

# MICROSOFT MOVIE STUDIO

INSIGHTS & STRATEGY  
JUNE 2022

Margaret Boland, Peter Burton, Yue Yu

# AGENDA

1 WHY MAKE MOVIES?

2 RESEARCH PROCESS

3 CHARACTERISTICS OF  
PROFITABLE MOVIES

4 NEXT STEPS

5 QUESTIONS?



# WHY MAKE MOVIES?



- CONSUMER SENTIMENT

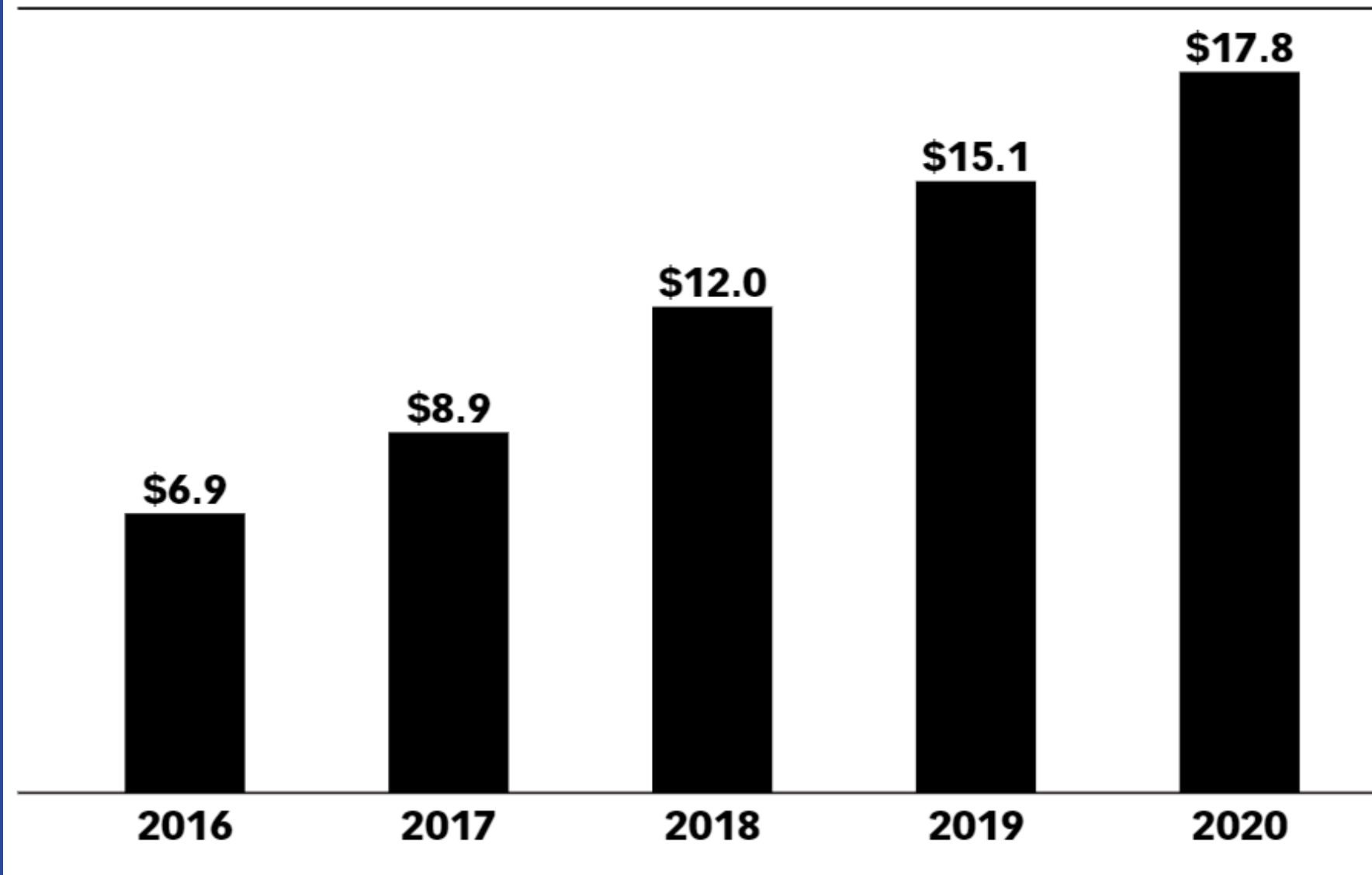
- COMPETITIVE POSITIONING

- NEW POTENTIAL REVENUE STREAM

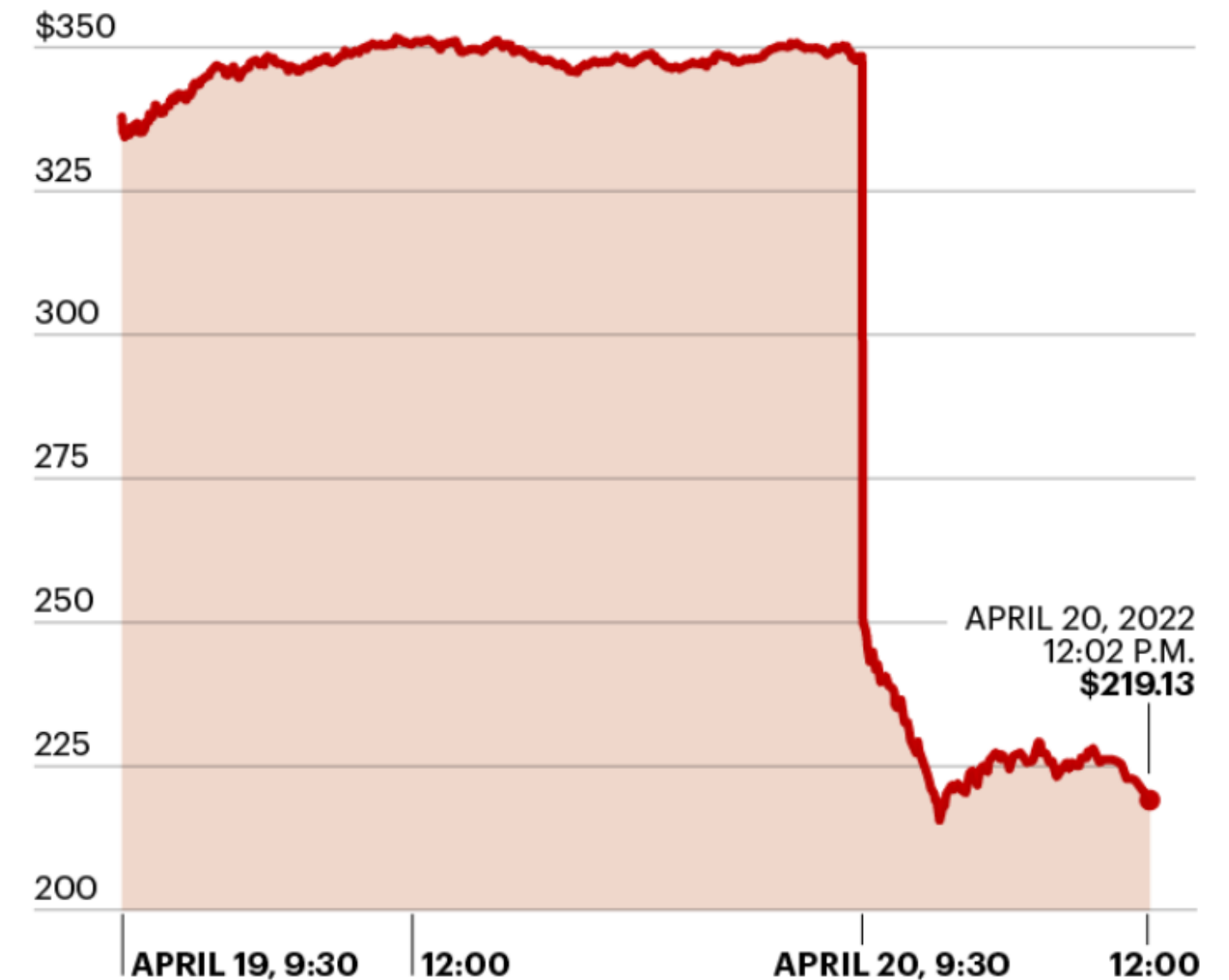
