

# CORTONA'S ORIGINALS

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# 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.

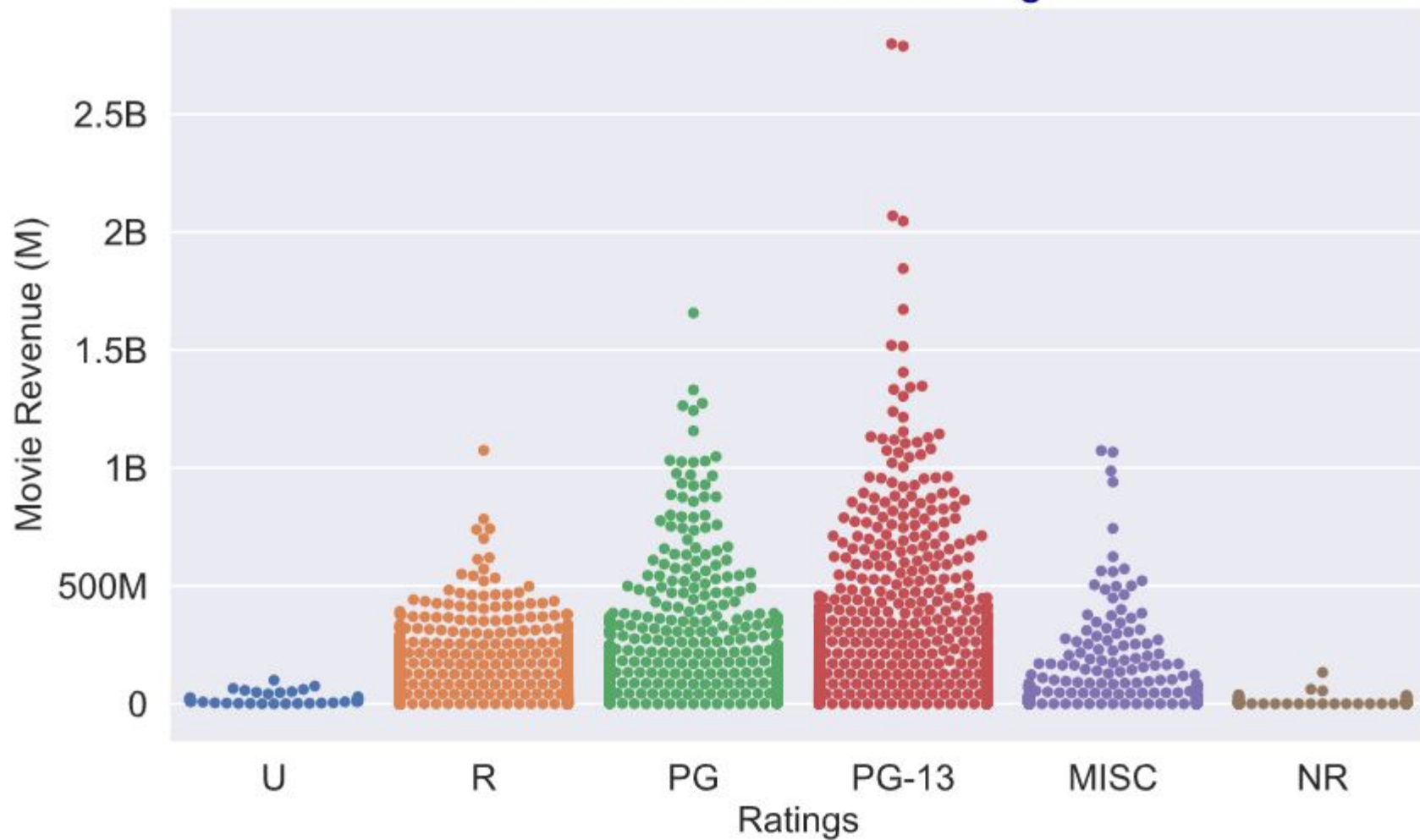
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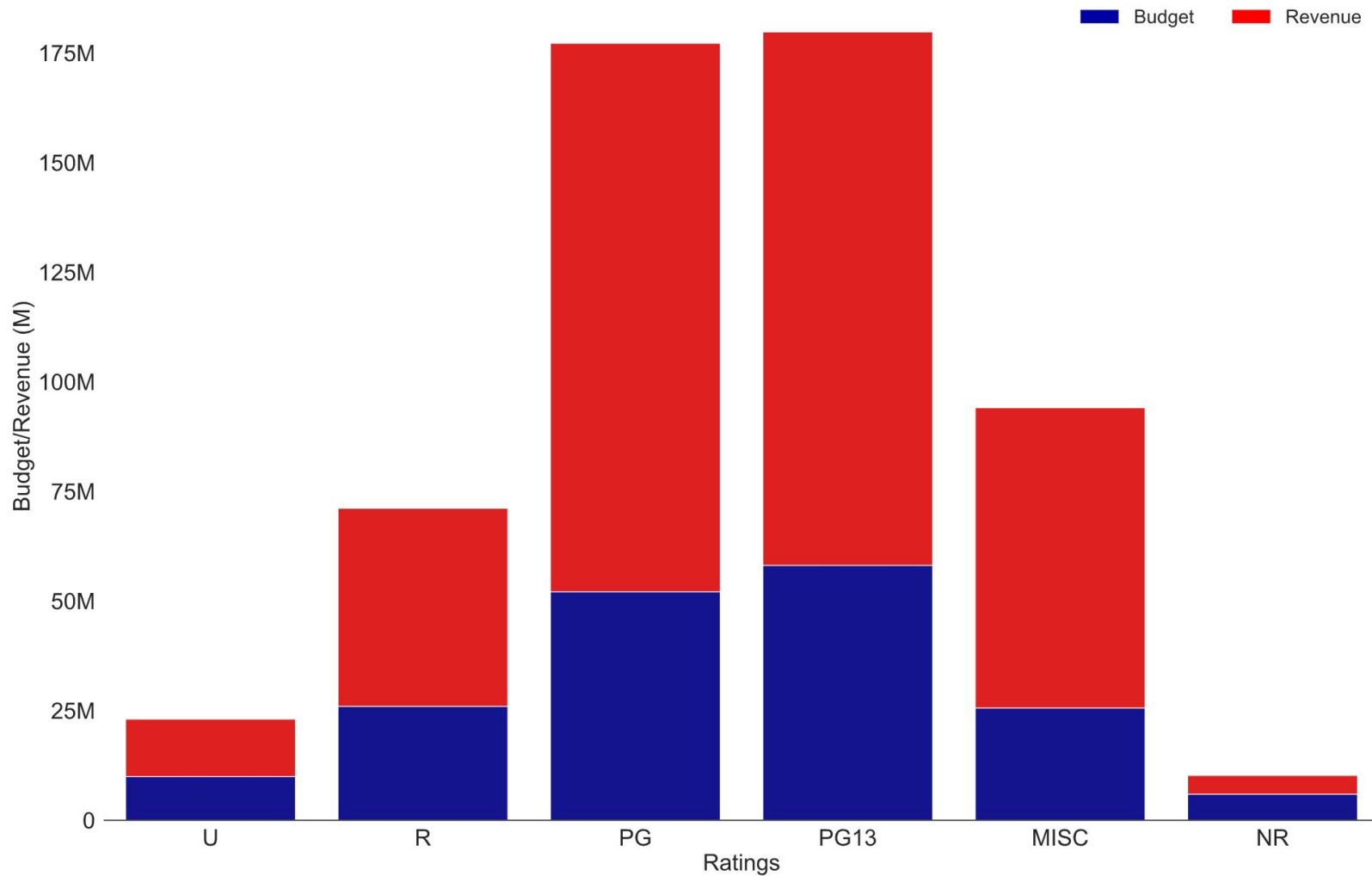
LET'S DIVE IN

