



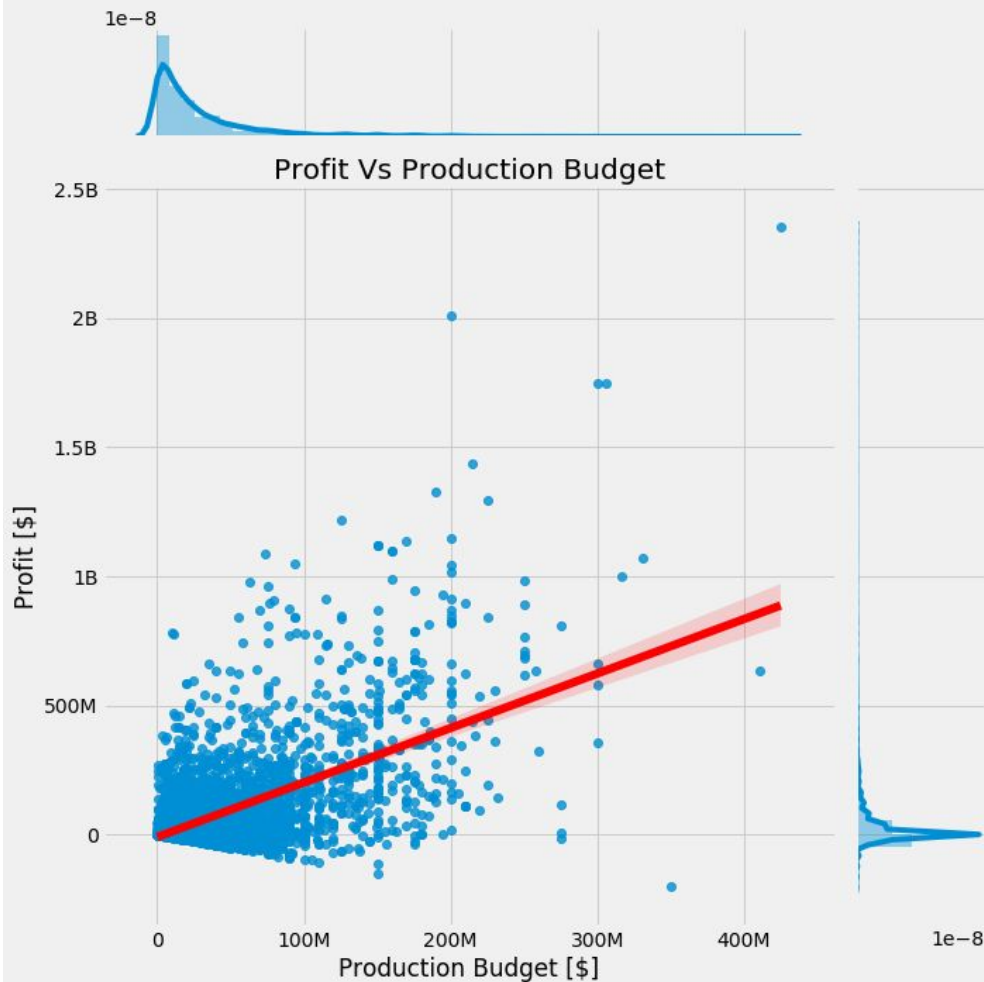
# Microsoft: Introduction To The Movie Industry

When And Where To Invest For Great Returns



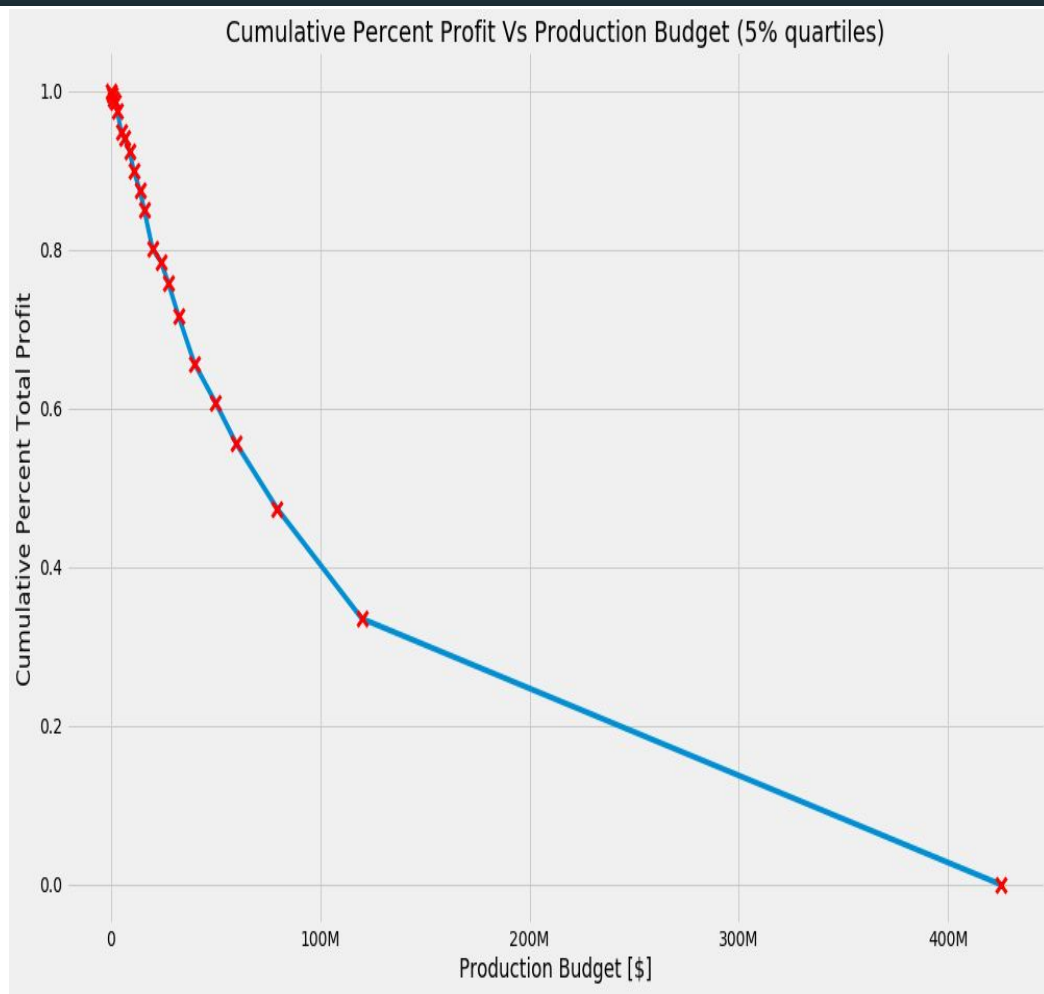
# Spend Money to Make Money

- Overall the profits in the movie industry are driven by production budget
- Profit has a .606 positive correlation with production budget



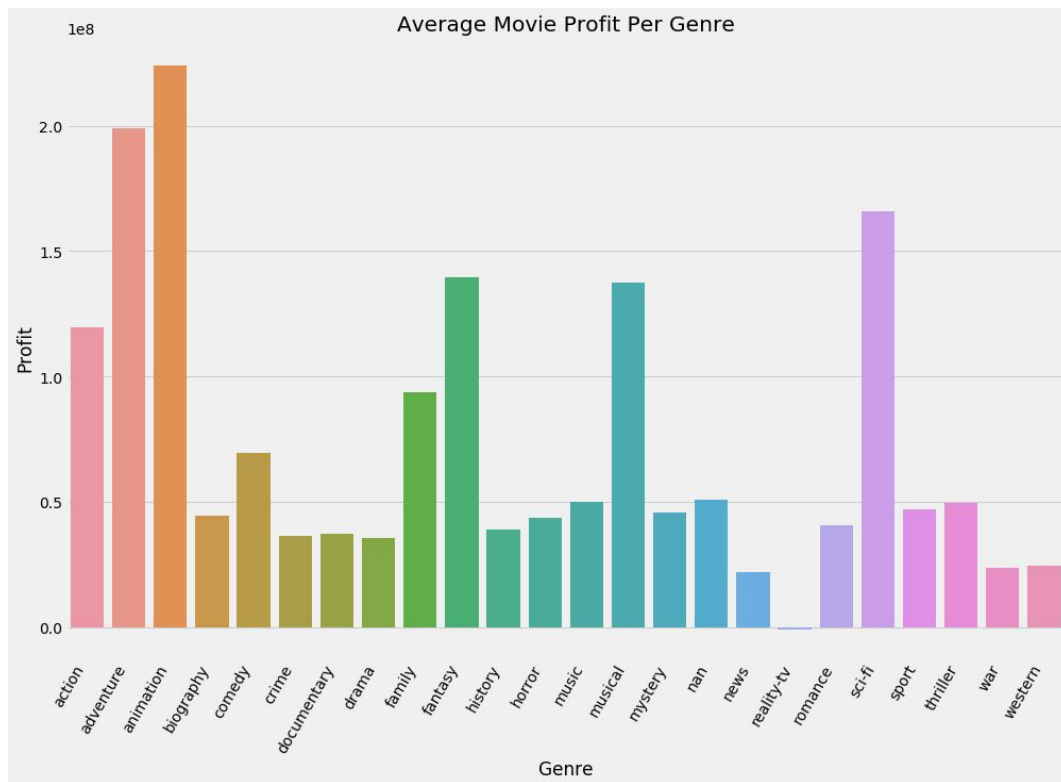
# Spend Money to Make Money

- The following graph shows that the top 5% of movies with large budgets make 34% of the total movie industry profit.
- I recommend following the trend and investing 120 million or more into any given movie's production budget



