

# **Microsoft Studios: How to Make the Most Money**



**By Pedro Velazquez and Arsh Patel**

## **Low Budget**

Budget under \$5 million

- **Horror**
- Jordan Peele or Christopher Landon
- **January** or **October**

## **Mid Budget**

Budget between \$5 million and \$50 million

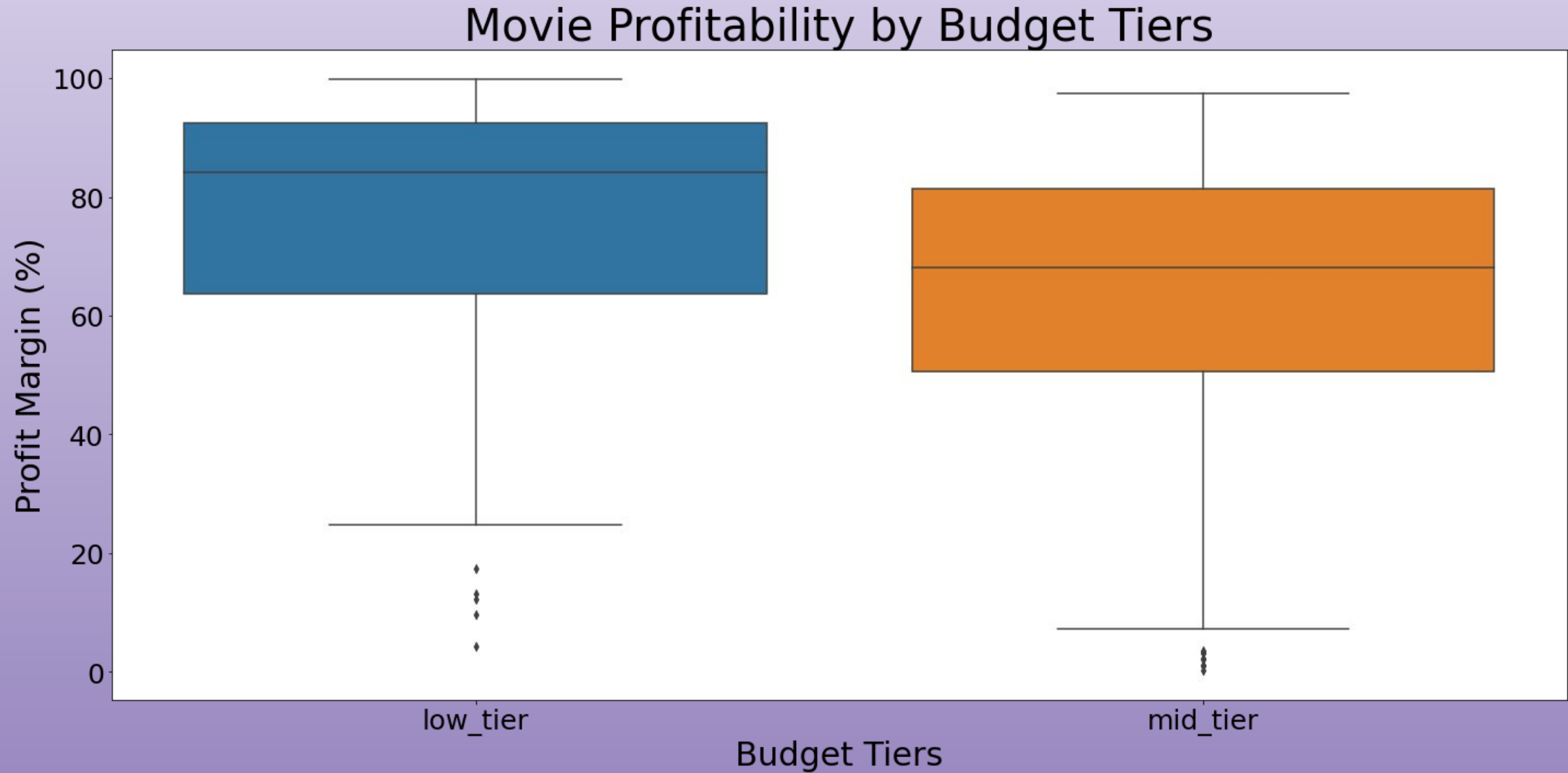
- **Horror** or **Action**
- Olivier Megaton or Andy Mushchietti
- **July, November,** or **December**

## **High Budget/ Blockbusters**

Budget over \$50 million

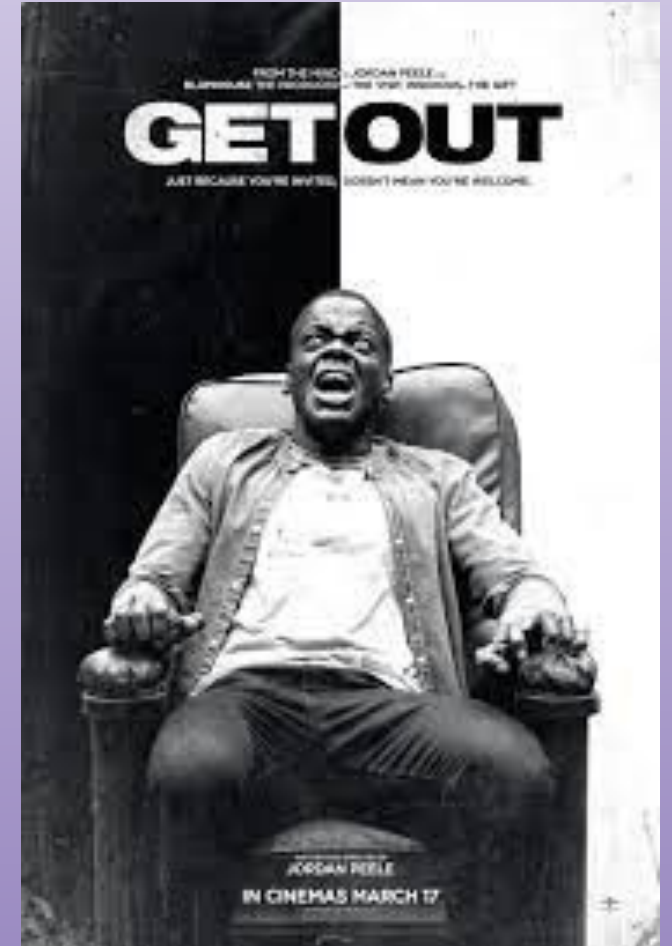
- **Animation, Action,**  
**Adventure**
- Anthony Russo, Colin Trevorrow, James Wan
- **May, June,** or **July**
- **125-150** minutes

