MICROSOFT MAKES MOVIES!

HOW TO KICKSTART MICROSOFT'S ENTRY INTO THE STREAMING MOVIE BUSINESS

OUTLINE
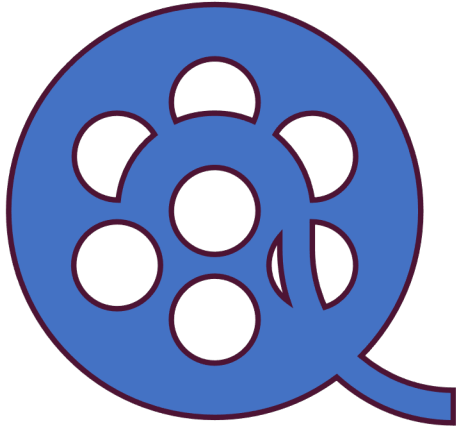
- Business Problem
- Data
- Questions for Investigation
- Results
- Conclusions

BUSINESS PROBLEM

- MICROSOFT WANTS TO LAUNCH A STREAMING VIDEO SERVICE WITH ORIGINAL CONTENT

- BUT THEY DON'T KNOW ANYTHING ABOUT MAKING MOVIES

DATA

- ANALYSIS OF OVER 50,000 MOVIES FROM IMDB, THE INTERNET MOVIE DATABASE

- MOVIES ARE RATED BY VISITORS TO THE SITE ON A SCALE OF 1-10

- THE MEASURE OF A SUCCESSFUL MOVIE IS ITS POPULARITY, THE MOVIE'S AVERAGE RATING TIMES THE NUMBER OF PEOPLE WHO RATED IT
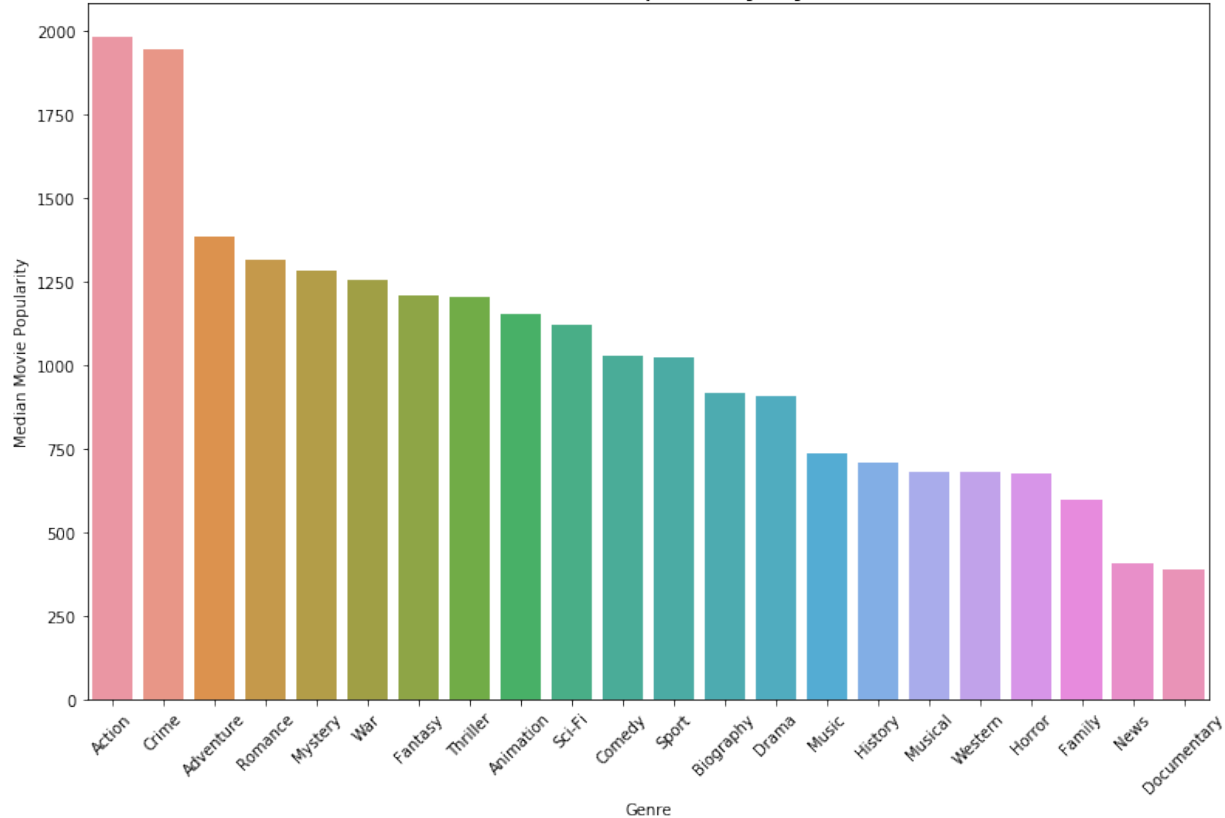
QUESTIONS FOR INVESTIGATION

