



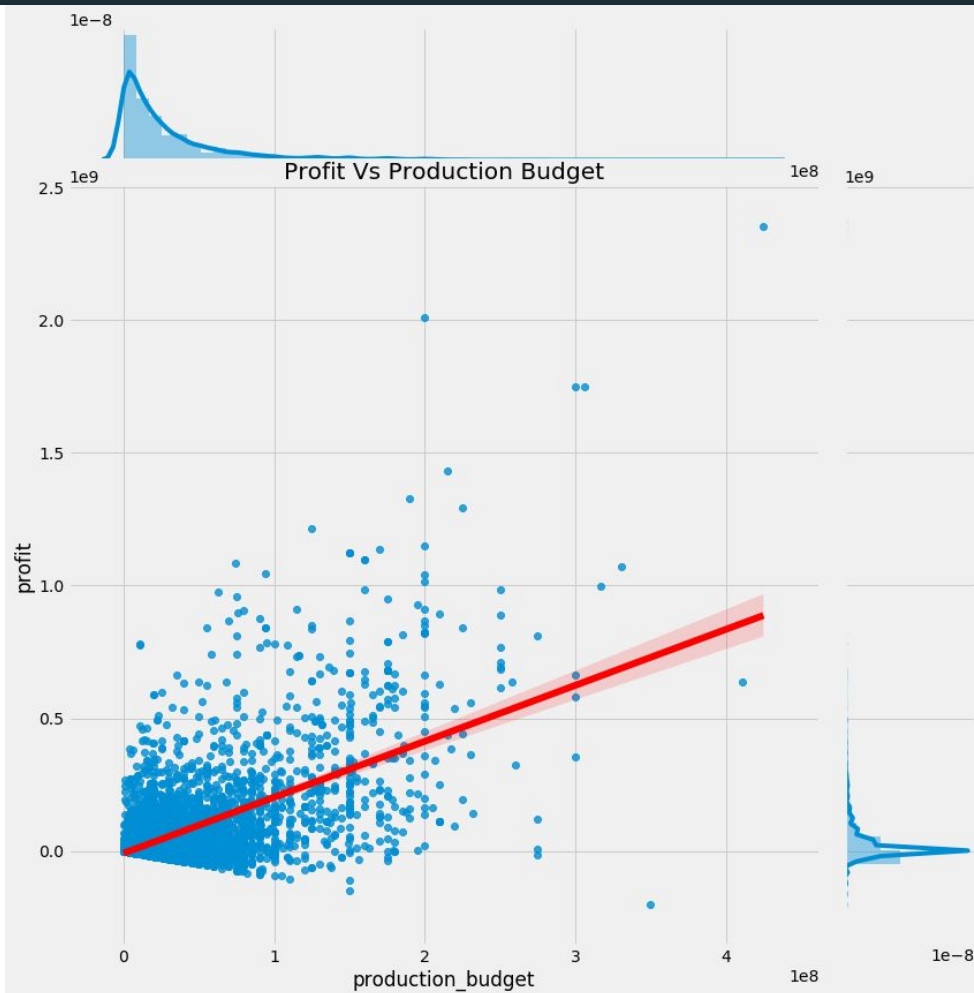
Microsoft: Introduction To The Movie Industry

When And Where To Invest For Great Returns



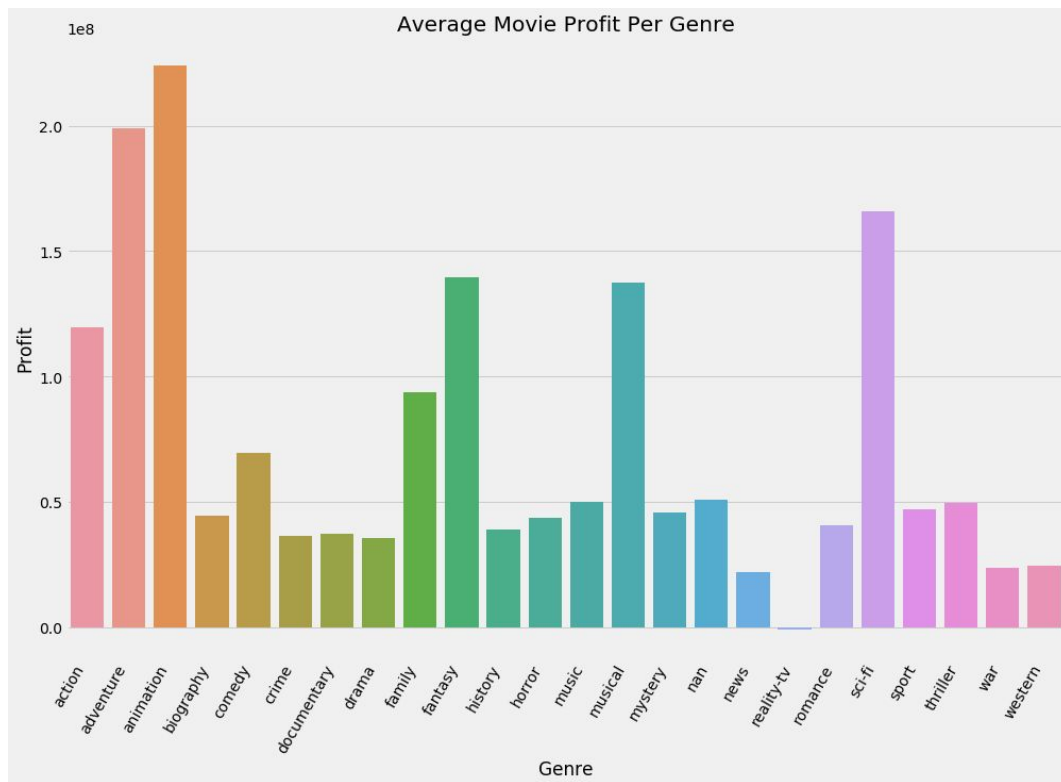
Spend Money to Make Money

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



Narrow the Field

- There are definite standouts
- Animation yields are driven almost entirely by Pixar(Disney) and Dreamworks. These studios are not for hire and because of this, animation is not a recommended genre.



