
MOVIE DEVELOPMENT/ROLLOUT STRATEGY

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Microsoft

SUMMARY

Descriptive analysis of IMBD and The Numbers movie characteristics and performance metrics provide guidance to Microsoft Movie Studio development pipeline and launch strategy:

- Favor release months of January, June, and November to optimize ROI
- Target movie runtimes of 110 – 170min to optimize ROI and viewer ratings
- Include the following genres in film portfolio to increase ROI and ratings: sports, animation, family, and romance

OUTLINE

- Business Problem
- Data & Methods
- Results
- Conclusions

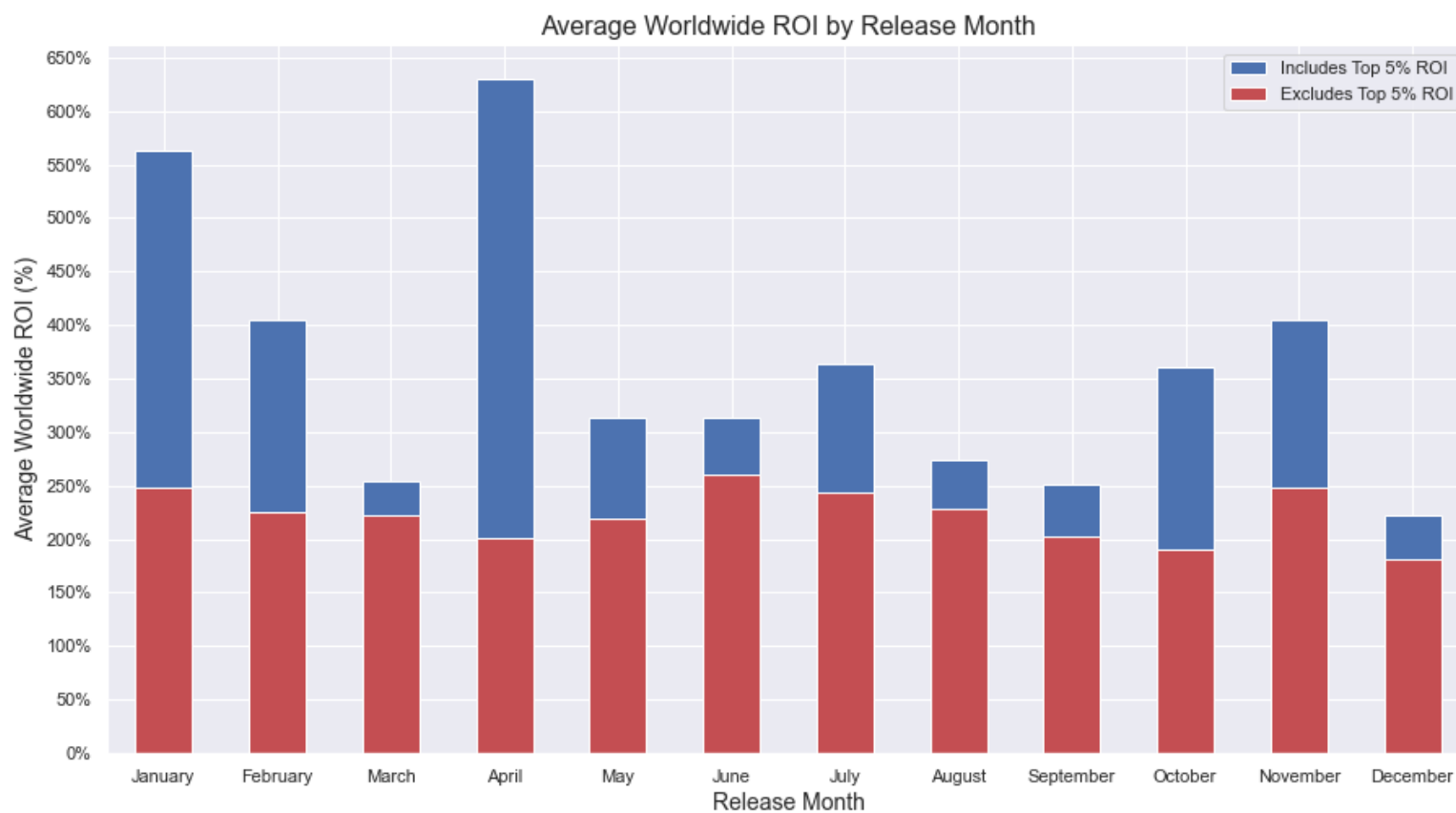
BUSINESS PROBLEM

- Initiate industry data analysis to understand:
 - What film attributes drive value?
 - Financial
 - User satisfaction / popularity
 - What launch strategies drive value?
 - How to compete with film leaders?

DATA AND METHODS

- Data for over 2700 movies from IMBD and The Numbers
- Performance metrics
 - Return on Investment (ROI)
 - Average rating
- Movie attributes
 - Release date
 - Runtime
 - Genre

