# Movie Analysis for Microsoft Studios

**GROUP 4**

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# Agenda

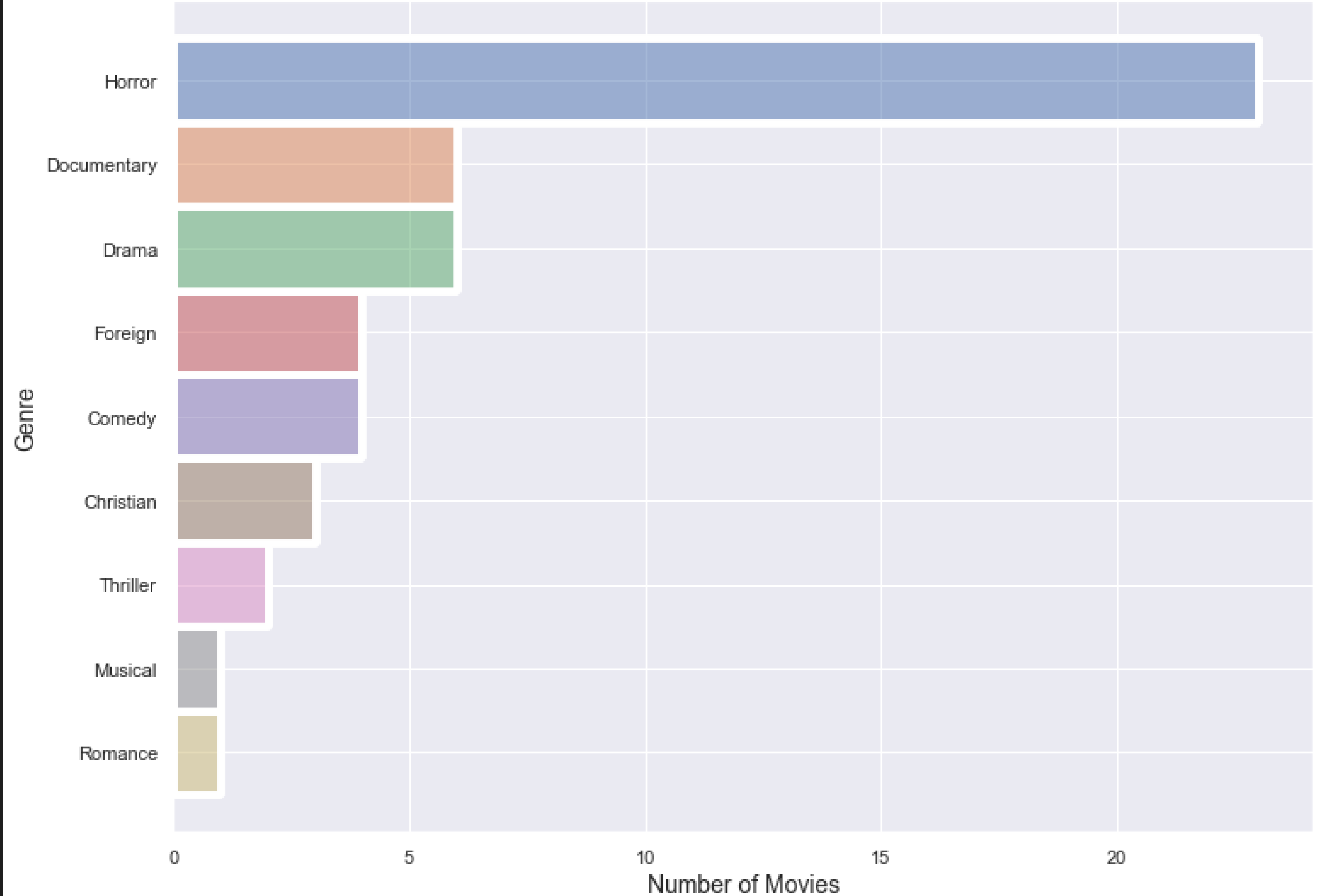**1** Entry Point

**2** Blockbusters

**3** Competitors and IP

**4** Seasonality
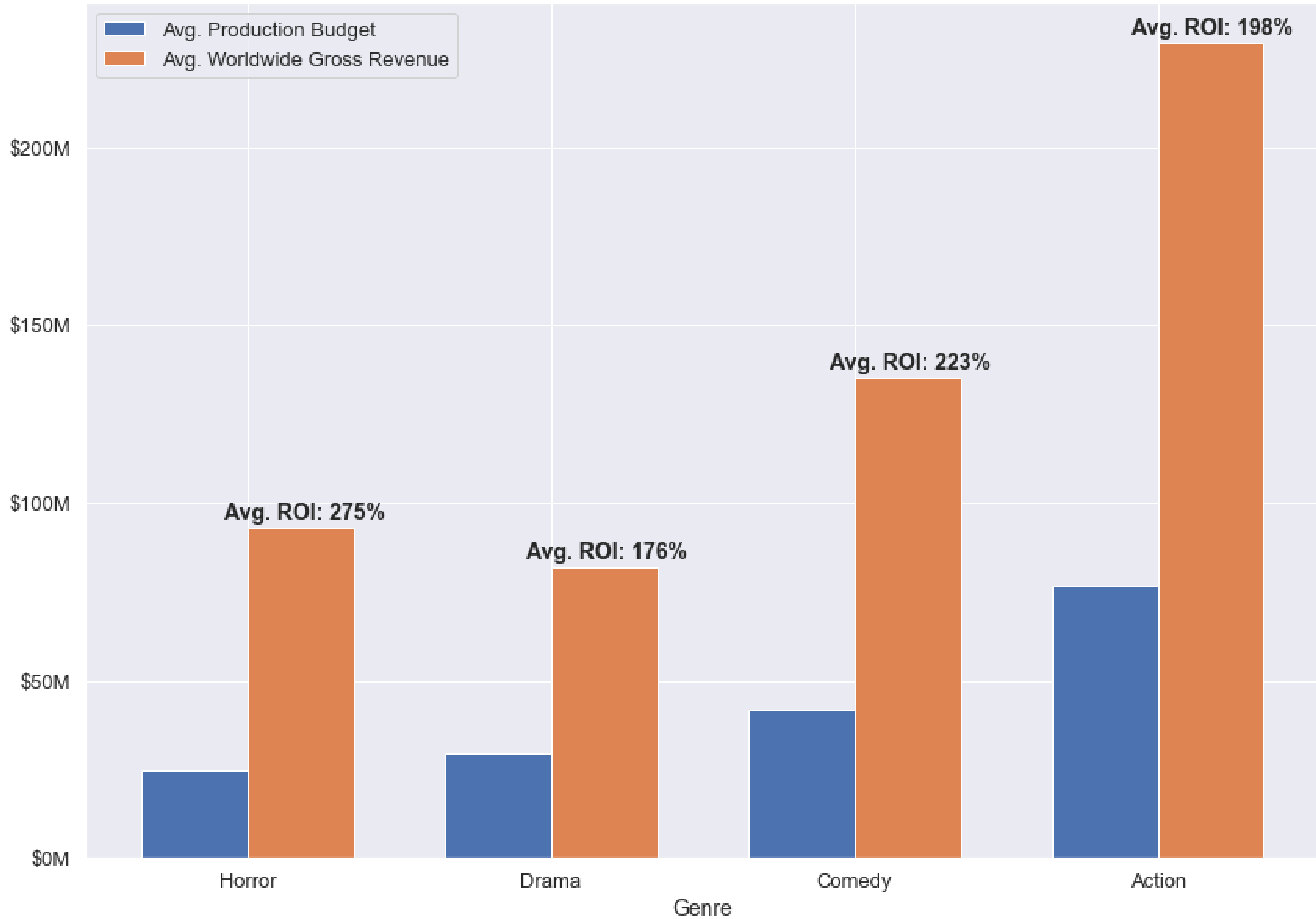
# Entry Point into the Industry:
## Horror Movies

Top 50 Movies with Highest Profit Margins
(last 20 years, minimum $1M gross revenue)

# Average Return on Investment by Genre
## (last 20 years)



Legend:
- Avg. Production Budget
- Avg. Worldwide Gross Revenue

Avg. ROI: 275% (Horror)
Avg. ROI: 176% (Drama)
Avg. ROI: 223% (Comedy)
Avg. ROI: 198% (Action)