# MOVIES CAN BE RISKY

## Netflix Content Spending Worldwide, 2016-2020

billions



## NETFLIX STOCK PRICE



# RESEARCH PROCESS FOR PROFITABLE MOVIES

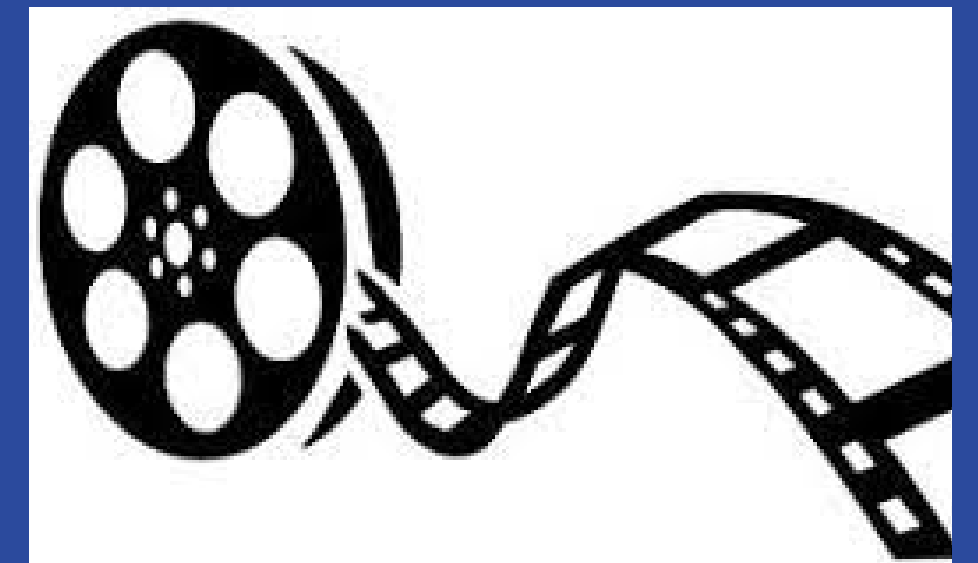