Who will get you there?

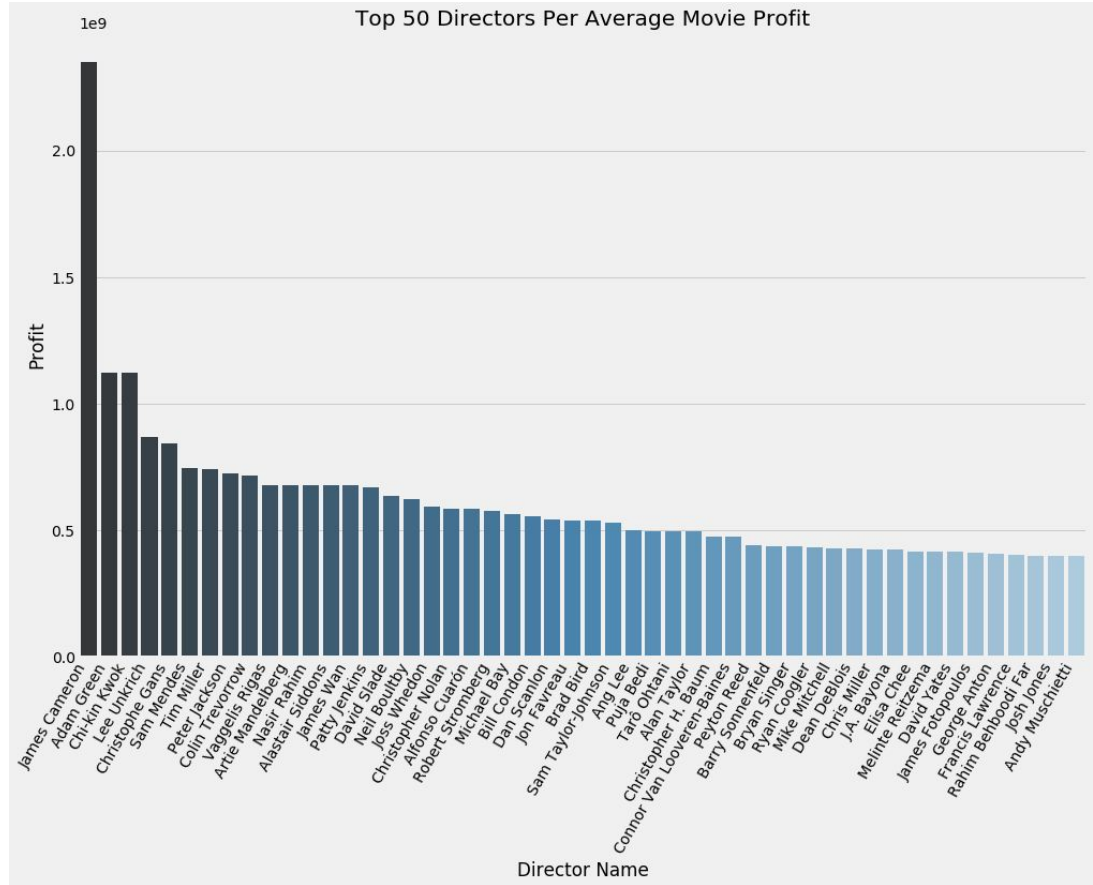
The two main creative forces for any movie are the writers and directors. Writers come up with the general content for a movie. Directors frame that content into a movie and have ultimate editing power.