# Narrow the Field

- There are definite standouts
- I recommend creating a movie in one of the following genres
  - Action
  - Adventure
  - Animation
  - Family
  - Fantasy
  - Musical
  - Sci-Fi



# Who will get you there?

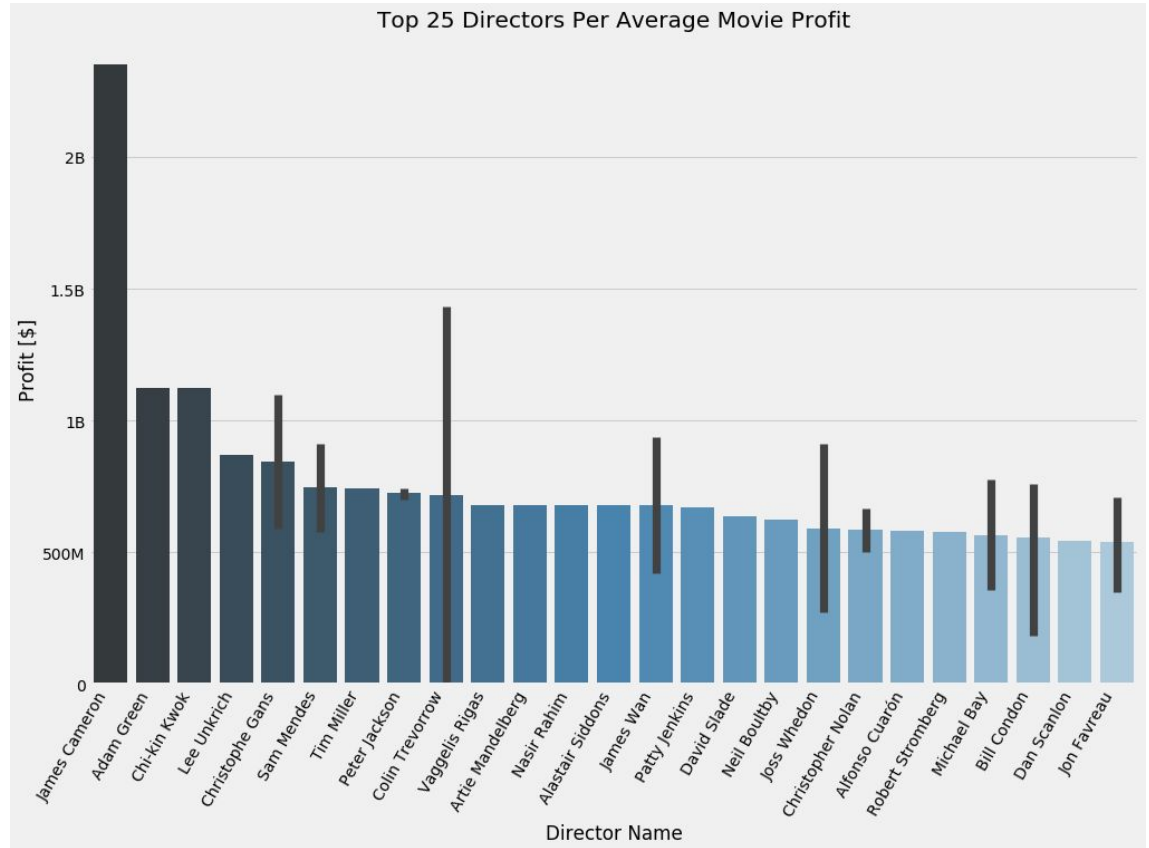
The two main creative forces for any movie are the writers and directors. Writers come up with the general content for a movie. Directors frame that content into a movie and have ultimate editing power.



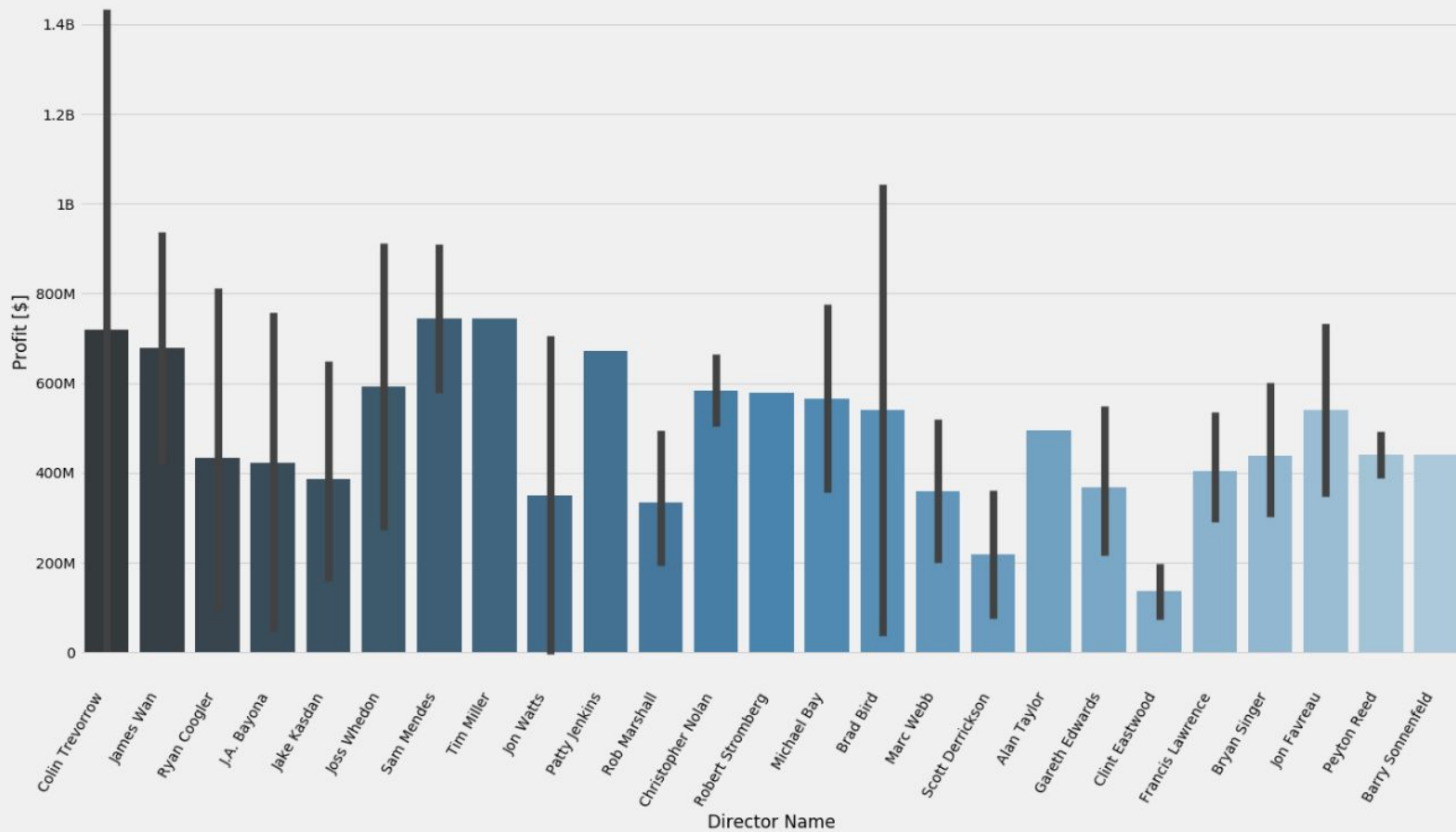
<http://clipart-library.com/thinking-animated-cliparts.html>

