

CORTONA'S ORIGINALS

By: Phillip Ojo

BACKGROUND

Hi...Hello...Can we get in
on the fun?

- THE GLOBAL VIDEO STREAMING MARKET SIZE WAS PEGGED AT USD 42.6 BILLION IN 2019 AND IS EXPECTED TO REGISTER A CAGR OF 20.4% FROM 2020 TO 2027.
- IN THE RECENT PAST, THE POPULARITY OF SUCH PLATFORMS OVER BROADCAST MEDIA SUCH AS YOUTUBE AND NETFLIX HAS INCREASED CONSIDERABLY.
- NETFLIX (NFLX) IS THE DOMINANT COMPANY IN THE ON-DEMAND MEDIA INDUSTRY, WITH 167 MILLION PAYING SUBSCRIBERS AROUND THE WORLD.



LET'S DIVE IN

MOVIE REVENUE VS
MOVIE RATINGS

LOOK AT WHICH MOVIE
RATING CATEGORY WOULD BE
IDEAL TO PURSUE.

MOVIE RATINGS OVER THE
LAST FIVE DECADES

COMPARE THE REVENUE
OF THE DIFFERENT MOVIE
RATING CATEGORIES IN
THE LAST FIVE DECADES.

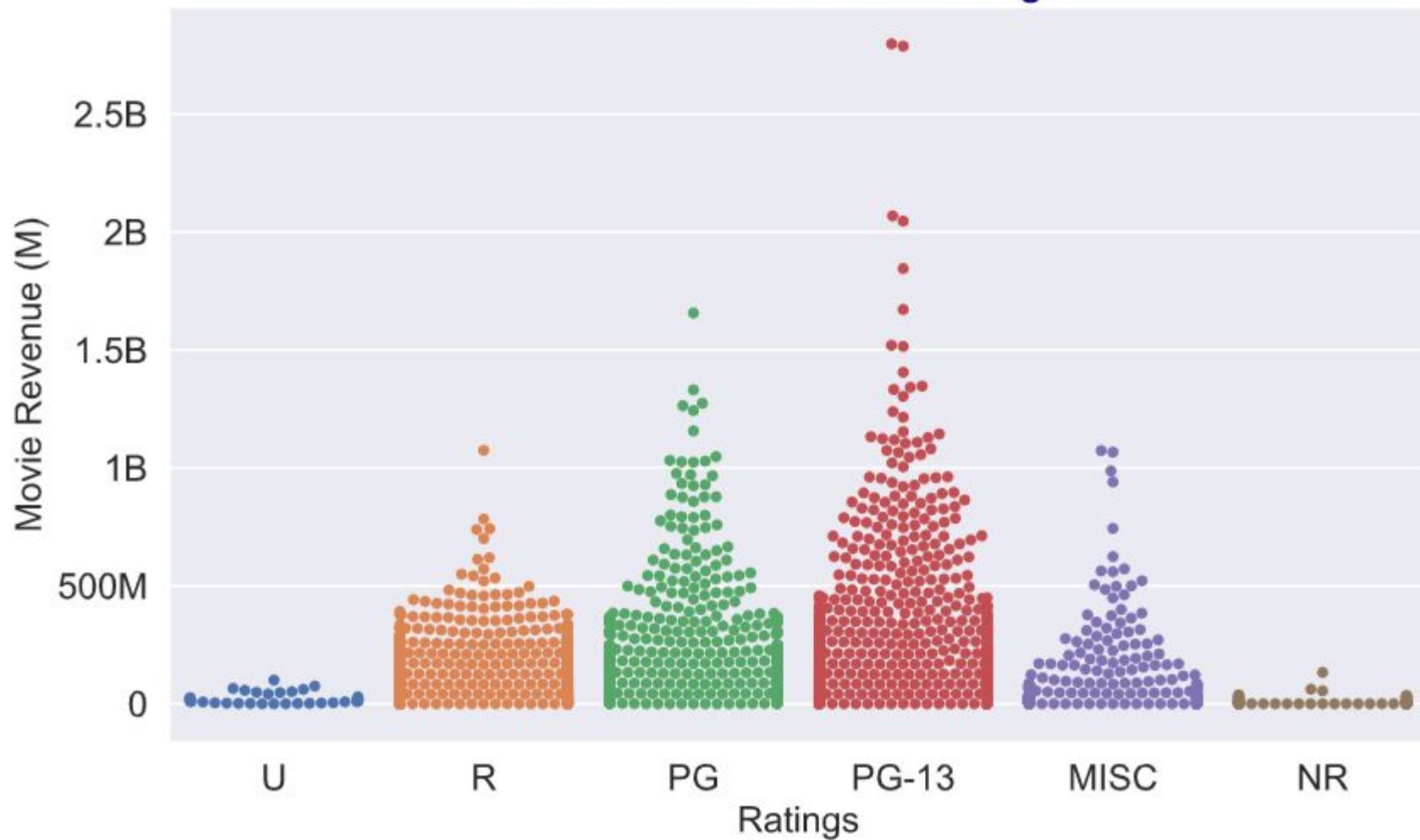
MOVIE GENRES

ANALYZE THE AVERAGE
BUDGET/REVENUE FOR EACH GENRE
OVER THE LAST FOUR DECADES.

PRESENTATION OVERVIEW

MOVIE REVENUE VS MOVIE RATINGS

Movie Revenue vs Ratings



Average Budget and Revenue vs Ratings

Budget Revenue

Budget/Revenue (M)