Y-axis: $0M, $50M, $100M, $150M, $200M
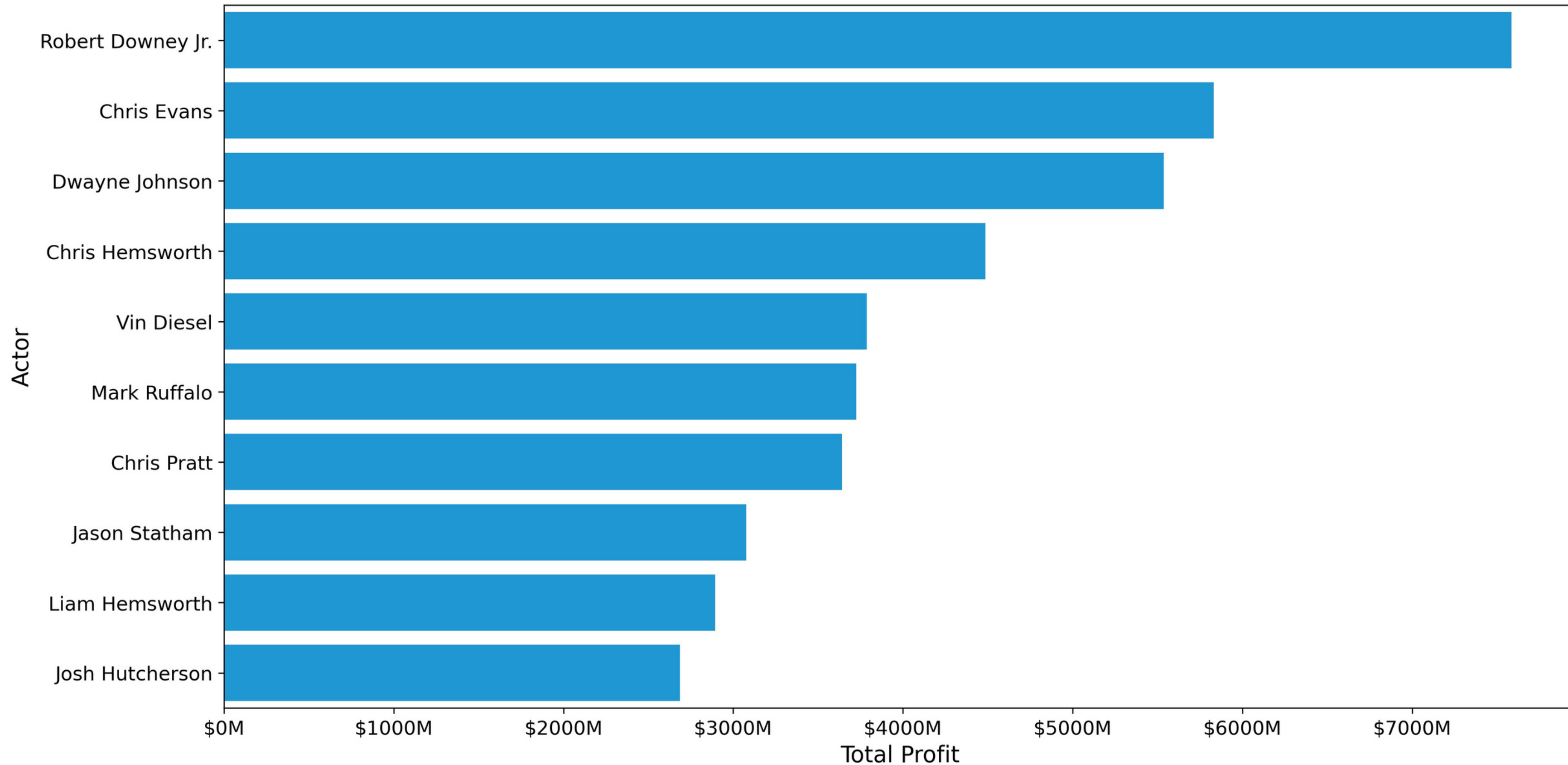
X-axis (Genre): Horror, Drama, Comedy, Action