Generally, low budget movies are more profitable than mid tier ones

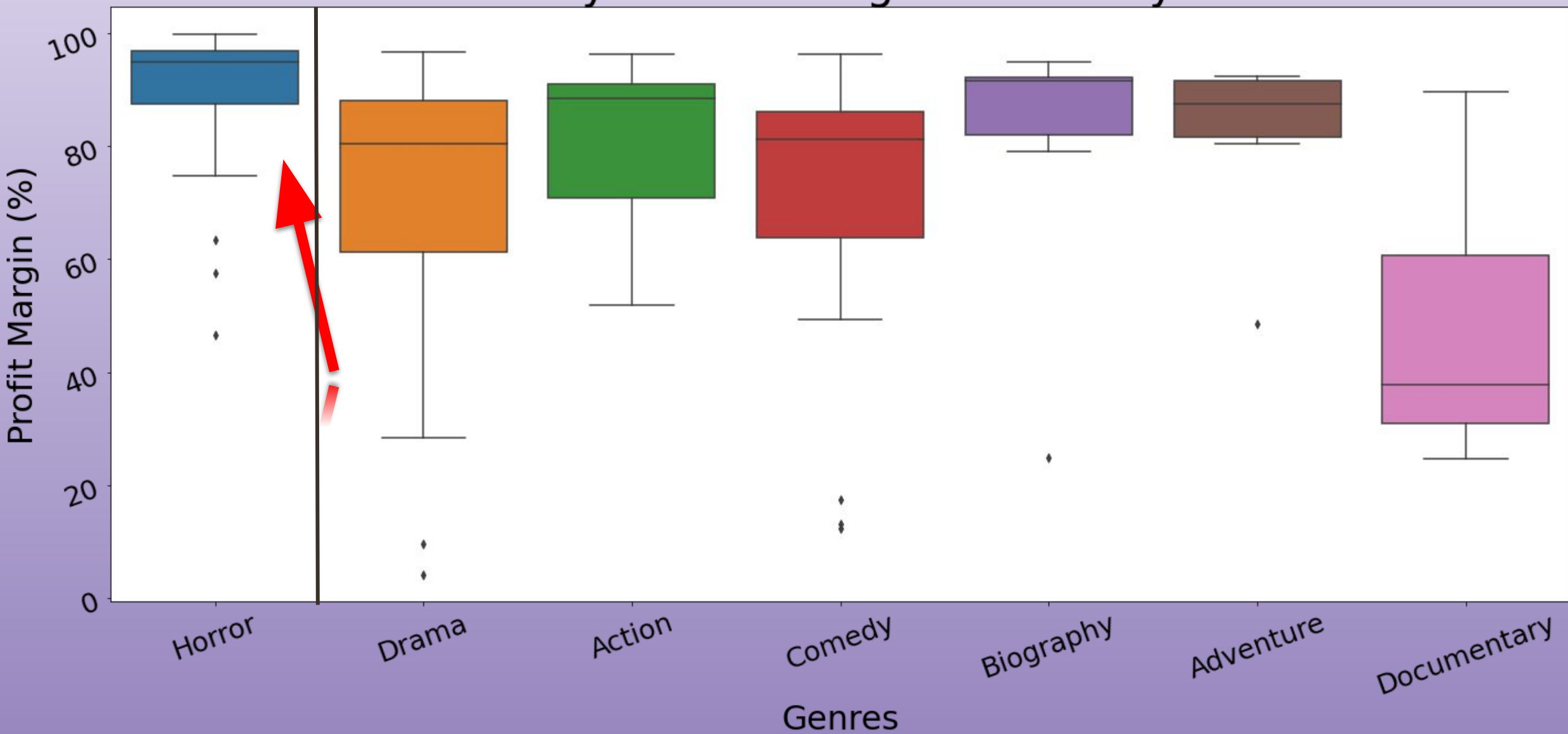


# Findings for Low Budget Movies

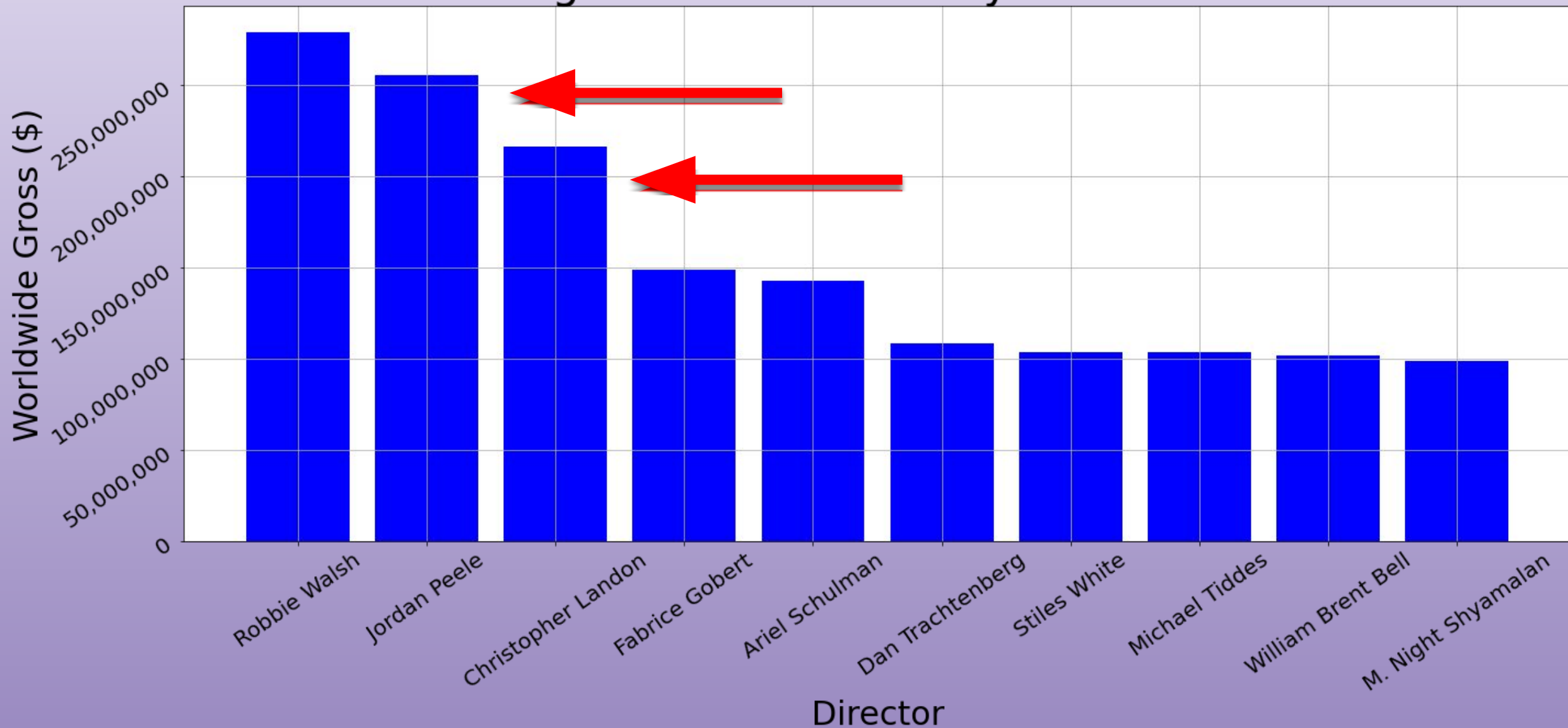
- Most profitable genre is Horror
- Two of the most profitable directors are Jordan Peele (Get Out) and Christopher Landon (Paranormal Activity)
