

# Microsoft Movie Studio GTM Strategies

Jun 22, 2020

R+K Consulting





## Why Microsoft Movie Studio?

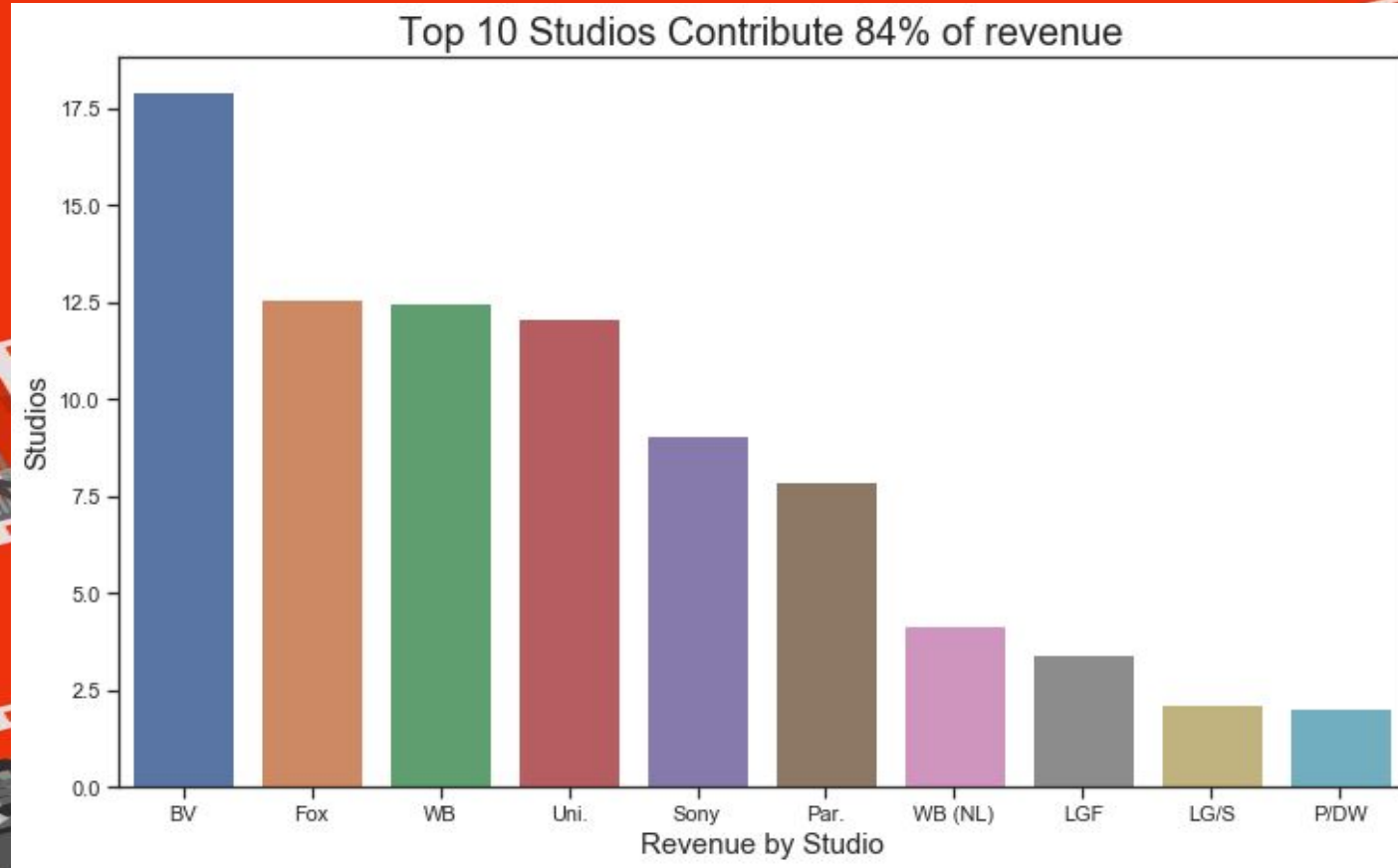
1. Increase **awareness**
2. Increase **revenue** (existing customers spend more & attract new customers)
3. Create **synergies** with existing business line (servers, Xbox)
4. **Compete** with Amazon Prime Video, Apple TV