# World-Class Directors

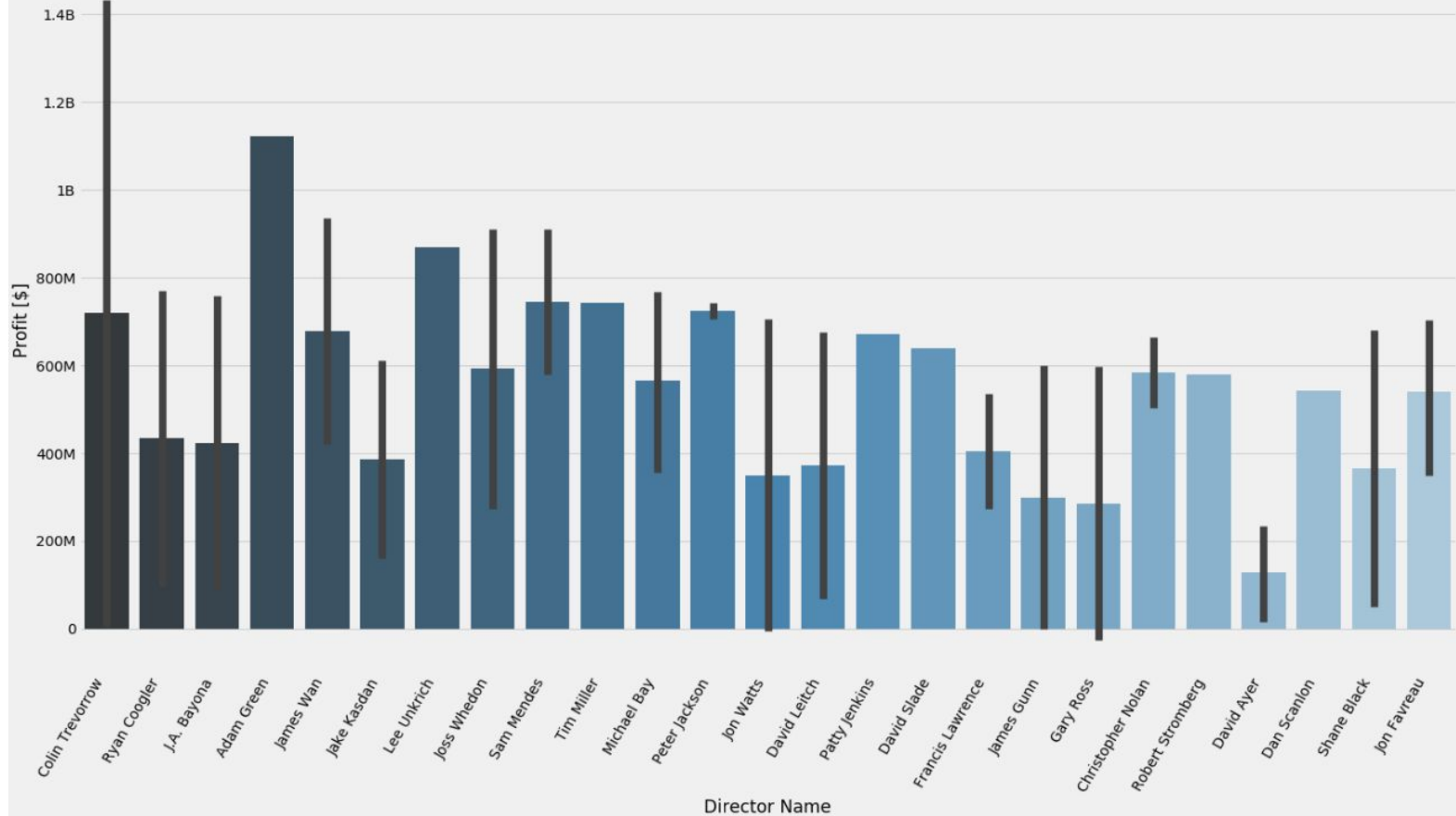
- There are lots to choose from and each have their own specialties and stylistic choices.
- Stay within a directors comfort genre.