- Best months to release low budget movies are in January or October



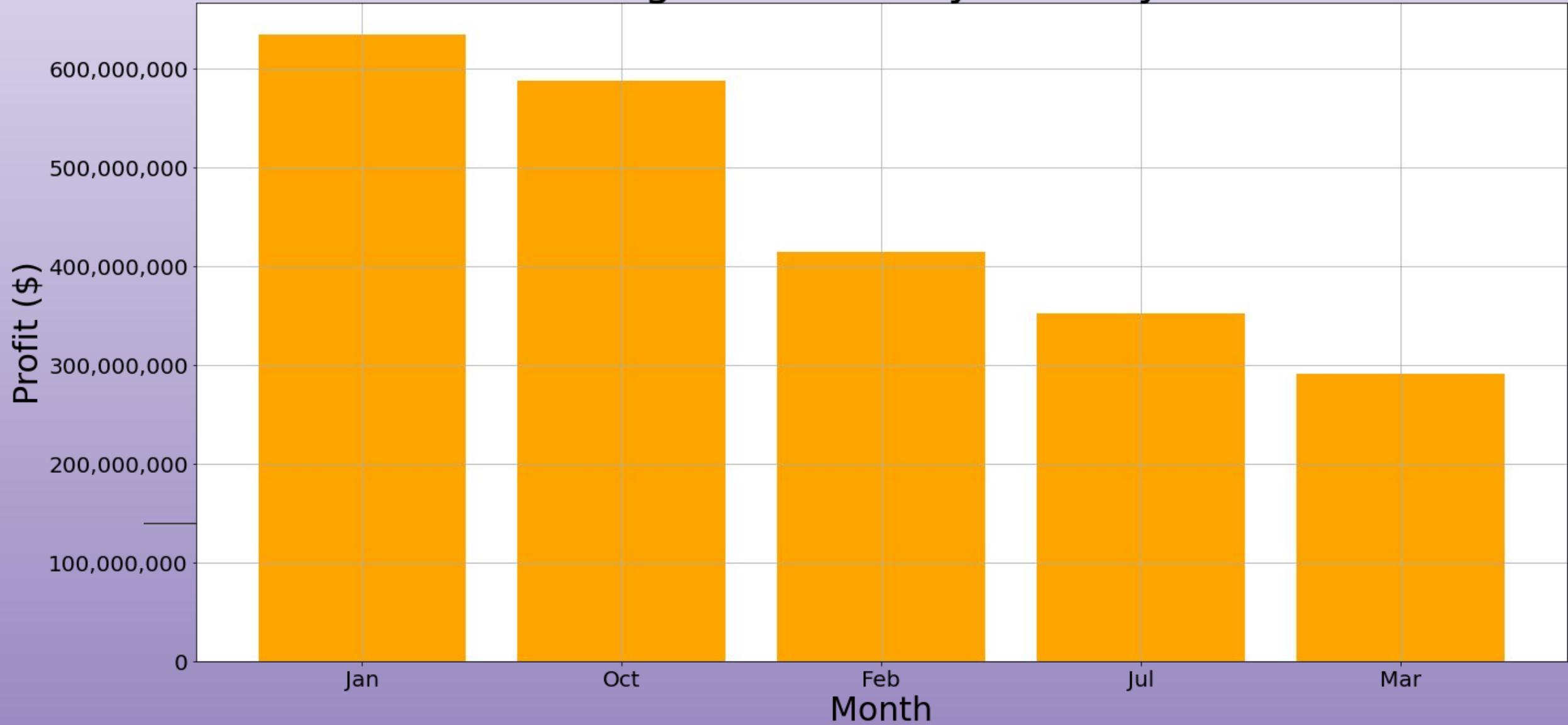
# Profitability of Low Budget Movies by Genre



# Low Budget Film Directors by Worldwide Gross



# Low Budgets Movies by Monthly Profit



# Findings for Mid Budget Movies

- Genre: Horror
- Director: Andy Muschietti (IT)

OR

- Genre: Action
- Director: Olivier Megaton (Taken 2)