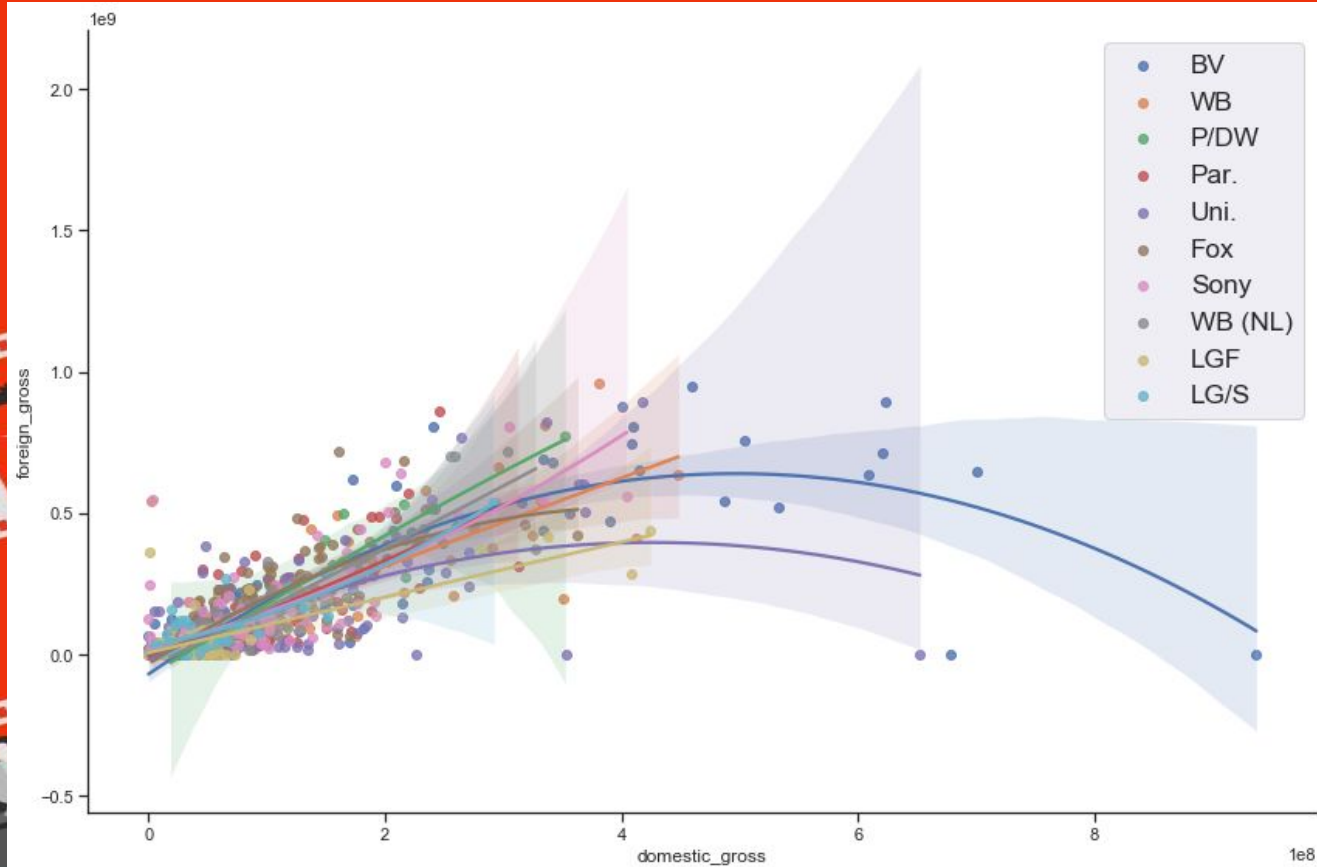
## Questions to Answer:

1. Which **studio** would be the best the partner with to create video?
2. What **genres** can generate most revenue, profit and profit margin?
3. What are the **seasonalities** in movies industry?
4. Are there any movie **categories** that generate the greatest worldwide revenue?
5. Who are the **top 5 names** by worldwide revenue? Top **actors/actresses**?
6. Do **TMDB ratings** indicate success?