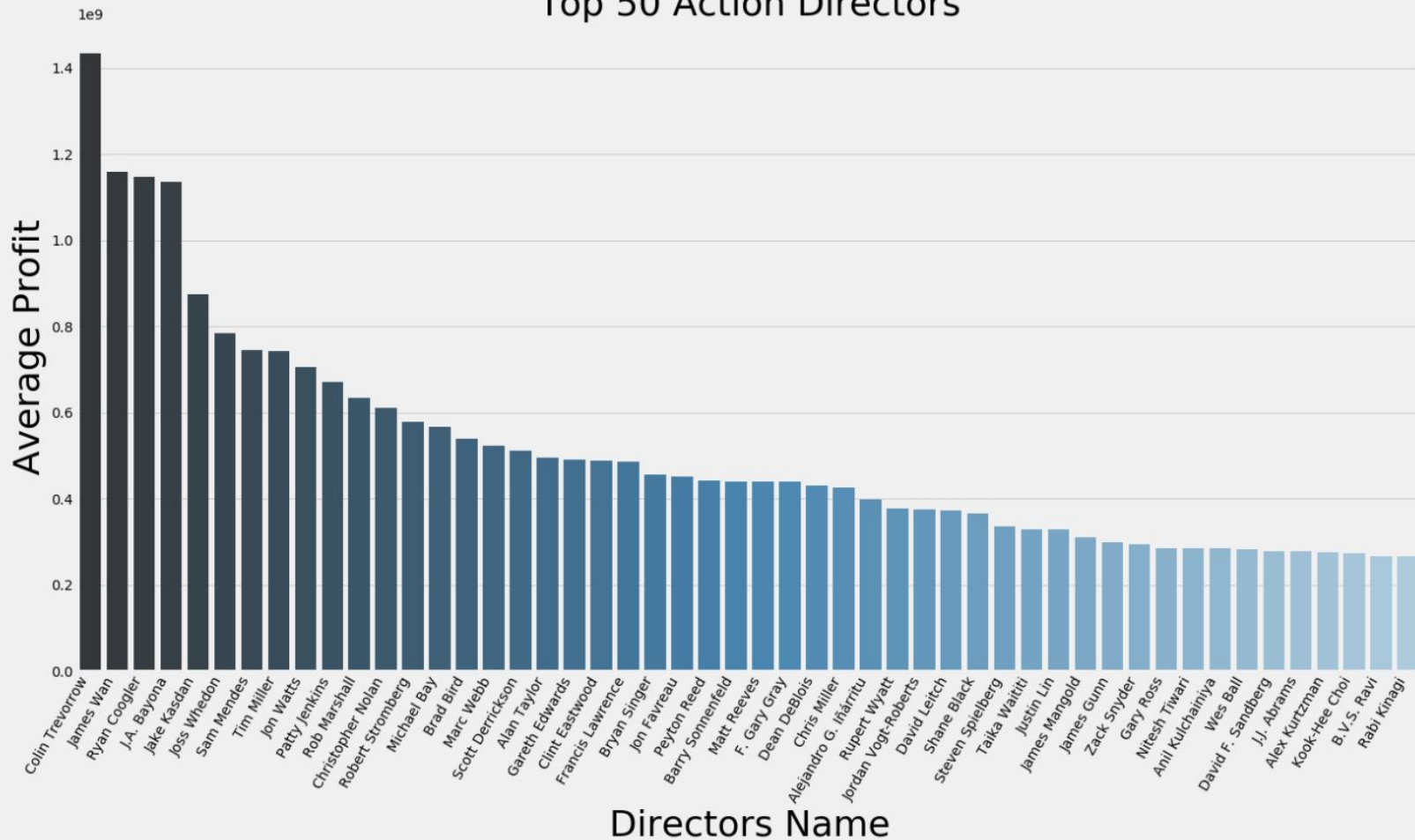
<http://clipart-library.com/thinking-animated-cliparts.html>

World-Class Directors

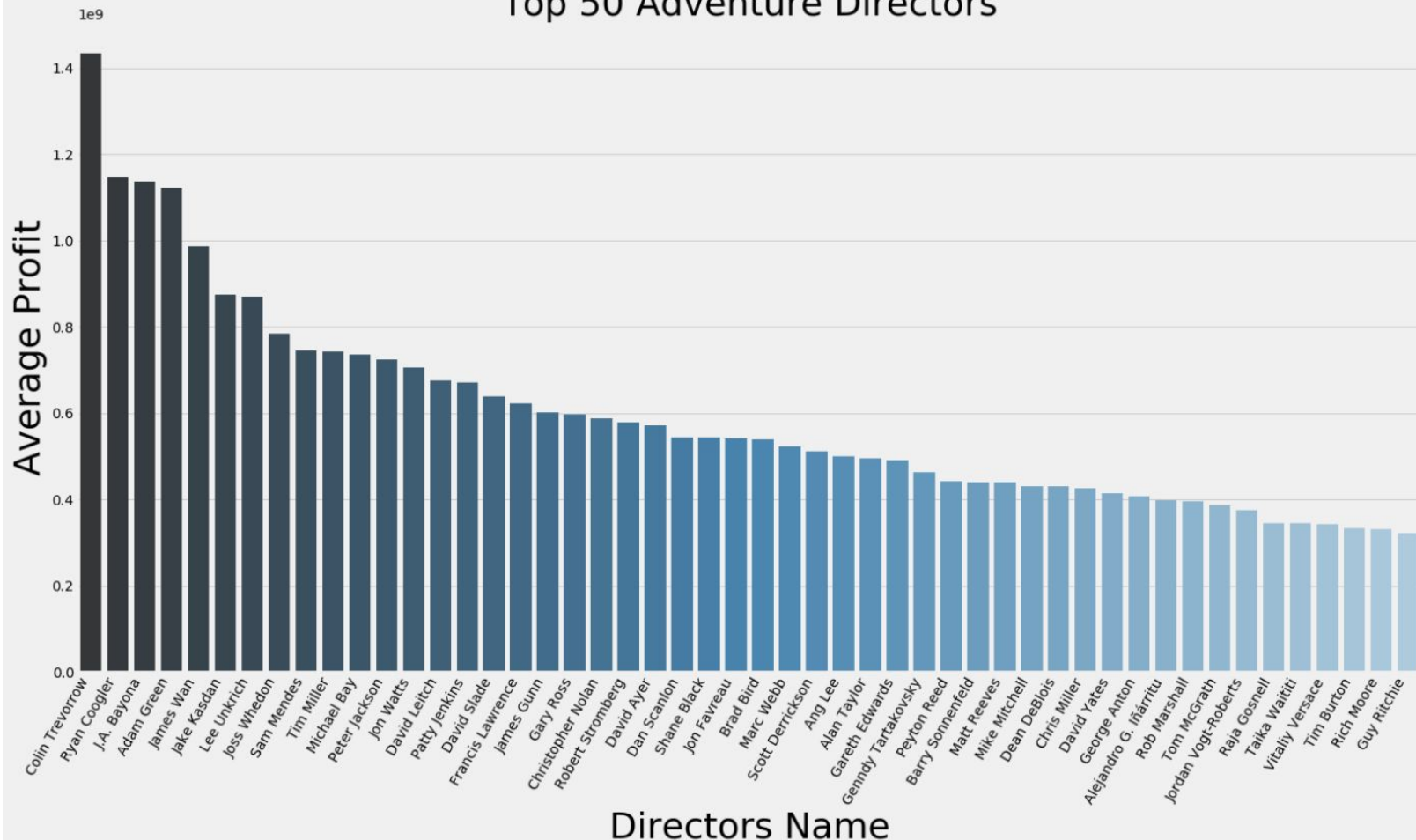
- There are lots to choose from and each have their own specialties and stylistic choices.
- Stay within a directors comfort genre.