1. WHICH MOVIE GENRES ARE THE MOST POPULAR?

2. DOES THE LENGTH OF A MOVIE AFFECT ITS POPULARITY?

3. WHICH ACTORS AND DIRECTORS HAVE MADE THE MOST TOP MOVIES?

Median Movie Popularity by Genre

RESULTS: GENRES WITH HIGHEST MEDIAN POPULARITY
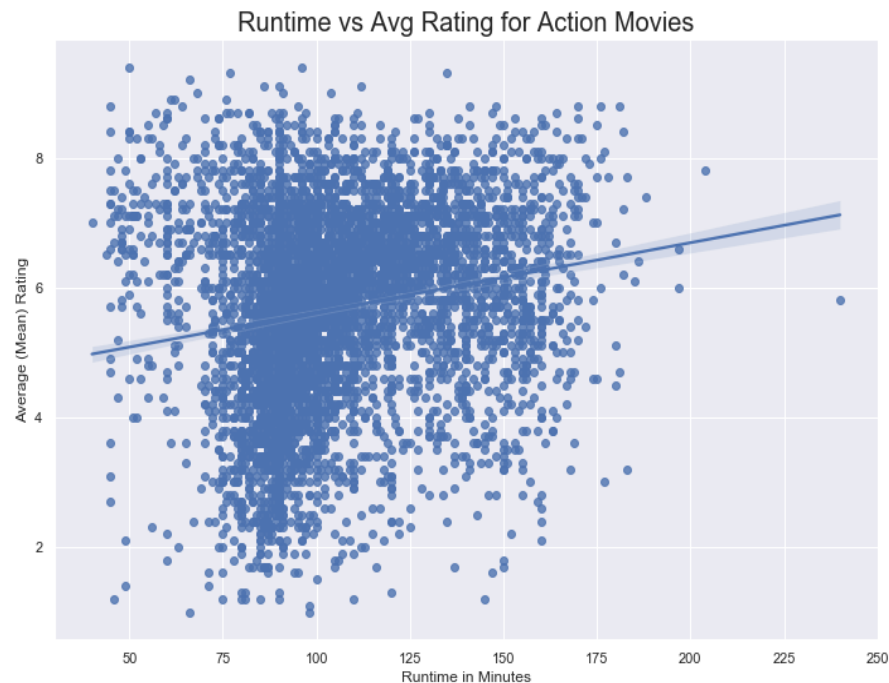
- ACTION
- CRIME
- ADVENTURE

RESULTS: LONGER RUNTIME CORRELATED WITH INCREASED RATINGS AND POPULARITY

■ For Action movies...

