## 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

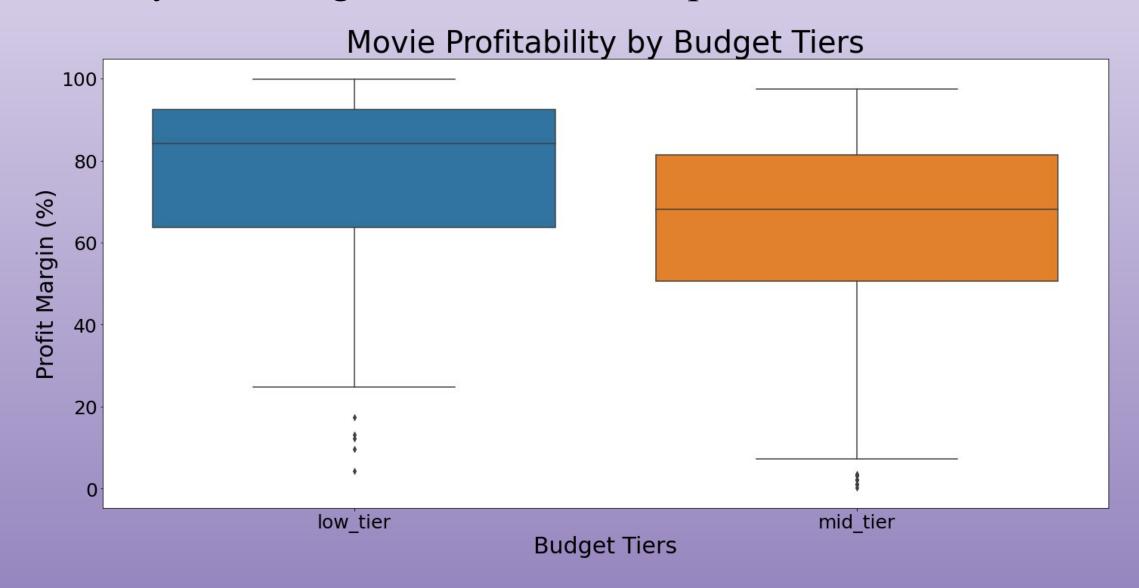
- Horror or Action
- Olivier Megaton or Andy Mushchietti
- July, November, or December

## High Budget/ Blockbusters

Budget over \$50 million

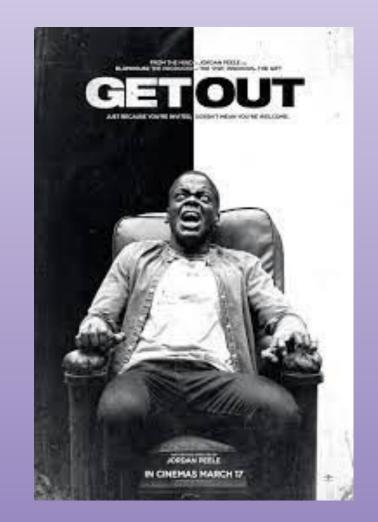
- Animation, Action, Adventure
- Anthony Russo, Colin Trevorrow, James Wan
- May, June, or July
- 125-150 minutes

