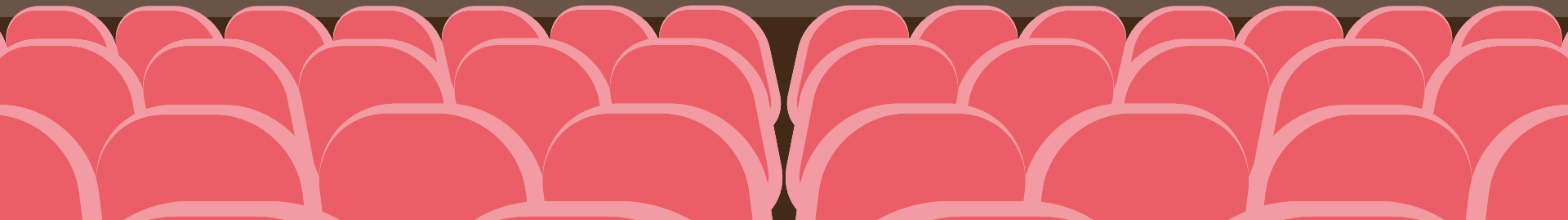


MICROSOFT MOVIES

Presented by Miri Guo



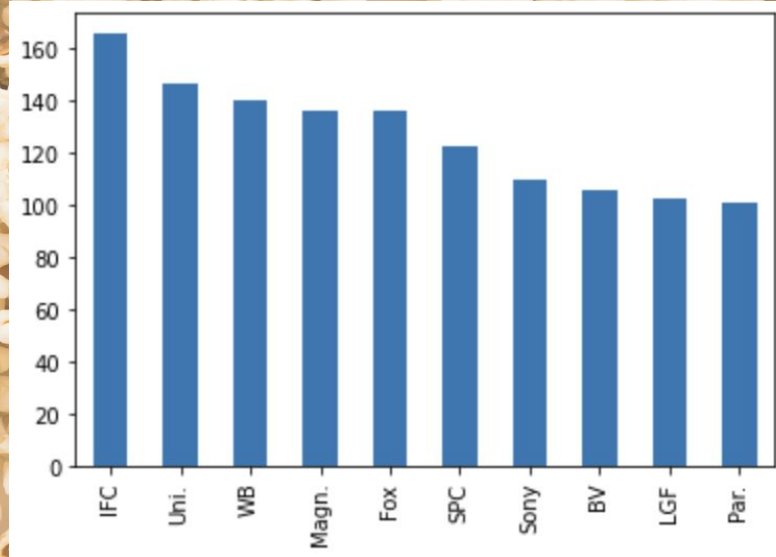
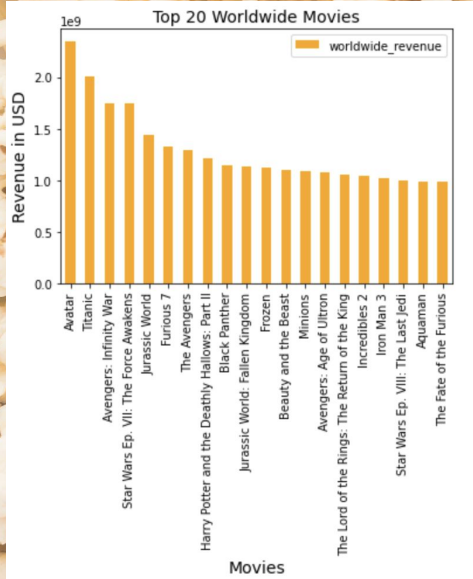
TOPICS

Here's what we'll discuss:

1. What is the competitive landscape?
2. Is the industry growing?
3. What movies should I make?
4. When should I release the movies?
5. How much money should I invest?
6. One way to measure 'buzz'
7. Further Analysis