175M
150M
125M
100M
75M
50M
25M
0

U

R

PG

PG13

MISC

NR

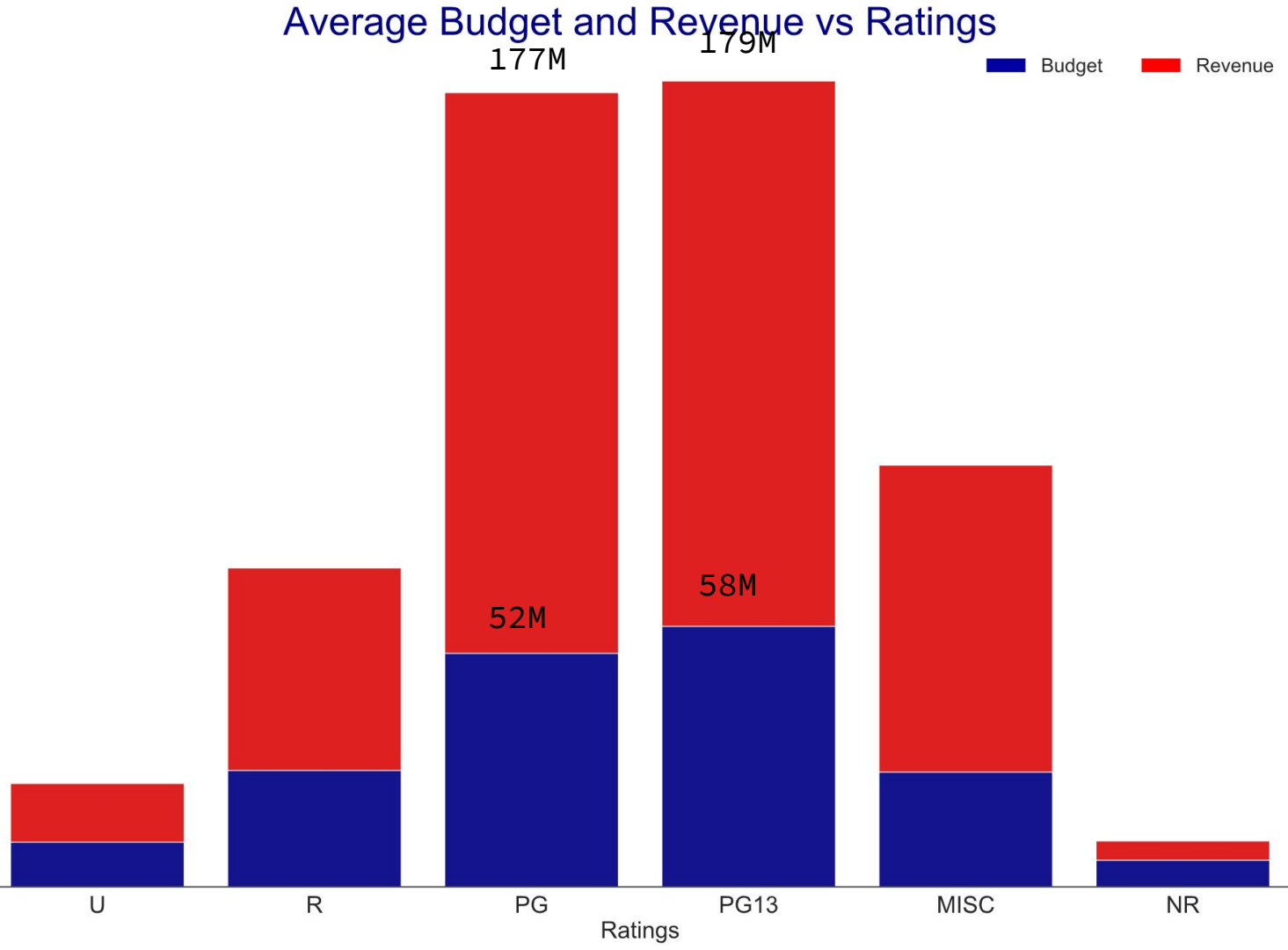
Ratings

177M

179M

52M

58M

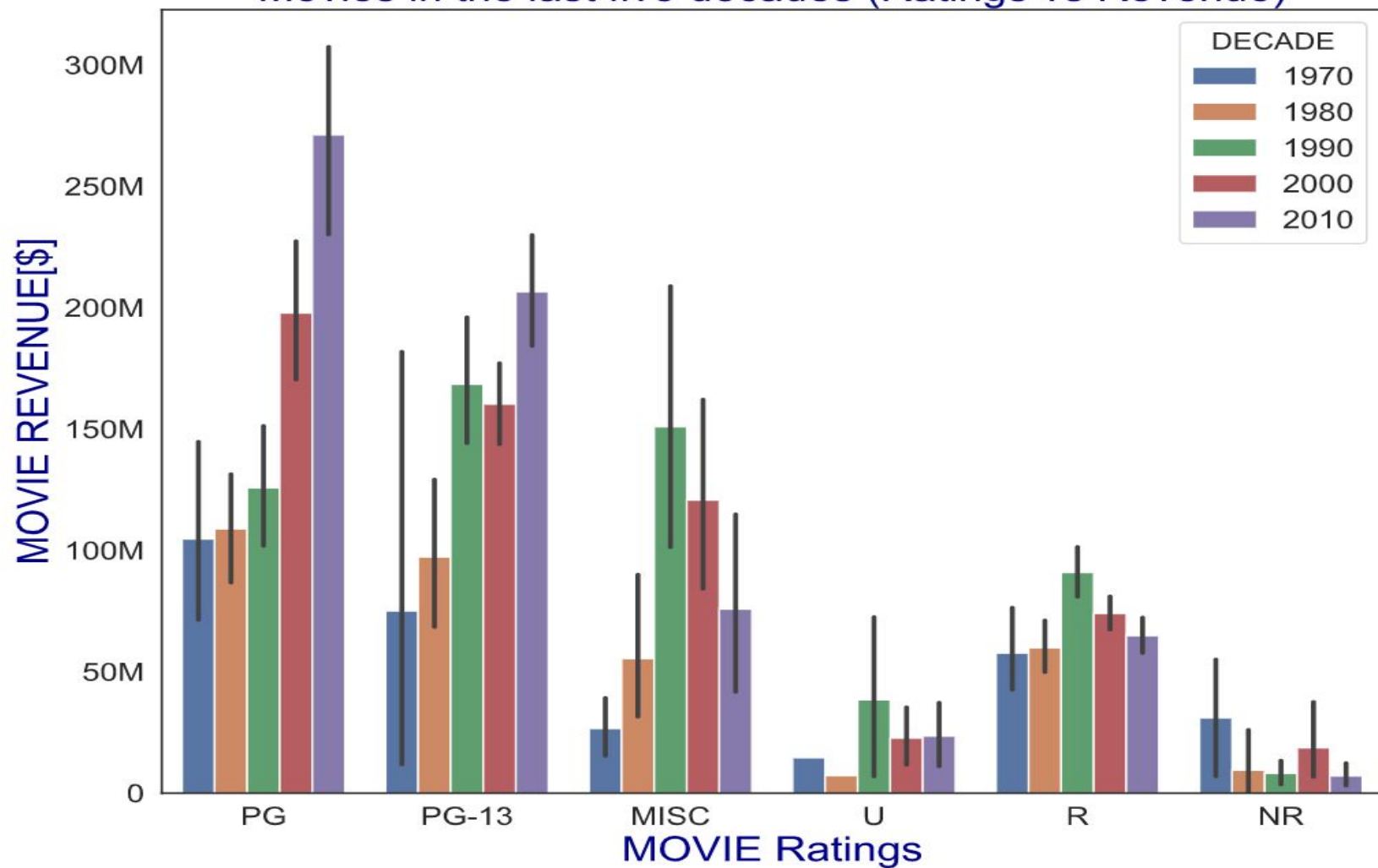


RECOMMENDATION