# MOVIE REVENUE VS MOVIE RATINGS

# Movie Revenue vs Ratings



# Average Budget and Revenue vs Ratings



# RECOMENDATION

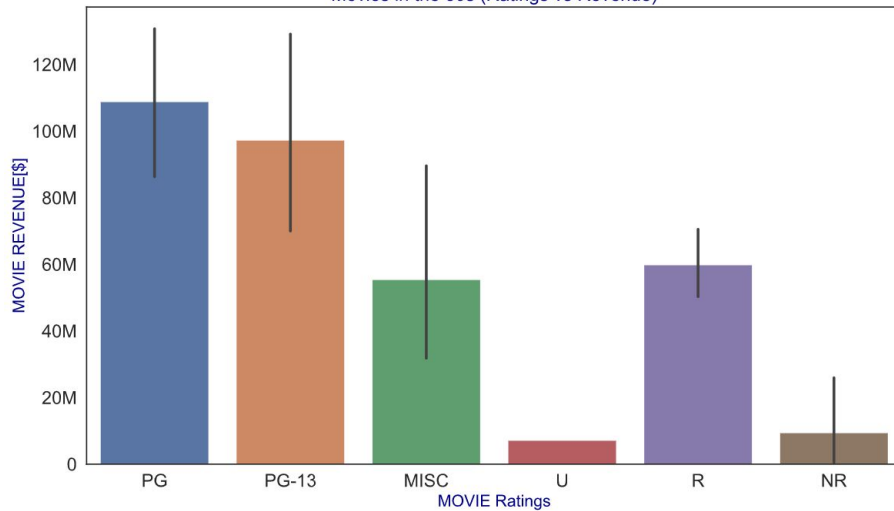
Looking at the two graphs above, We see that the favorable movie rating categories we should pursue are PG/PG-13.

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.

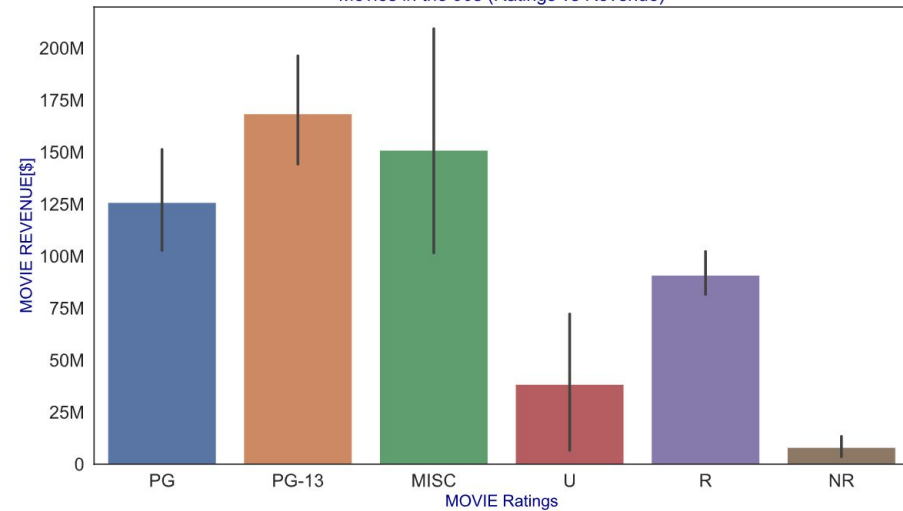
MOVIE RATINGS  
REVENUE OVER THE  
LAST FOUR DECADES.



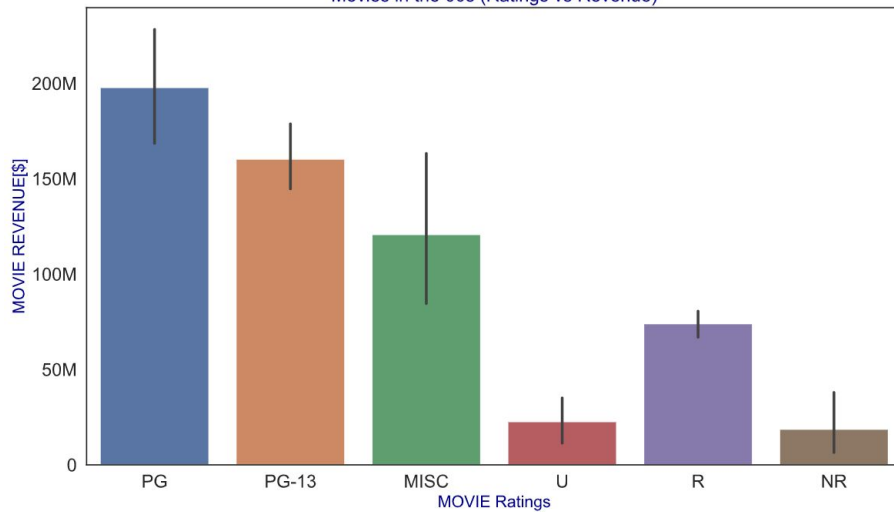
Movies in the 80s (Ratings vs Revenue)