## Top 25 Action Directors

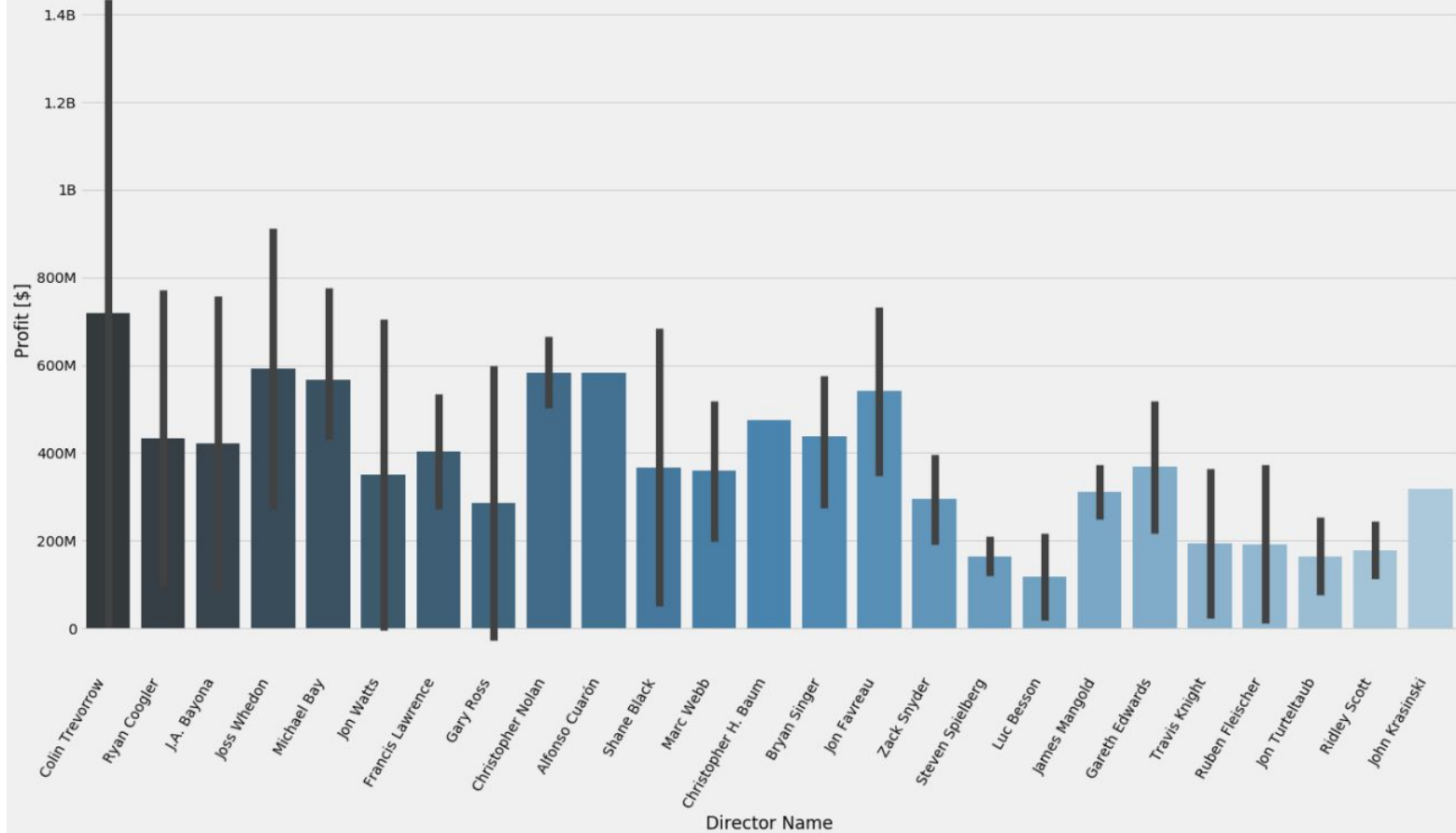


## Top 25 Adventure Directors

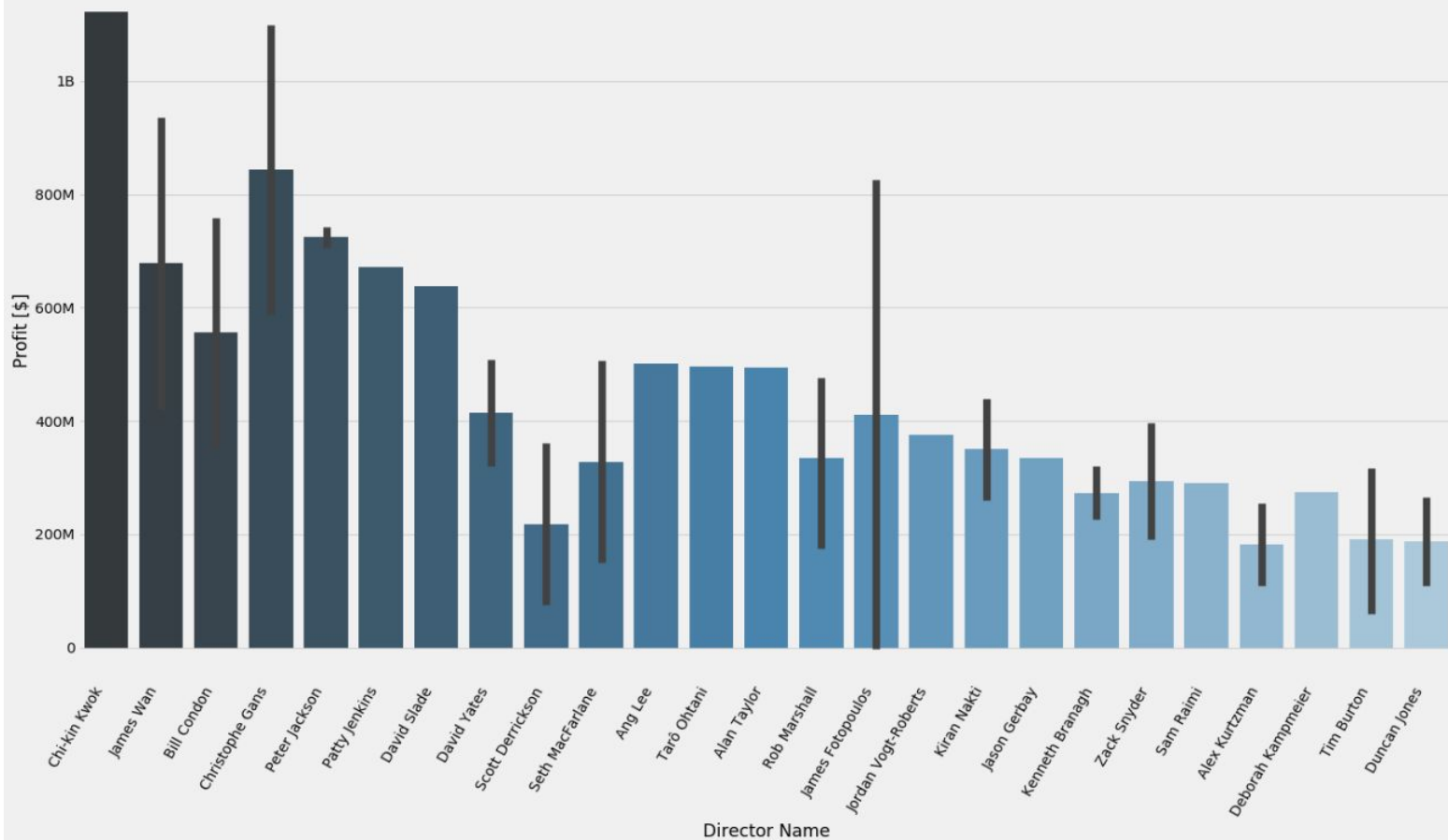




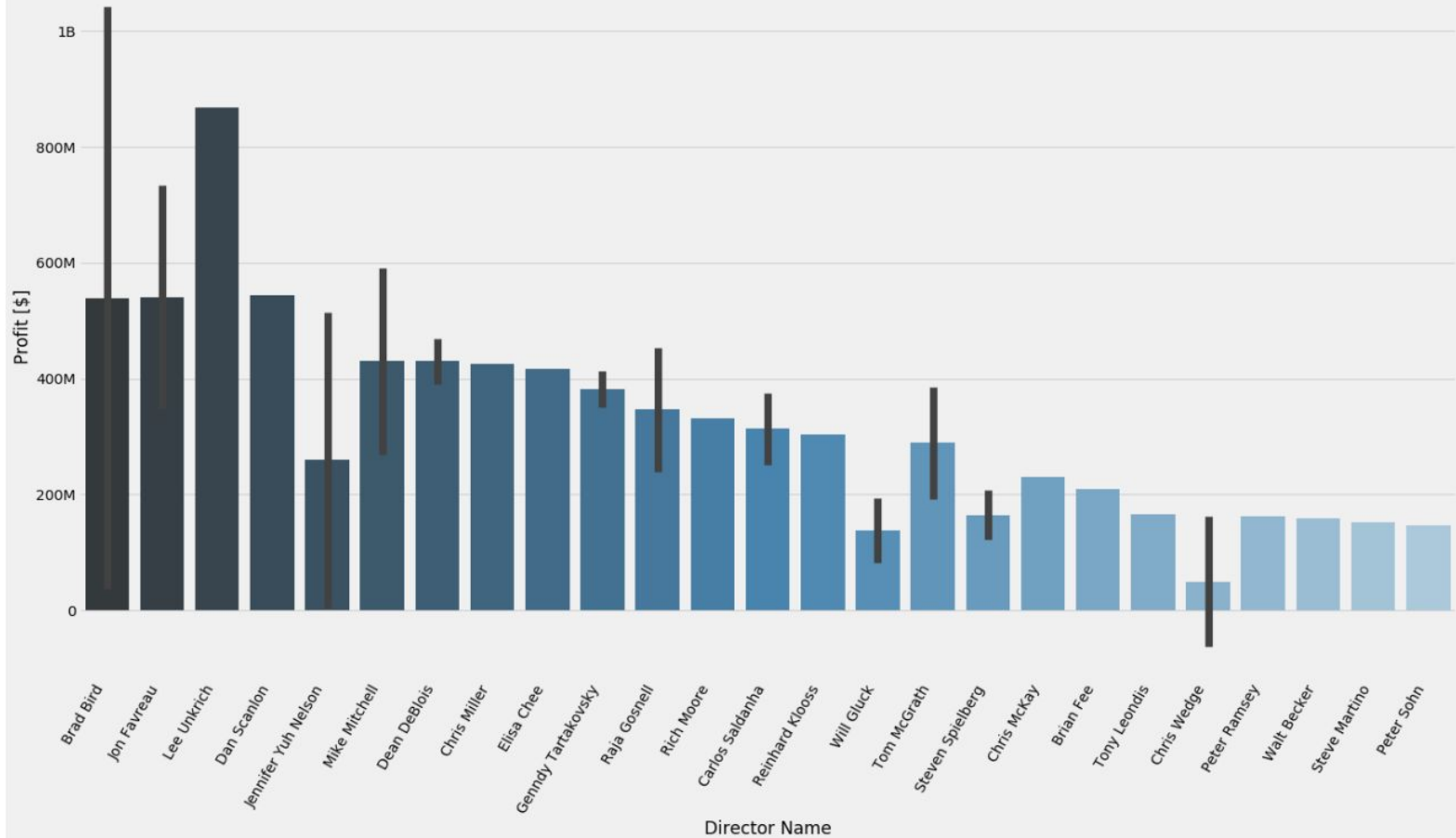
## Top 25 Sci-Fi Directors