# Q1. Which Studios should Microsoft partner with?

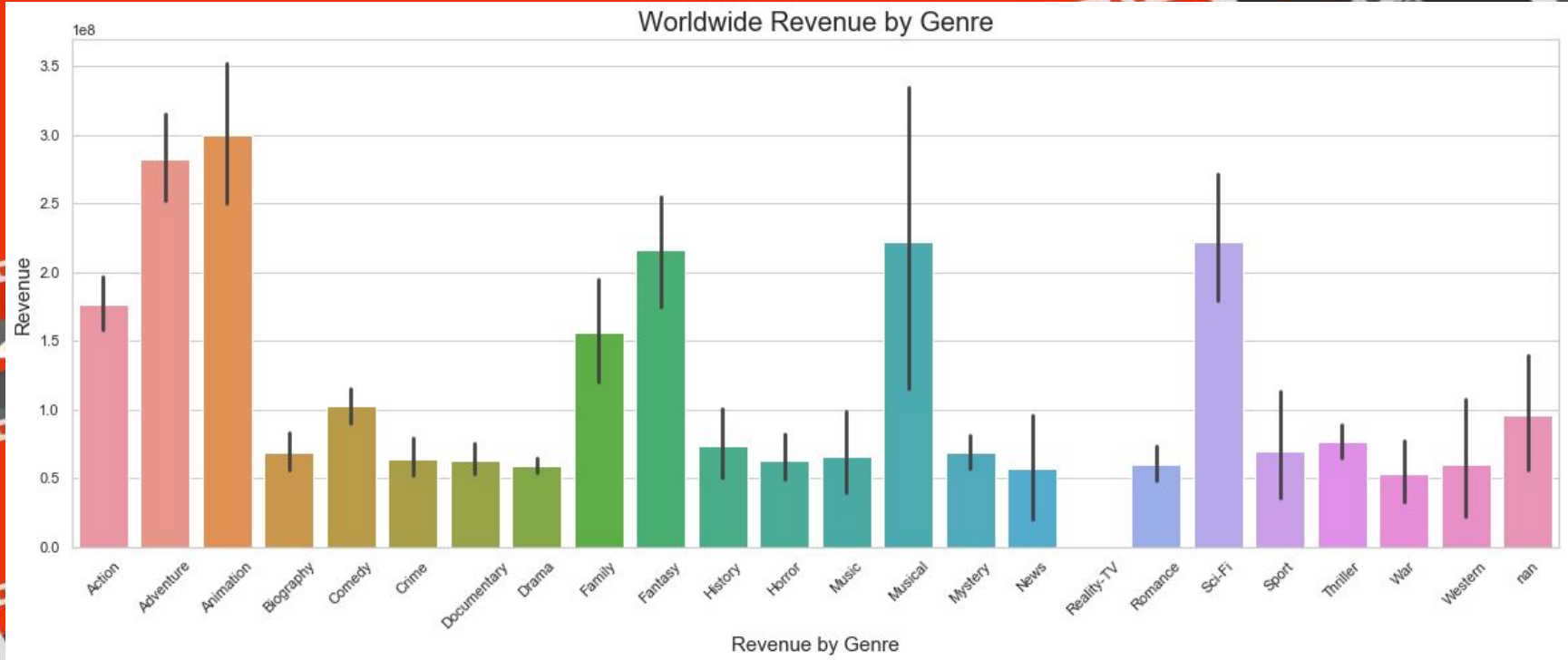


# Q1. Universal/BV for domestic market, WB & Sony for foreign