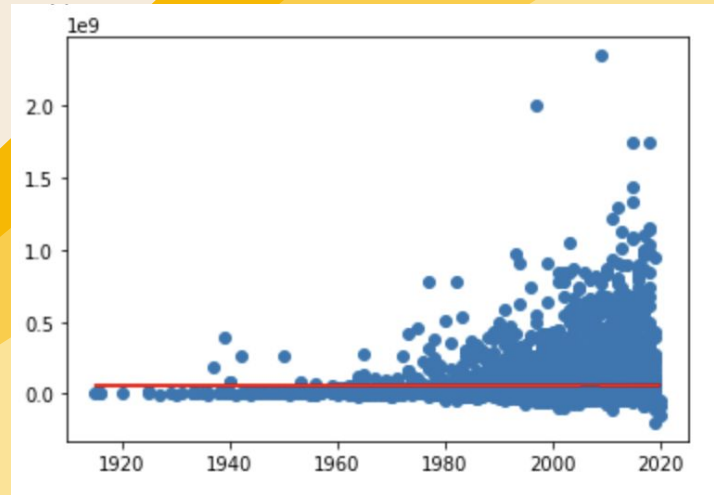


COMPETITIVE LANDSCAPE



Top studios create the highest grossing films.

- a closer look shows highest grossing movies are action and superhero films
- this leaves smaller studios and potentially newcomers to create more indie films and documentaries
- profitability of other genres and cost of producing animated and actions films need to be



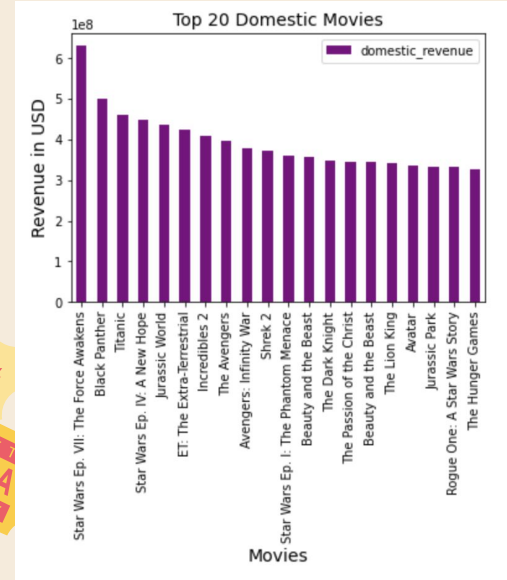
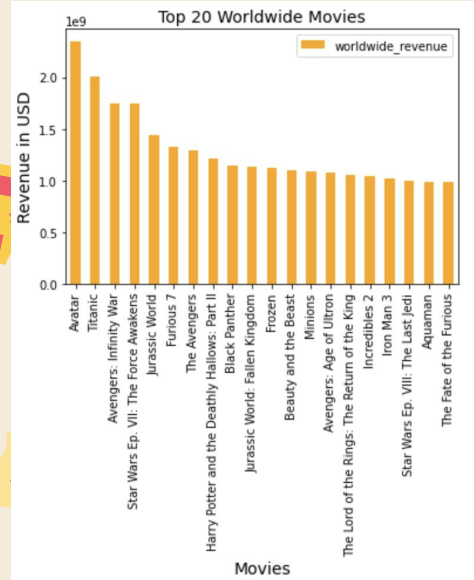
- Industry is growing but lots of hits and misses.
- Further assessment needed on why some movies are not distributed/released and why others have massively succeeded ('outliers')

IS THE INDUSTRY GROWING



***WHAT MOVIES
TO MAKE?***

LOOK WHAT'S SELLING



ACTION/SCI-FI, ACTION/ANIMATION, ACTION/FANTASY... ACTION MOVIES!

POPULAR GENRES

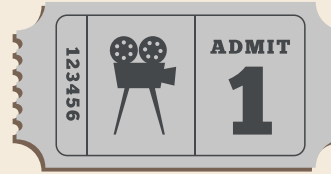
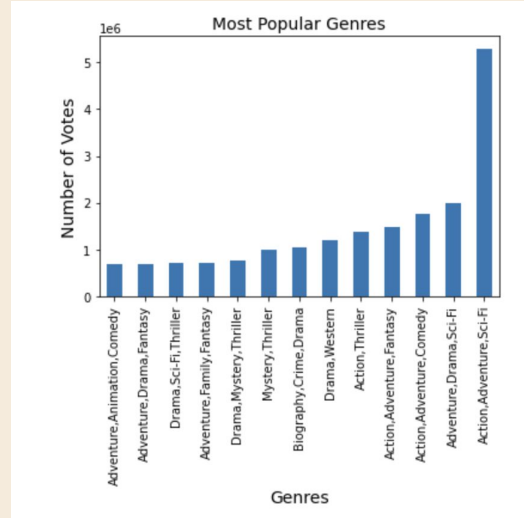
Sci-fi



