


Microsoft Goes to the Movies

A close-up photograph of Bill Gates smiling and looking towards the right. He is wearing black-rimmed glasses and a light blue polo shirt. The background is a soft-focus outdoor scene with green foliage and a tree trunk. On the far right, the back of a person's head with dark hair is partially visible.

Muoyo Okome & Chuck Pryor, Jr.

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TRAILER**

Microsoft builds billion dollar businesses

- **\$125 billion in revenue** in Fiscal 2019
microsoft.com/investor/reports/ar19/index.html
- **16 lines of business contribute \$1 billion** or more in revenue
- Measure success primarily by **top line revenue**, domestically & worldwide



Questions to Answer

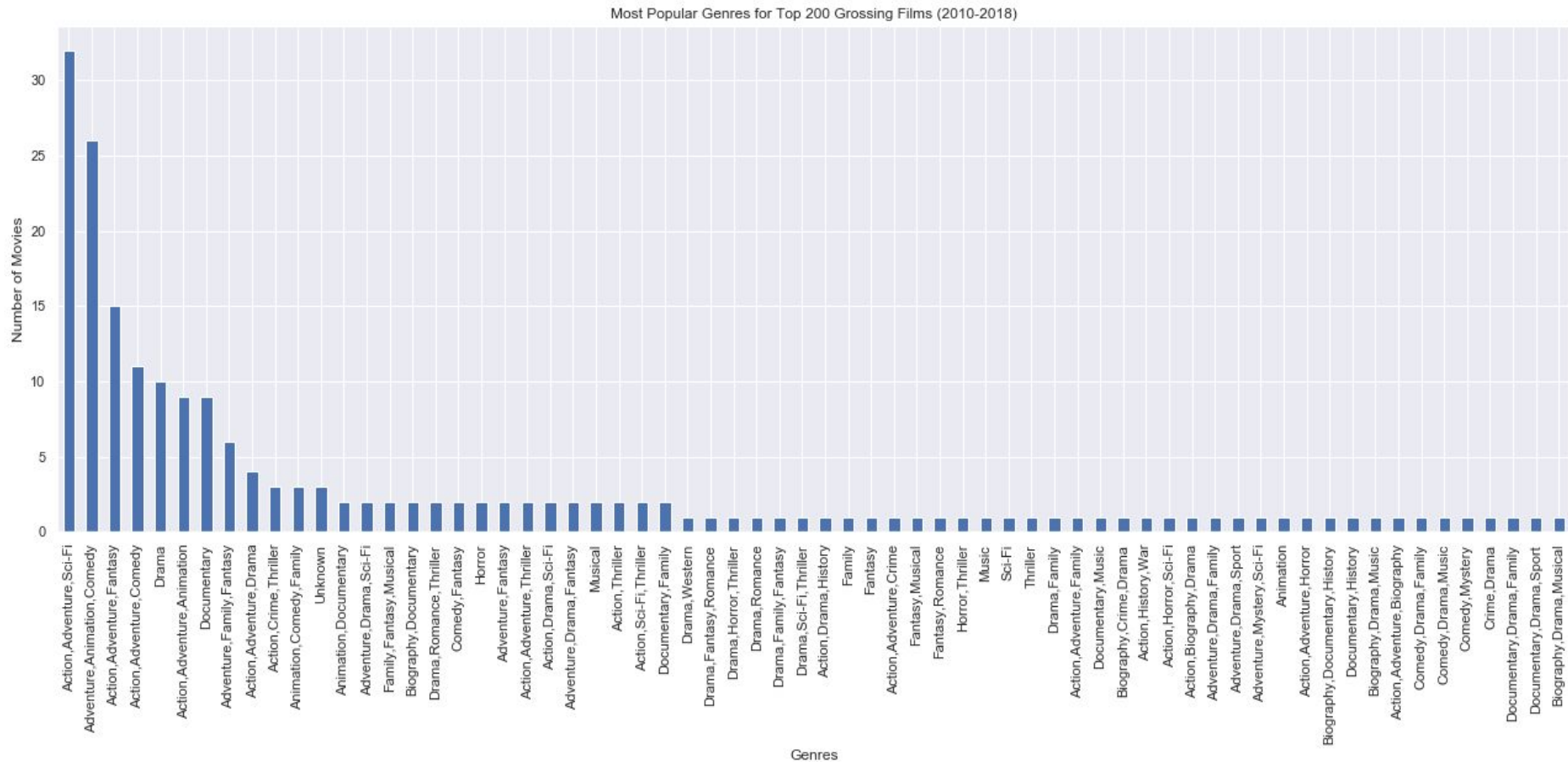
- What **genre** films should Microsoft produce?
- What should our **budget** requirements be?
- Should we recruit certain **actors** for our films?
- Should we recruit certain **directors** for our films?