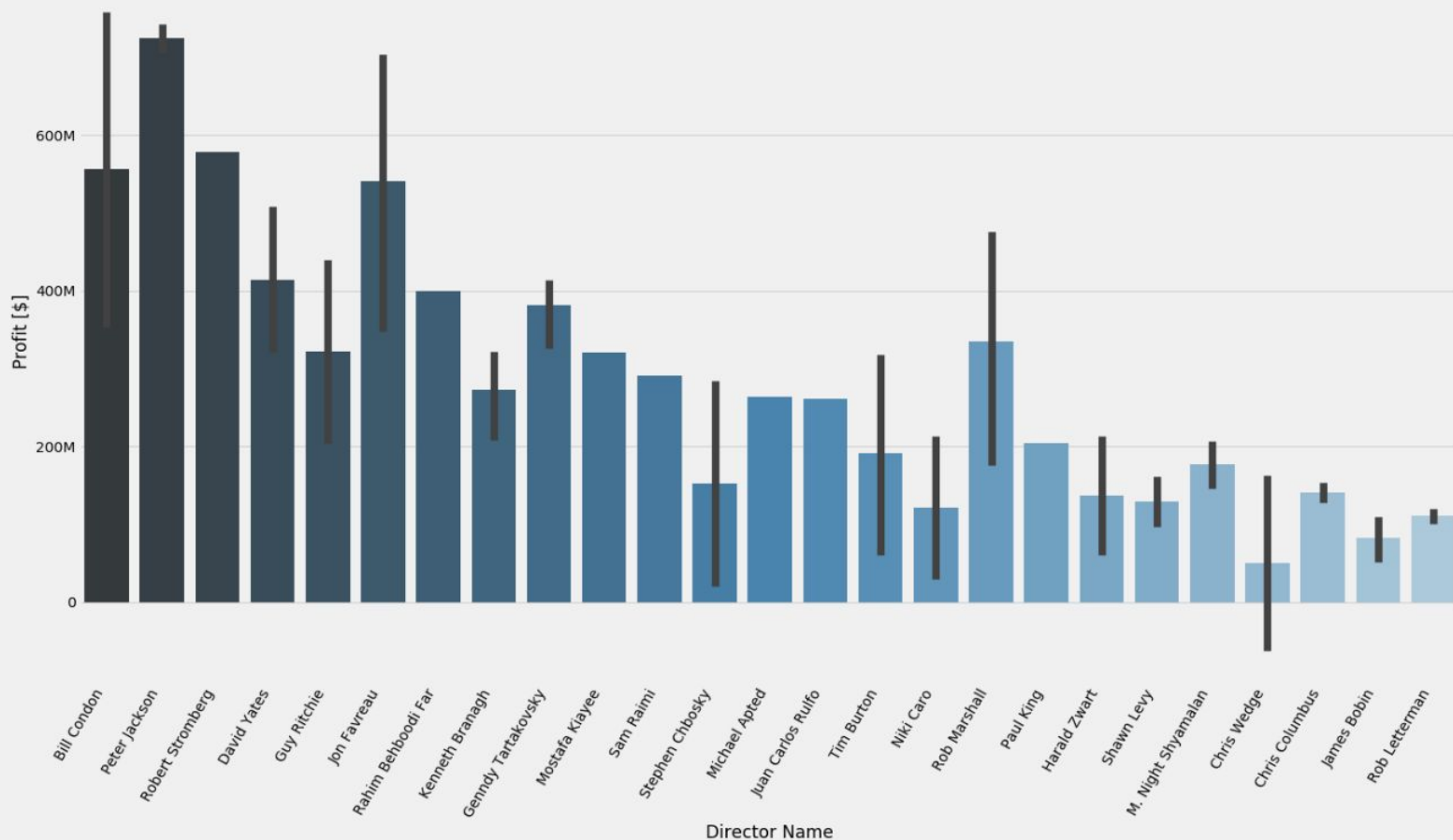
## Top 25 Fantasy Directors



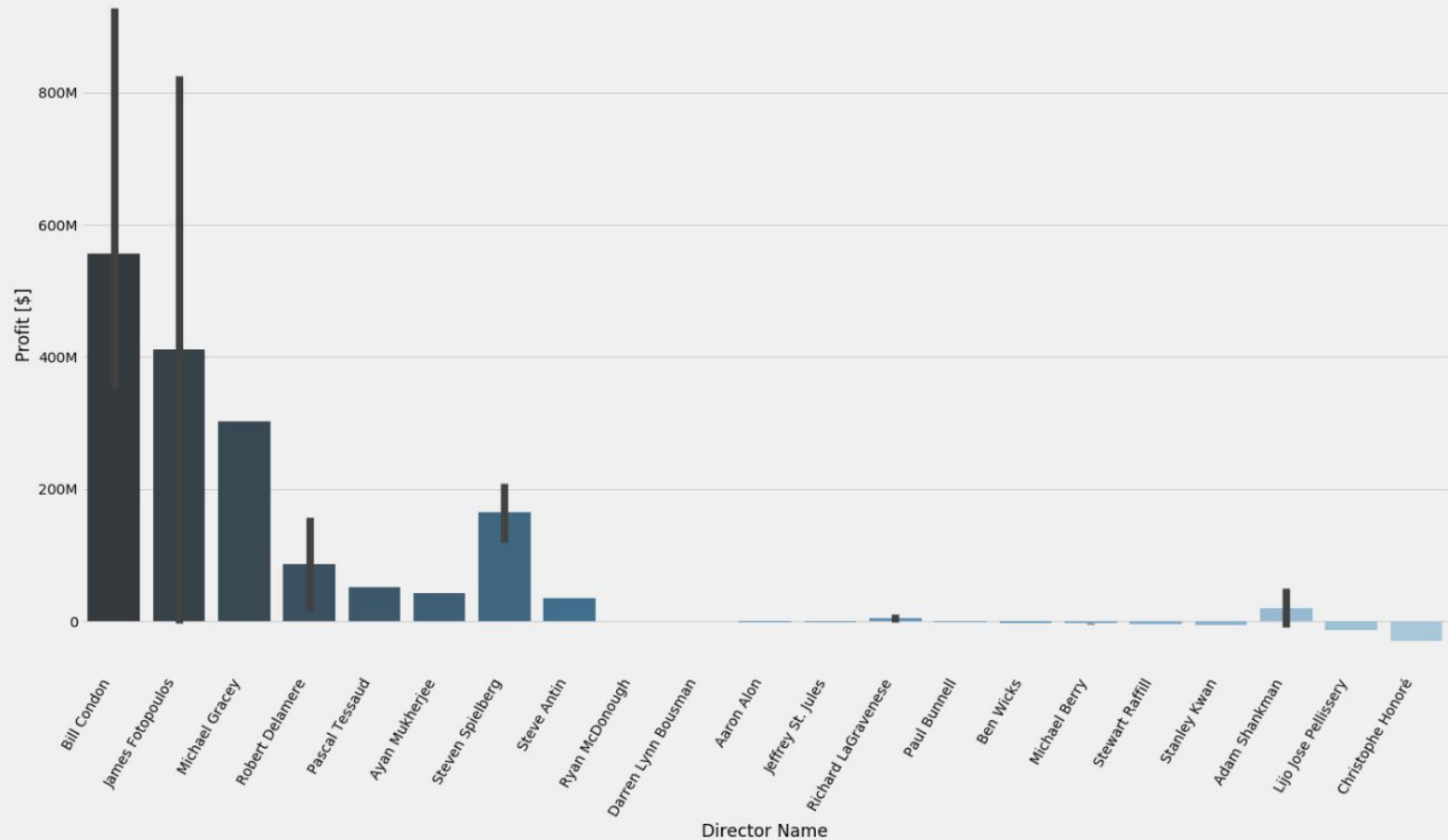
# Top 25 Animation Directors



## Top 25 Family Directors

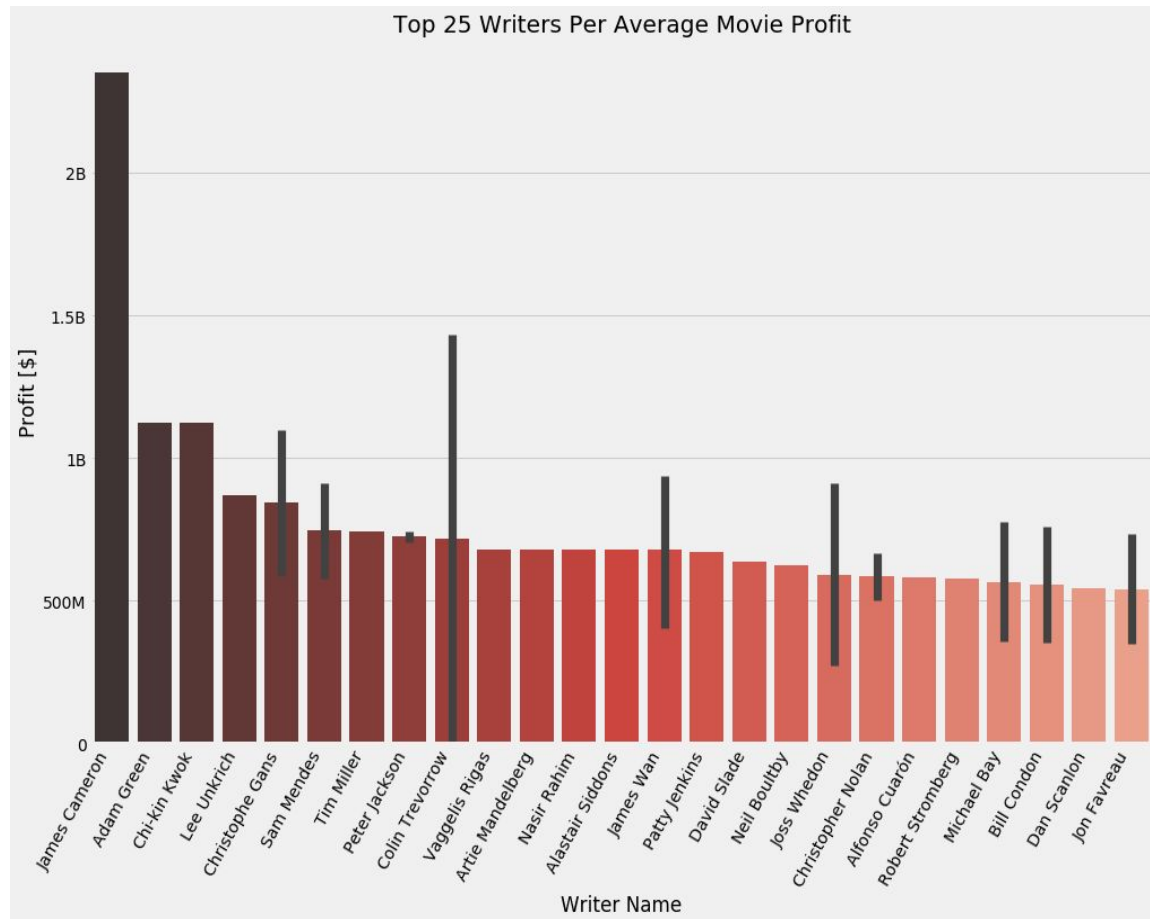


