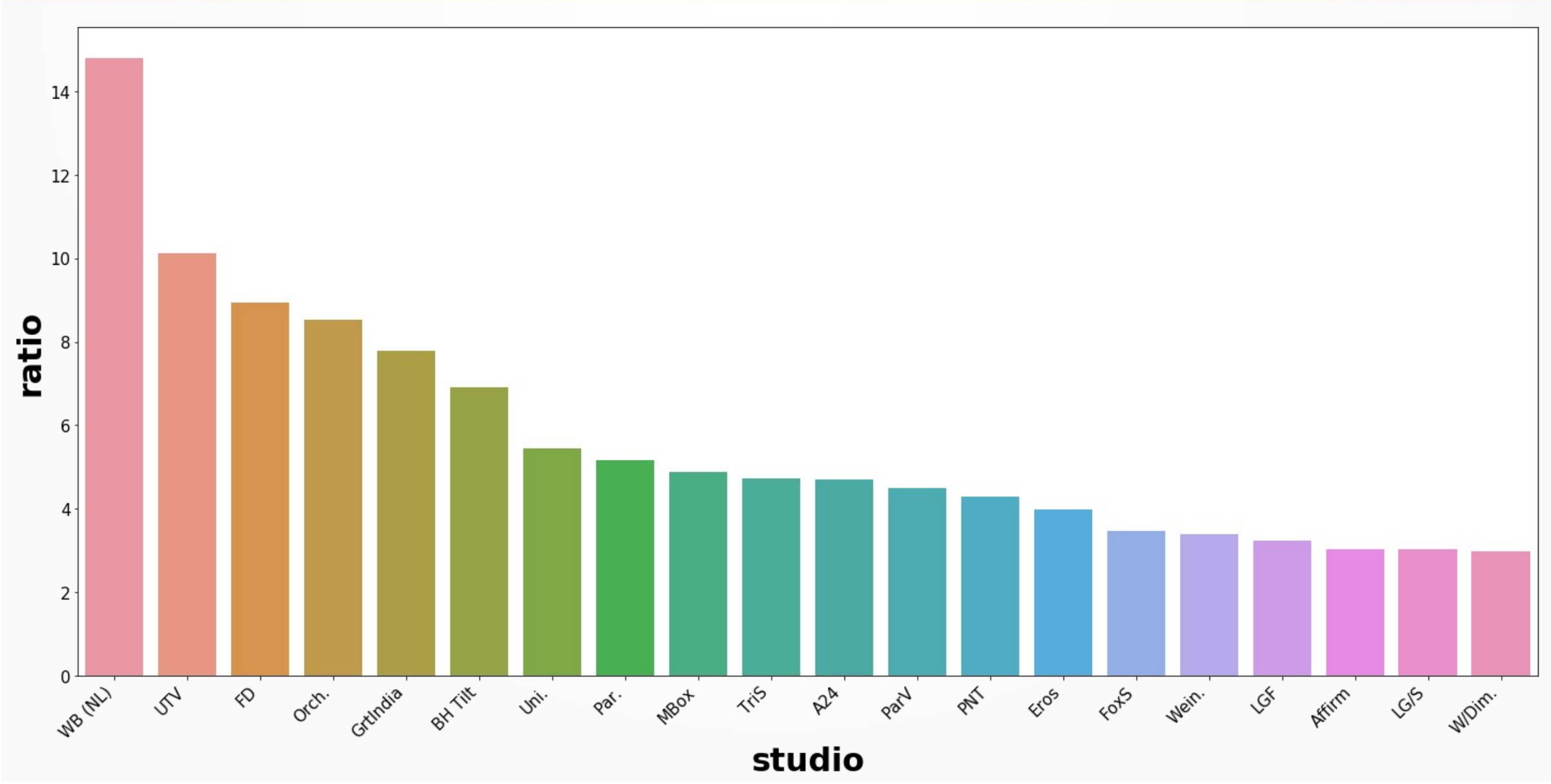
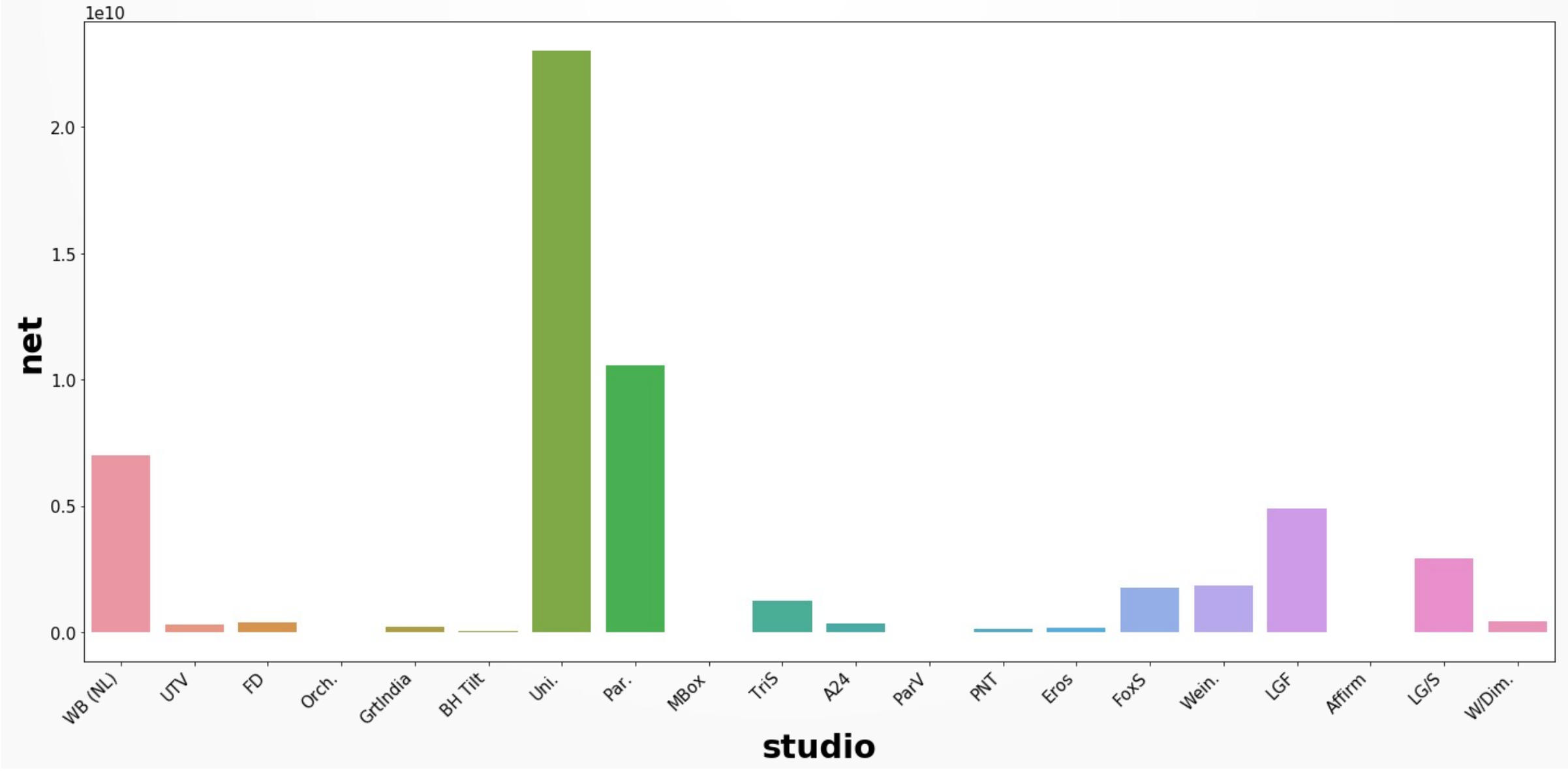
xROI Multiple by Producer



Producer Track Record



Top Studios: xROI Multiple



Top Studios: Cumulative Net Profit