- Looking at the two graphs above, We see that the favorable movie rating categories we should pursue are PG/PG-13.
- This in facts make a lot of sense because with this movie rating, you are able to reach a wider audience from kids to adults which in turn generates more revenue.

MOVIE RATINGS
REVENUE OVER THE
LAST FOUR DECADES.

Movies in the last five decades (Ratings vs Revenue)



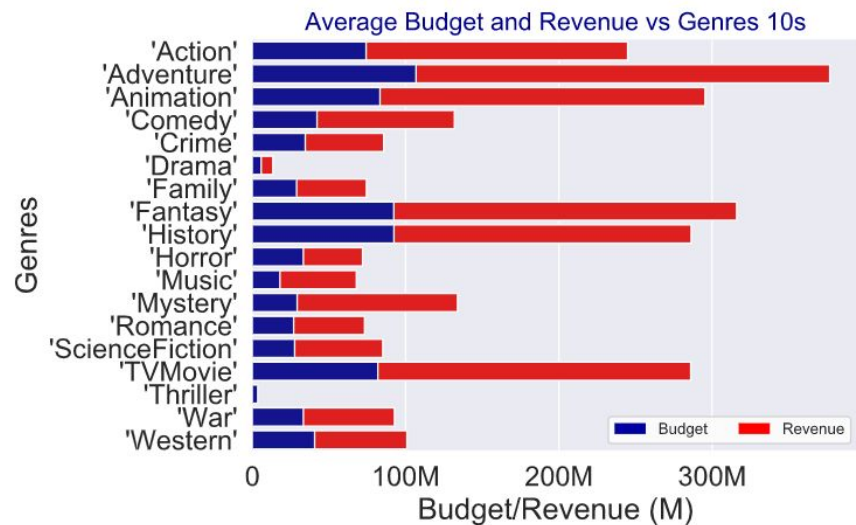
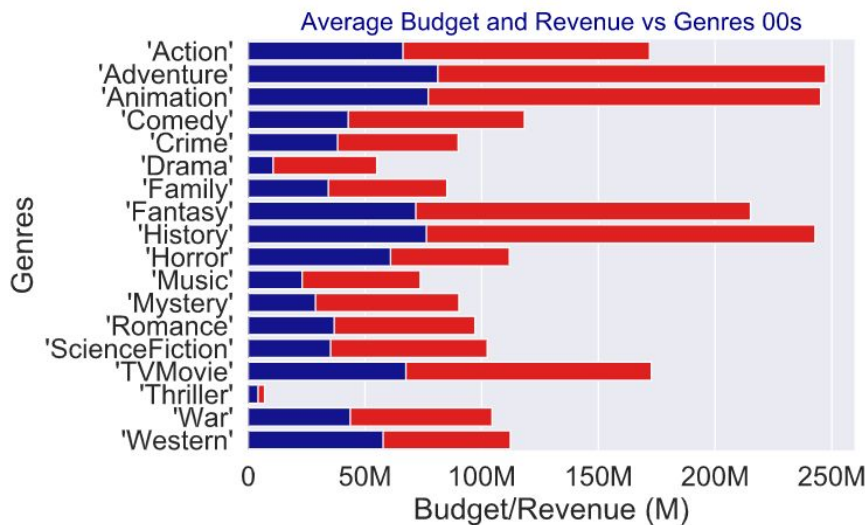
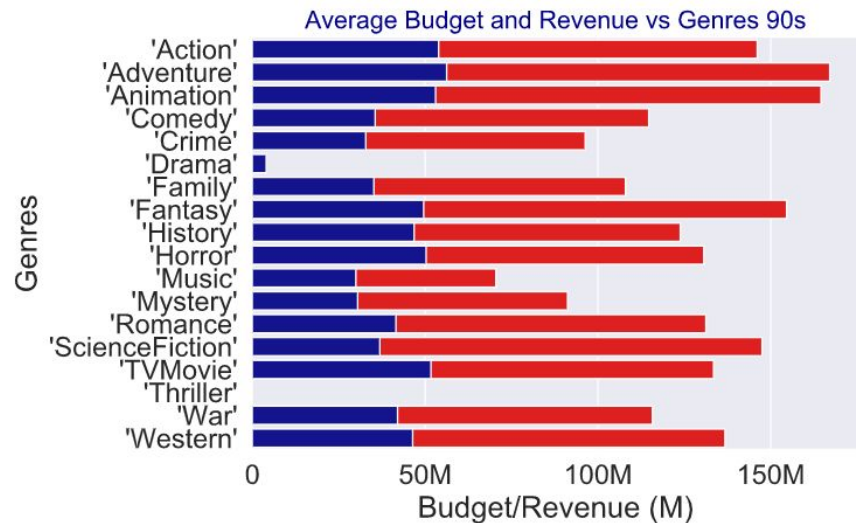
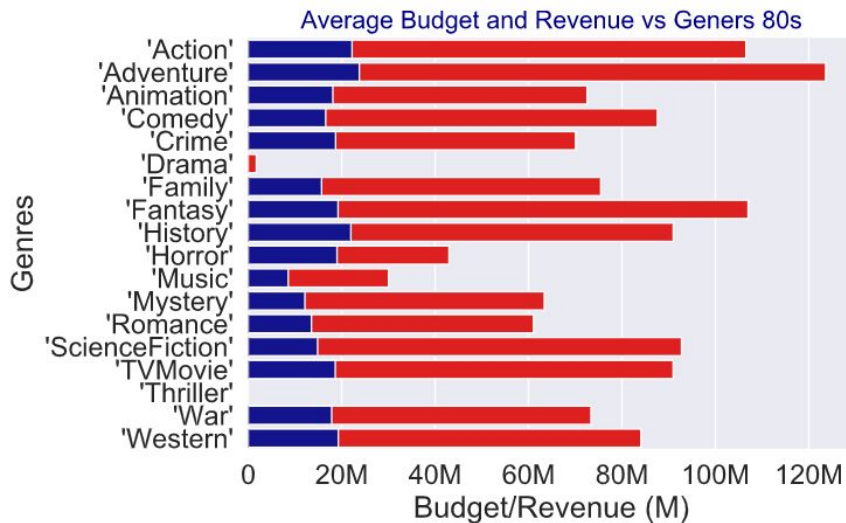
RECOMMENDATIONS