## Top 25 Musical Directors

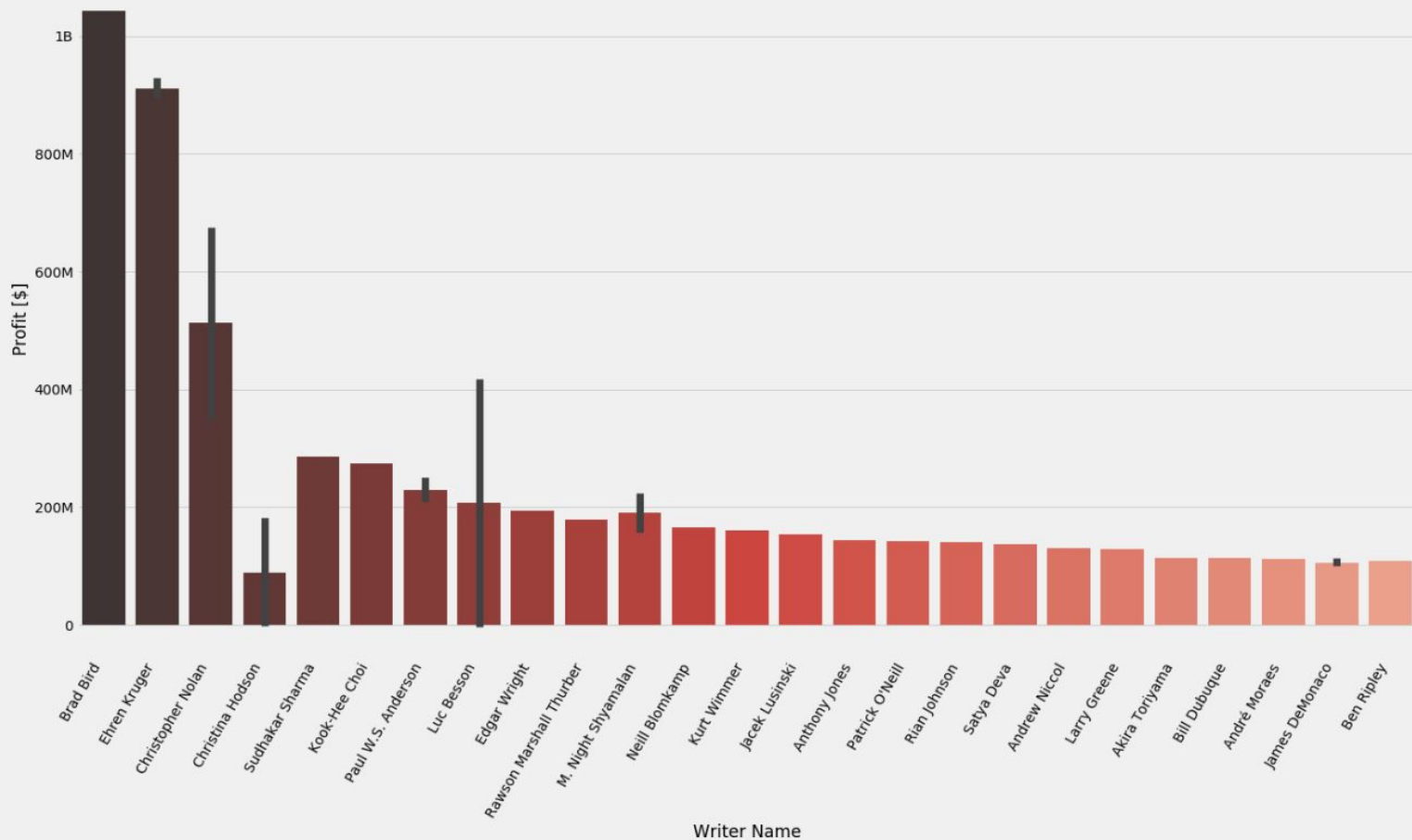


# Writers

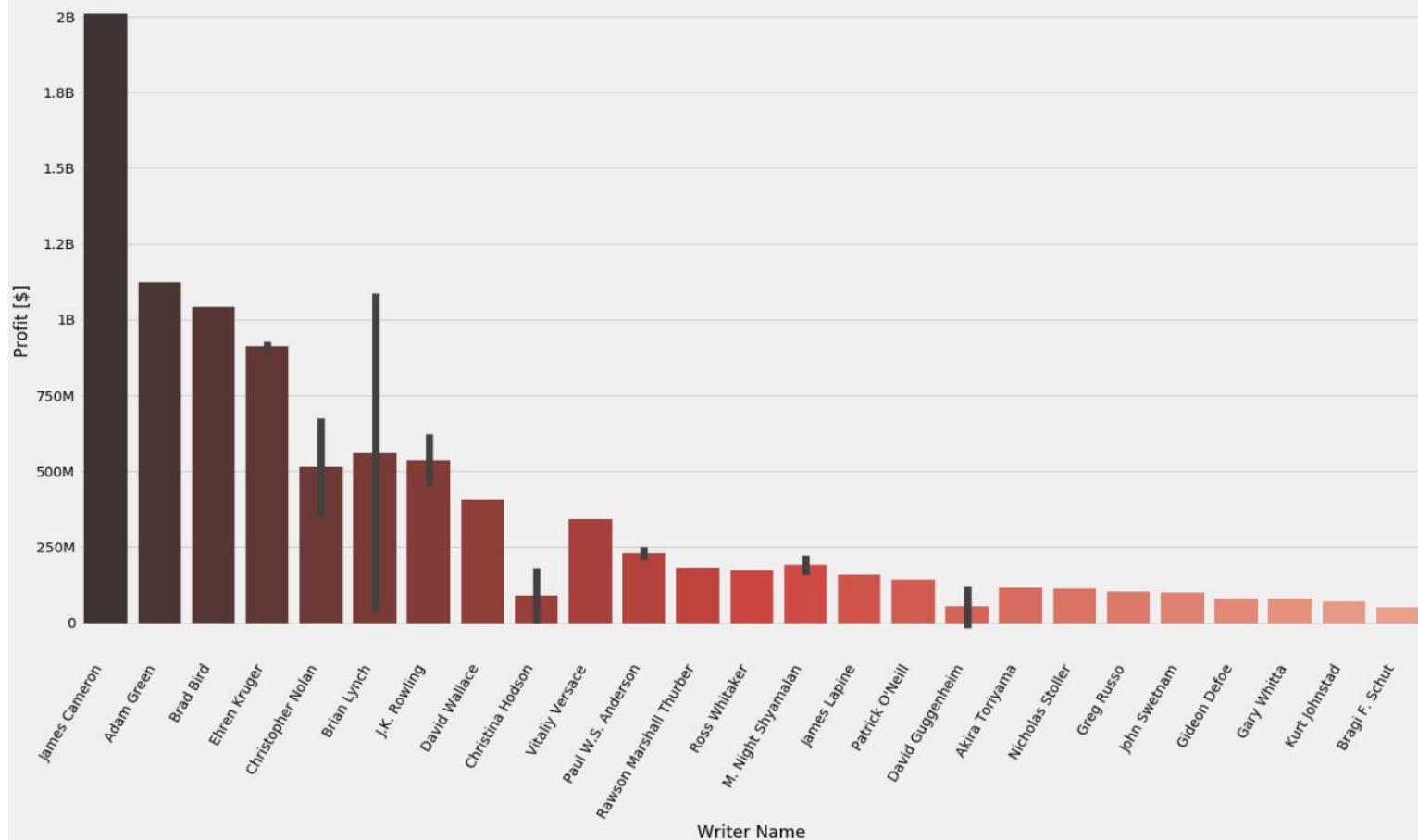
- Writers will create the meat of the movie.
- They also have genre leanings that shouldn't be ignored



