Findings on analysis of profitable movie studios

For Microsoft's consideration

High Level Agenda

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Item	*Topic*
①	The Bottom Line
②	Data Overview
③	Analysis and Recs
④	Further Recommendations

The Bottom Line

The Bottom Line

Keep Runtime Short

Profitable studios keep their average movie runtime at 107 minutes

Choose International

International box office increases exponentially as budget increases

Scary-good Prospects

Horror, mystery, and thriller offerings are currently sparse and highly profitable

Data Overview

Data Selection, Sourcing, and Scope

Data Source:
- *Box Office Mojo sales data*
- *IMDB movie and studio data*

Data Timeframe:
- *Movies published from 2013 until 2023*

Data Filters:
- *Profitable movies (box office > budget)*
- *Establish studios (more than 5 movies)*

Final Dataset:
- *Recent movies from top 10 profitable studios*

Limitations contain but are not limited to inflation and foreign currency translation impacts over time
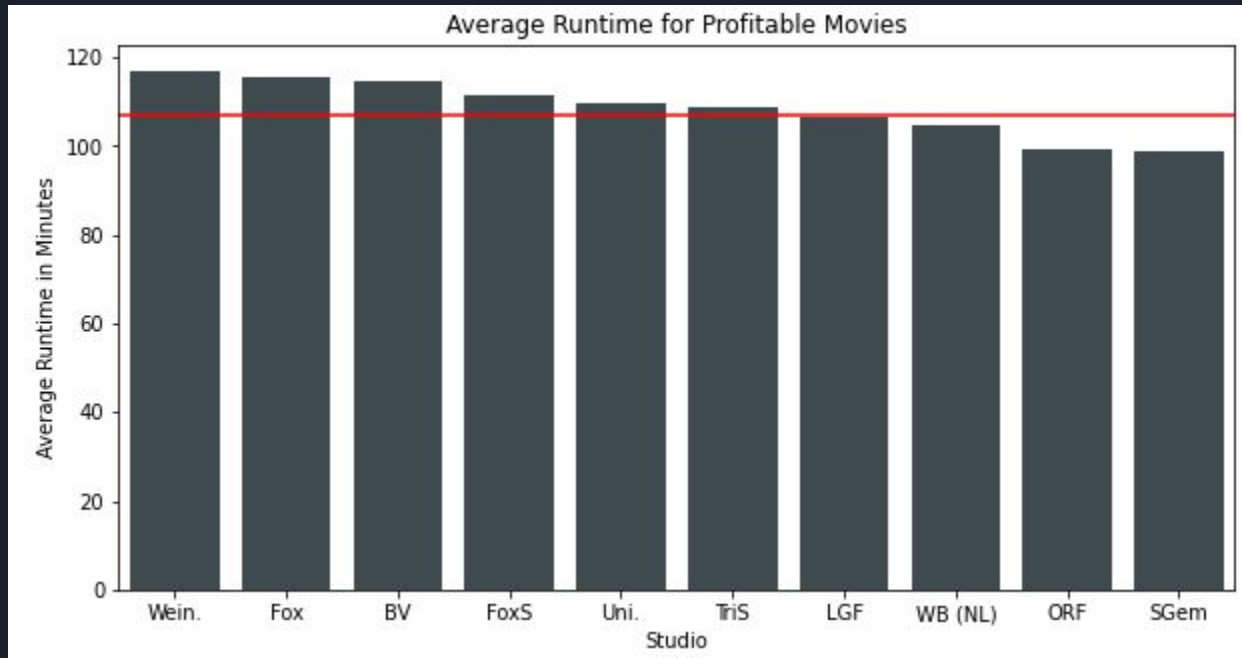
Analysis and Recommendations

Recommendation No. 1

Feature Length

Profitable, established studios typically release movies no longer than 107 minutes