RESULTS: RELEASE DATE



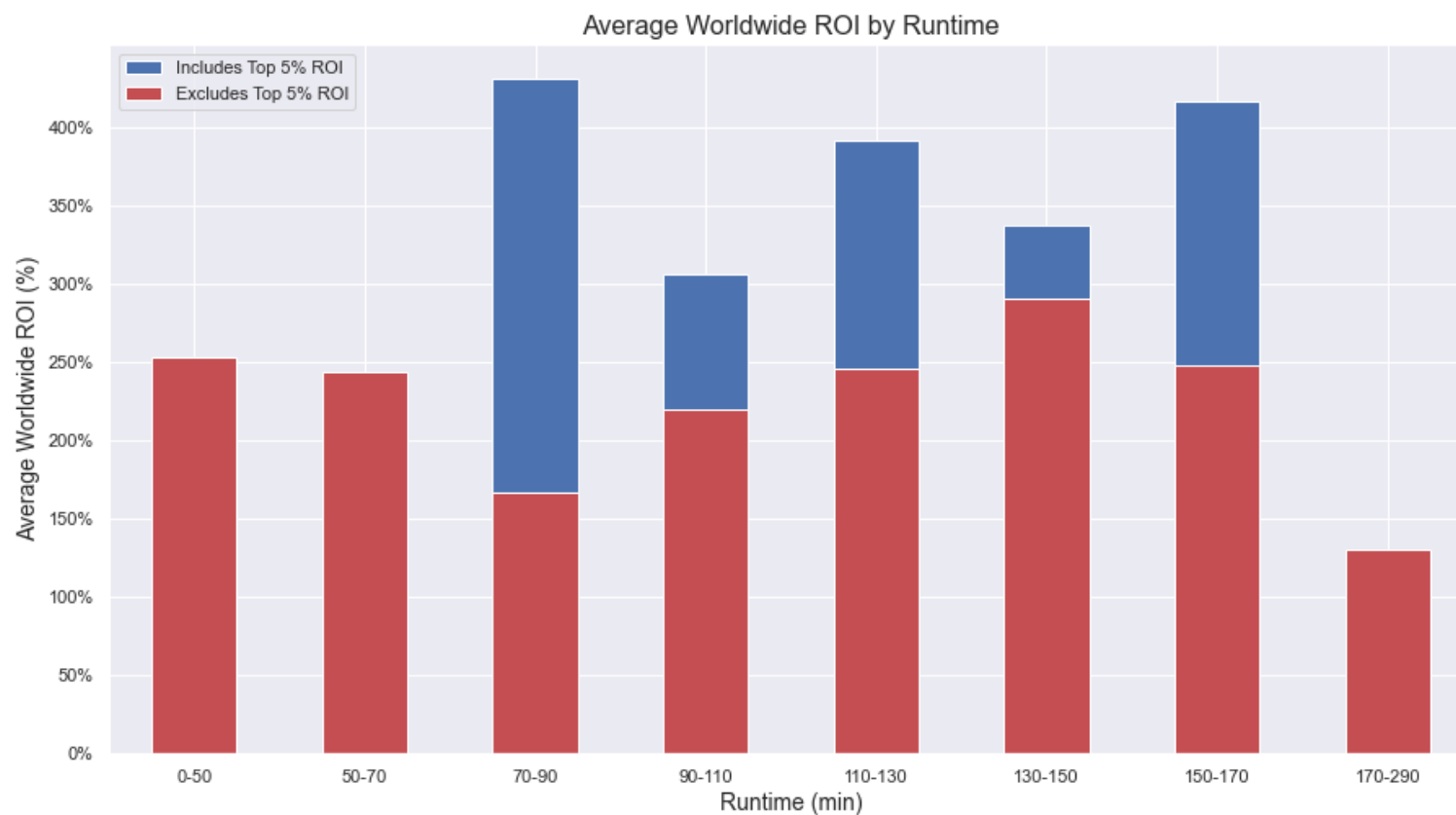
■ Target months – 95th percentile