- Although viewing restriction has have loosened PG/PG-13 is the way to go still due to its wide audience.
- Rated R movies did not stand a chance over the last four decades. However, we may see a rise in viewership from the Rated R and NR categories due to the loosened censorship that we are experiencing in media currently.

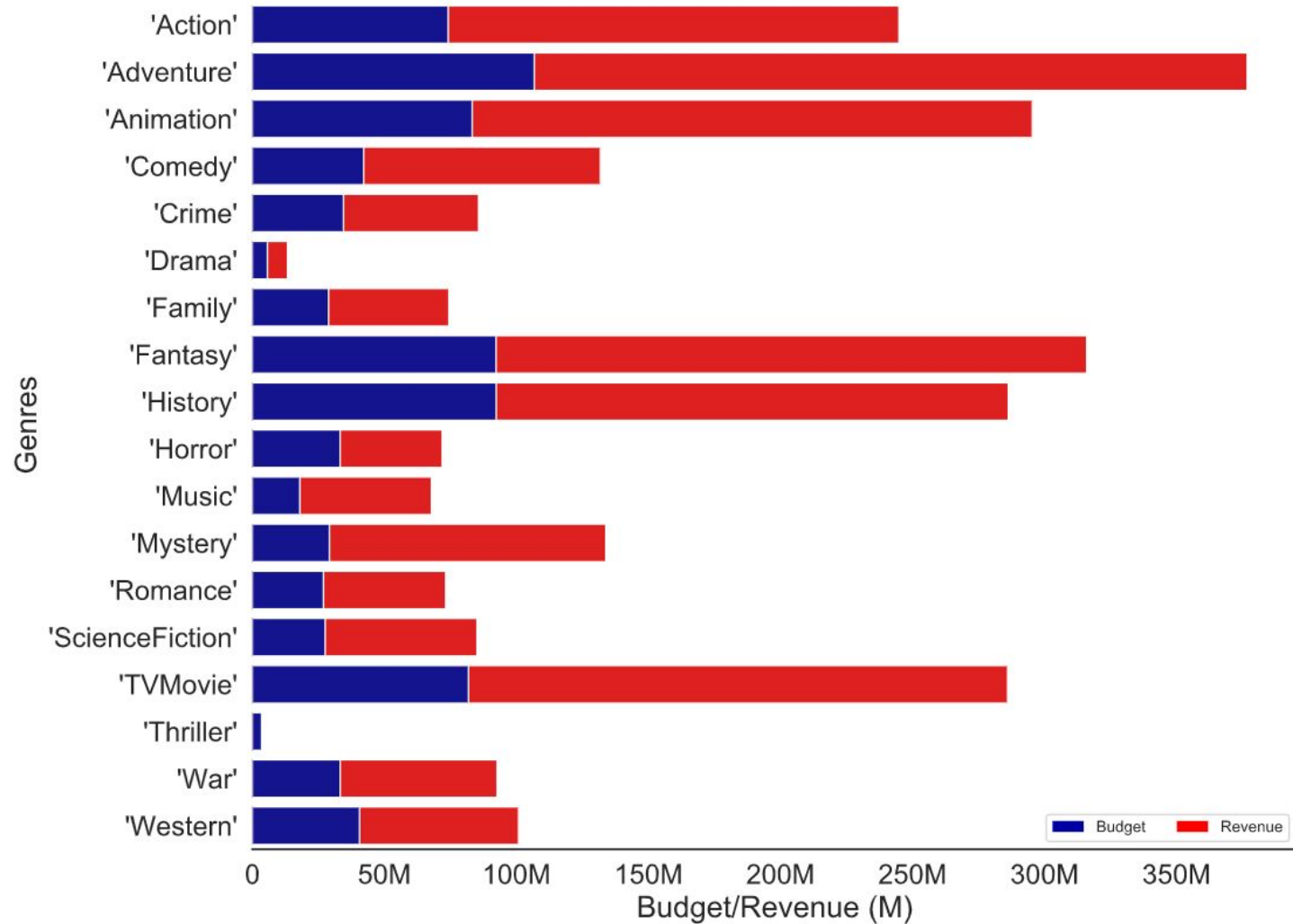
MOVIE GENRE

ANALYZE THE VARIOUS DIFFERENT GENRES.

ANALYZE THE AVERAGE BUDGET/REVENUE FOR EACH GENRE
OVER THE LAST FOUR DECADES.



Average Budget and Revenue vs Genres 10s



RECOMMENDATIONS

- On average, the top 3 grossing genres over the last four decades were Adventure, Fantasy, and Animation.
- Low risk investment genres such as Comedy and Romance will still give you a good return on investment.
- Movie genres to avoid are Thrillers and Dramas which were very low grossing over the last four decades.

CONCLUSION

- In conclusion, my recommendations for microsoft would be to focus on the genres that captured the most audience which would in turn bring in the most revenue. Yes, the budgets are a lot higher but with historical data we are able to prove that there is a more success rate with theses genres which means a higher initial investment.
- A good genre/rating pair: PG-13/Animation film
- A bad genre/rating pair: R rated/Fantasy film.
- Although "Fantasy" was one of the genres chosen as higher probability for success, R rated movies just don't capture a big enough audience because of its viewing restrictions. This in turn will limit the amount of revenue you may be able to generate worldwide.
- Remember, low risk investment movie genres to also pursue are Comedy and Romance and **Please stay away from are Thrillers and Dramas.**

FUTURE WORK

Find out which movie studios have been producing more successful genre/rating pairs.

Identity highest grossing actors to cast in the first movie.

THANK YOU