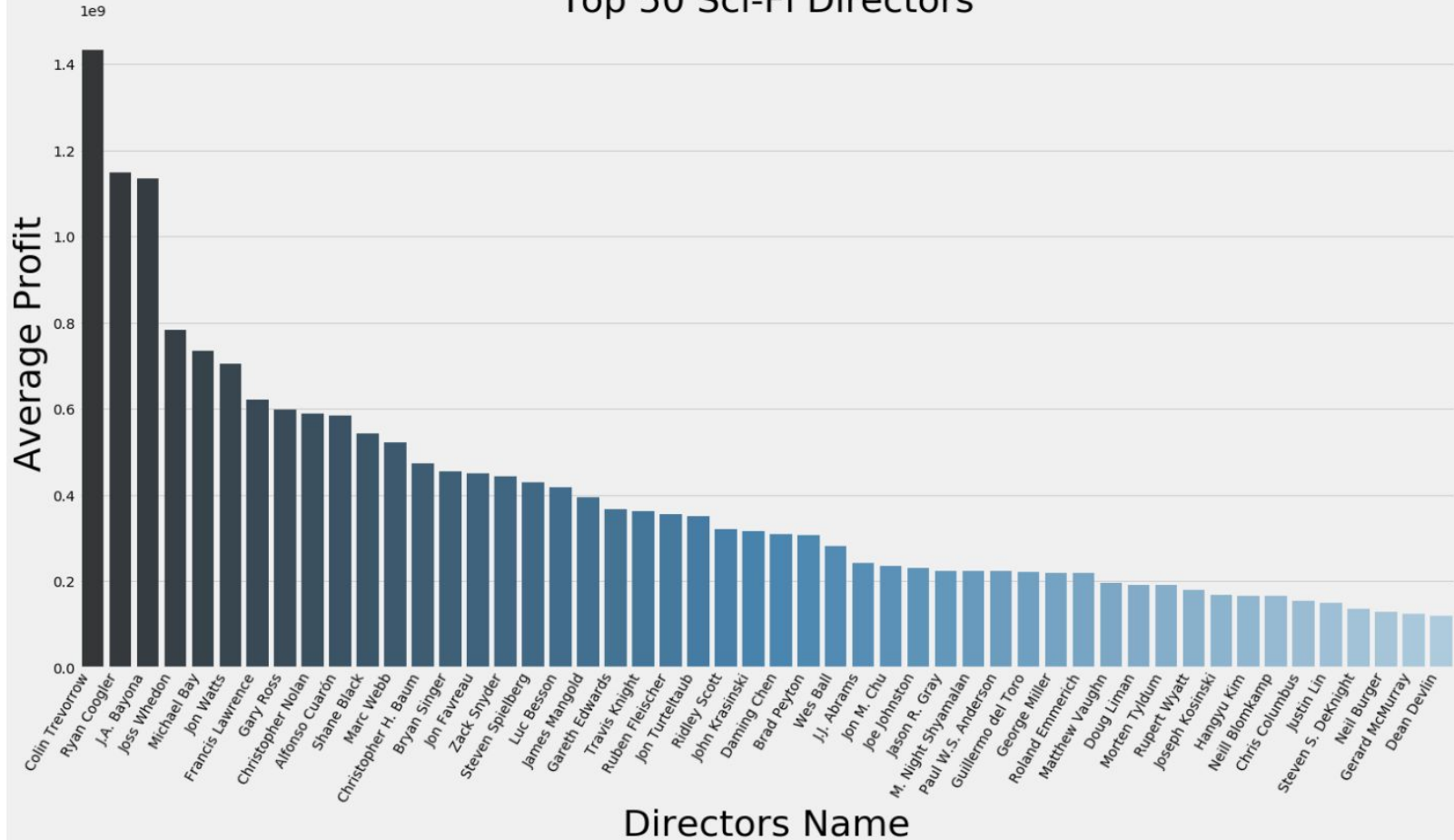
Top 50 Action Directors



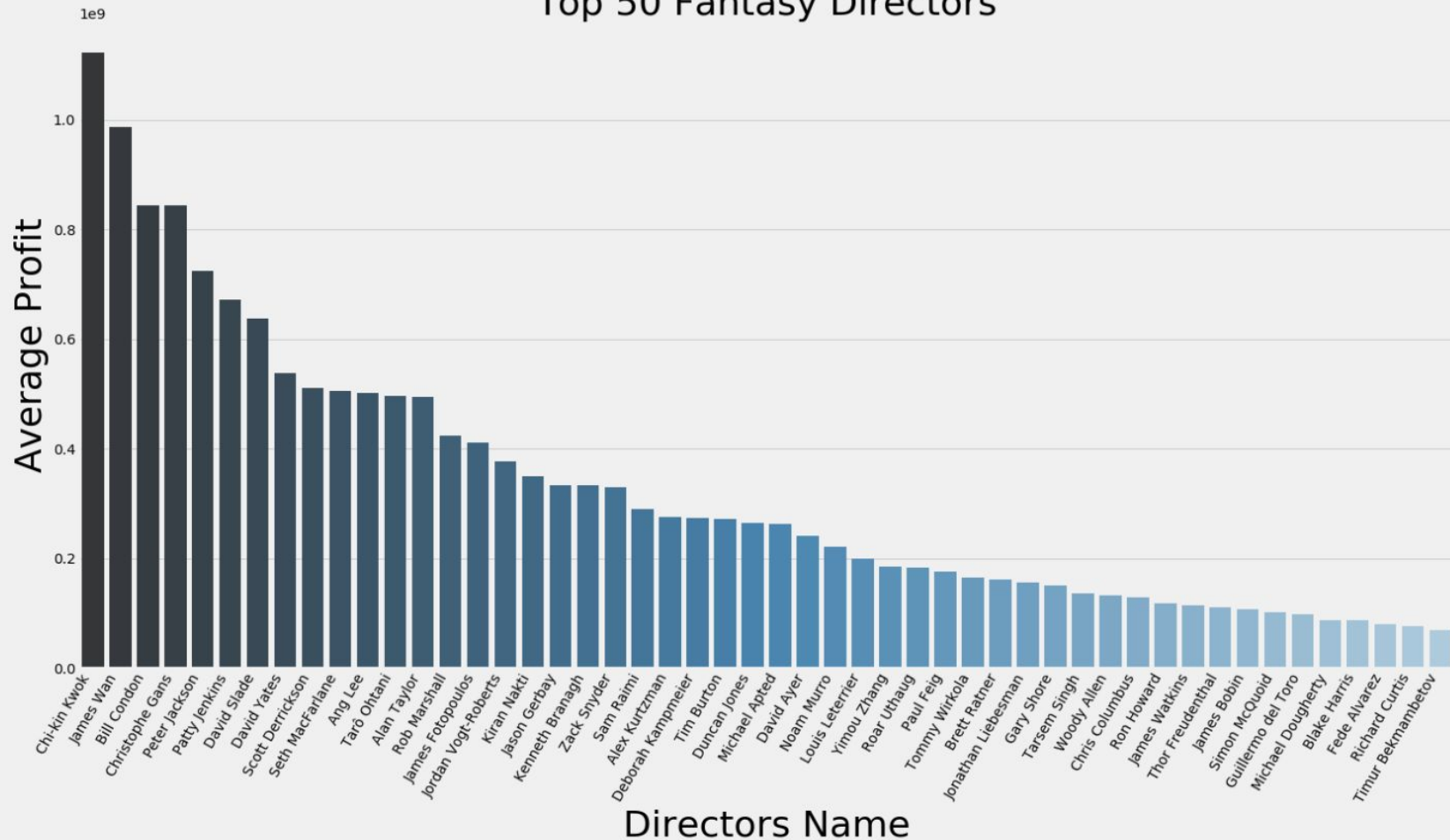
Top 50 Adventure Directors