markets

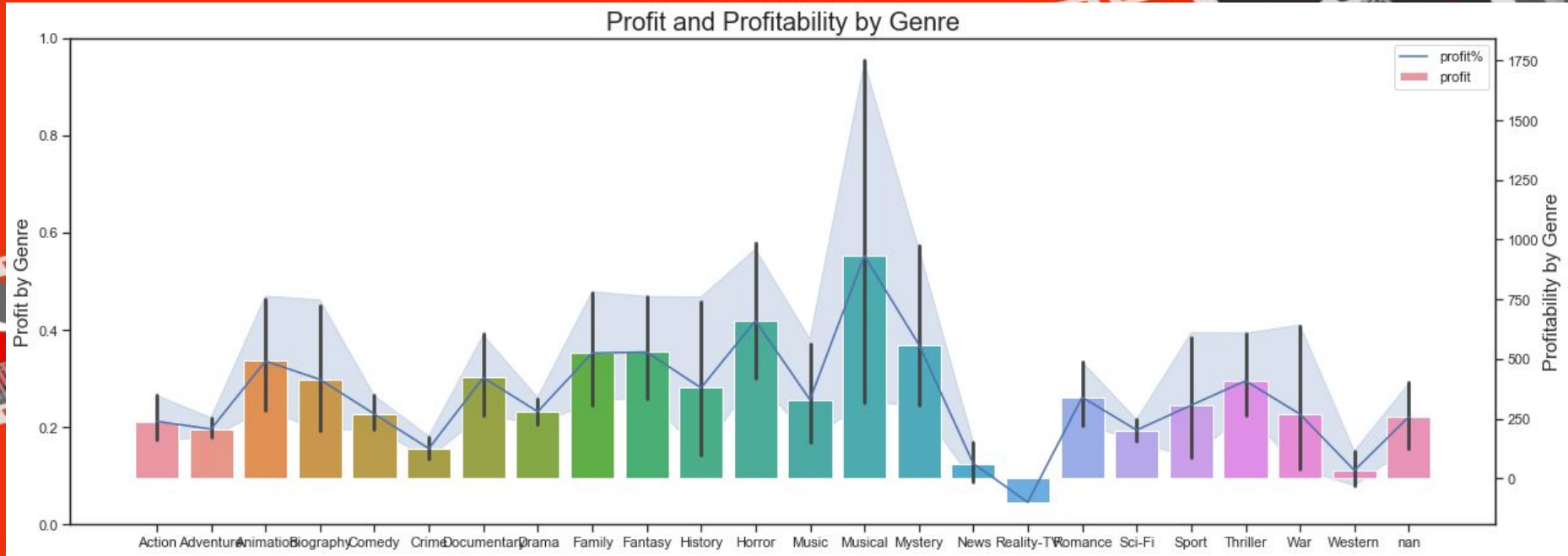




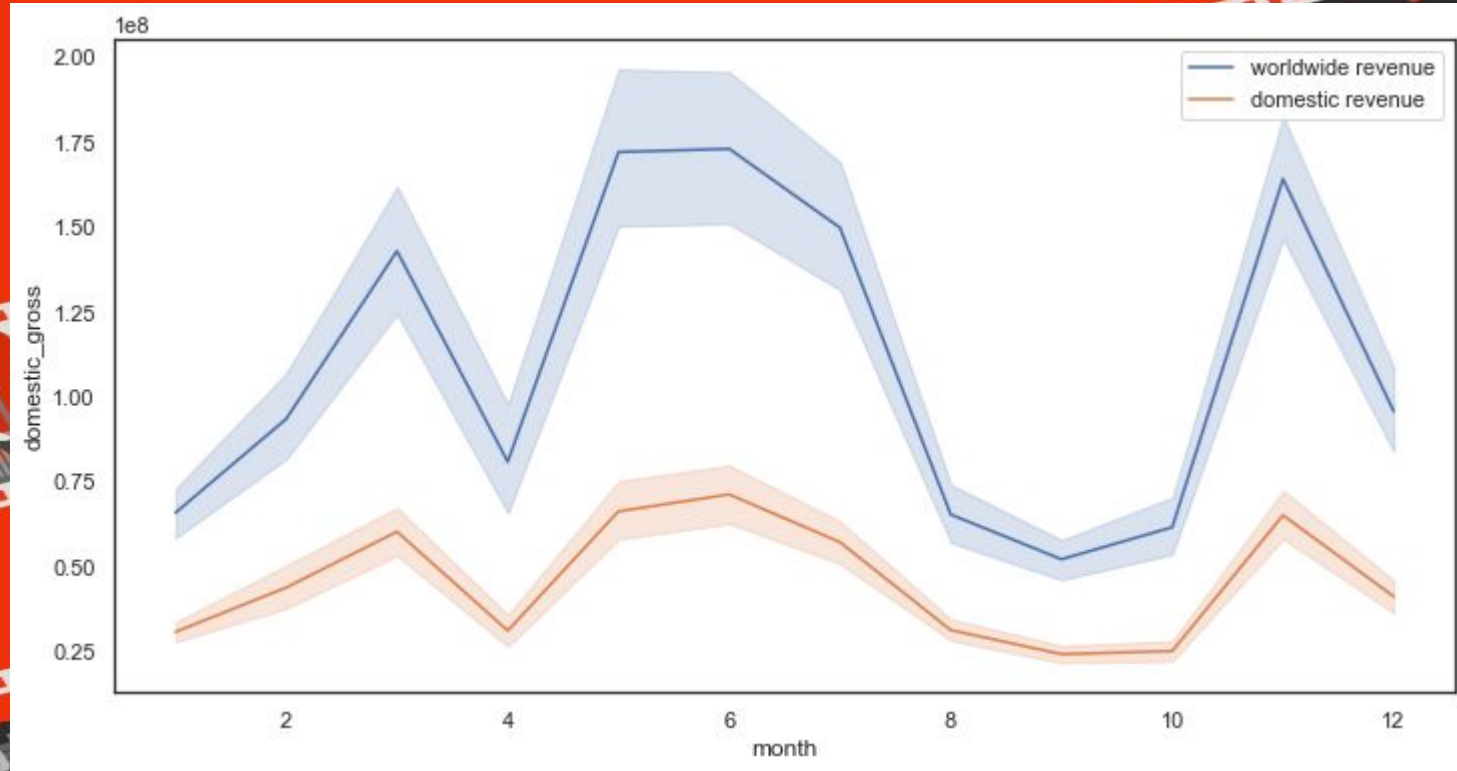
## Q2. Revenue: Adventure, Animation, Fantasy, Musical and Sci-Fi