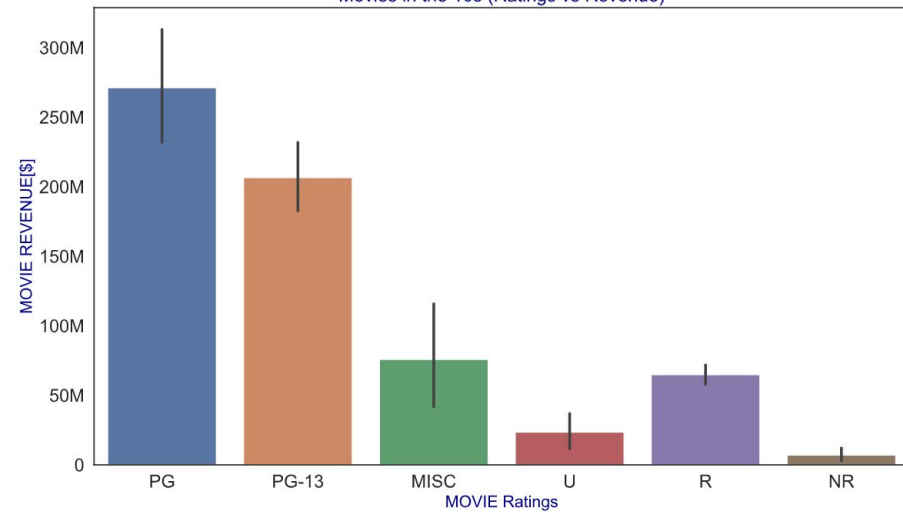
Movies in the 90s (Ratings vs Revenue)



Movies in the 00s (Ratings vs Revenue)



Movies in the 10s (Ratings vs Revenue)