## Top 25 Action Writers

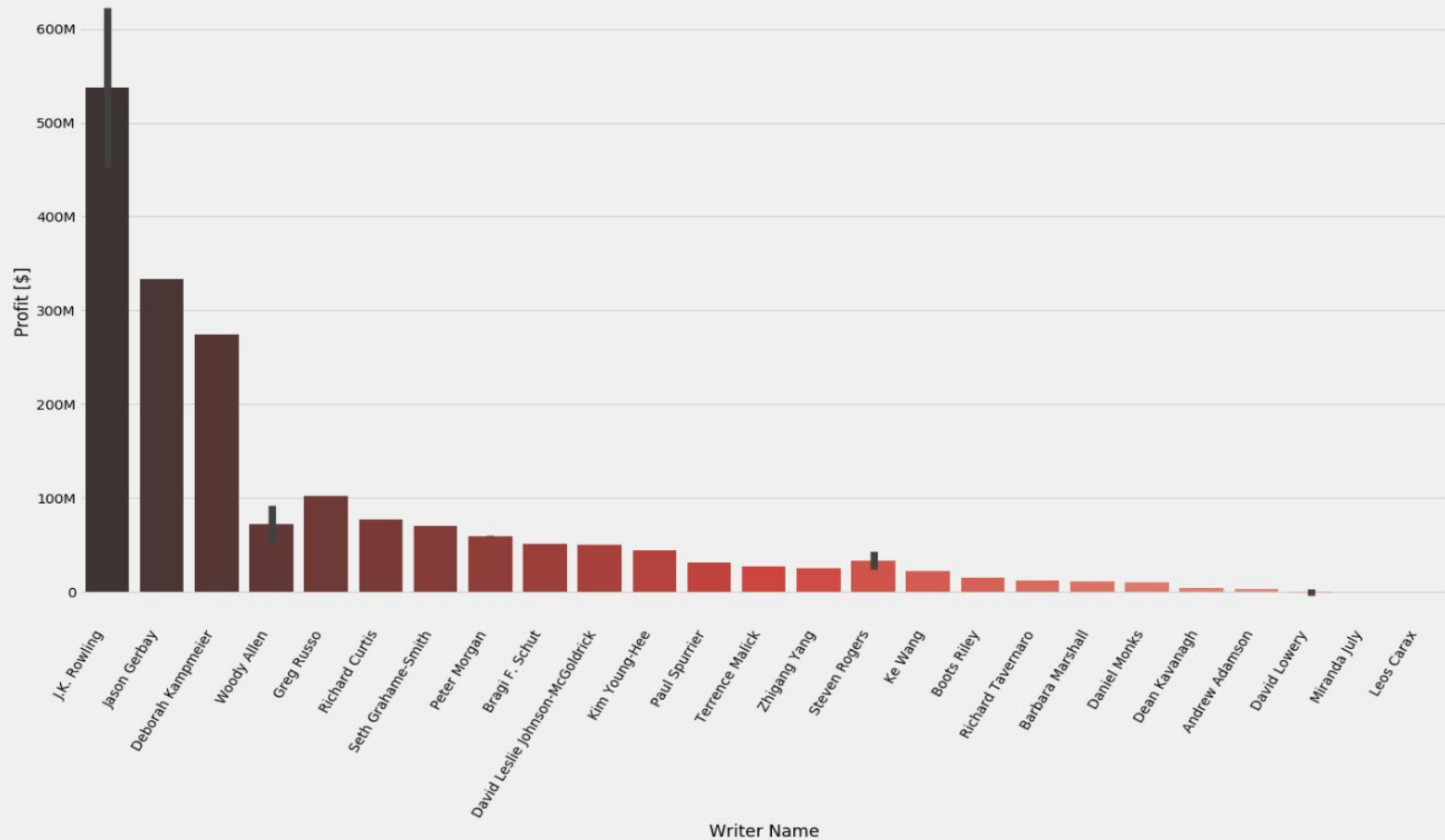


## Top 25 Adventure Writers

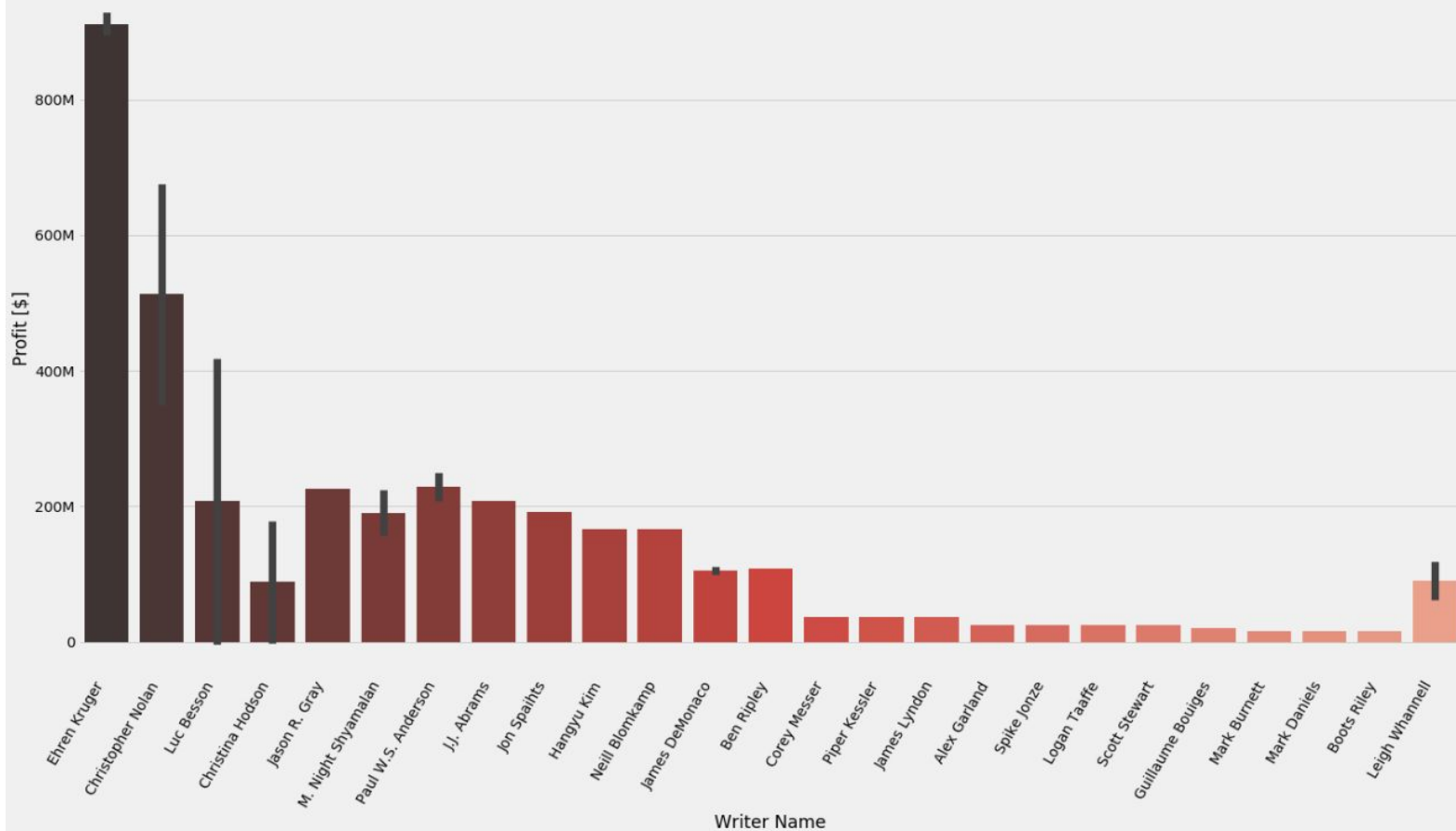




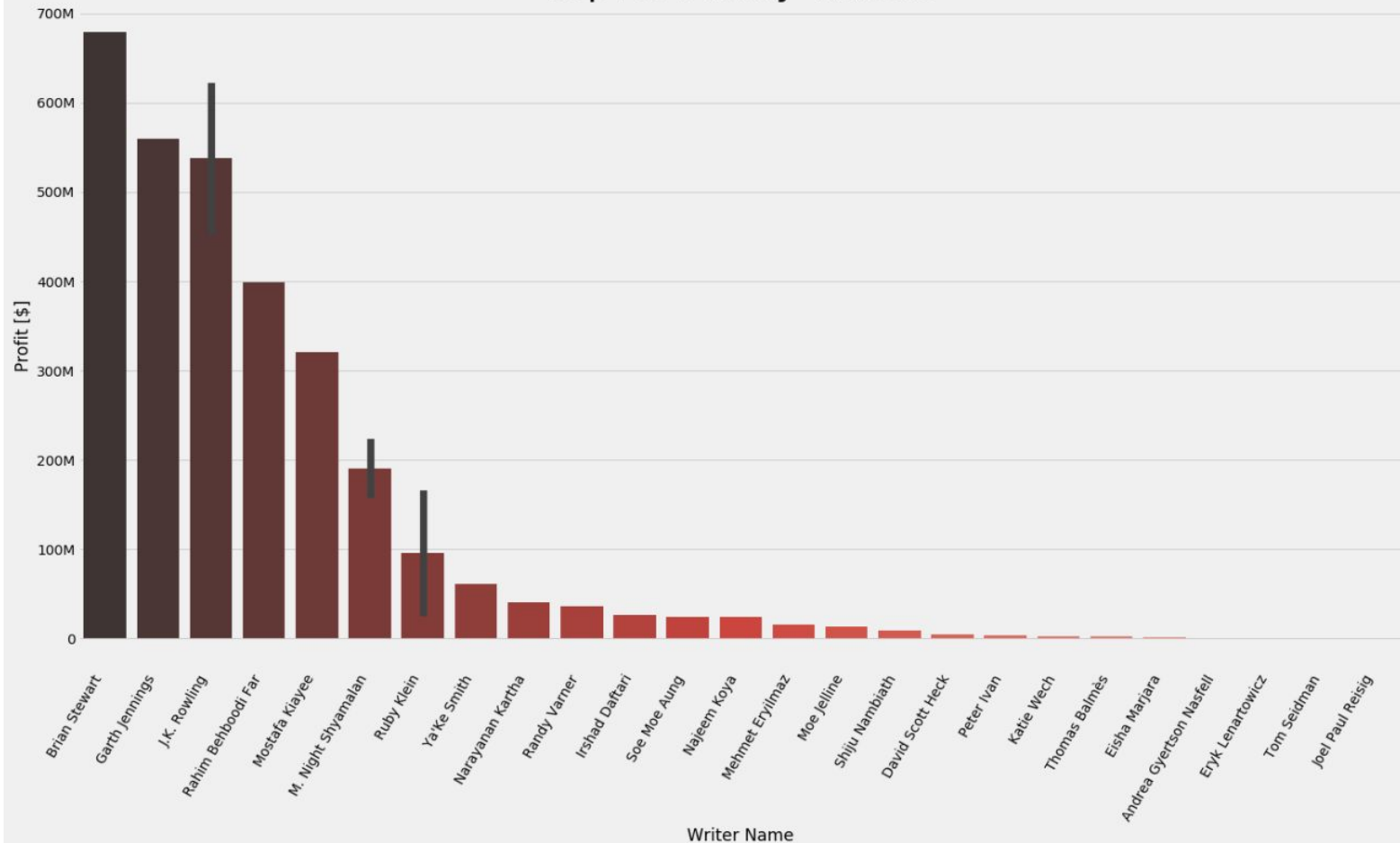
## Top 25 Fantasy Writers



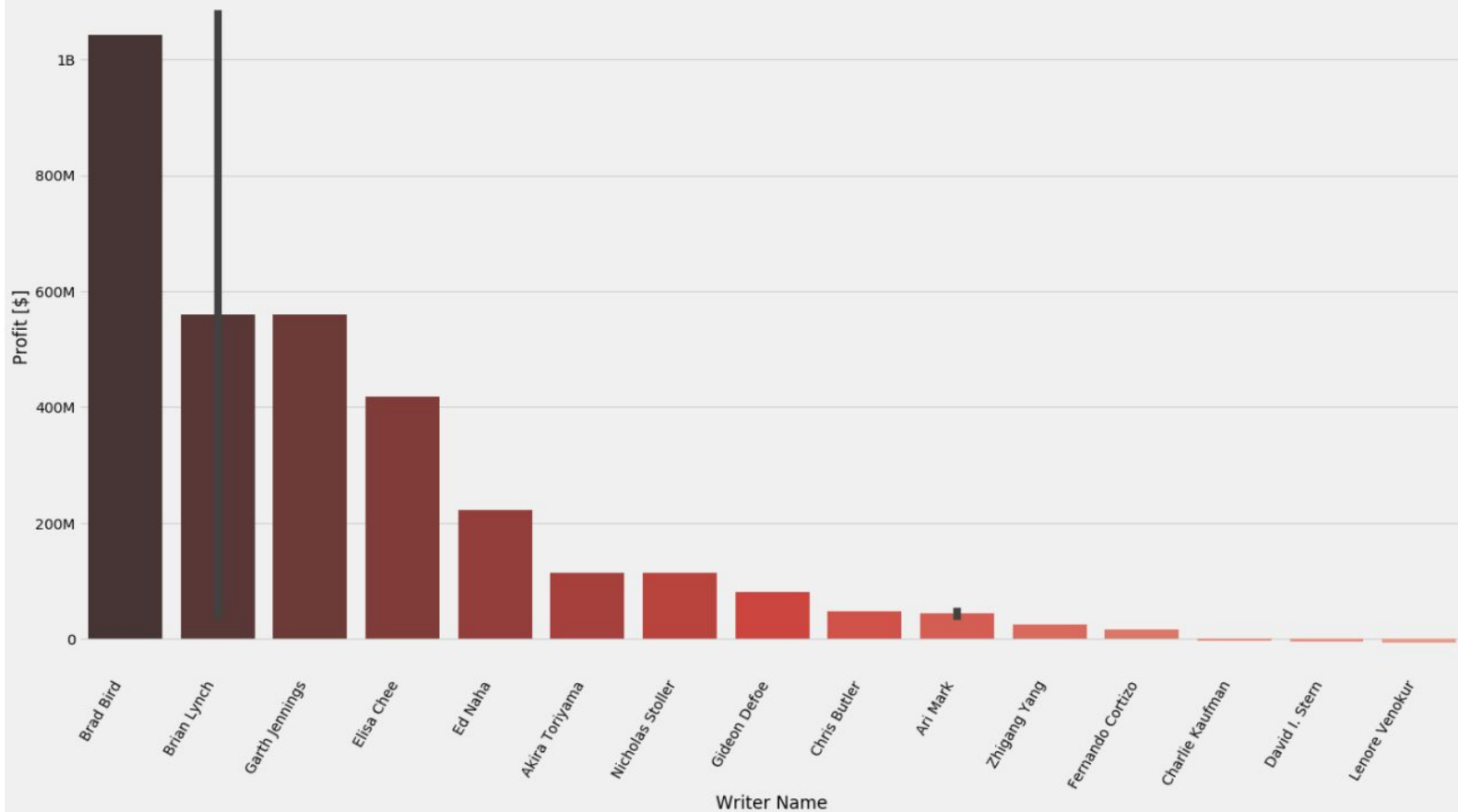
## Top 25 Sci-Fi Writers



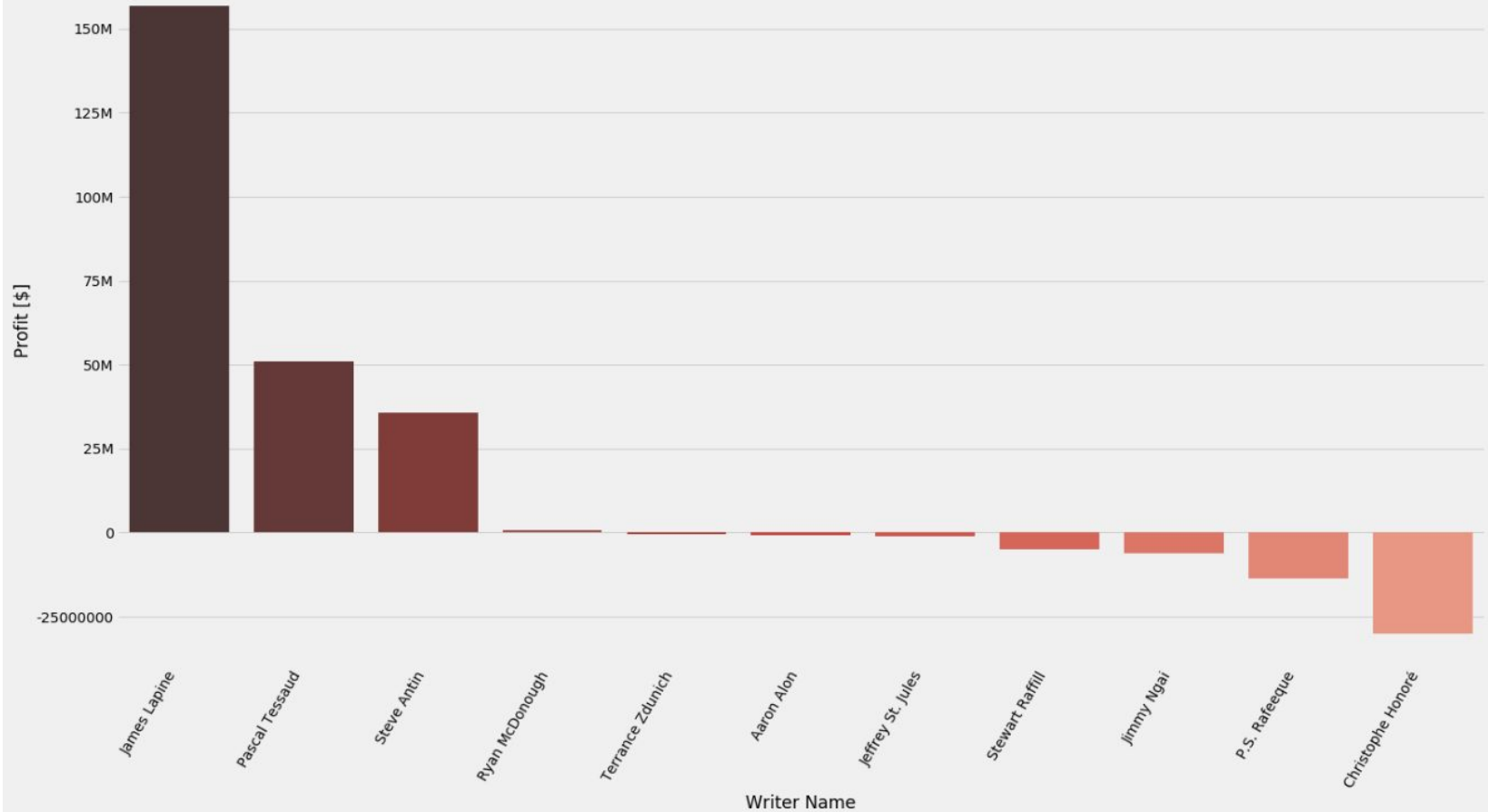
## Top 25 Family Writers



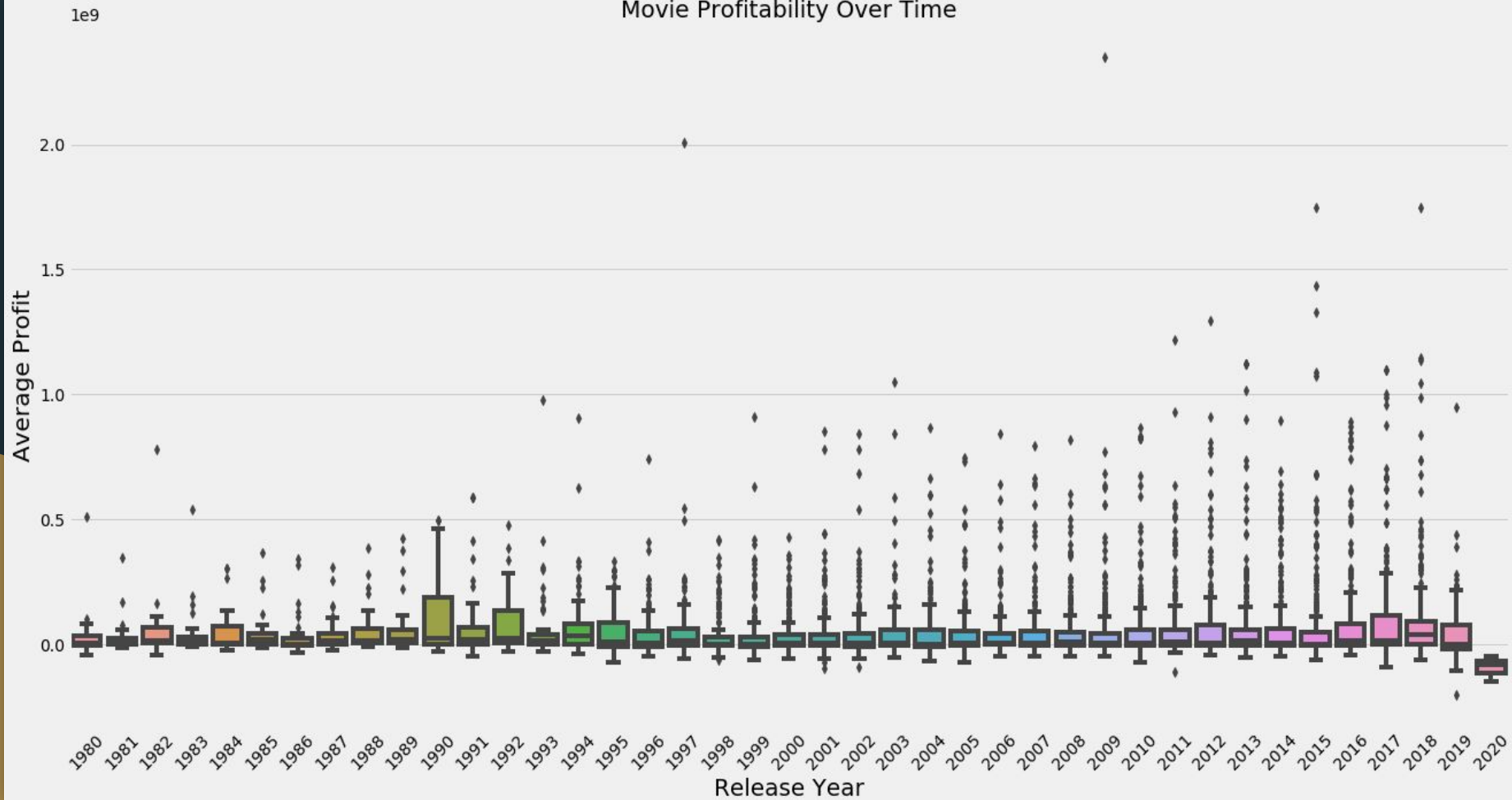
## Top 25 Animation Writers



## Top 25 Musical Writers



# Movie Profitability Over Time



# Recommendations

1. WAIT FOR COVID IMPACTS TO BECOME MORE CLEAR
  - a. The next year will show which of the movie studios have strong business models that will weather uncertain times. This info will be invaluable when determining how to structure your movie making process.
2. Budget 120 million or more
  - a. In general production budget is strongly related to a movie's financial performance as shown by the correlation. Now when looking at how this trend breaks down on spending lines we see that the top 5% of high budget movies make more than 30% of the industry's money. Because of this **I recommend allocating at least 120 million for production budget to be in the top 5%**
3. Make a movie from one of the following categories:
  - a. **Action, Adventure, Animation, Family, Fantasy, Musical, Sci-Fi**
4. Hire experienced writer and directors for the chosen genre
  - a. Use the short lists given to focus on which combination of directors and writers like to work together.

# What's Next?

With a decent lead on how much to spend and who to hire to make a blockbuster happen where do you go from here?

- Check previously successful marketing strategies for the different genres we're considering
- Sort our data by percent profit to determine what types of movies have the largest percentage yield



Your Time is Valuable So I Want To Say...

**Thank You**

Questions?