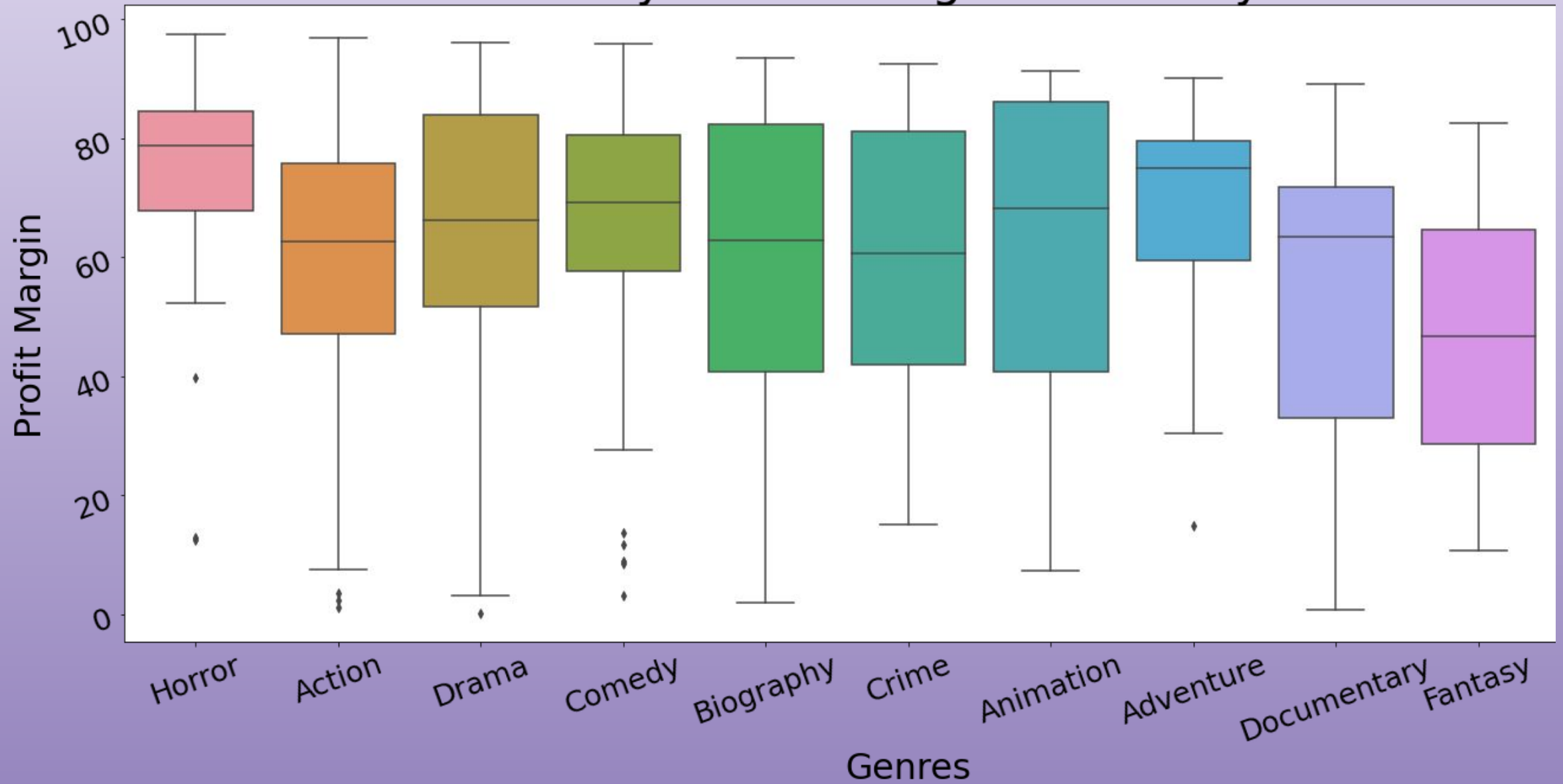
FOR BOTH

Release in July or November/December

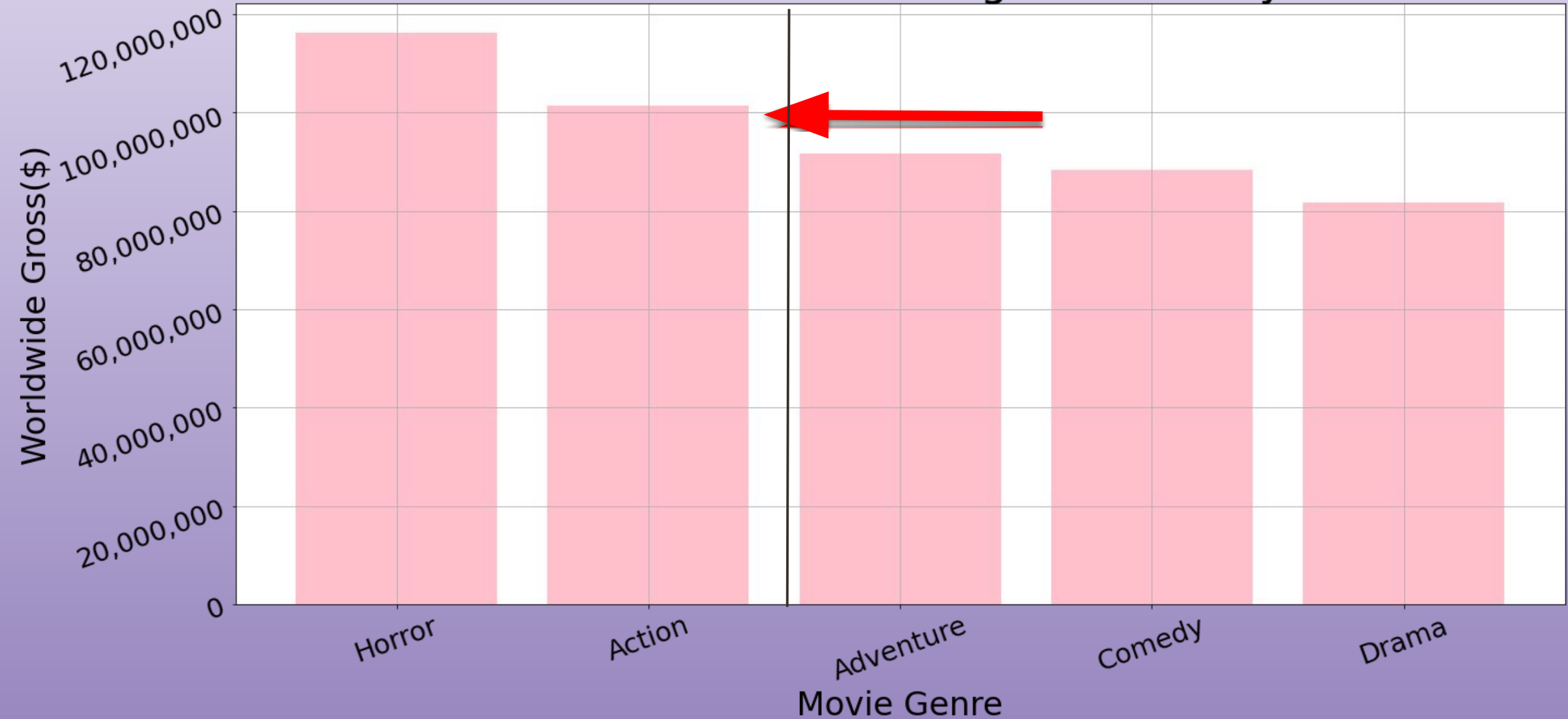