# Recommendation:

- **Early focus making horror movies**
  - Low avg. cost
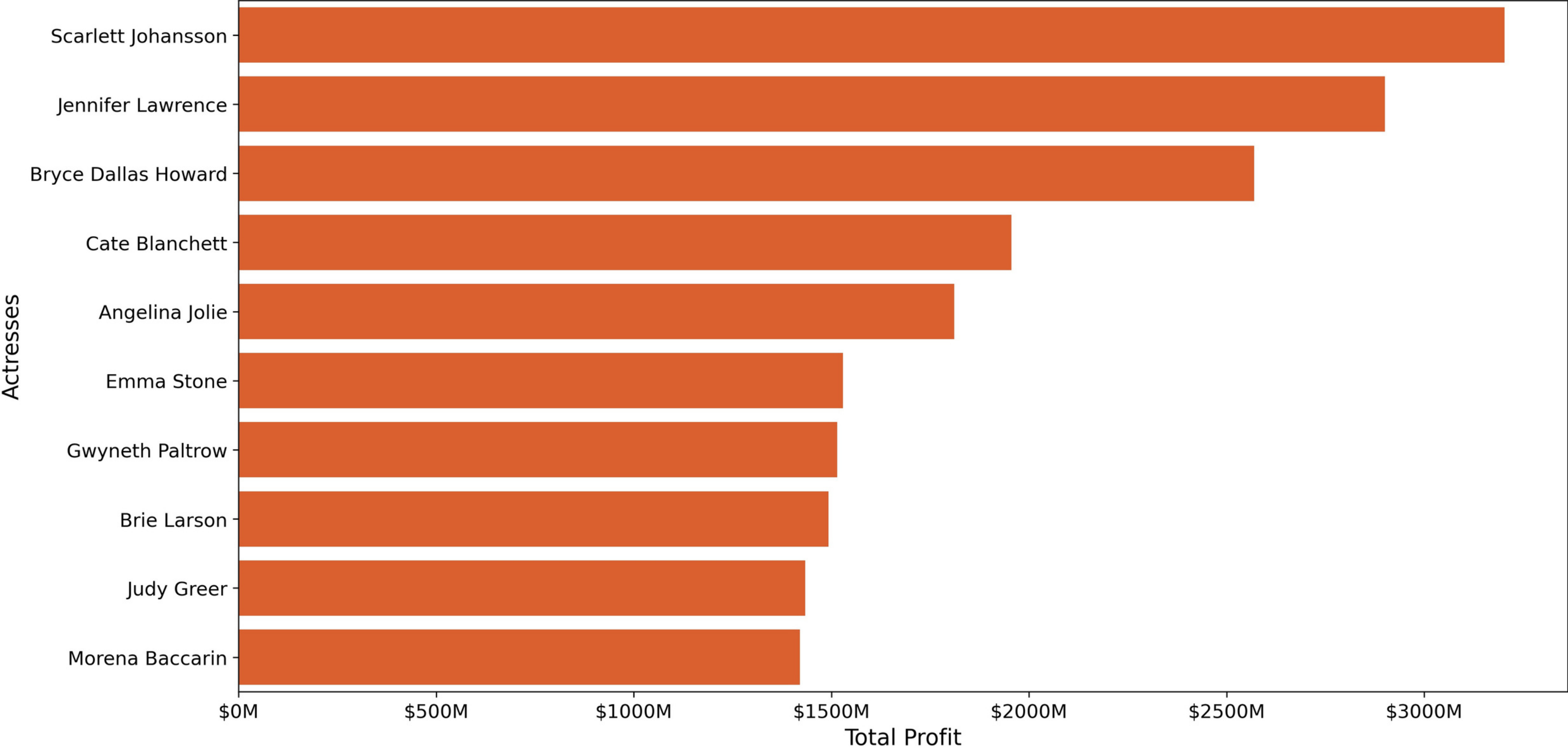  - High avg. profit margins