Comedy



Fantasy



Thriller/Action

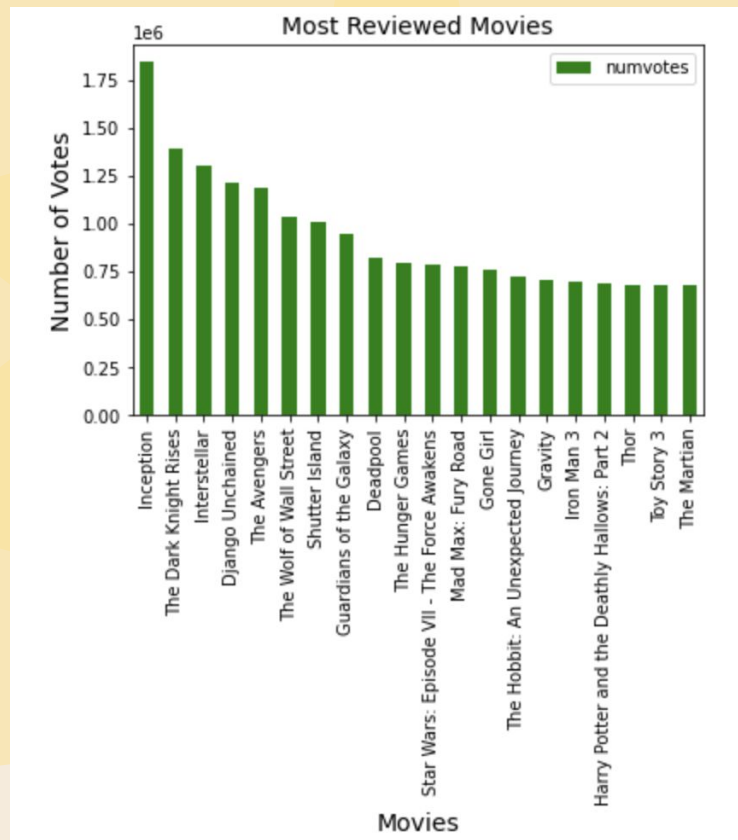


Drama



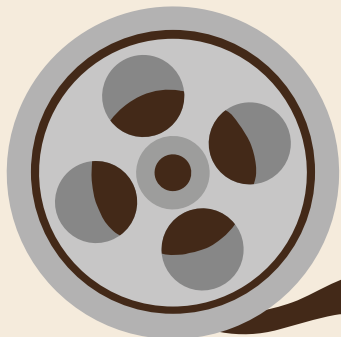
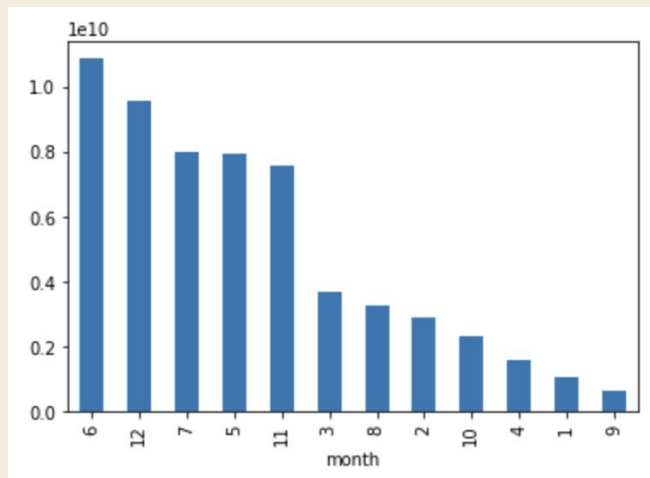
Crime

MOST POPULAR & TOP RANKINGS



***MOST REVIEWED,
AGAIN, ARE ACTION
FILMS***

WHEN IS THE BEST TIME TO RELEASE A MOVIE?