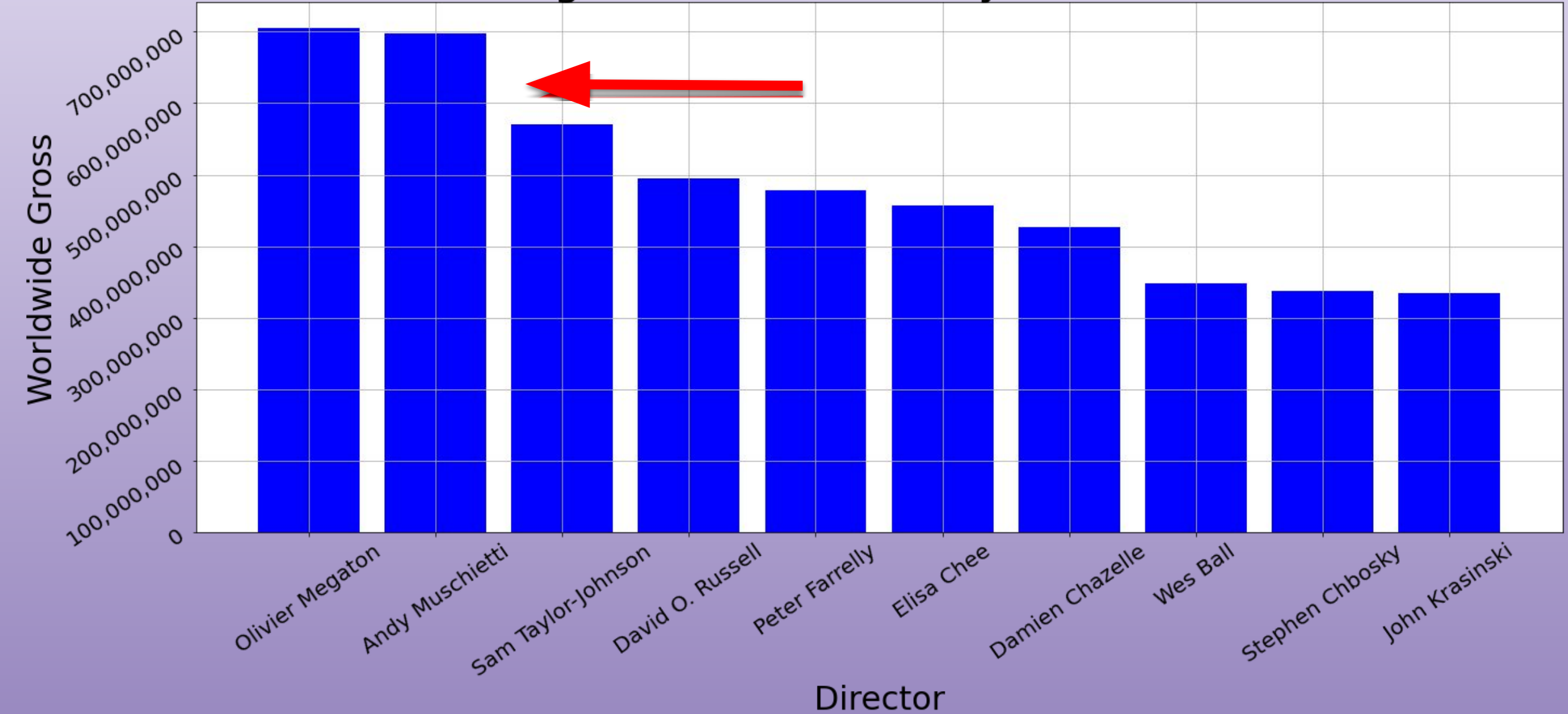
# Profitability of Mid Budget Movies by Genre