## Q2. Profit & Profitability: Animation, Horror and Musical

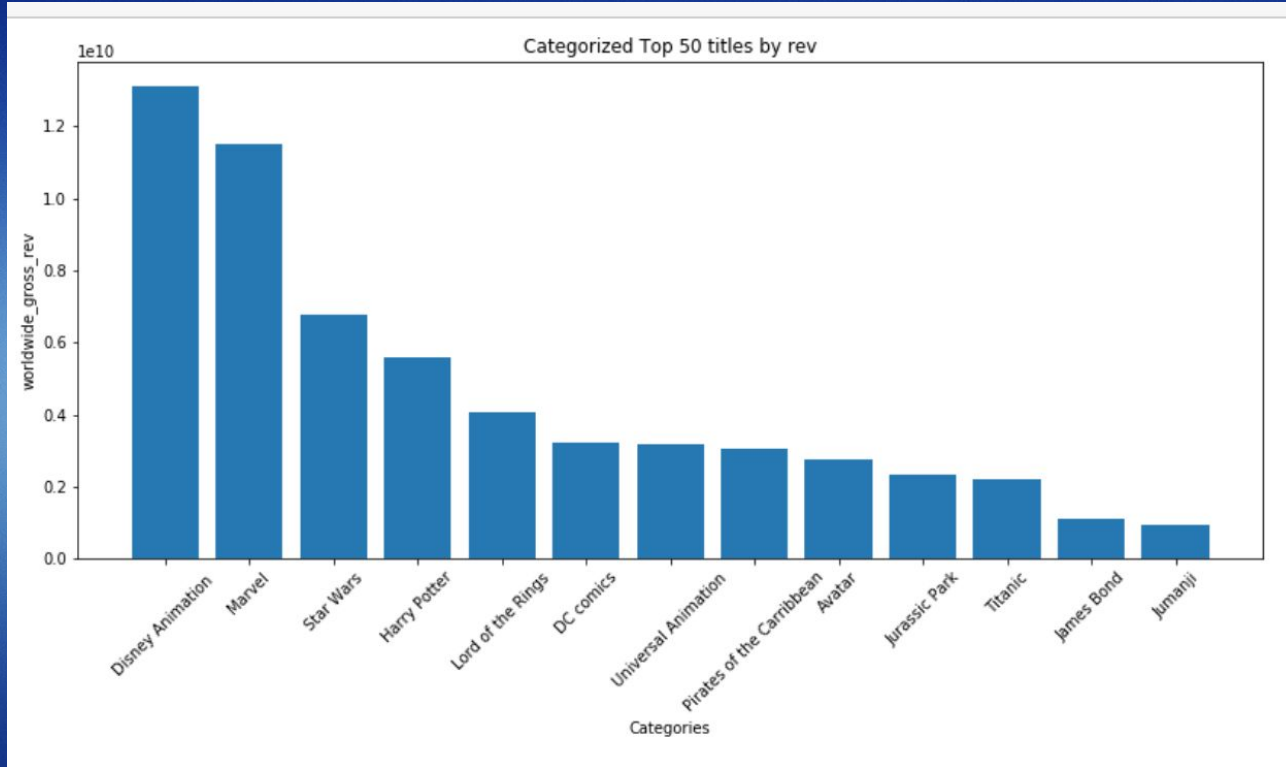


### Q3. Summer and holiday seasons are the best to launch new titles

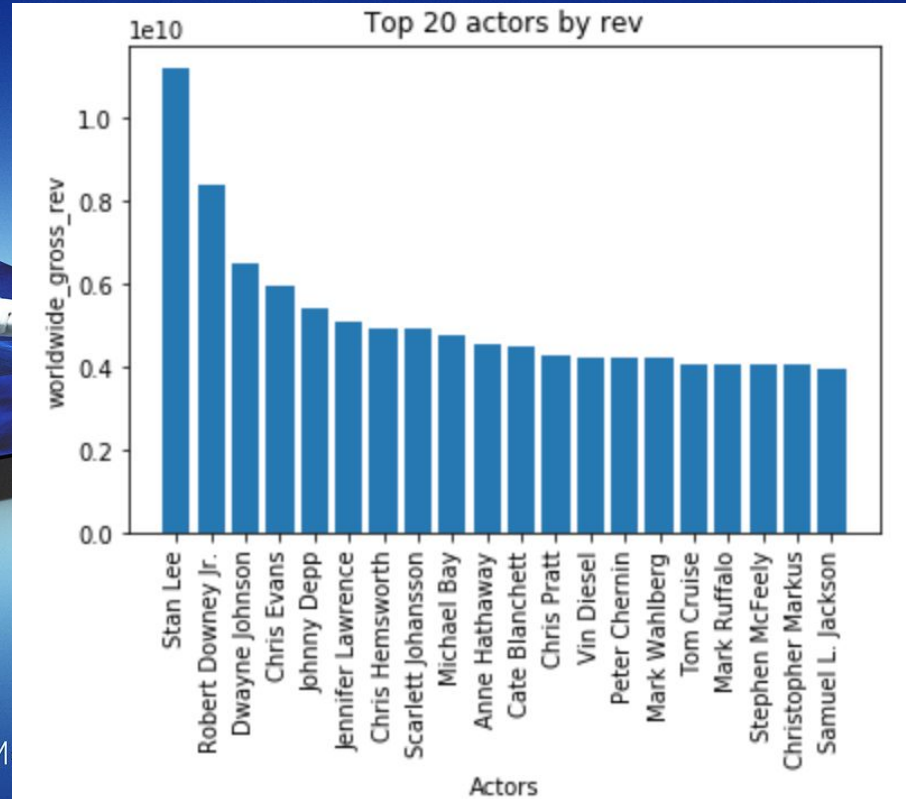
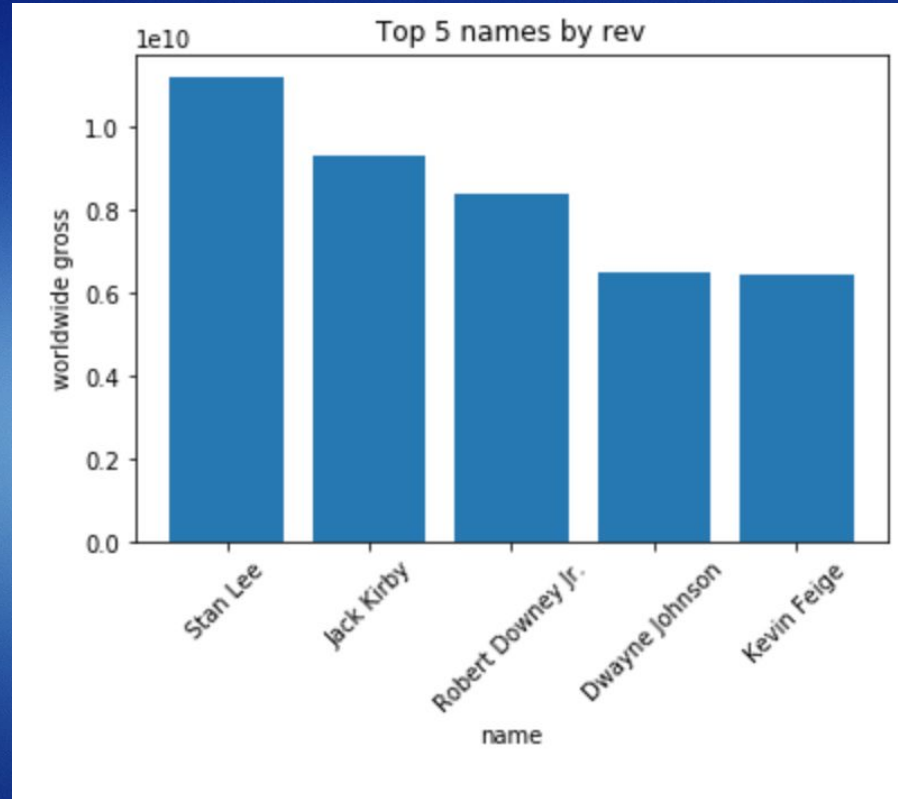