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



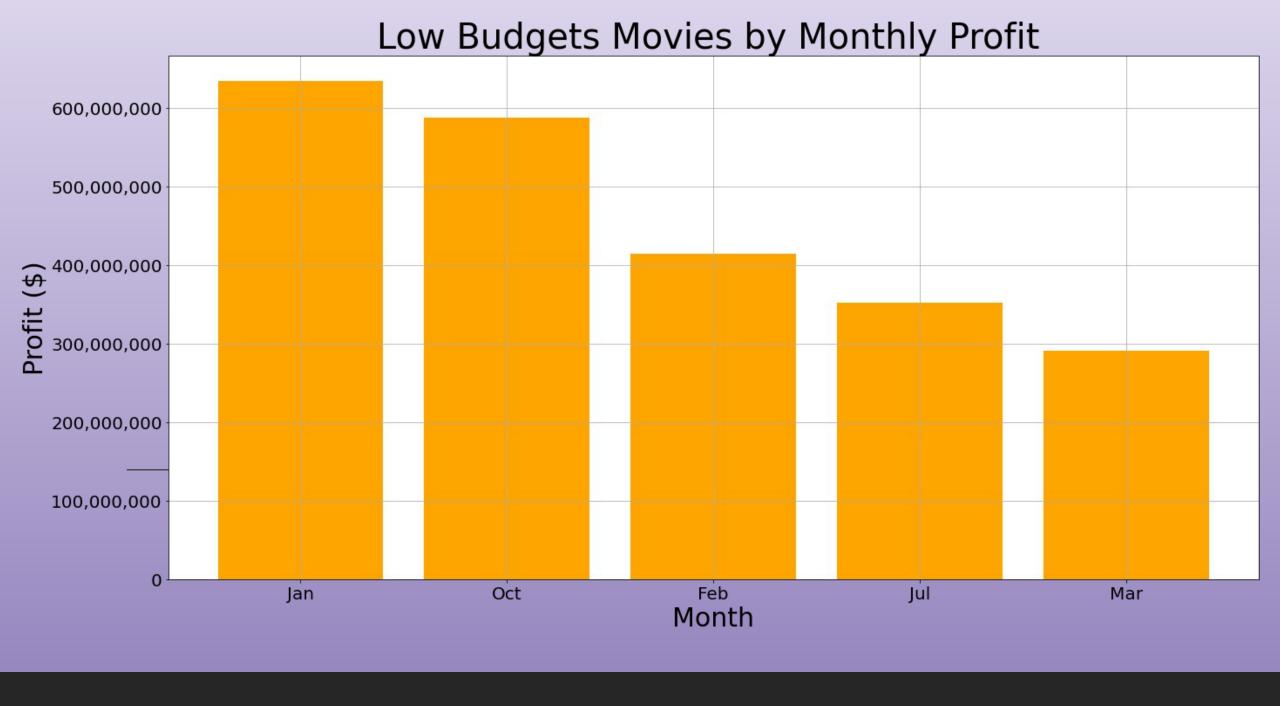
# Findings for Low Budget Movies

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



Profitability of Low Budget Movies by Genre 100 80 Profit Margin (%) 60 40 20 0 Adventure Documentary Biography Drama comedy Action Horror Genres

Low Budget Film Directors by Worldwide Gross Worldwide Gross (\$) 200,000,000 150,000,000 100,000,000 50,000,000 William Brent Bell Michael Tiddes Christopher Landon Fabrice Gobert Dan Trachtenberg M. Night Shyamalan Robbie Walsh Jordan Peele Ariel Schulman Stiles White 0 Director



## Findings for Mid Budget Movies

- Genre: Horror
- Director: <u>Andy Muschietti</u> (IT)

#### OR

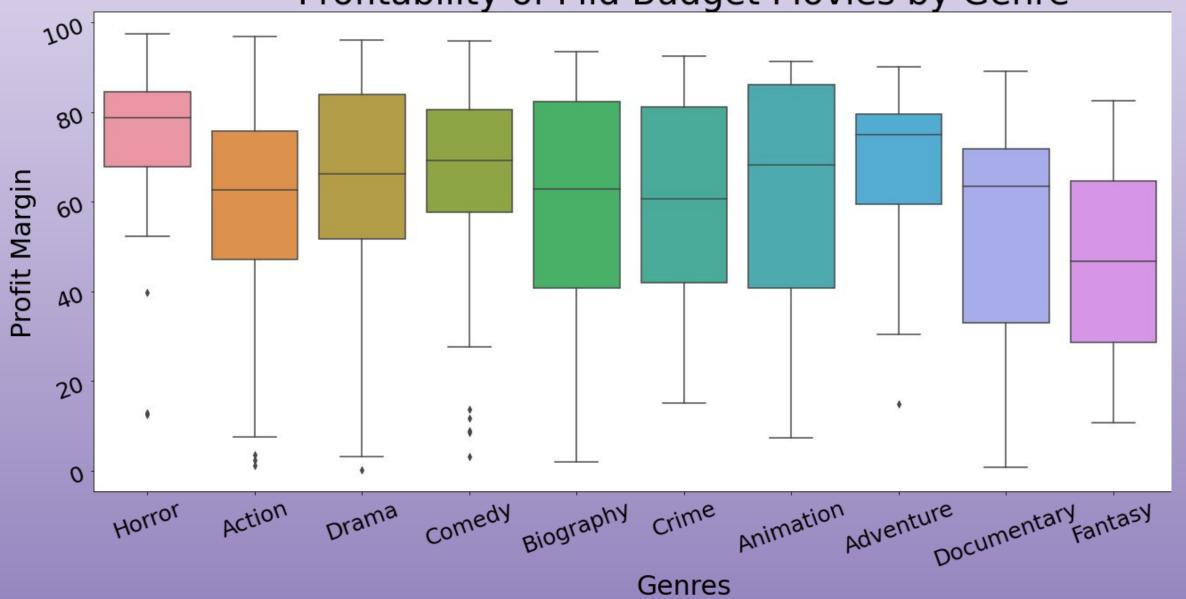
- Genre: <u>Action</u>
- Director: Olivier Megaton (Taken 2)