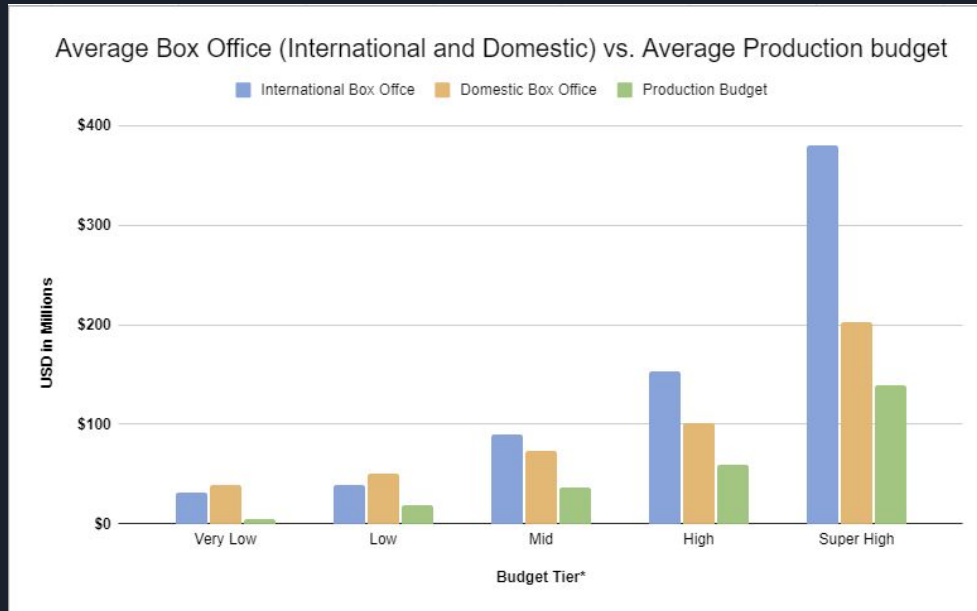Average Runtime for Profitable Movies

Recommendation No. 2

Release Market

Aim for domestic releases for small budget films, and international budget releases for higher budget films. Per budget dollar spent, intl markets offer higher returns at most budget levels
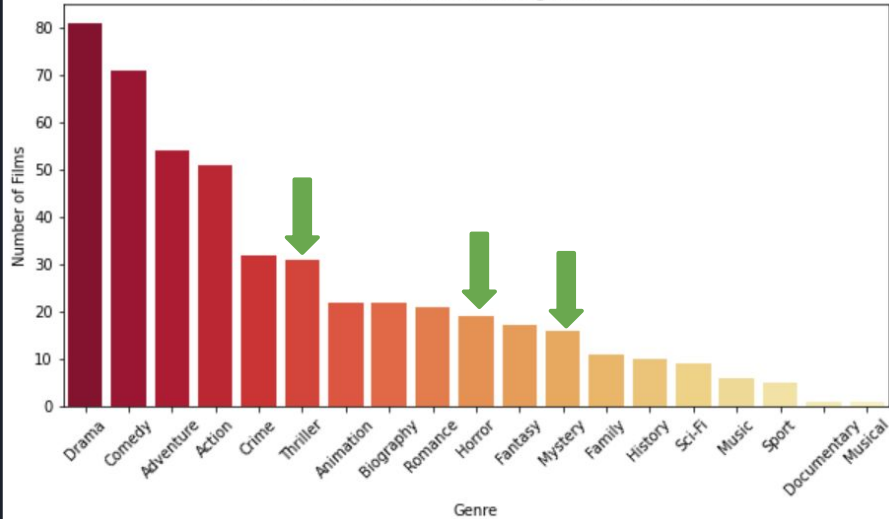
Average Box Office (International and Domestic) vs. Average Production budget

■ International Box Office   ■ Domestic Box Office   ■ Production Budget

USD in Millions

$400
$300
$200
$100
$0

Budget Tier*

Very Low   Low   Mid   High   Super High

* Defined as
Very Low: >10m budget
Low: >30m budget
Mid: >50m budget
High: >70m budget
Super High: <70m budget