\$300M budget predicts global revenues > \$1B

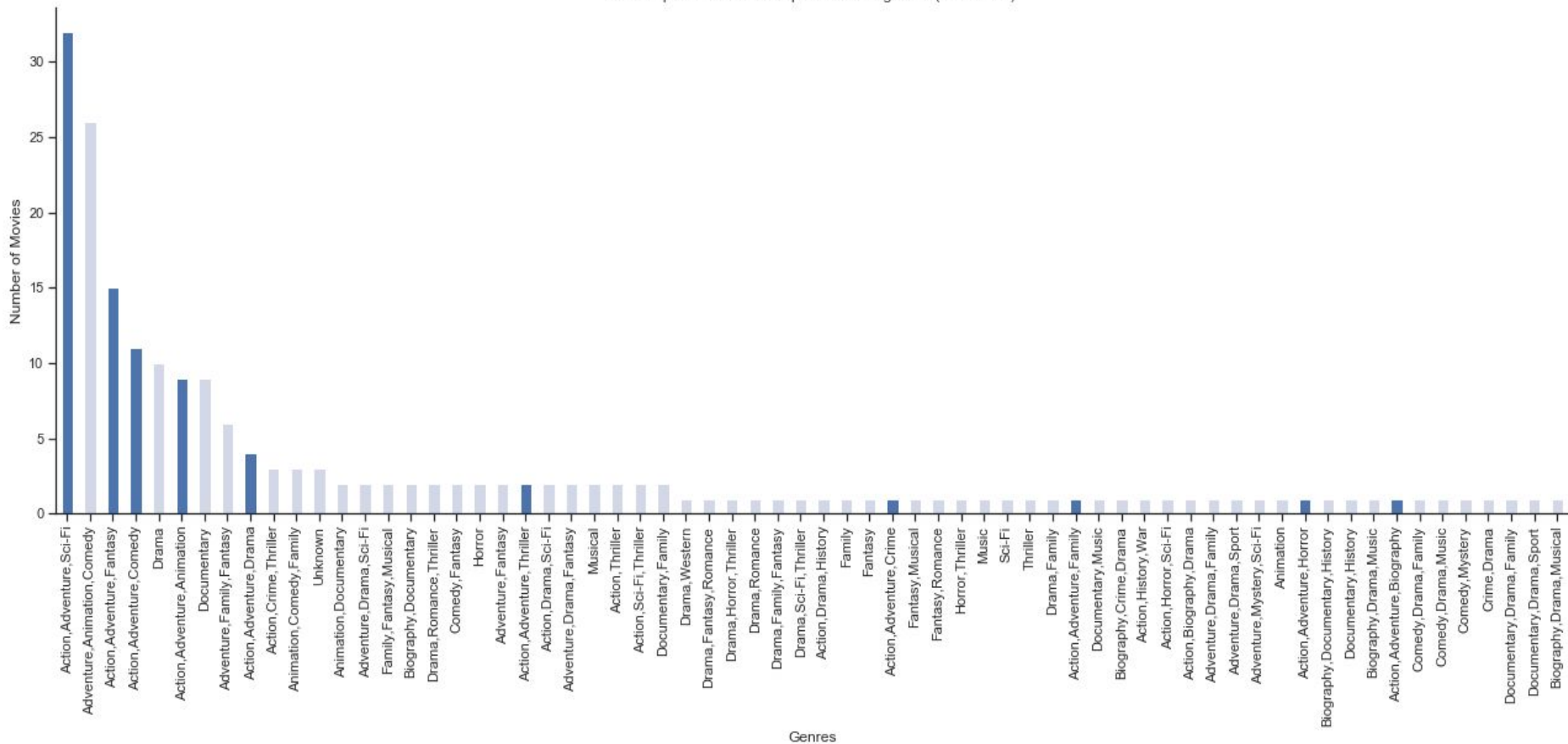


Action/Adventure movies lead global revenues

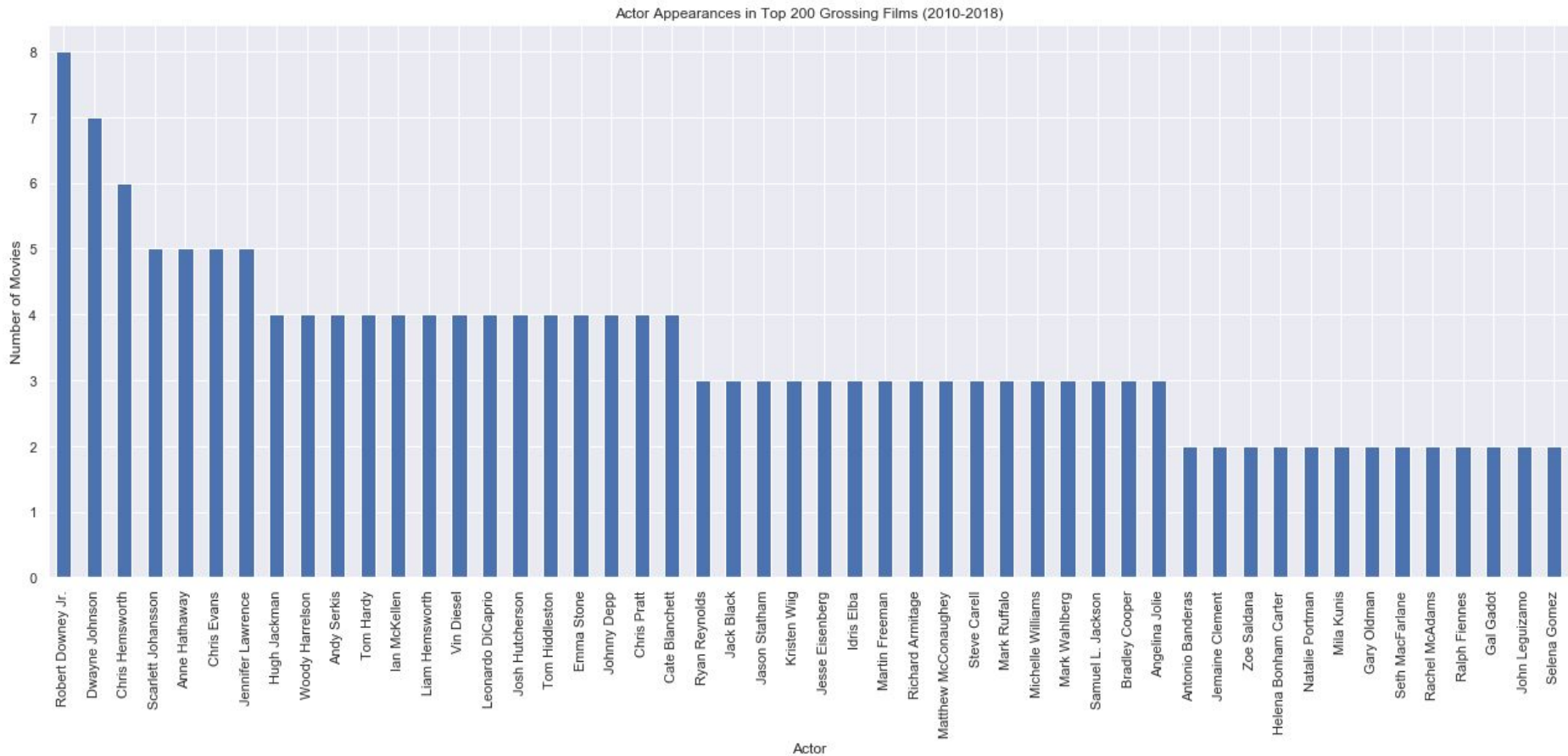


Action/Adventure movies lead global revenues

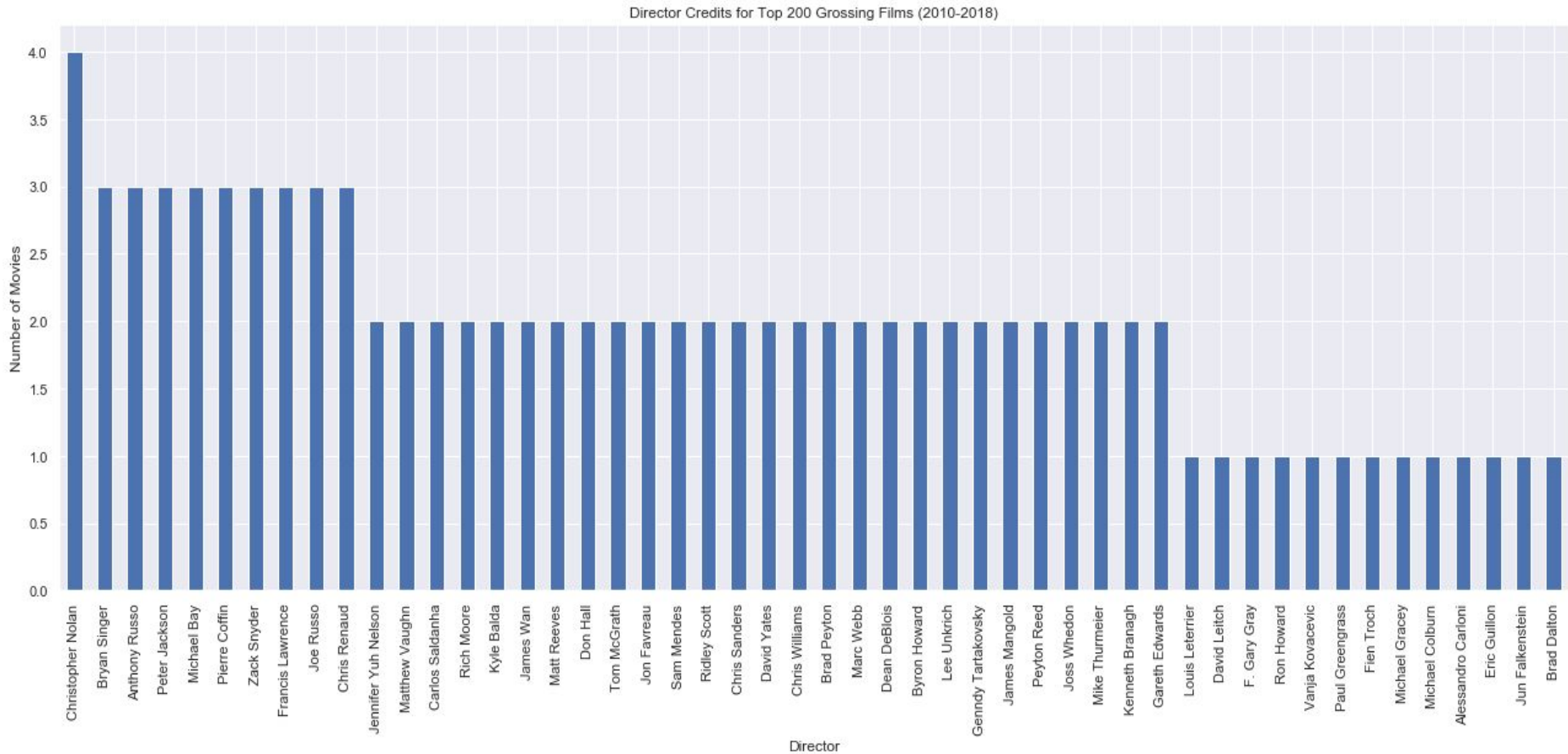
Most Popular Genres for Top 200 Grossing Films (2010-2018)



Court actors with a track record of box office success



Budget permitting, court top grossing directors as well



Recommendations

- Genre: **Action/Adventure** or **Drama**
- Budget: **\$100M - \$300M** to produce
- **Most wanted actors & actresses:** Robert Downey Jr. 8, Dwayne Johnson 7, Chris Hemsworth 6, Jennifer Lawrence 5, Chris Evans 5, Anne Hathaway 5, Scarlett Johansson 5
- **Most wanted directors:** Christopher Nolan 4, Anthony Russo 3, Michael Bay 3, Pierre Coffin 3, Joe Russo 3, Chris Renaud 3, Zack Snyder 3, Peter Jackson 3, Bryan Singer 3, Francis Lawrence 3



Hidden Opportunities

- Dwayne Johnson 7
- Jennifer Lawrence 5
- Anne Hathaway 5
- Scarlett Johansson 5
- Cate Blanchett 4
- Emma Stone 4
- Angelina Jolie 3
- Idris Elba 3
- Michelle Williams 3
- Samuel L. Jackson 3



- Jennifer Yuh Nelson 2
- Brenda Chapman 1
- Sarah Morris 1
- Galen T. Chu 1
- Patty Jenkins 1