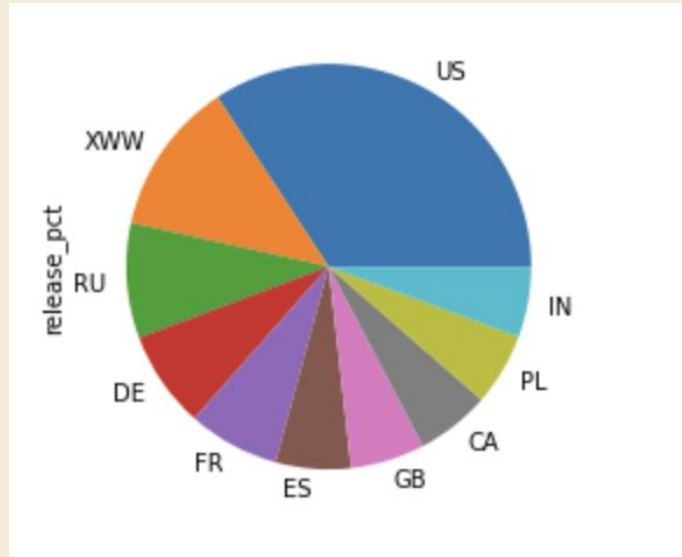


JUNE

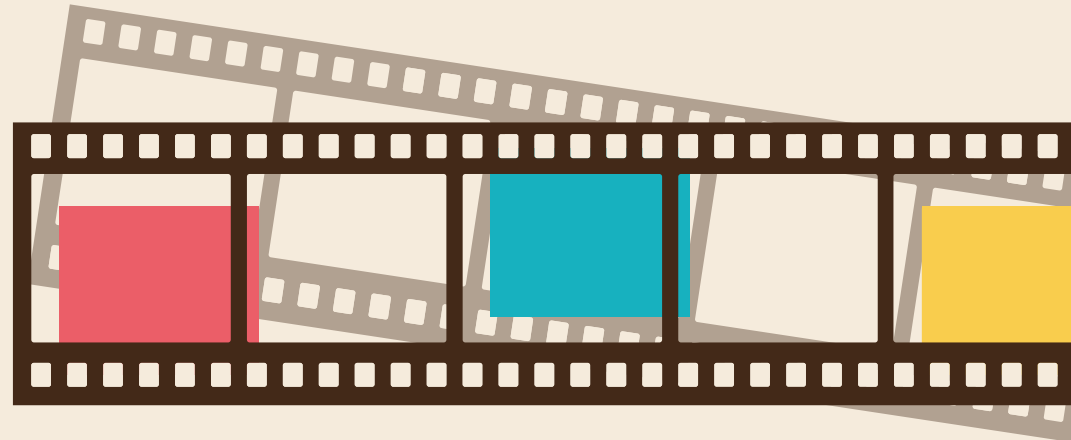
DECEMBER

JULY

WHERE TO RELEASE?