Runtime vs Popularity for Action Movies

Runtime vs Avg Rating for Action Movies

RESULTS: LONGER RUNTIME CORRELATED WITH INCREASED RATINGS AND POPULARITY

■ And Crime movies…

Runtime vs Popularity for Crime Movies

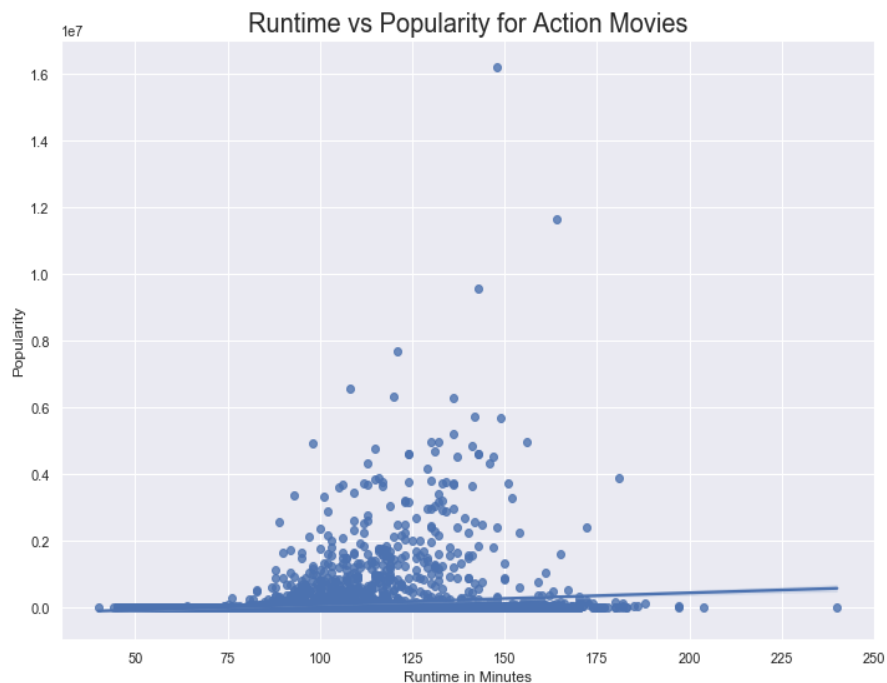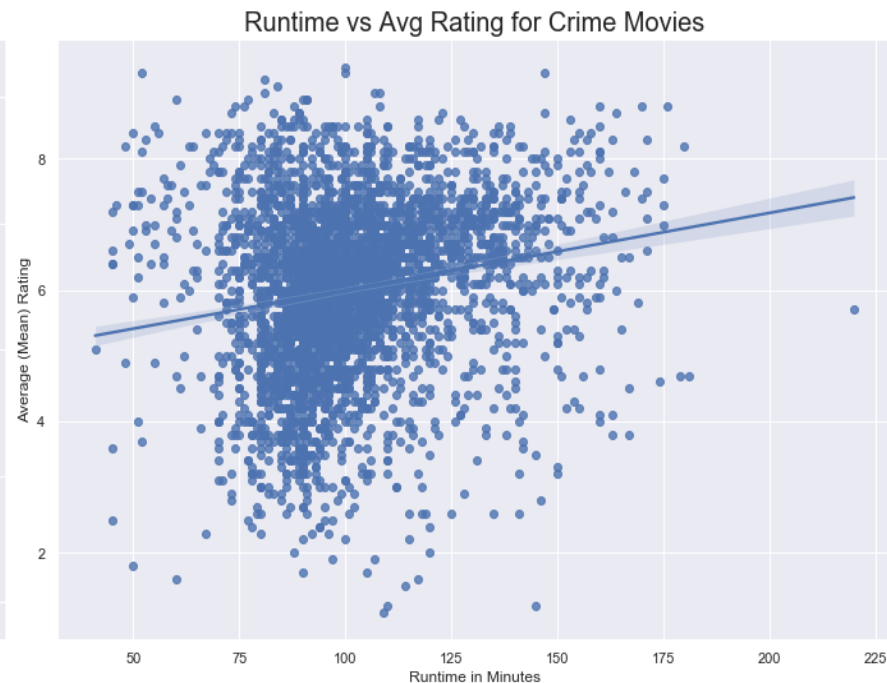Runtime vs Avg Rating for Crime Movies
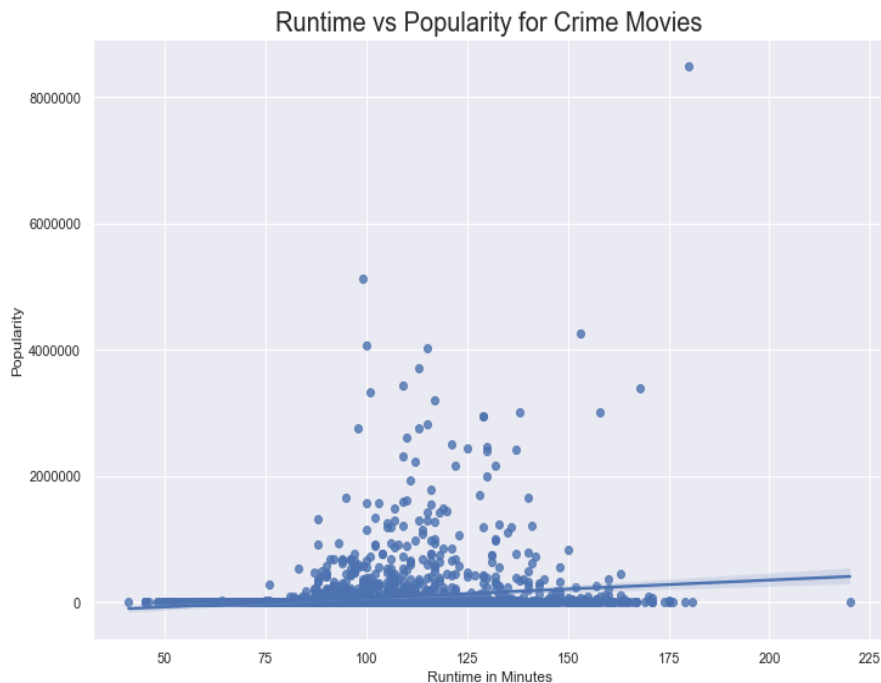
RESULTS: LONGER RUNTIME CORRELATED WITH INCREASED RATINGS AND POPULARITY