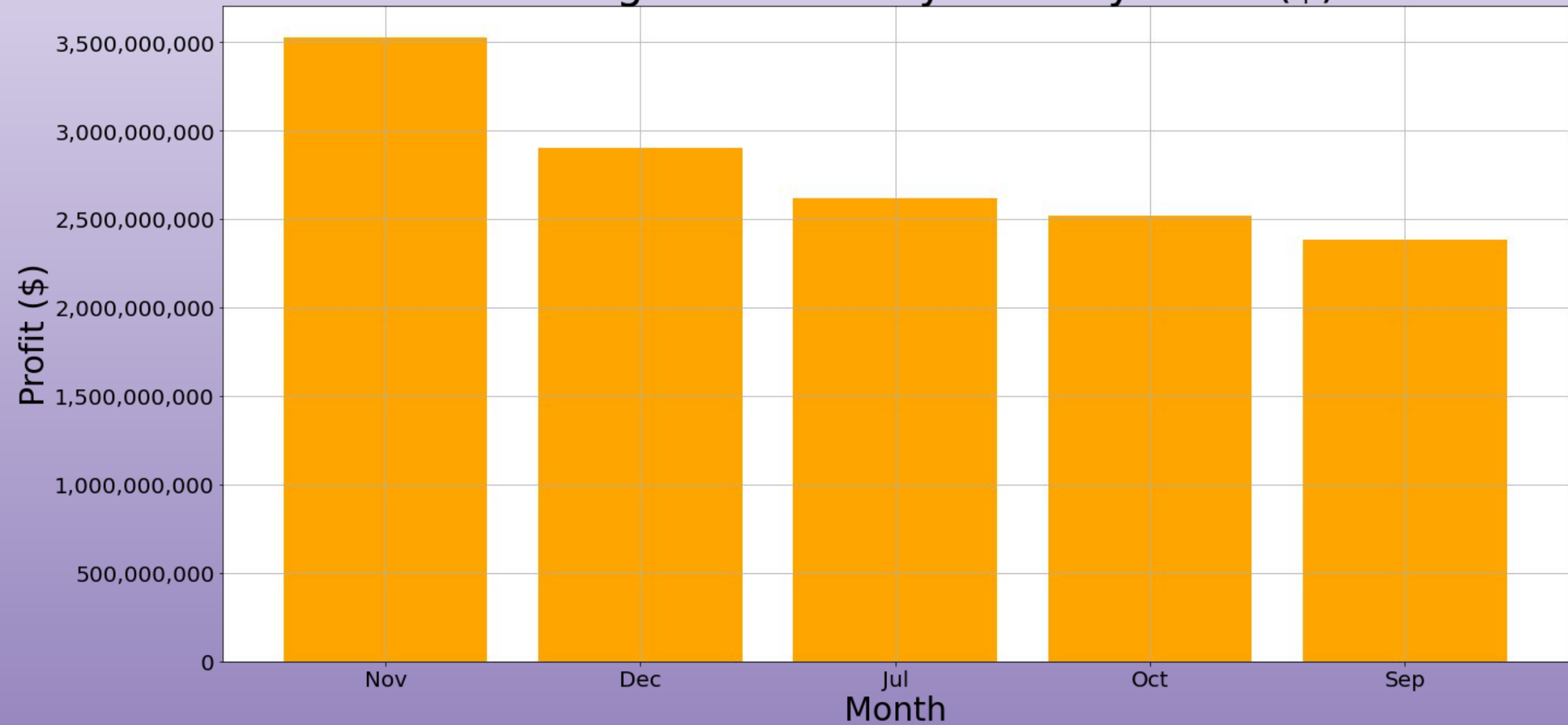
# Worldwide Gross of Mid Budget Movies by Genre