- 1 IMDB MOVIE DATA
- 2 MOVIE BUDGET DATA
- 3 ESTIMATED ROI

# FOCUS ON PROFITABLE MOVIES

GENRE

DIRECTOR

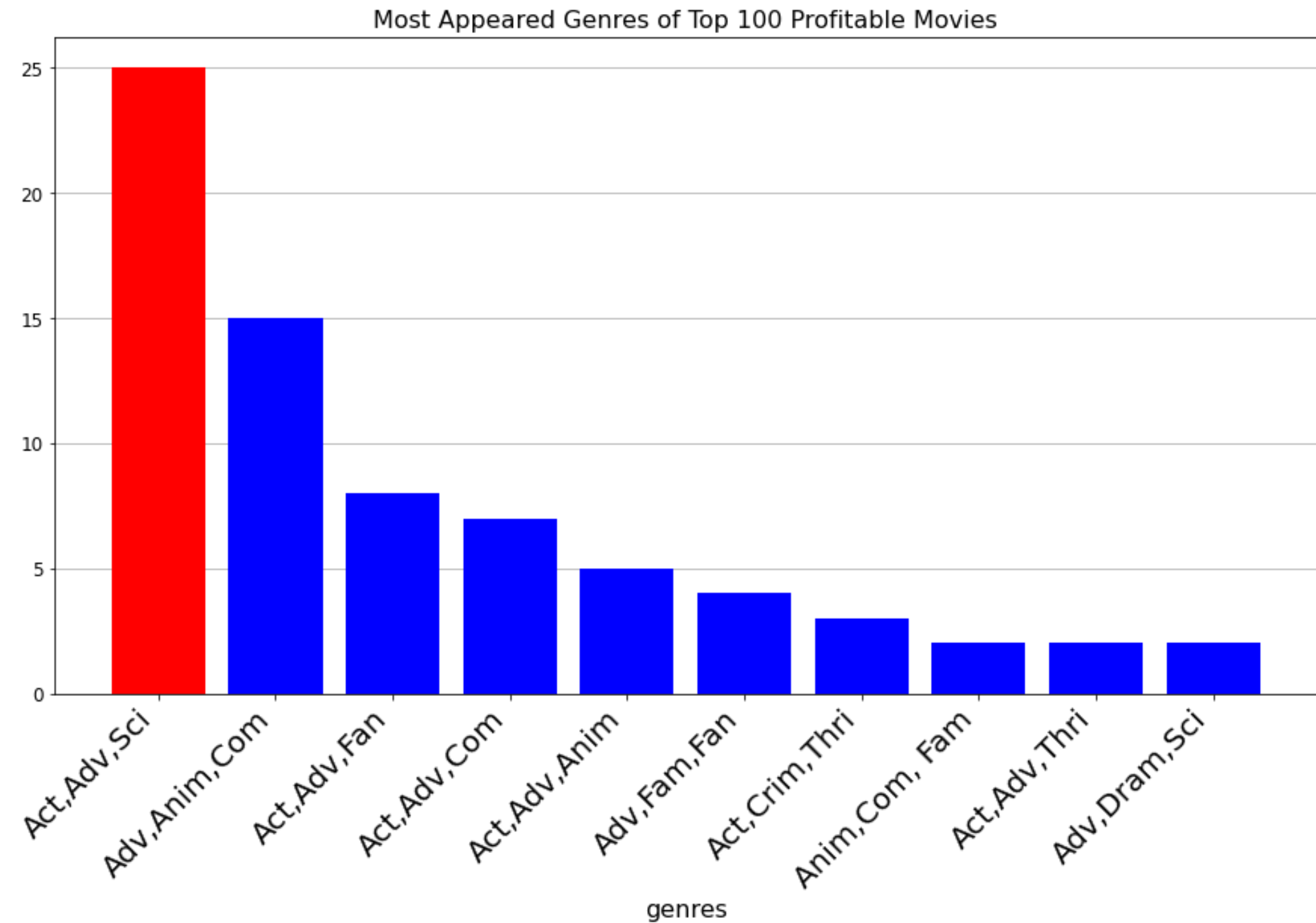
RUNTIME



**1**

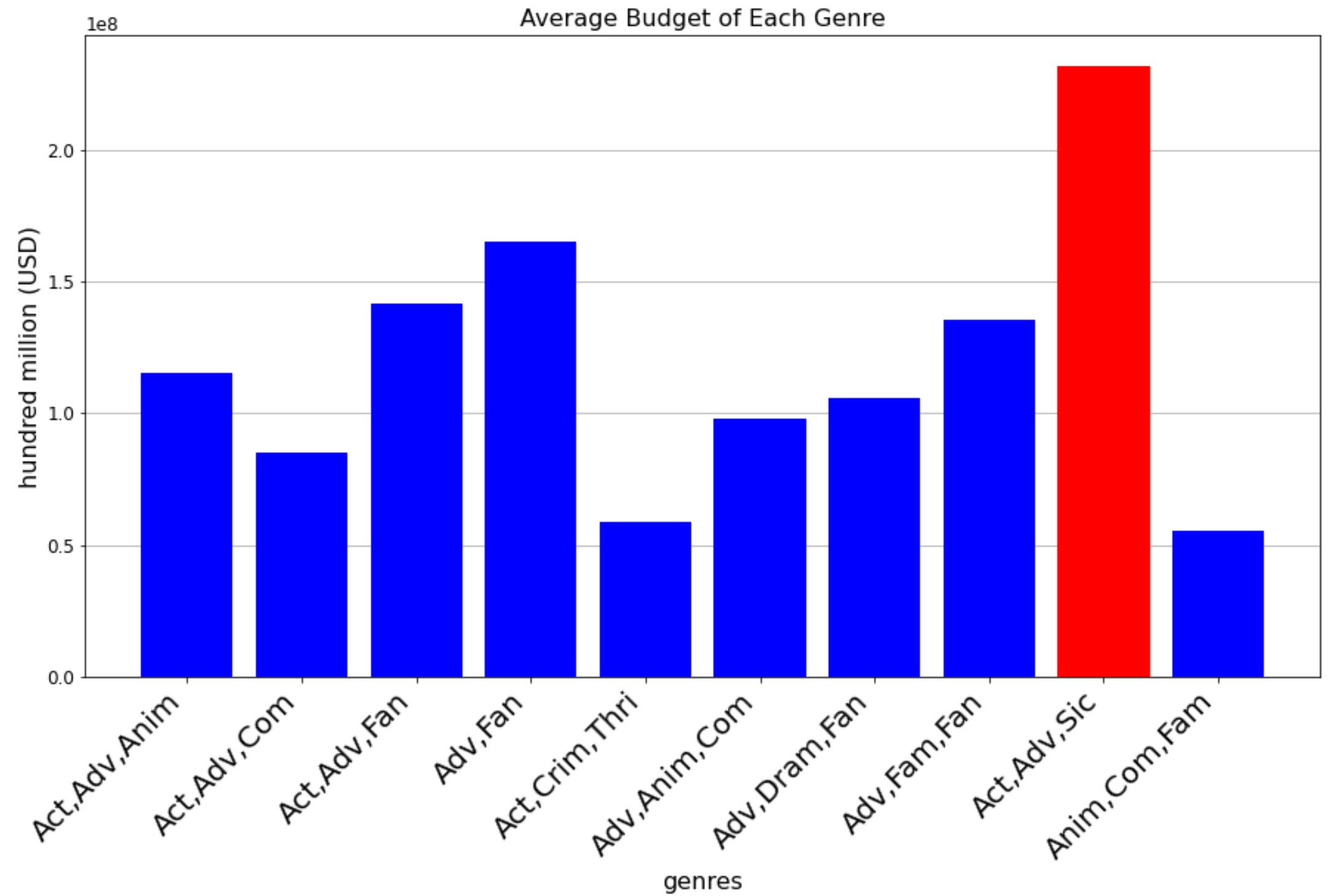
**MOVIE GENRE**

**ACT-ACTION**  
**ADV-ADVENTURE**  
**ANIM-ANIMATION**  
**COM-COMEDY**  
**FAN-FANTASY**  
**FAM-FAMILY**  
**CRIM-CRIME**  
**THRIL-THRILLER**  
**SCI-SCI-FI**