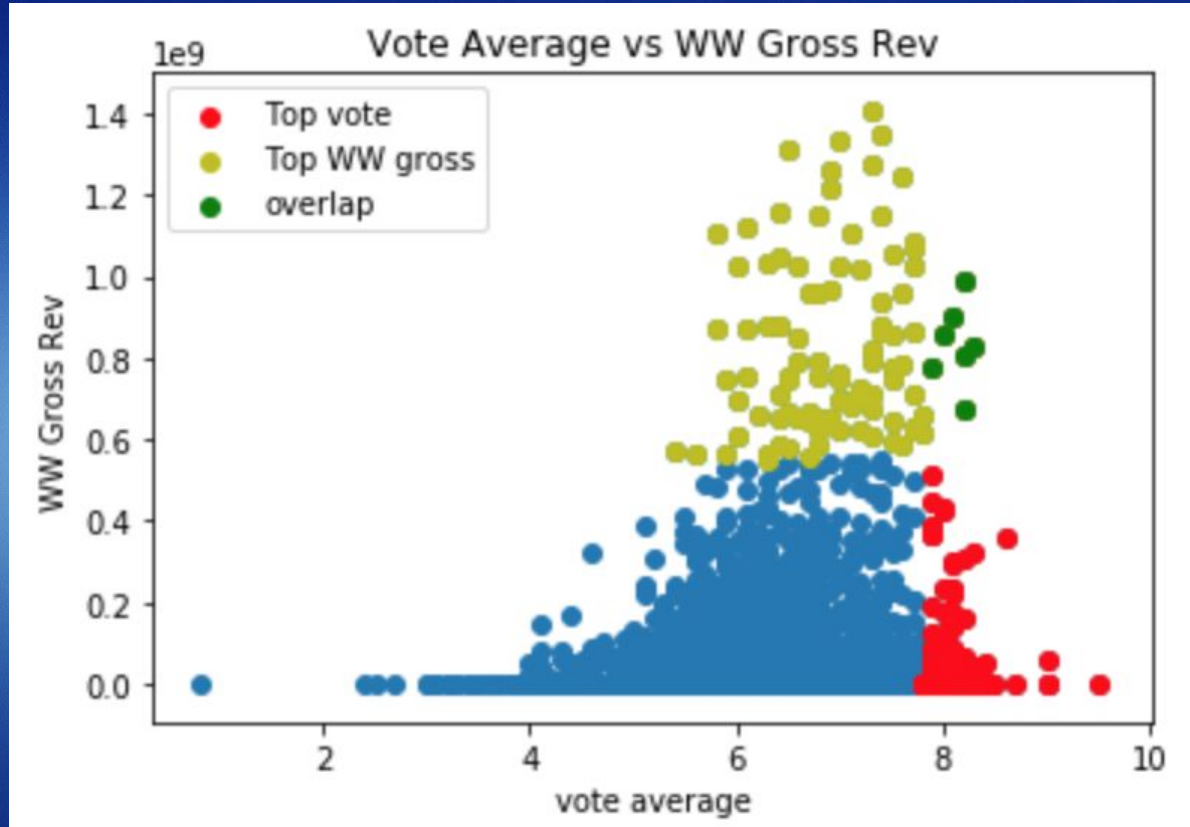
## Q4. Top 50 Titles Categorized vs Worldwide revenue