# Mid Budget Film Directors by Worldwide Gross



# Mid Budgets Movies by Monthly Profit (\$)

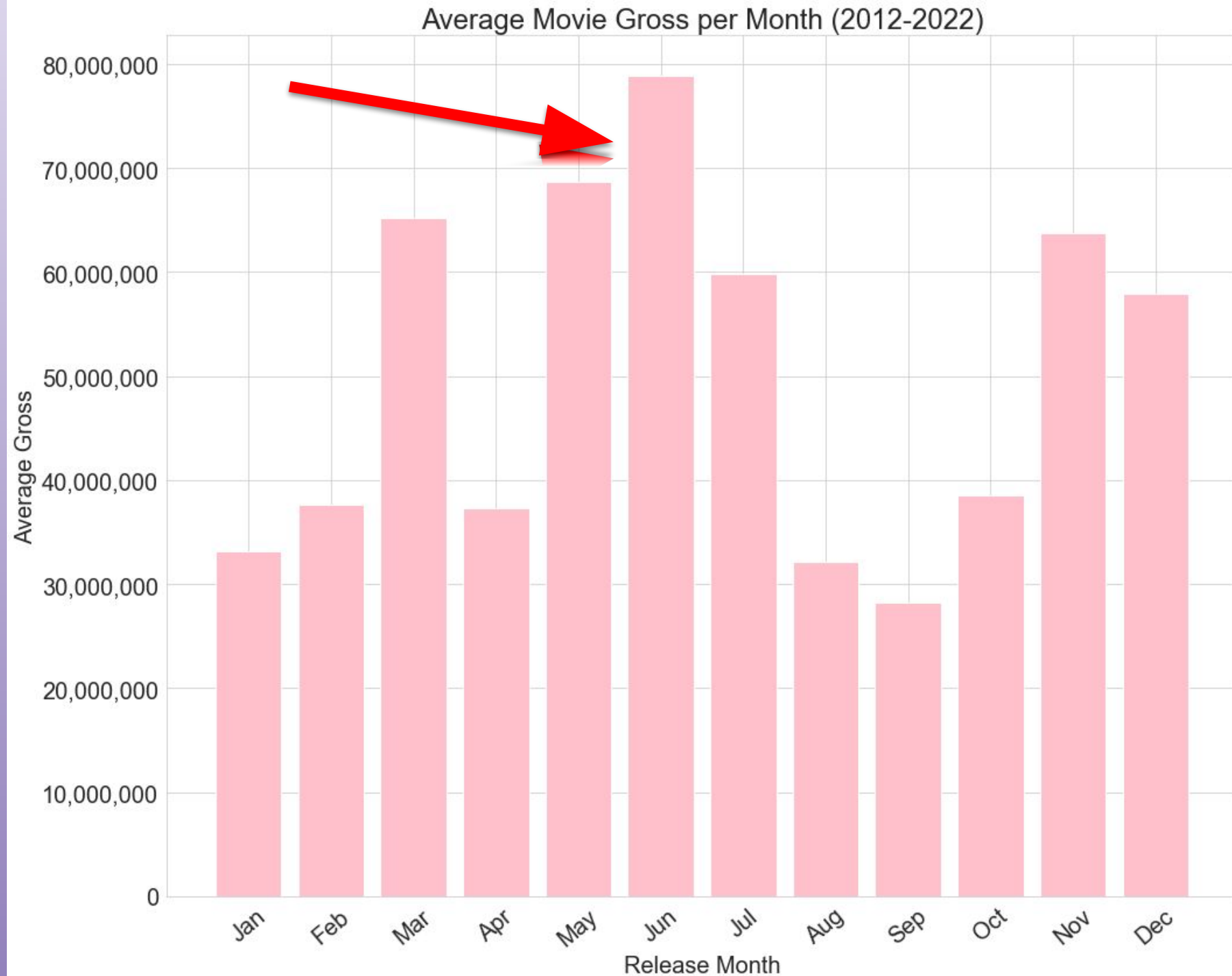


# Findings for a Profitable Blockbuster:

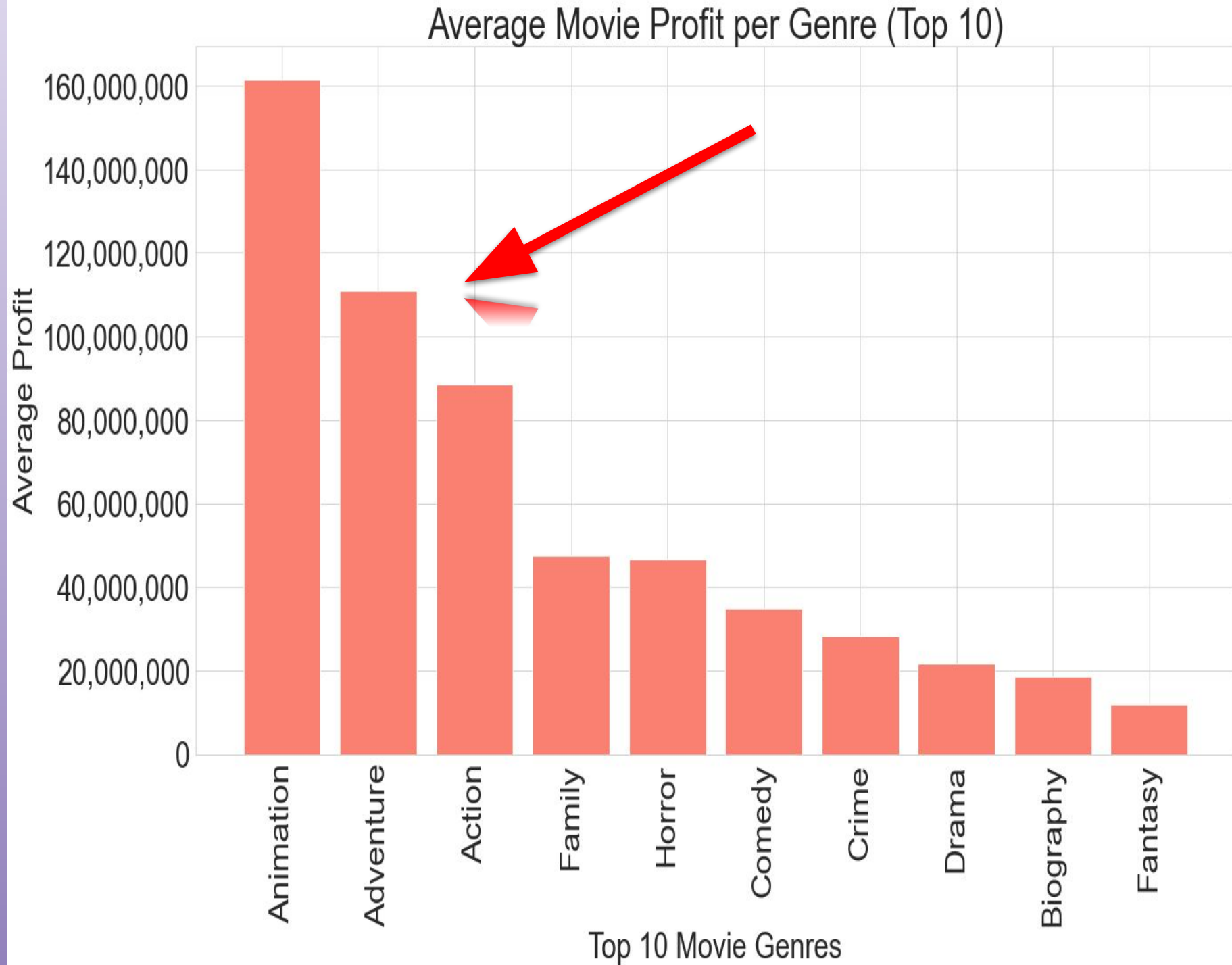
- 1) Open in May/June, March, or Nov/Dec
- 2) Runtime: Between 100-150 min
- 3) Genres: Animation, Adventure, or Action
- 4) Directors: Anthony Russo, Colin Trevorrow, or James Wan



Our movies should  
open on specific  
months.  
Specifically  
**May/June,**  
**March,** and  
**Nov/Dec**