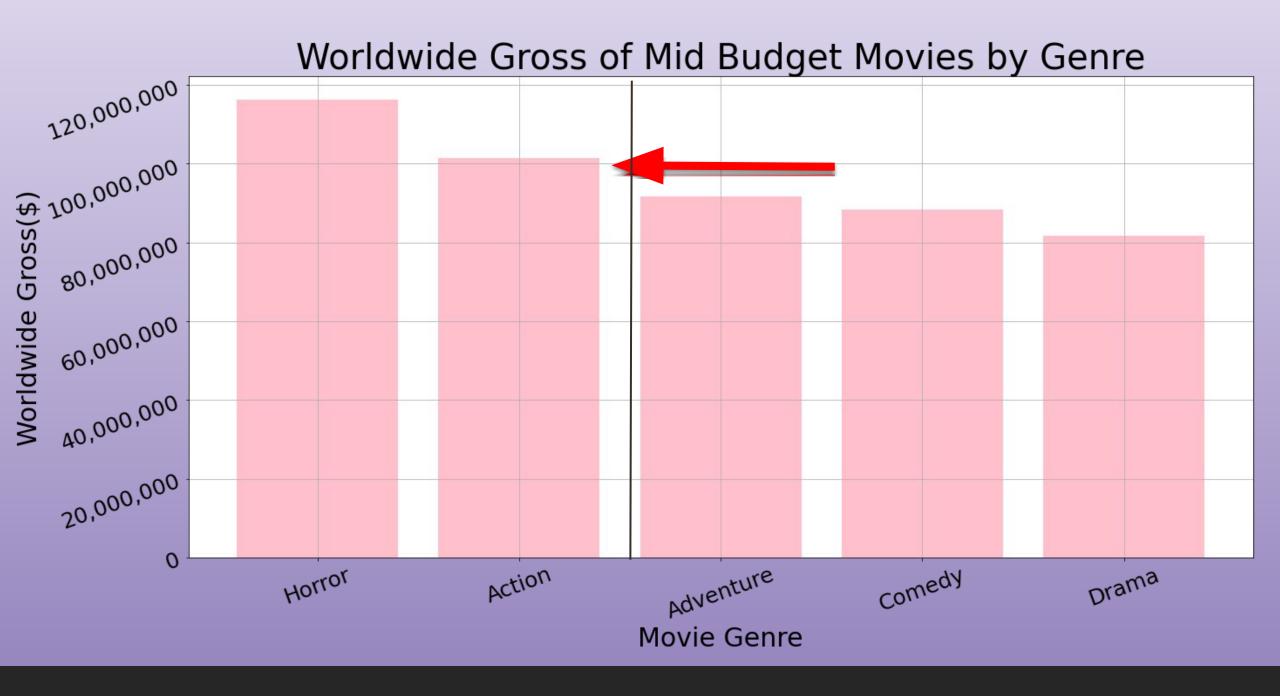
#### **FOR BOTH**

Release in July or November/December

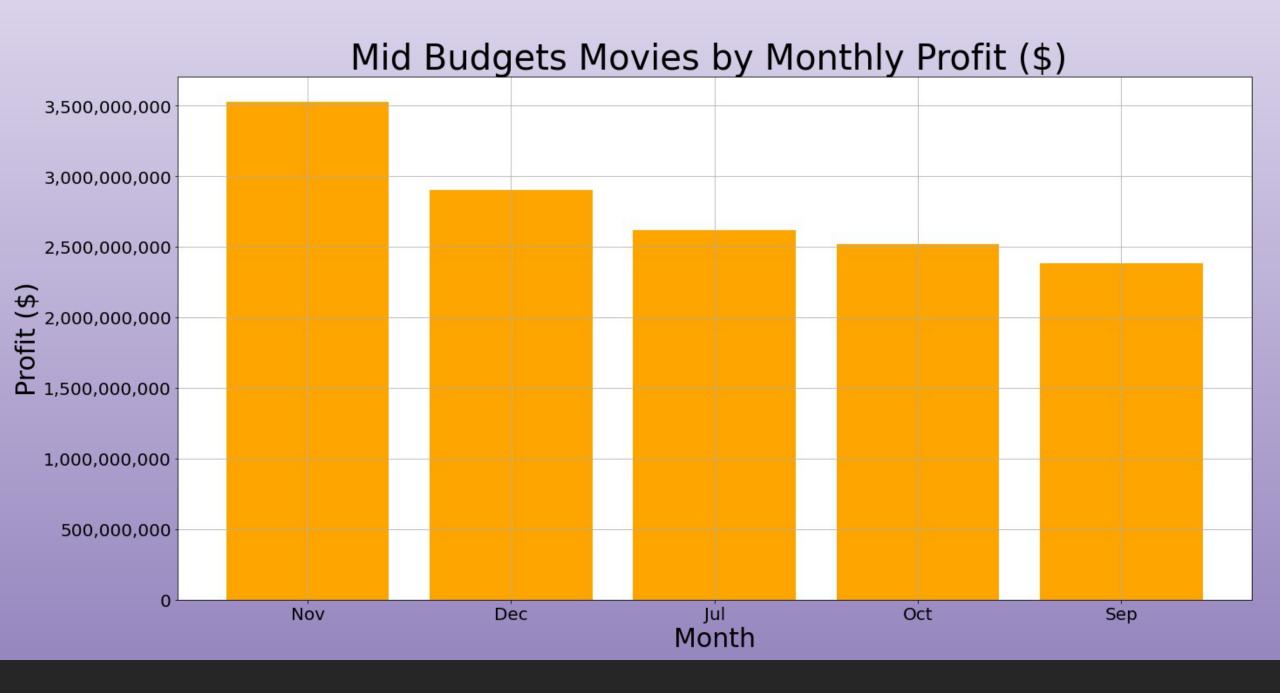


## Profitability of Mid Budget Movies by Genre





Mid Budget Film Directors by Worldwide Gross 700,000,000 + 600,000,000 Worldwide Gross 500,000,000 400,000,000 300,000,000 200,000,000 200,000,000 David O. Russell Andy Muschietti Sam Taylor-Johnson Stephen Chbosky John Krasinski Wes Ball Olivier Megaton Director