# **Blockbuster Analysis**: The Most Valuable Names in Hollywood

**Highest Profiting Action Movie Actors
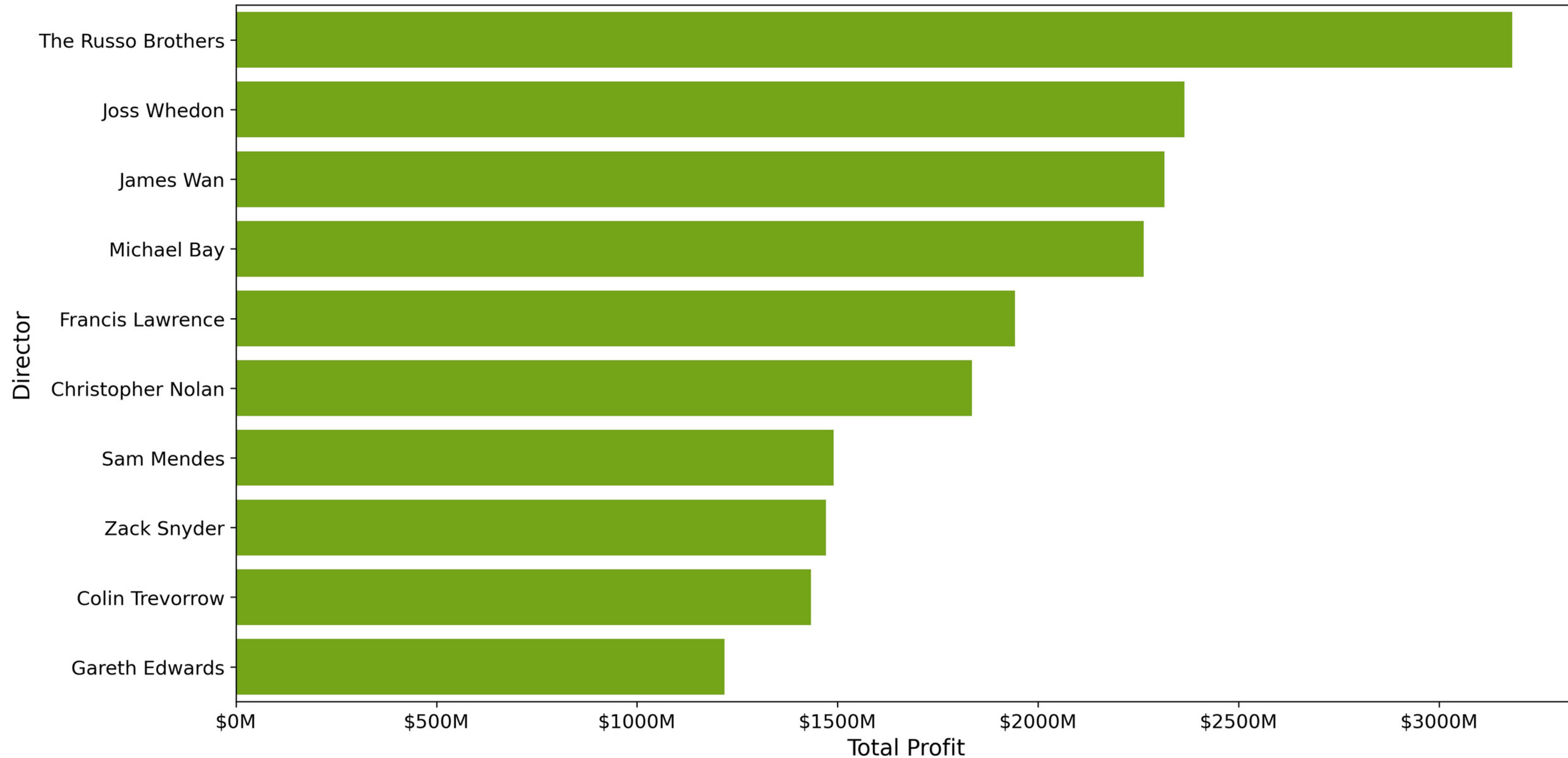Over The Past Two Decades**

**Highest Profiting Action Movie Actresses
Over The Past Two Decades**

Actresses (top to bottom): Scarlett Johansson, Jennifer Lawrence, Bryce Dallas Howard, Cate Blanchett, Angelina Jolie, Emma Stone, Gwyneth Paltrow, Brie Larson, Judy Greer, Morena Baccarin