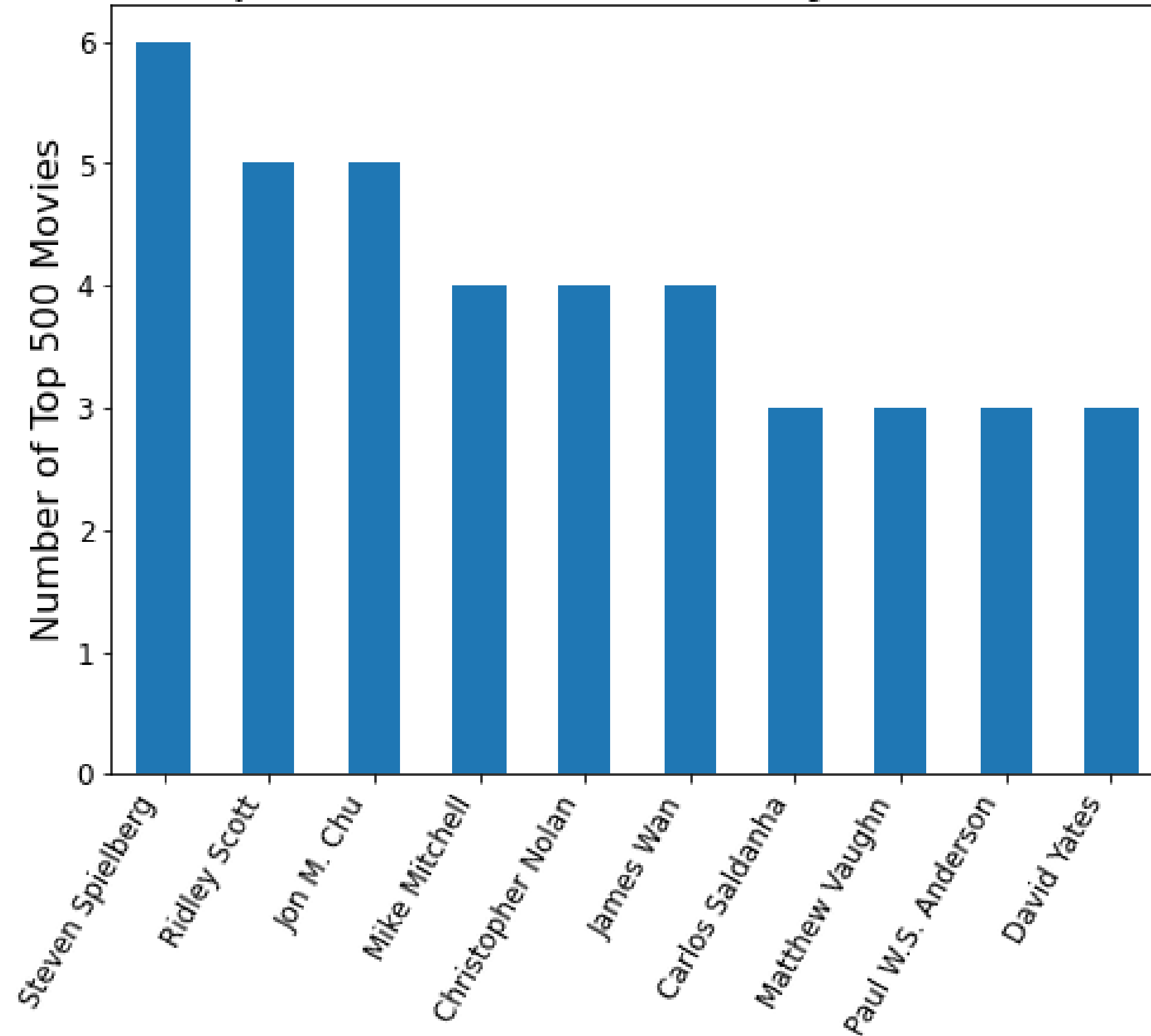
**ACT-ACTION**  
**ADV-ADVENTURE**  
**ANIM-ANIMATION**  
**COM-COMEDY**  
**FAN-FANTASY**  
**FAM-FAMILY**  
**CRIM-CRIME**  
**THRIL-THRILLER**  
**SCI-SCI-FI**