# RECOMMENDATIONS

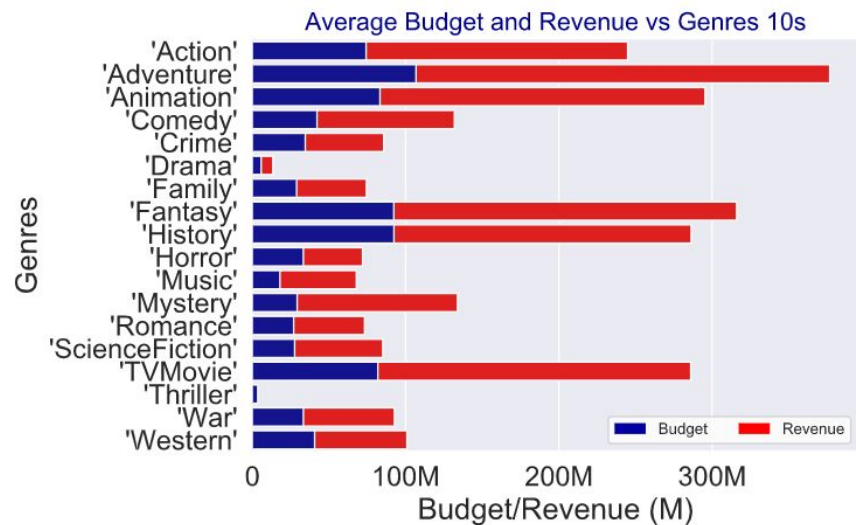
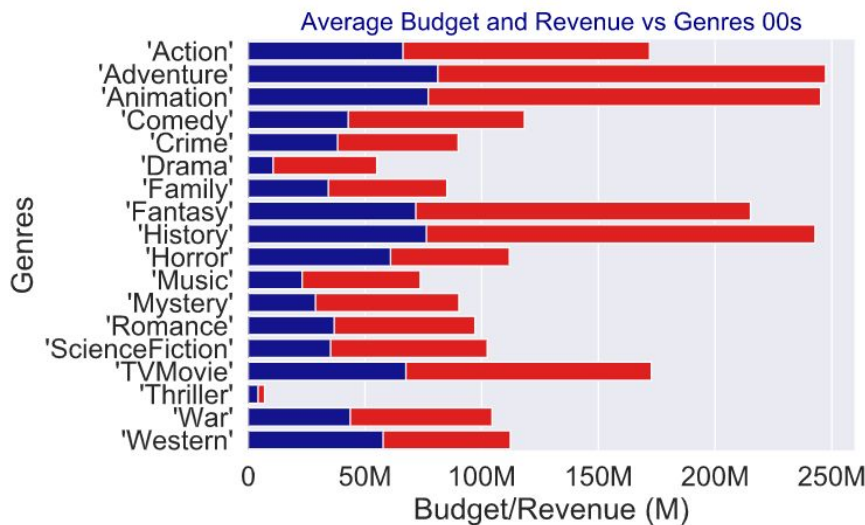
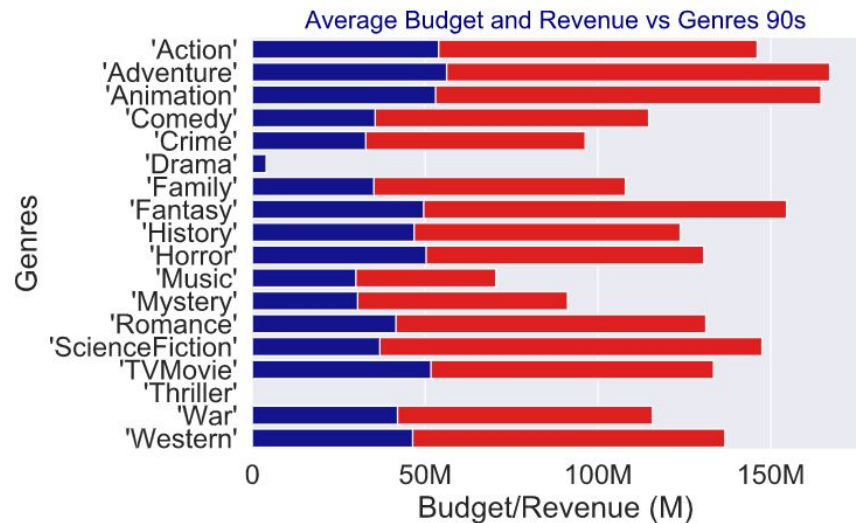
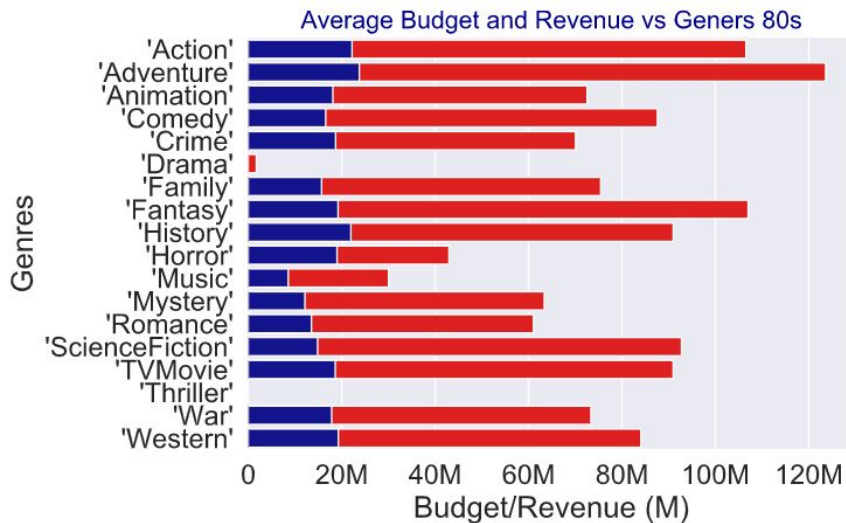
Although viewing restriction has have loosened PG/PG-13 is the way to go still due to its wide audience. They usually require a licence to a character or specific story. Rated R movies did not stand a chance over the last four decades. However, we may see a rise in viewership from the Rated R and NR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

# MOVIE GENRE

ANALYZE THE VARIOUS DIFFRENT GENRES.

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

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# 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 dont 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.

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# WORK CITED

[HTTPS://WWW.INVESTOPEDIA.COM/ARTICLES/INVESTING/060815/HOW-NETFLIX-CHANGING-TV-INDUS  
TRY.ASP](https://www.investopedia.com/articles/investing/060815/how-netflix-changing-tv-industry.asp)