## Q5. Top 5 Names by Revenue

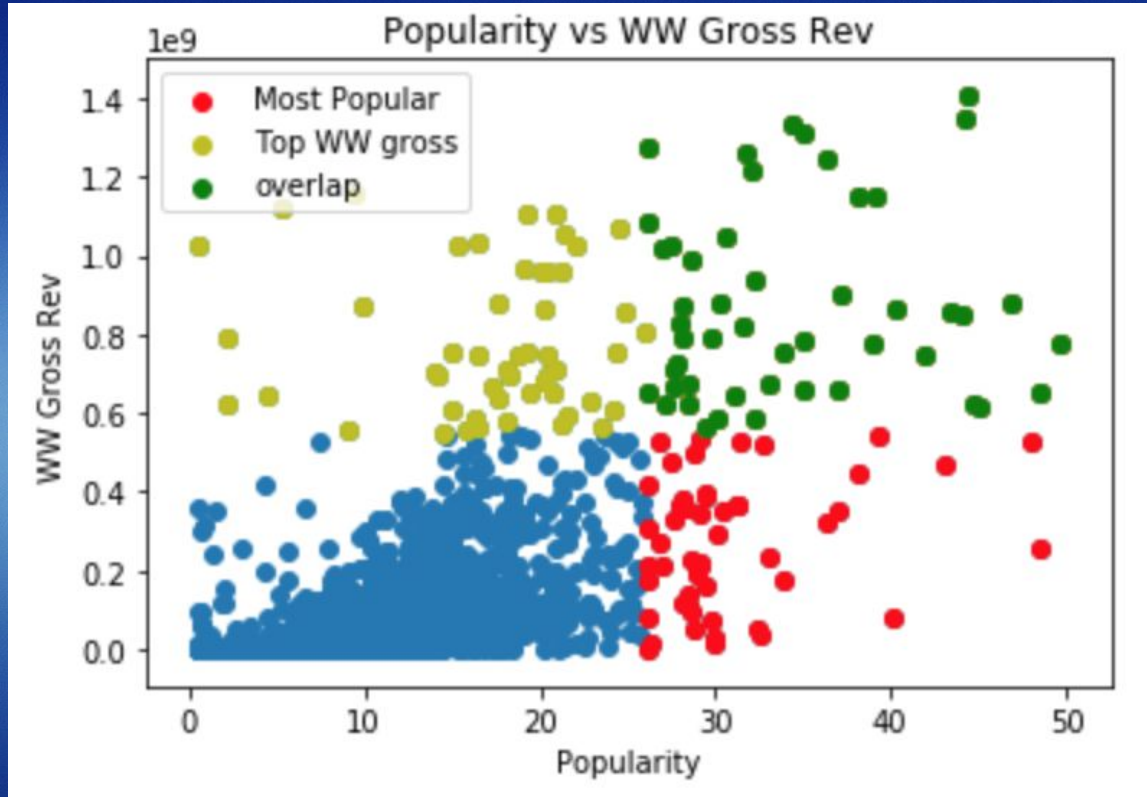


Q6. Do TMDb ratings indicate success - vote average vs revenue

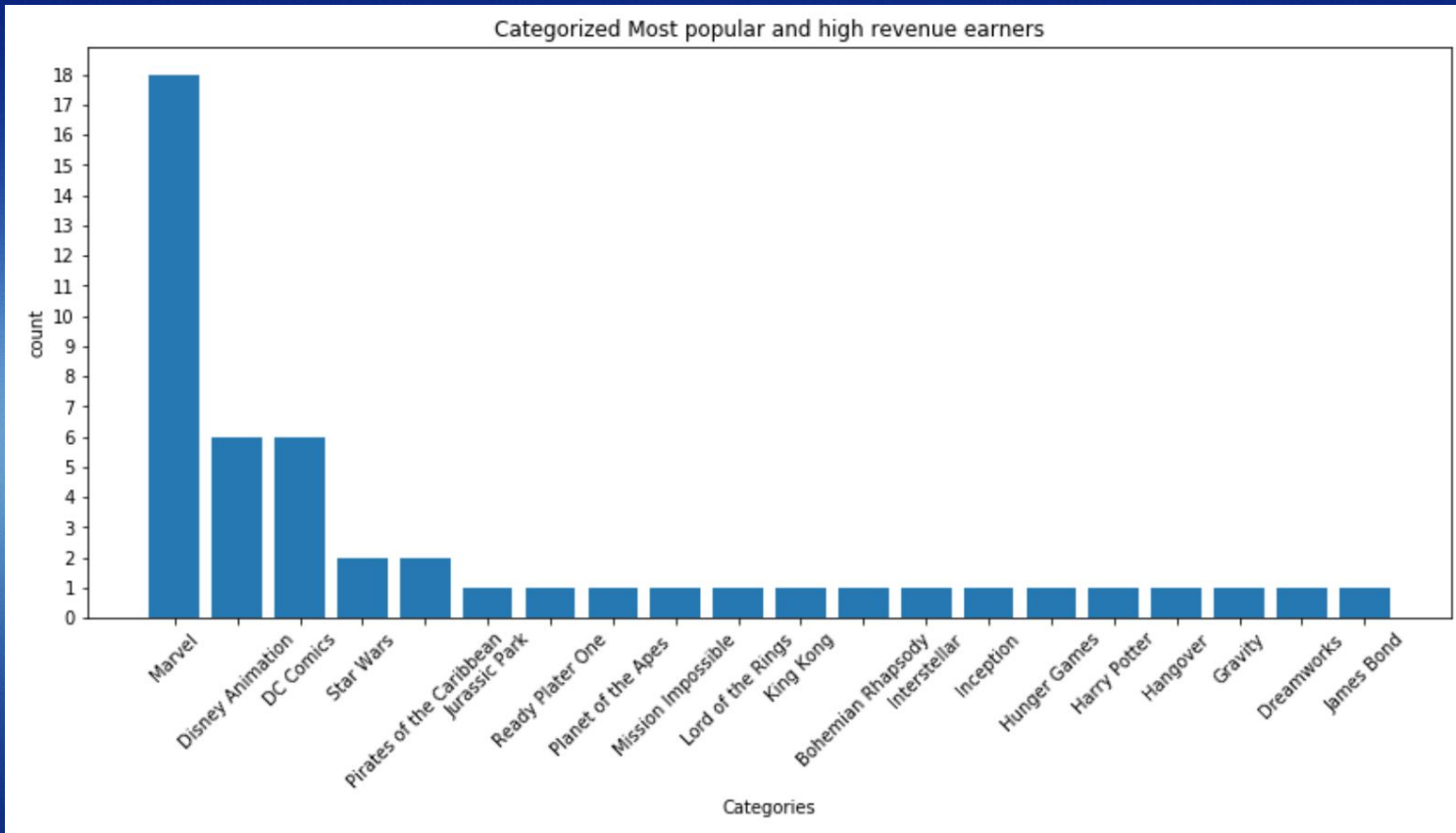




## Q6. Do TMDB ratings indicate success - TMDB popularity vs revenue



## Q6. Do TMDb ratings indicate success - Top 50 TMDb popular and revenue categorizations



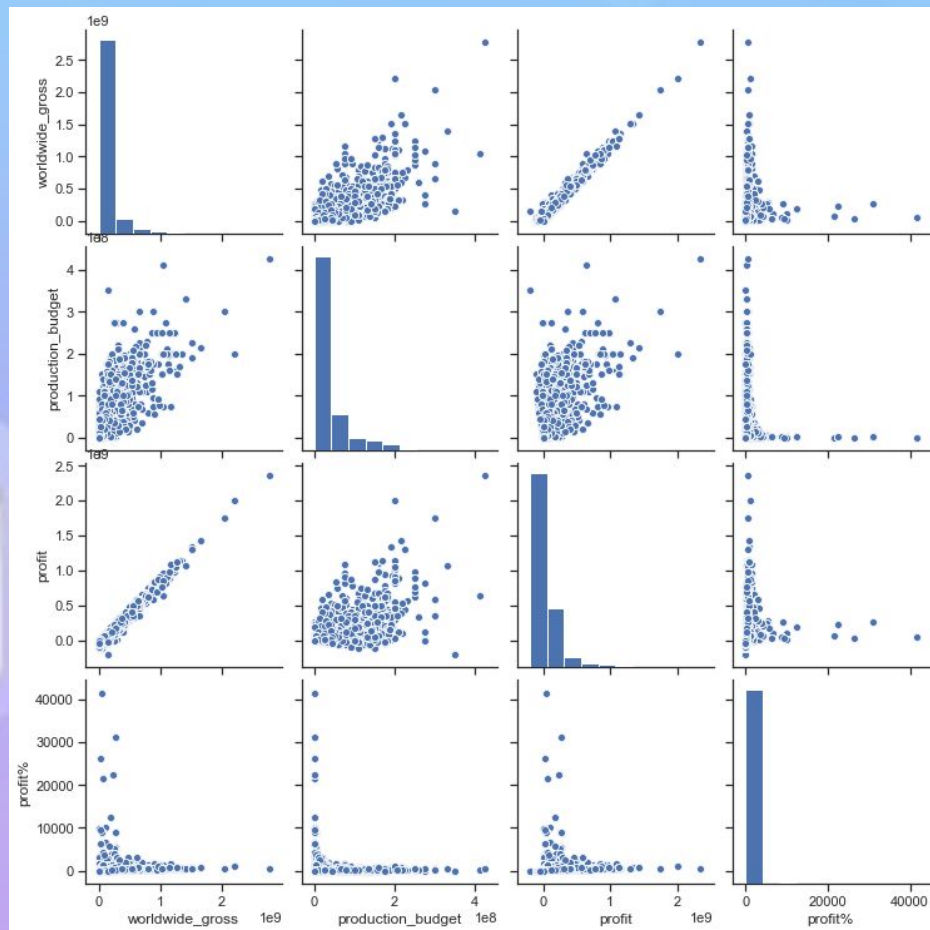


# R+K Recommendations

- Partner with Top 10 studios, Universal/BV for domestic market, WB and Sony for foreign markets
- Genre
  - a. Profit: Animation, Adventure and Musical generate most profit while Musical has huge variance
  - b. Profitability: Musical and Horror have the highest profitability, while Musical has huge variance
- Seasonality
  - a. Summer and holiday seasons are the best to launch new titles
- Marque titles / franchises
  - a. Comics do exceedingly well at the box office
  - b. DC owned by WarnerBros (HBO is their virtual distribution platform)
  - c. Marvel owned by Disney (Disney+ is their virtual distribution platform)
- E-sports + gambling and viewing becoming increasingly popular
- One popular reason for watching games is for the storyline - similar to movies
  - a. Strong association between gaming and microsoft (XBox)
  - b. Pre-existing relationships with developers + customer association to enable success in this space
- Large target audience, including multiple age demographics

## Next Steps

- Explore correlation between actors/actresses, characters, production budget and profitability
- Understand Rotten Tomato reviews vs box office success
- Further investigation into E-gaming trends, success metrics
- Understand performance of existing movies based off of video games (e.g. Halo - not present in given data)
- Further investigation into TMDB popularity algorithm to understand if it can be utilized to predict success at the box office given certain movie characteristics





Thank you!

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