■And Adventure movies!
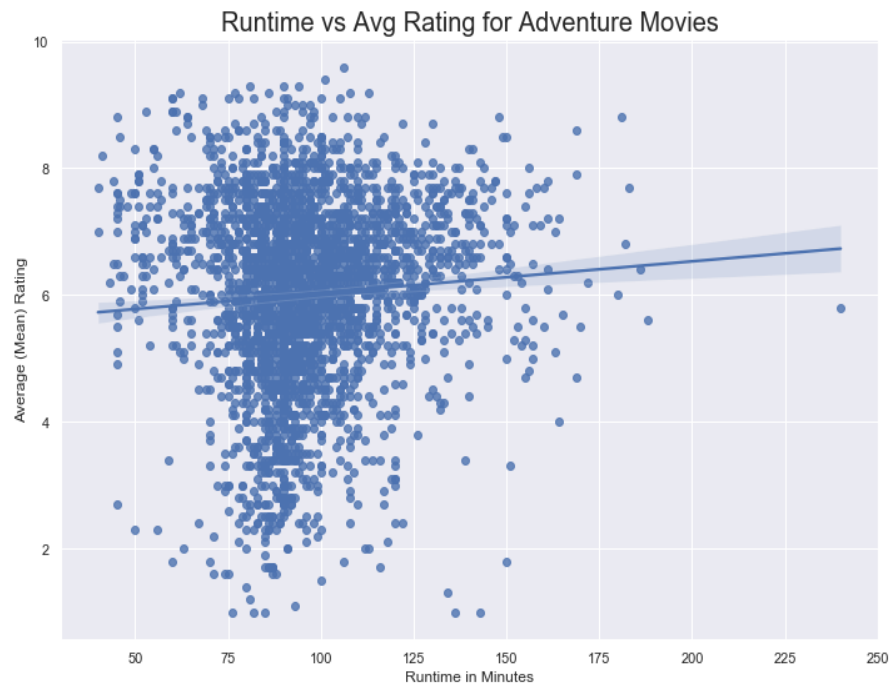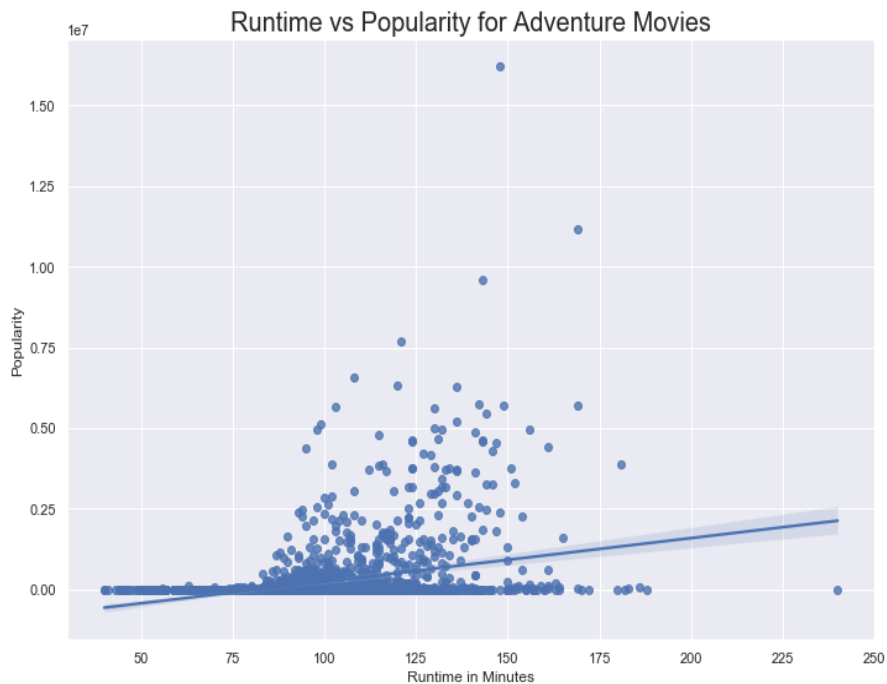
RESULTS: LONGER RUNTIME CORRELATED WITH INCREASED RATINGS AND POPULARITY