Top 50 Sci-Fi Directors

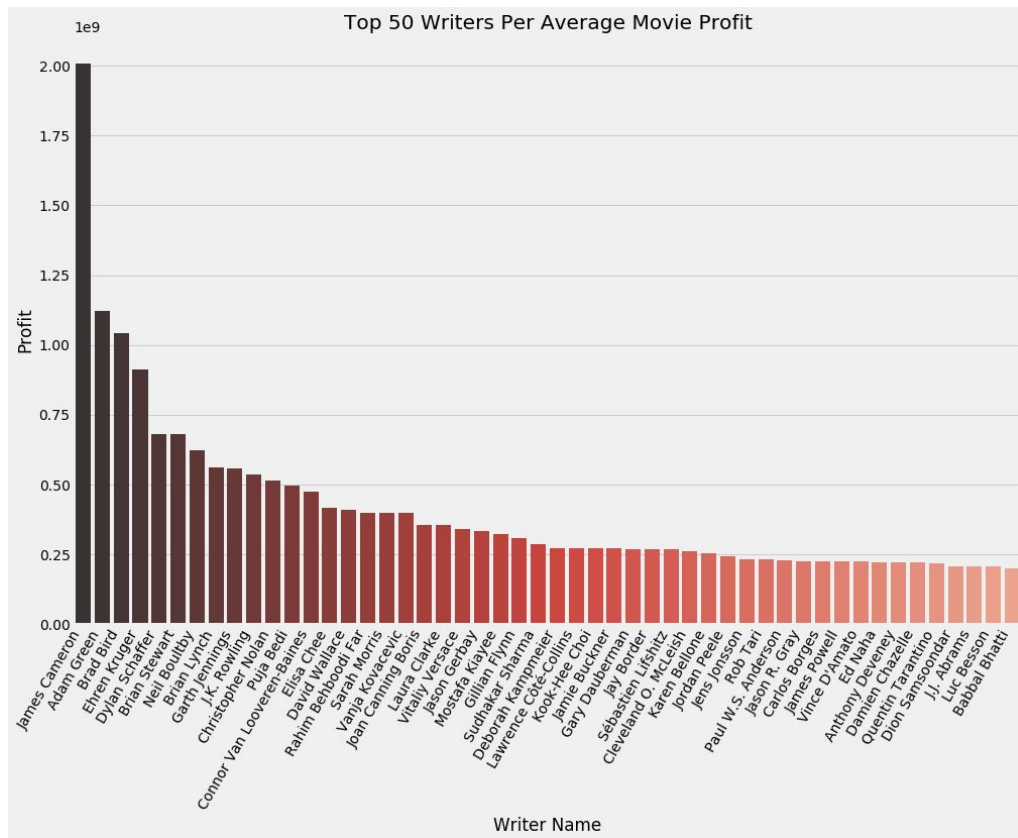


Top 50 Fantasy Directors

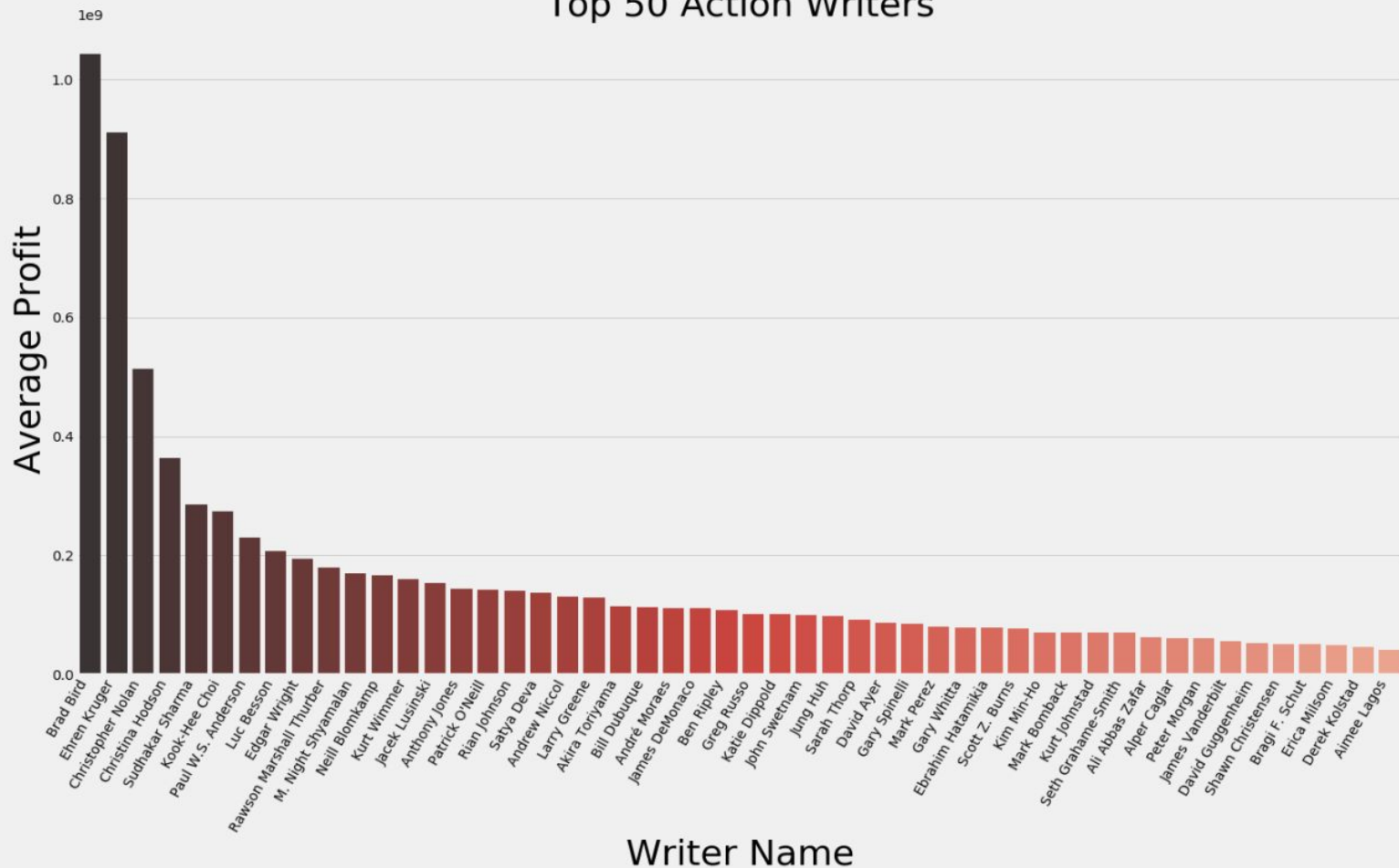


Writers