Total Profit: $0M, $500M, $1000M, $1500M, $2000M, $2500M, $3000M

**Highest Profiting Action Movie Directors
Over The Past Two Decades**
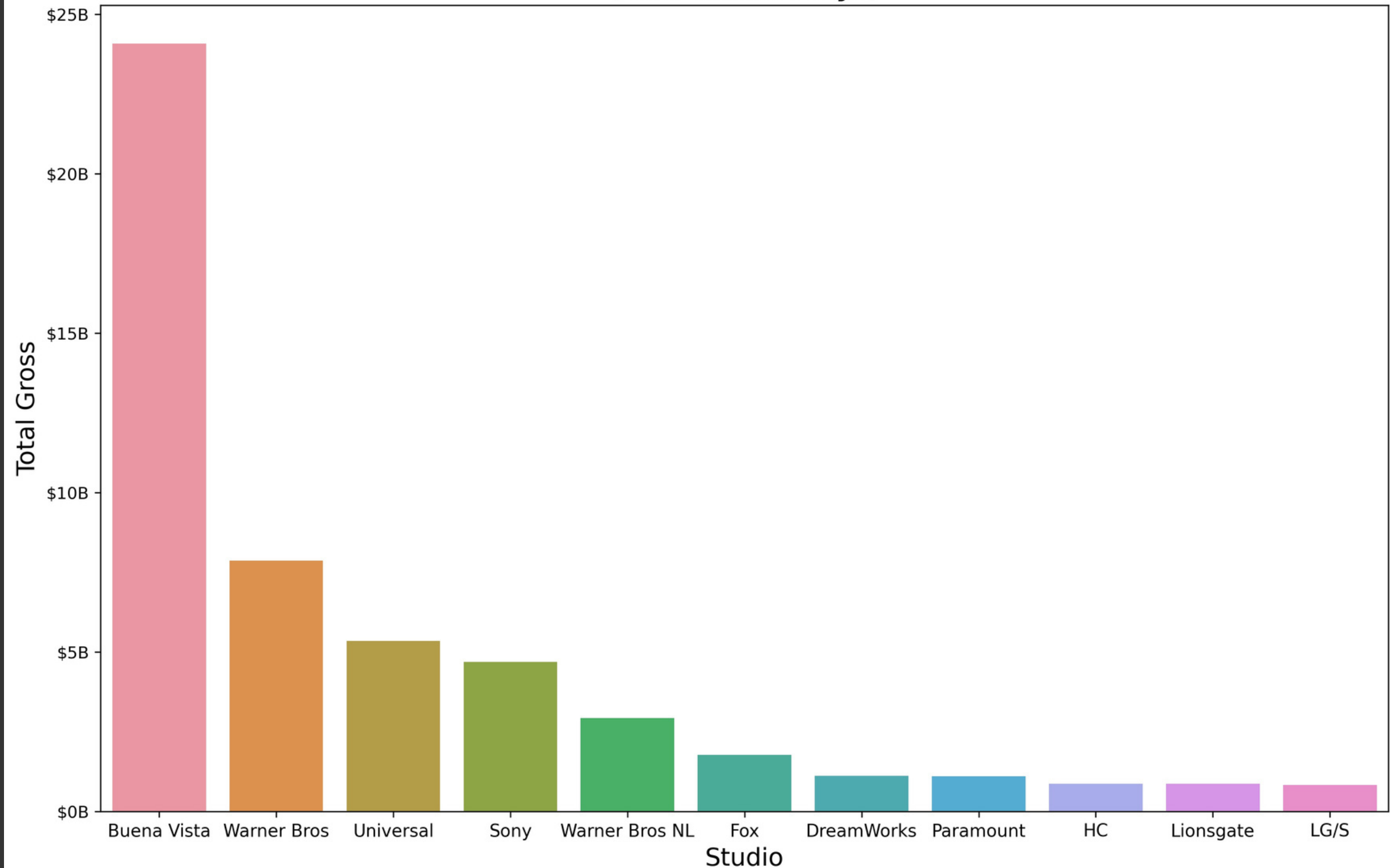
# Recommendation:

- **Big names bring in big profits**

# Keeping Up with the Competition

**Competitors Earnings of Top 50 Movies**
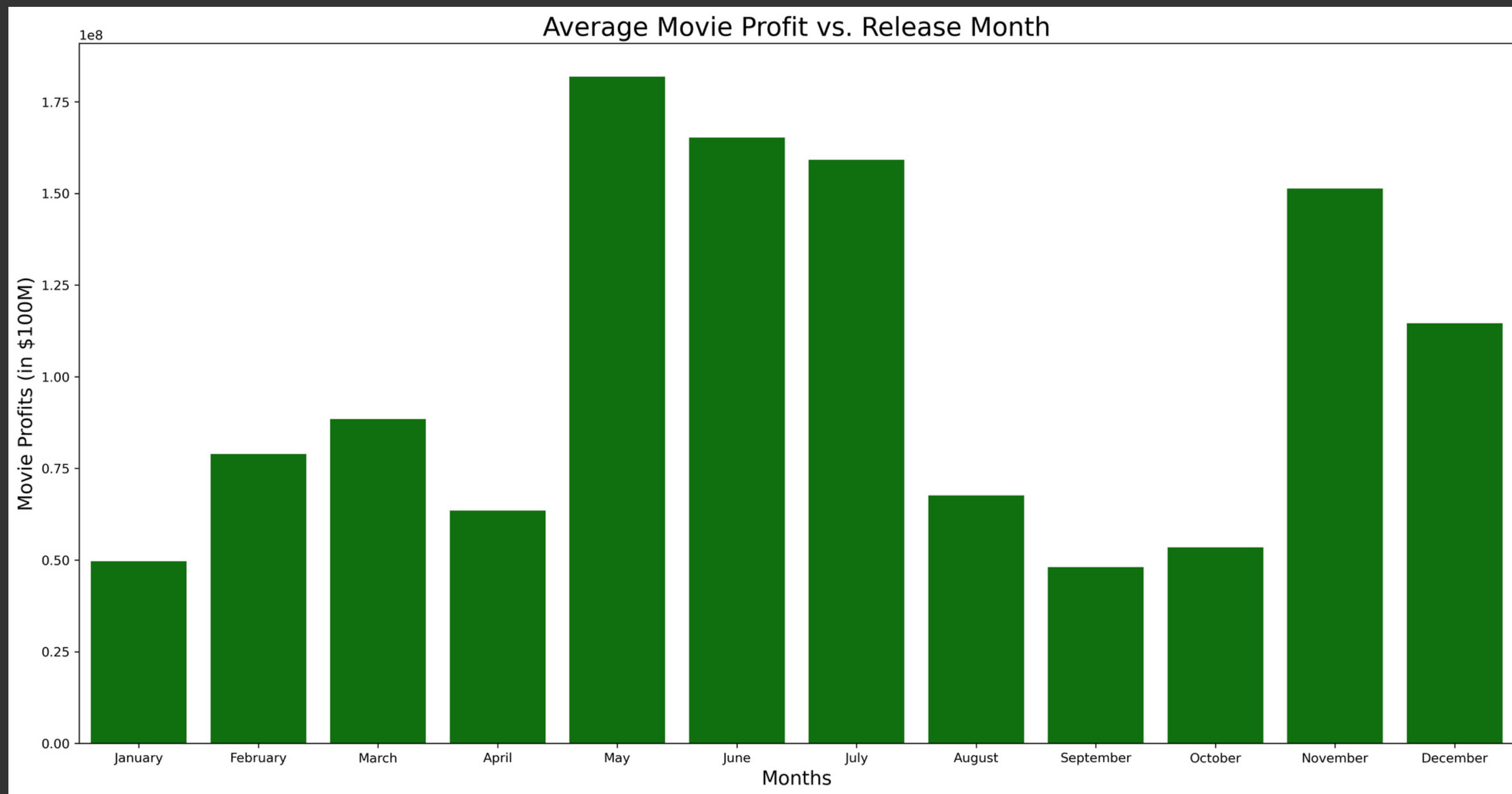**(Box Office Mojo)**

Total Gross vs Studio

| Studio | |
|---|---|
| Buena Vista | ~$24B |
| Warner Bros | ~$8B |
| Universal | ~$5.4B |
| Sony | ~$4.7B |
| Warner Bros NL | ~$3B |
| Fox | ~$1.8B |
| DreamWorks | ~$1.2B |
| Paramount | ~$1.1B |
| HC | ~$0.9B |
| Lionsgate | ~$0.9B |
| LG/S | ~$0.8B |

# Recommendation:

- **Model studio after biggest competition**
  - Adapt Microsoft games

# Seasonality

Average Movie Profit vs. Release Month

# Recommendation:

- **Release big budget movies in May, June, or July.**

# Conclusions

**1** Start with high ROI genres

**2** Work with directors who yield the highest revenues

**3** Compete with larger studios by adapting current videogame IP

**4** Release movies in May, June or July

# Thank you!

## Please reach out with any questions

**Contact Us**

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