Median Length of Movies by Popularity and Genre

Genre	Popular Movies	Unpopular Movies
Action	110 min	97 min
Crime	106 min	95 min
Adventure	105 min	90 min

- Popular Movies:
  - Movies in the top 25% of Popularity (Average Ratings x Number of Ratings)

- Unpopular Movies:
  - Movies in the lower 75% of Popularity

RESULTS: TOP ACTORS AND DIRECTORS IN ACTION MOVIES

■ This analysis looks at only the top 5% of all movies by Popularity

■ Which actors and directors have racked up the most credits in this exclusive category, by genre?

Top 30 Actors in Action Movies

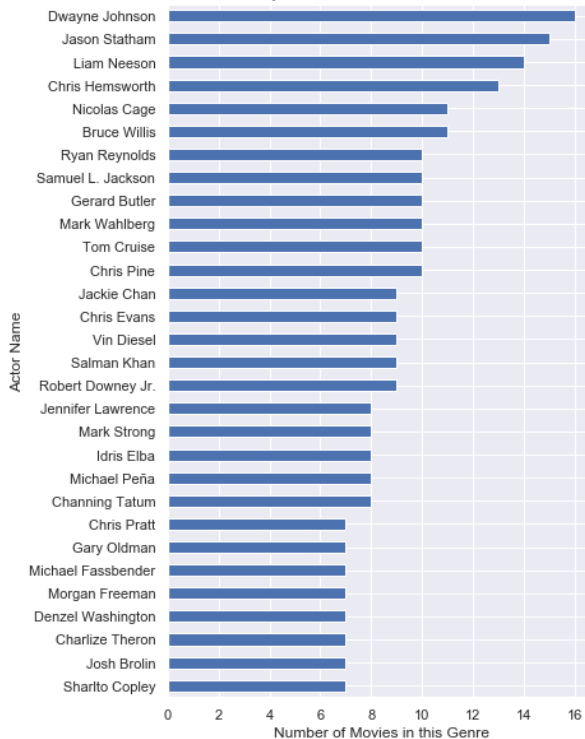| Actor Name |
| --- |
| Dwayne Johnson |
| Jason Statham |
| Liam Neeson |
| Chris Hemsworth |
| Nicolas Cage |
| Bruce Willis |
| Ryan Reynolds |
| Samuel L. Jackson |
| Gerard Butler |
| Mark Wahlberg |
| Tom Cruise |
| Chris Pine |
| Jackie Chan |
| Chris Evans |
| Vin Diesel |
| Salman Khan |
| Robert Downey Jr. |
| Jennifer Lawrence |
| Mark Strong |
| Idris Elba |
| Michael Peña |
| Channing Tatum |
| Chris Pratt |
| Gary Oldman |
| Michael Fassbender |
| Morgan Freeman |
| Denzel Washington |
| Charlize Theron |
| Josh Brolin |
| Sharlto Copley |

Number of Movies in this Genre

Top 30 Directors in Action Movies

Director Name
Peter Berg
Zack Snyder
Michael Bay
Paul W.S. Anderson
David Ayer
Antoine Fuqua
Ron Howard
Jaume Collet-Serra
Robert Schwentke
Joe Russo
Rohit Shetty
Simon West
Baltasar Kormákur
Robert Rodriguez
Anthony Russo
Francis Lawrence
Matthew Vaughn
Pierre Morel
James Mangold
Gary Ross
Guy Ritchie
S. Shankar
S.S. Rajamouli
James Gunn
A.R. Murugadoss
Renny Harlin
Jennifer Yuh Nelson
Joe Lynch
Doug Liman
Phil Lord