***TOP PLACES TO RELEASE A FILM:
UNITED STATES, CHINA, RUSSIA, INDIA,
GERMANY***



HOW TO ME

DIRECTOR

PRODUCCION

ESCENA	TOMA	PLANO

CAMARA

☒ DIA ☐ NOCHE

☐ INT ☐ EXT

SONIDO

FECHA / /

TWITTER API

```
Movies Project.ipynb | BeautifulSoup.i... | Data.iptyn | Python 3.7
```

```
[1]: from twitter import Twitter, OAuth

[3]: import os

[4]: from pprint import pprint

[ ]: #key: AqJ4bkaQEVZ2ruCFuepKEBI
#secretkey: lPxVL7lTbkernjNkDhg48XhzUKUGCJJisvt01gWdIt5HNSEap2
#bearer_token: AAAAAAAGAAAAAAAD3GwEAAAAAnI8oQL198c3SdGHyEZgcBRSOah30dgMUHnOT3JIIdwg9rg8mJcPgAfLum7rVx6nGmbG7nx

[12]: consumer_key = "ApJ4bkaQEVZ2ruCFuepKEBI"
consumer_secret = "lPxVL7lTbkernjNkDhg48XhzUKUGCJJisvt01gWdIt5HNSEap2"
access_token = "872859871190528-r1hEVEIPM9nlqkF9wDVcsfW6078bn3w"
access_token_secret = "54jsvMWhcvEUkaRpoZ5z23kfa0y8PzpZtWZ8Y4yle"

t = Twitter(auth=OAuth(access_token, access_token_secret, consumer_key, consumer_secret))


[30]: python_tweets = t.search.tweets(q="#Mulan", count=100)
len(python_tweets['statuses']) # how many tweets

for tw_obj in python_tweets['statuses']:
    print(tw_obj['text'])

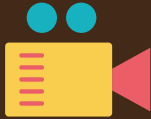
# pprint(len(python_tweets['statuses']))
# negative_words = ['boring', 'awful', 'bad']
# positive_words = ['amazing', 'excited', 'great']

https://t.co/kSRNMKCVFF
#Mulan
#CarabubakanJKT48
@Musik
RT @niche_0126: #Disneyprincess
@saxsine #Mulan https://t.co/R9gs1LT7aA
RT @majorGroup: เมาหาทอล์กโชว์กันละสิถึงเผลอโดนห้ามพูดก็ผิดแล้ว Disney's #Mulan #mulan

ฉันได้เวลาใหม่แล้ว!
@Seungyeon
@GESWrites @sherrythomas Gracias @GESWrites. So nice to meet you @sherrythomas. I just signed up for the Sept. 1st. https://t.co/uldxFLWU
RT @kellyallen: I urge you all to boycott the new #Mulan coming to #DisneyPlus soon. Mulan has forever been my FAVORITE Disney tale; yet...
```

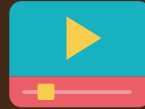
Mode: Command  Ln 6, Col 5 BeautifulSoup.ipynb

FURTHER ANALYSIS



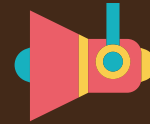
Streaming Services

Revenue and Usage:
Amazon Prime
Netflix
Youtube



International Markets

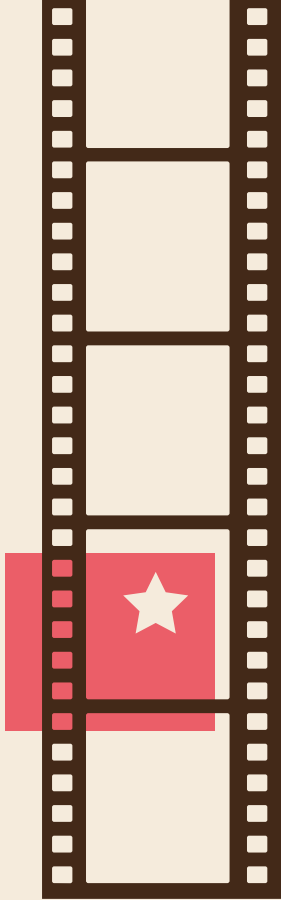
India
South America
China



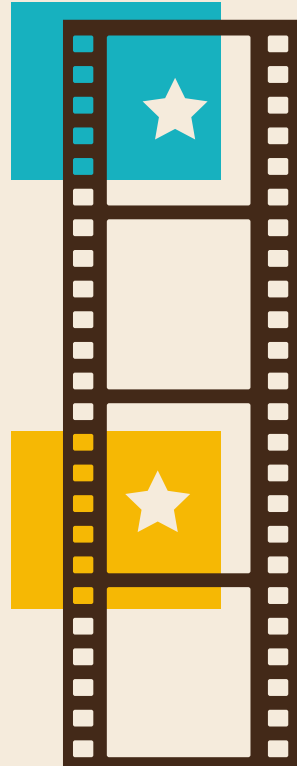
Tie-in Revenue

Revenue from
franchise-related toys,
theme parks, fast food
and clothing

FURTHER ANALYSIS: AWARDS



Golden Globe



Oscars

Emmys

THANKS

Do you have any questions?

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