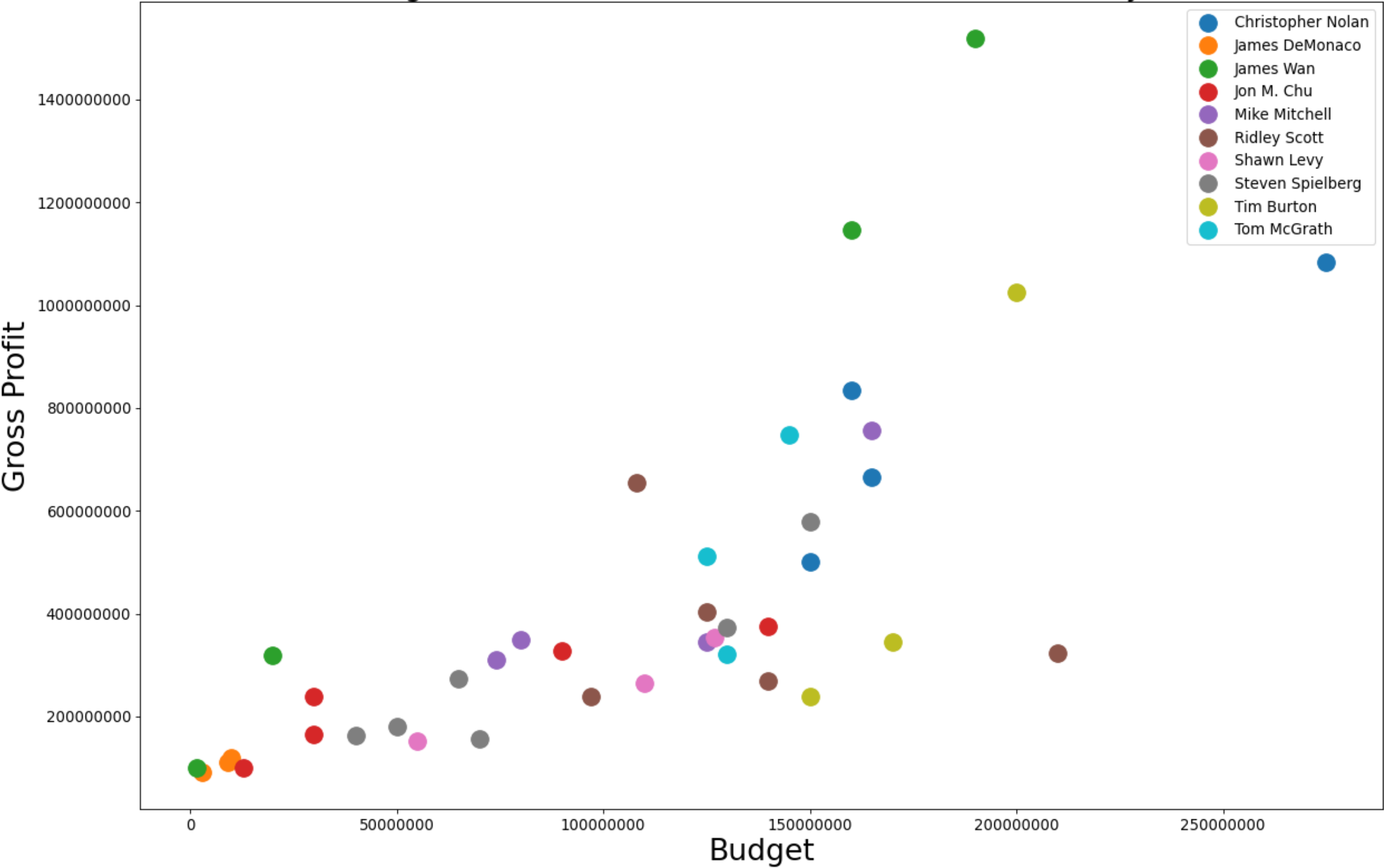
**2**

**MOVIE  
DIRECTOR**

# Top Blockbuster Hits By Director



Movie Budget versus Estimated Movie Profit Color Coded By Director

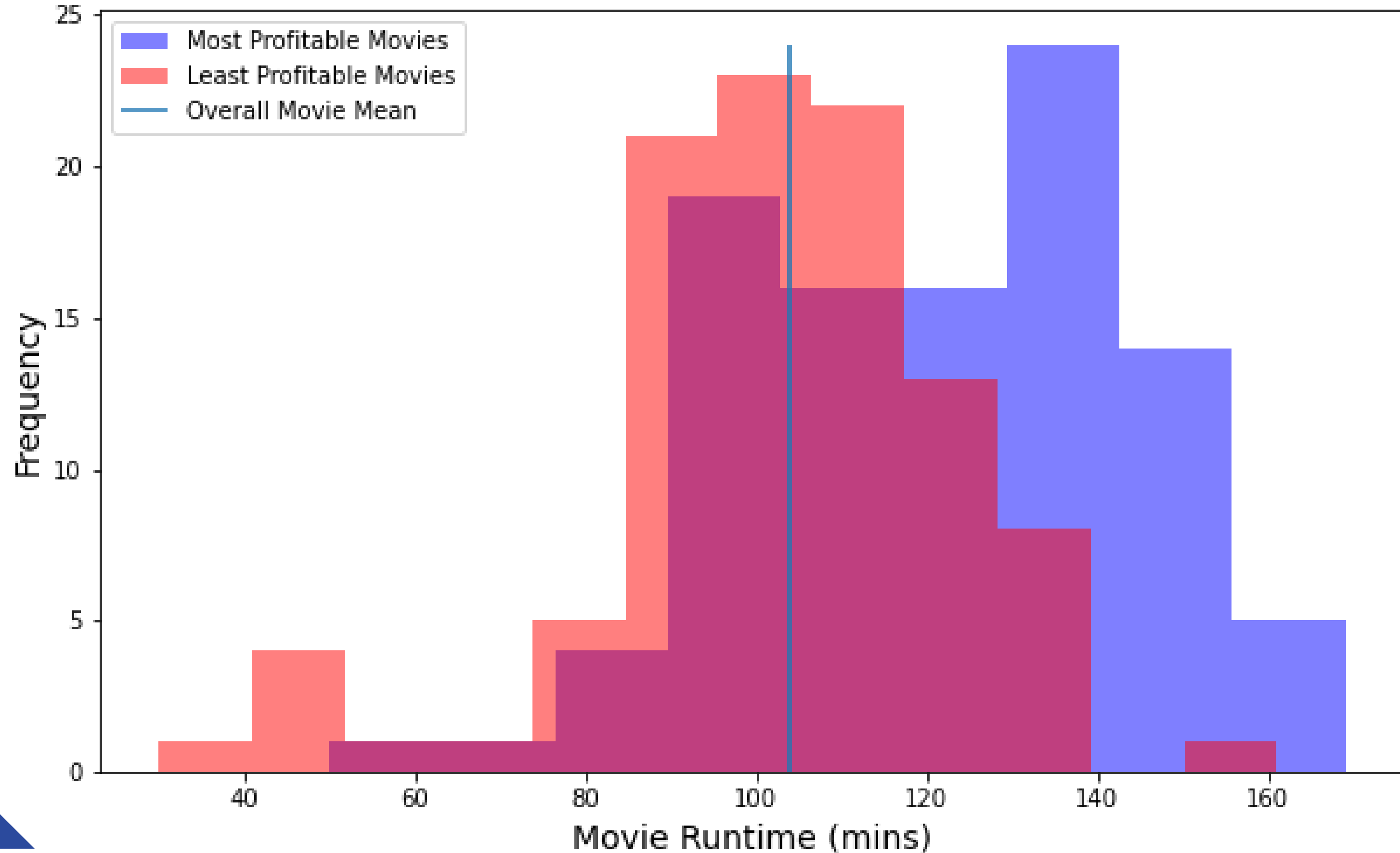


**3**

**MOVIE LENGTH**

# Frequency of Runtimes

## Most Profitable vs Least Profitable Movies



## **CONCLUSION**

**GENRE: ACTION, ADVENTURE,SCI-FI**

**DIRECTOR: JAMES WAN**

**RUNTIME: ABOUT 2 HOURS**

## **NEXT STEPS**

**1**

**DETERMINE BUDGET CONSTRAINTS FOR  
GENRE AND DIRECTOR SELECTION**

**2**

**REACH OUT TO TEAMS OF TOP  
DIRECTORS FOR GENRE AND RUNTIME  
OF THE NEW MOVIE**

A dark blue vertical bar is on the left. A horizontal line starts from the left edge, goes right, then diagonals down to a dark grey dot.

**THANK YOU!**

**QUESTIONS?**

A large blue triangle points left towards the text. Below it, a dark blue line forms a peak shape.