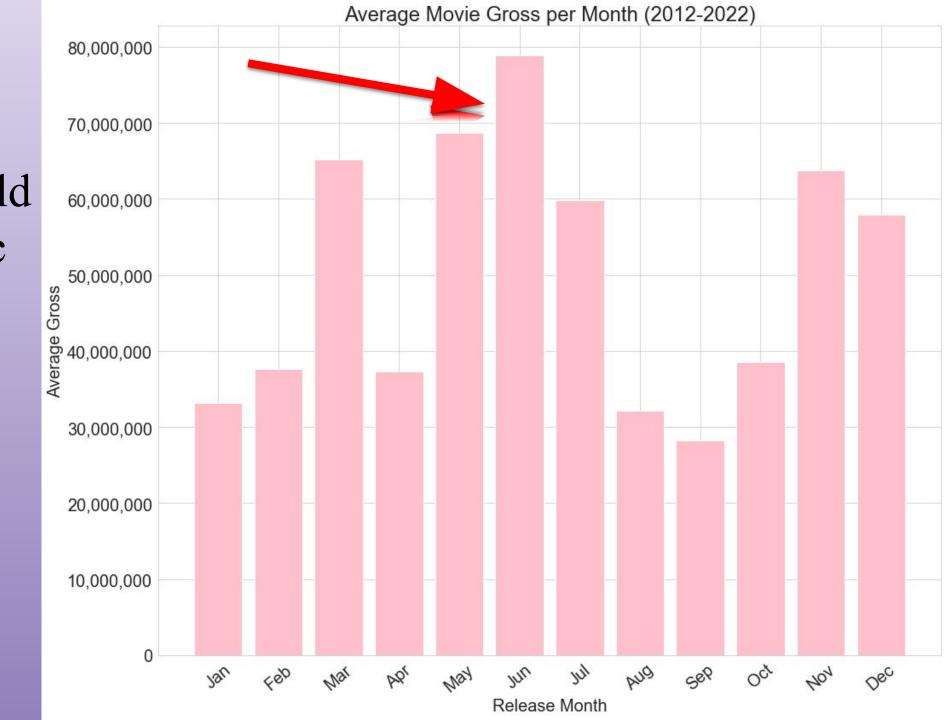


## Findings for a Profitable Blockbuster:

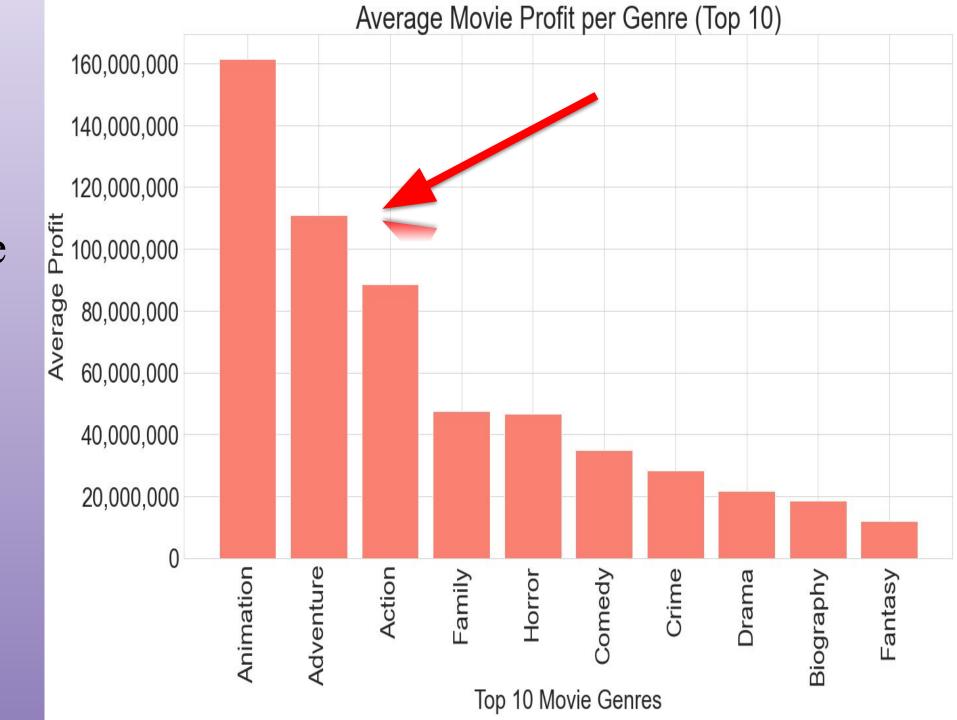
- 1) Open in <u>May/June</u>, <u>March</u>, or <u>Nov/Dec</u>
- 2) Runtime: Between 100-150 min
- 3) Genres: <u>Animation</u>, <u>Adventure</u>, or <u>Action</u>