Number of Movies in this Genre

RESULTS: TOP ACTORS AND DIRECTORS IN CRIME MOVIES

- For Crime movie stars and directors, there is some overlap with Action heavy hitters, especially among actors

- In this genre, no director has made more than three movies
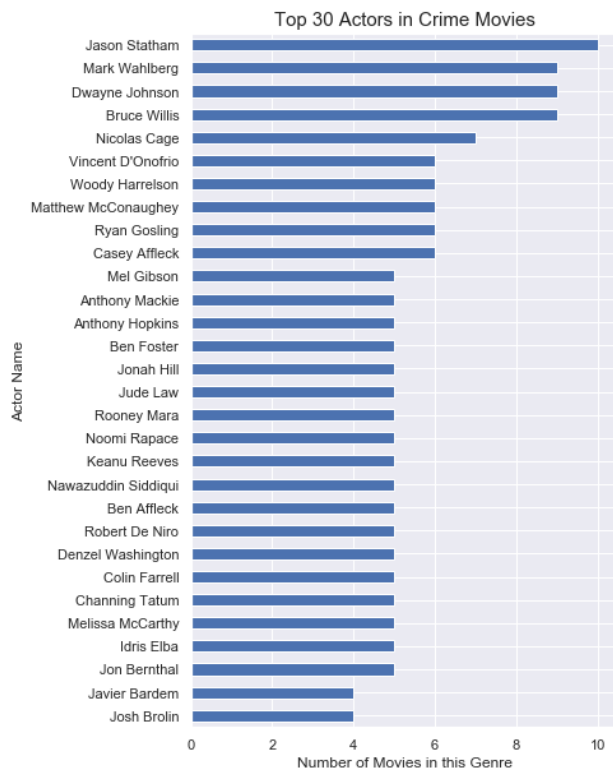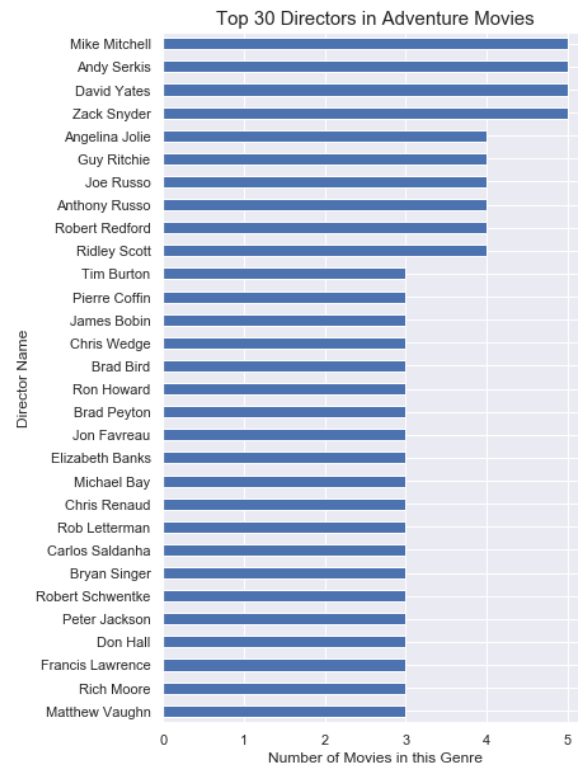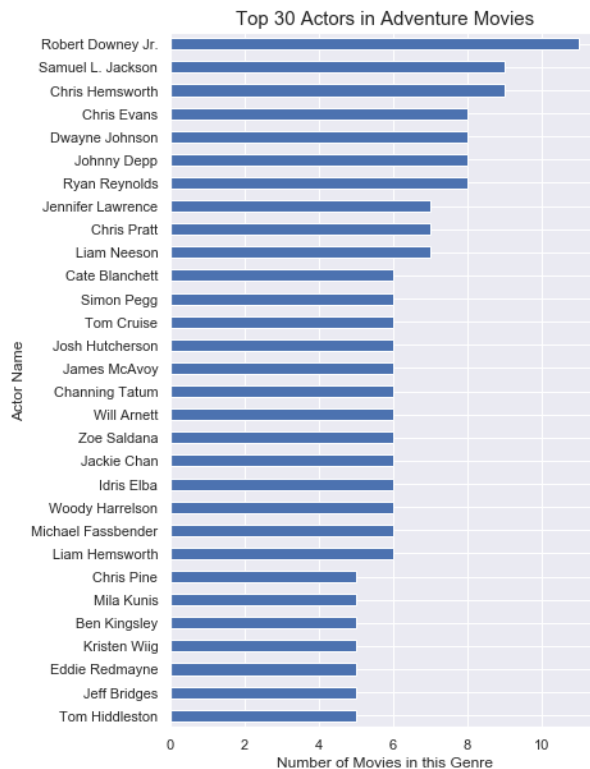