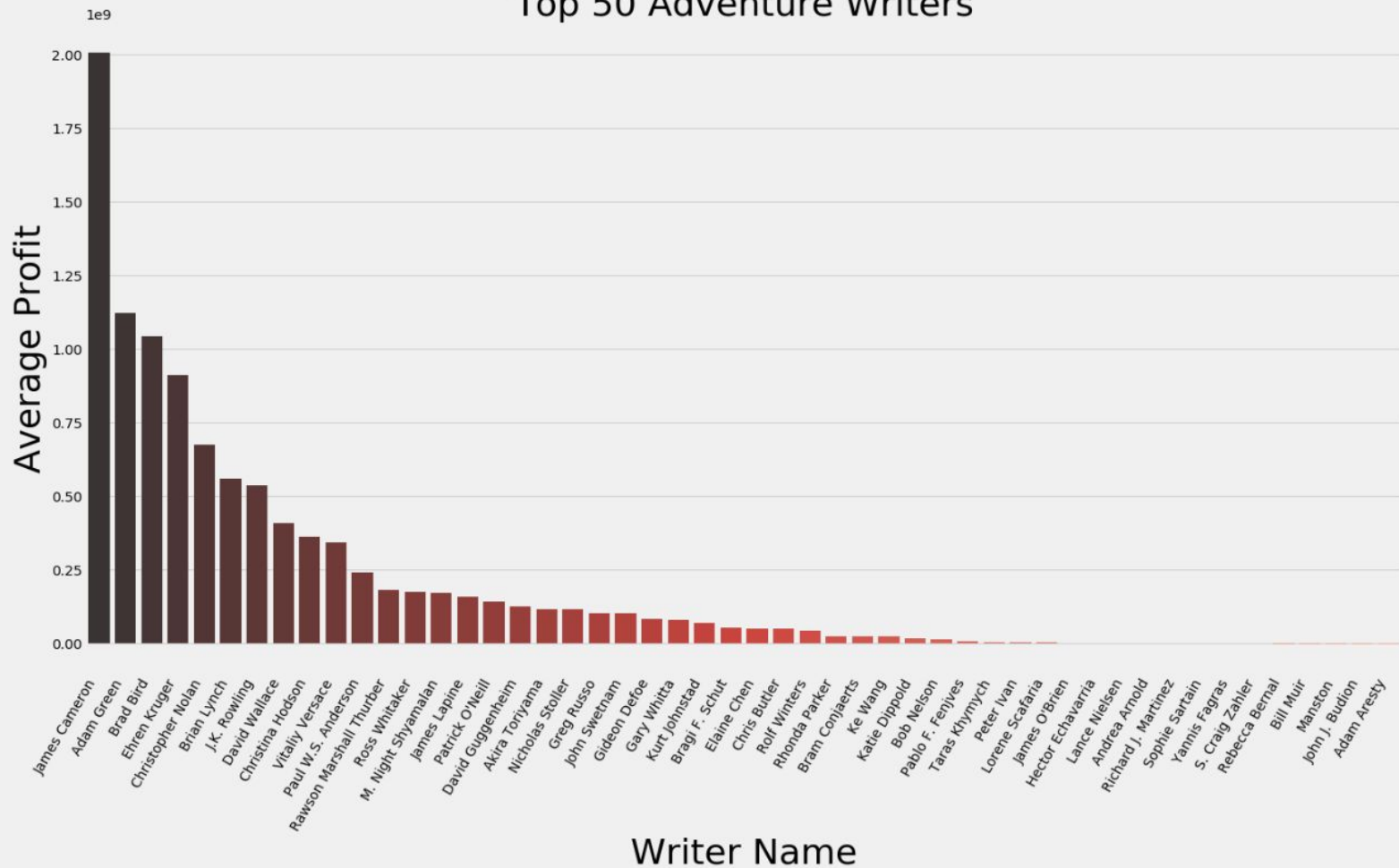
- Writers will create the meat of the movie.
- They also have genre leanings that shouldn't be ignored