- 4) Directors: <u>Anthony Russo</u>, <u>Colin Trevorrow</u>, or <u>James Wan</u>



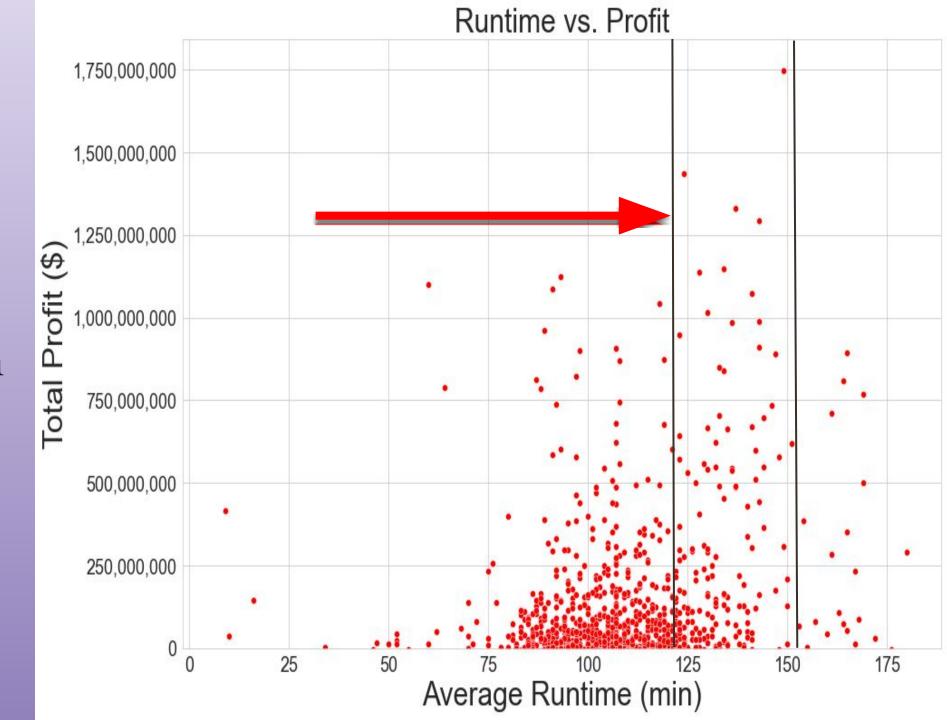
Our movies should open on specific months. Specifically May/June, March, and Nov/Dec



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