Top 30 Actors in Crime Movies

Top 30 Directors in Crime Movies
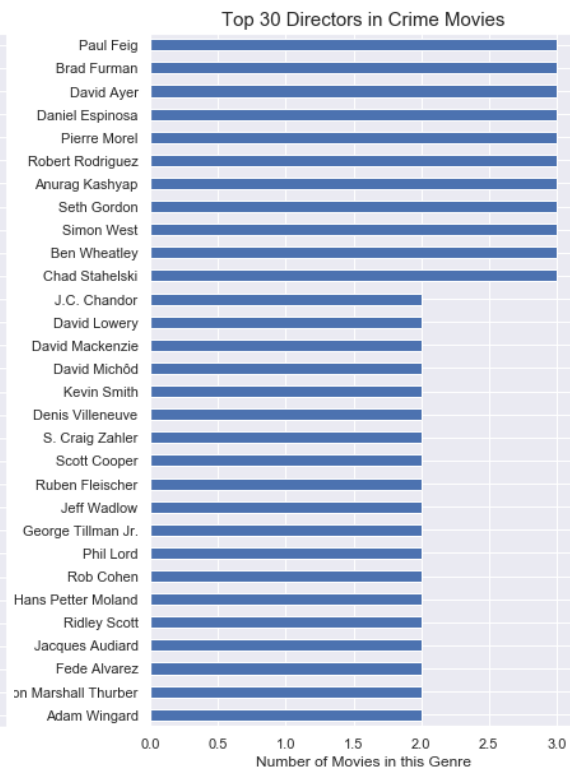
RESULTS: TOP ACTORS AND DIRECTORS IN ADVENTURE MOVIES

▪Recruiting iconic actors who have a proven track record of making blockbusters will help grow Microsoft's brand

Top 30 Actors in Adventure Movies

Actor Name	Number of Movies in this Genre
Robert Downey Jr.	11
Samuel L. Jackson	9
Chris Hemsworth	9
Chris Evans	8
Dwayne Johnson	8
Johnny Depp	8
Ryan Reynolds	8
Jennifer Lawrence	7
Chris Pratt	7
Liam Neeson	7
Cate Blanchett	6
Simon Pegg	6
Tom Cruise	6
Josh Hutcherson	6
James McAvoy	6
Channing Tatum	6
Will Arnett	6
Zoe Saldana	6
Jackie Chan	6
Idris Elba	6
Woody Harrelson	6
Michael Fassbender	6
Liam Hemsworth	6
Chris Pine	5
Mila Kunis	5
Ben Kingsley	5
Kristen Wiig	5
Eddie Redmayne	5
Jeff Bridges	5
Tom Hiddleston	5

Top 30 Directors in Adventure Movies

Director Name	Number of Movies in this Genre
Mike Mitchell	5
Andy Serkis	5
David Yates	5
Zack Snyder	5
Angelina Jolie	4
Guy Ritchie	4
Joe Russo	4
Anthony Russo	4
Robert Redford	4
Ridley Scott	4
Tim Burton	3
Pierre Coffin	3
James Bobin	3
Chris Wedge	3
Brad Bird	3
Ron Howard	3
Brad Peyton	3
Jon Favreau	3
Elizabeth Banks	3
Michael Bay	3
Chris Renaud	3
Rob Letterman	3
Carlos Saldanha	3
Bryan Singer	3
Robert Schwentke	3
Peter Jackson	3
Don Hall	3
Francis Lawrence	3
Rich Moore	3
Matthew Vaughn	3

CONCLUSIONS

- To successfully break into the streaming movie business, Microsoft should focus on Action, Crime, and Adventure movies

- Microsoft should make movies that are around 105-110 minutes long

- Microsoft should recruit actors and directors from the "Top 30" lists, heavy hitters who can draw a large audience

Further Investigation

- A budget analysis by genre would help Microsoft predict its return on investment

- It is possible that the most popular genres are also the most expensive

- By going down a few notches to Romance or Mystery, could Microsoft achieve greater profitability?

THANK YOU!

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