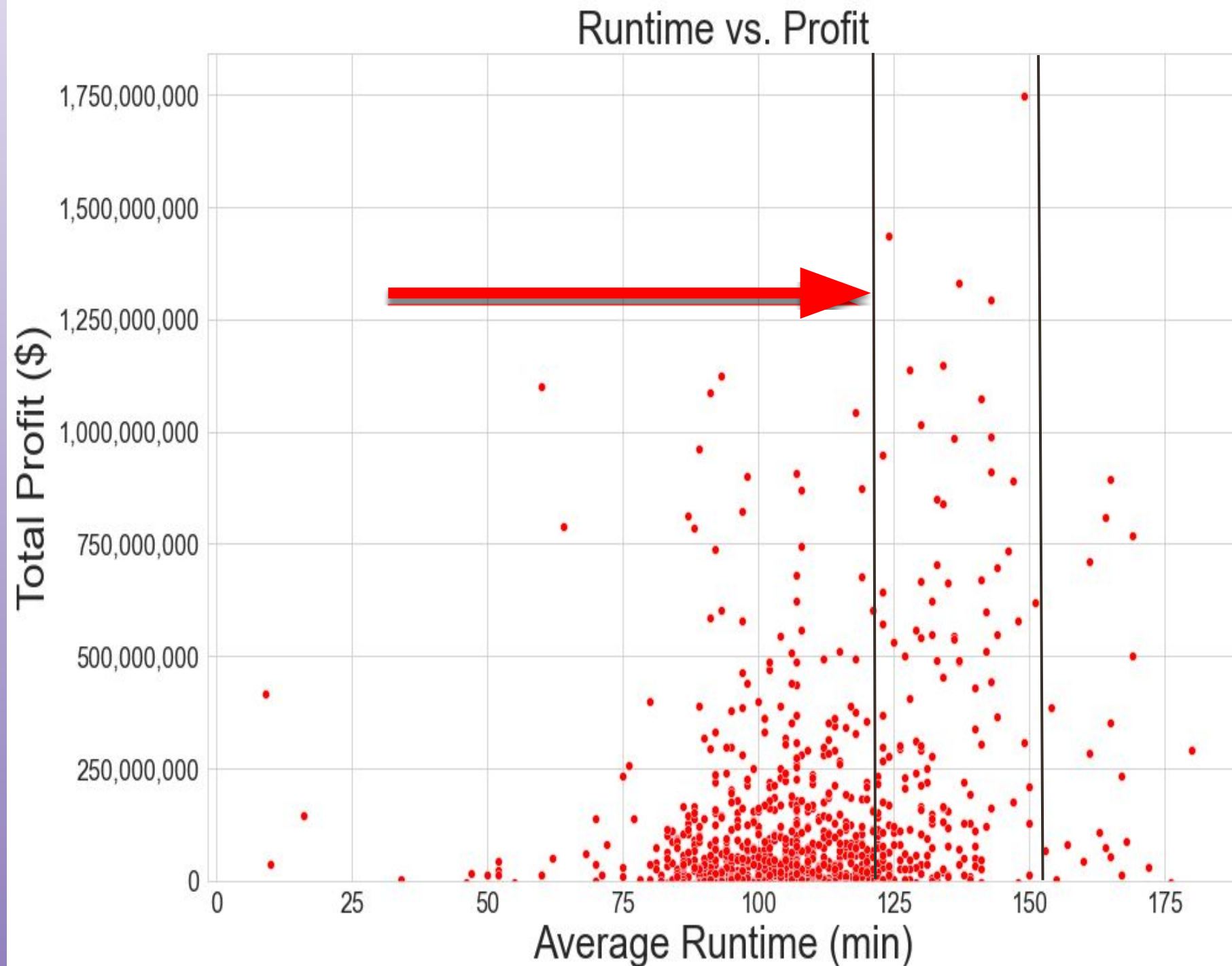


Most Profitable  
Genres are  
**Animation**  
**Adventure,**  
**Action**





Focus on films  
that are between  
**125-150** min.





**Anthony Russo:**

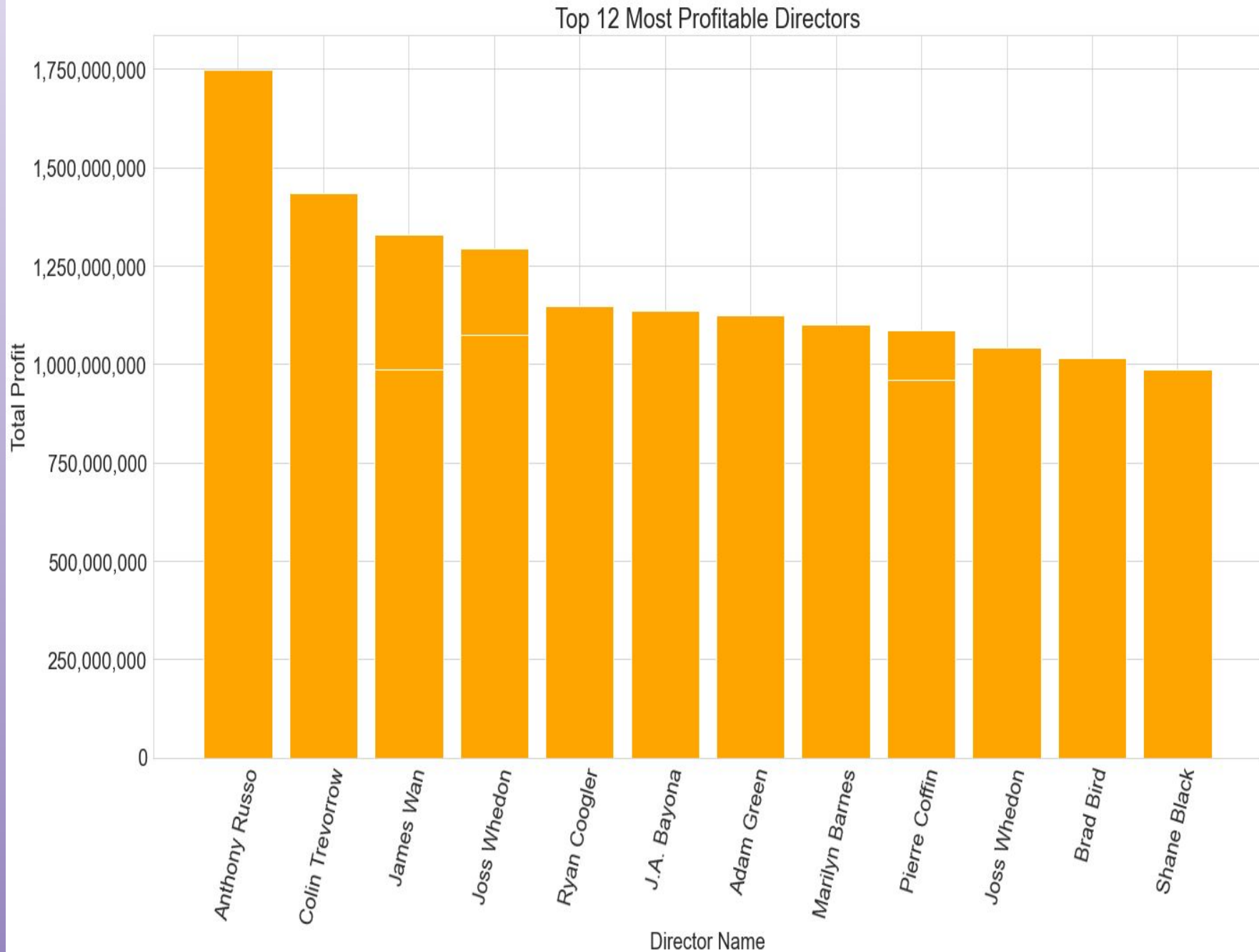
**Avengers: (Endgame,  
Infinity War, Civil  
War)**

**Colin Trevorrow:**

**Jurassic World**

**James Wan:**

**Aquaman, The  
Conjuring, Insidious**





*That's all Folks!*