Top 50 Action Writers



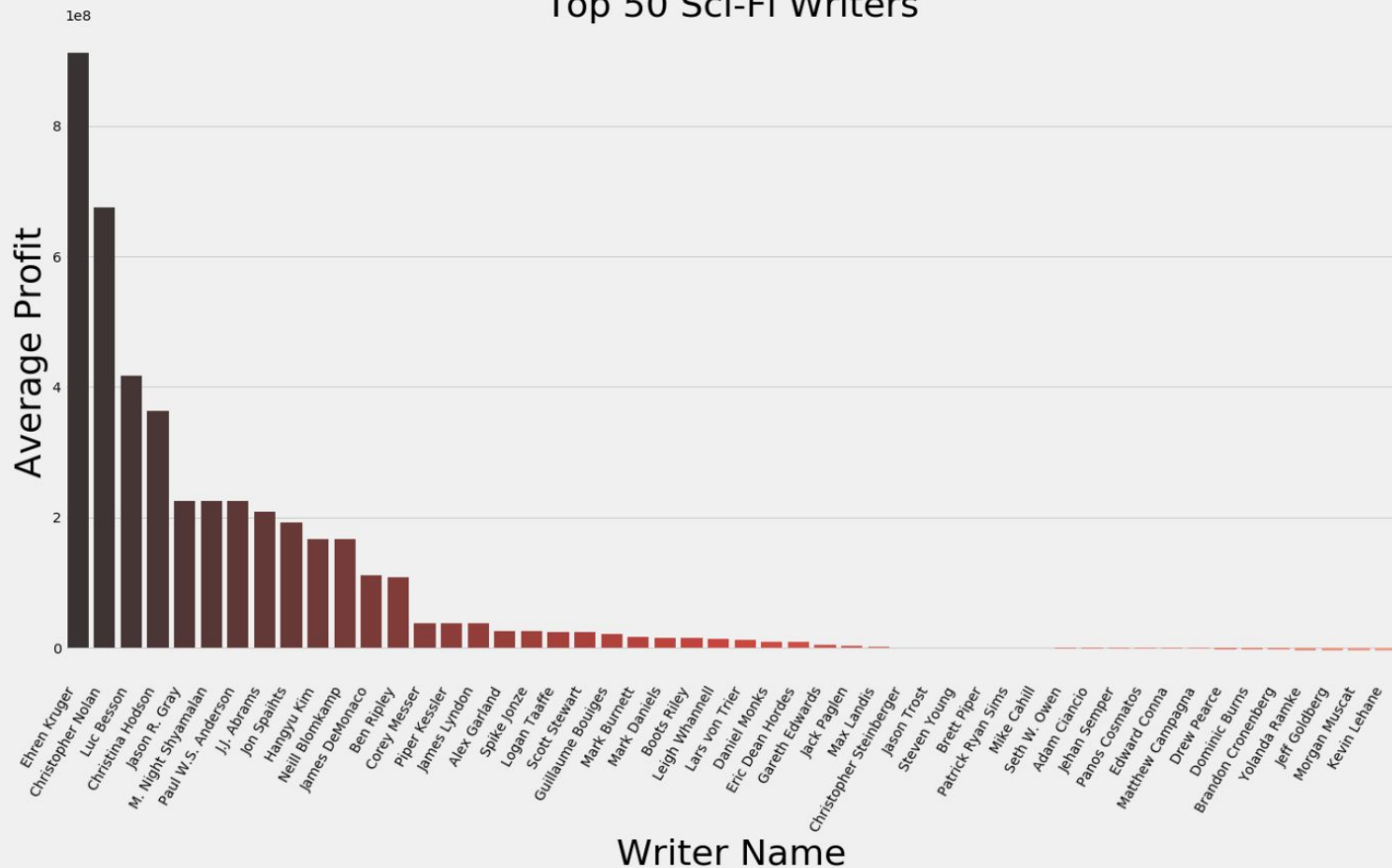
Top 50 Adventure Writers



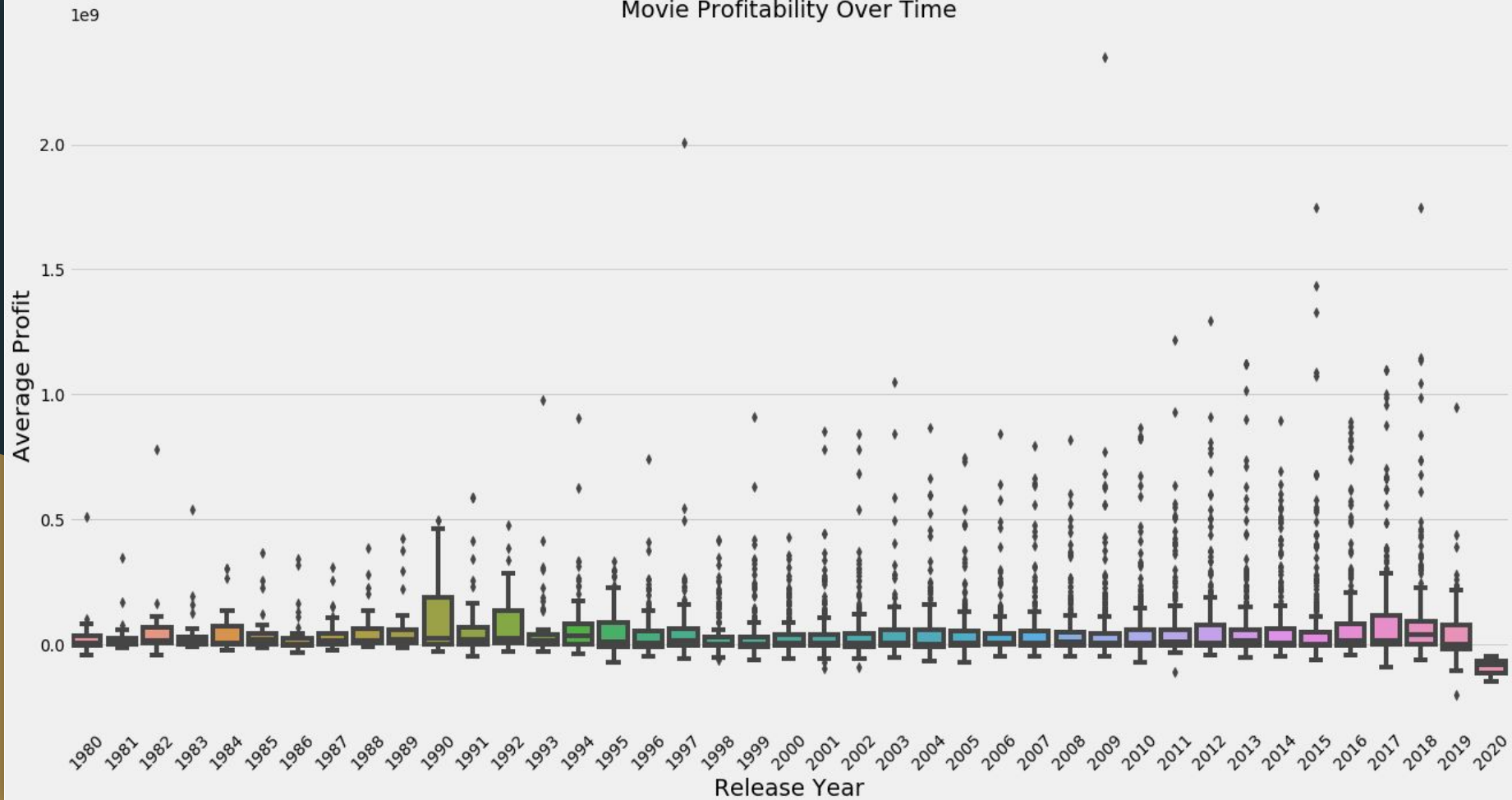
Top 50 Fantasy Writers



Top 50 Sci-Fi 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 between 50 Million and 300 Million
 - a. Almost all movies are made with a budget of less than 100 million. Attracting the talent and creating a film with high production value will cost.
 - b. High budget films (> 50M) account for 60 % of the total profit share of the industry
 - c. There are very few films with a production value of greater than 300M. Without a greater sample size, it's hard to determine if it's worth the risk.
3. Hire experienced writer and directors from the given lists
 - a. Use the short lists given to focus on which combination of directors and writers like to work together.

Questions?