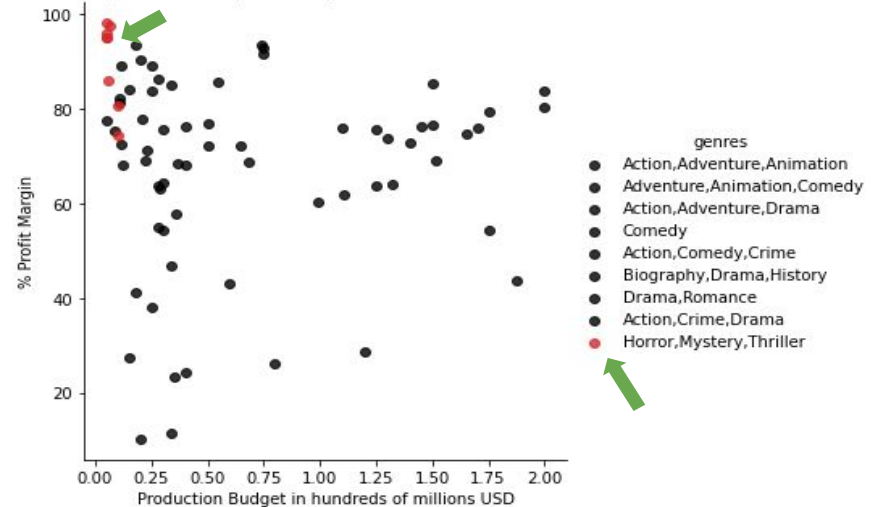# Recommendation No. 3

Genre Selection

(Horror + Mystery + Thriller) is <u>underrepresented</u> and has <u>consistently high</u> margins

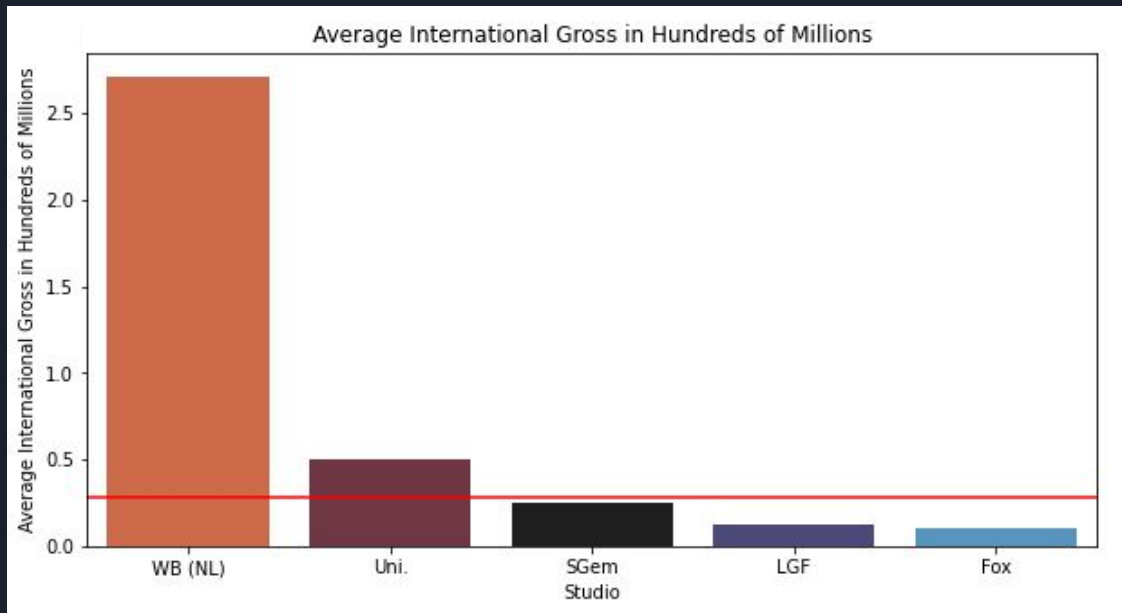10 Year Genre Distribution Among Profitable Studios

Budget vs % Margin for Popular Genre Combinations

Recommendation No. 4

Studio Partnership

If speed of the first release is critical, consider partnering with a profitable studio familiar with the thriller, horror, mystery genre and yields high international box office returns

Average International Gross in Hundreds of Millions

Further Analysis

Further Analysis

- Understanding reviews for movies released by each studio

- Streaming service revenue data after the box office release

- Additional analysis into seasonality trends and box office figures

- Analysis of ideal people for the job by genre

Question and Answer

Thank you for your time!

Please do not hesitate to reach with further questions at:

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