■ January

■ June

■ November

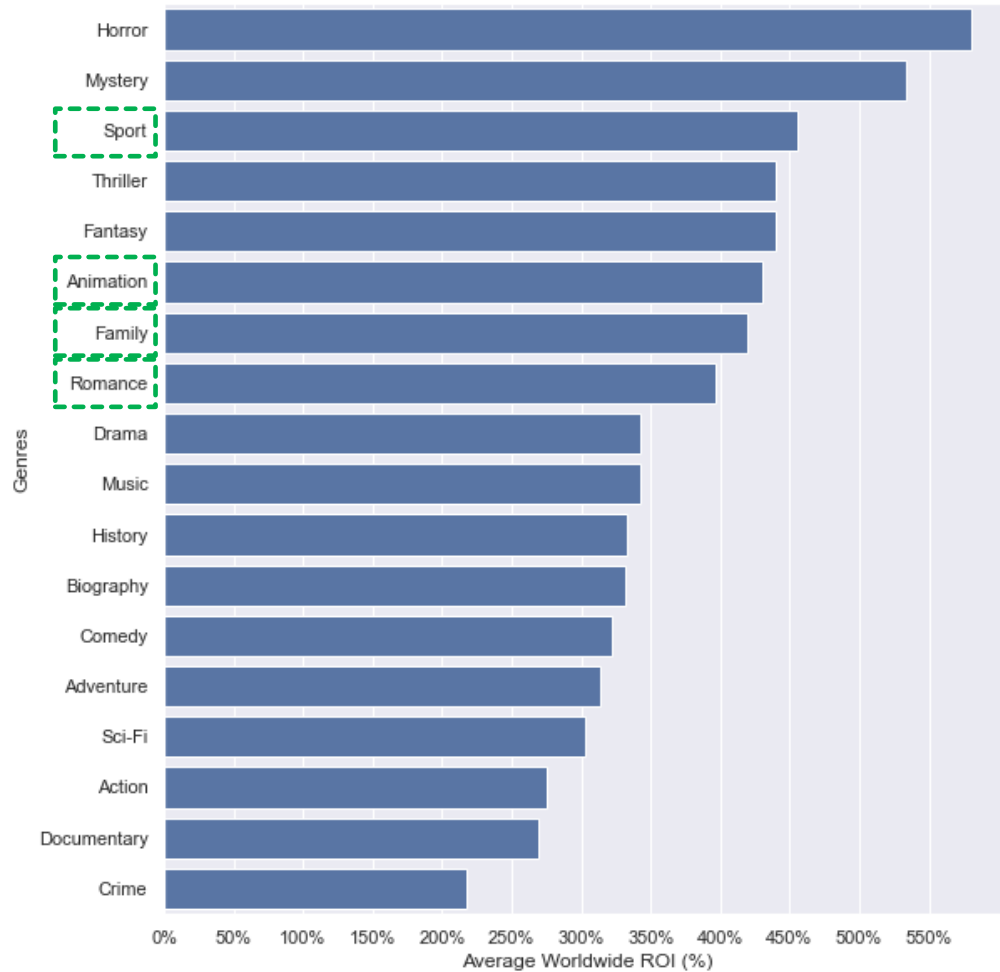
RESULTS: RUNTIME



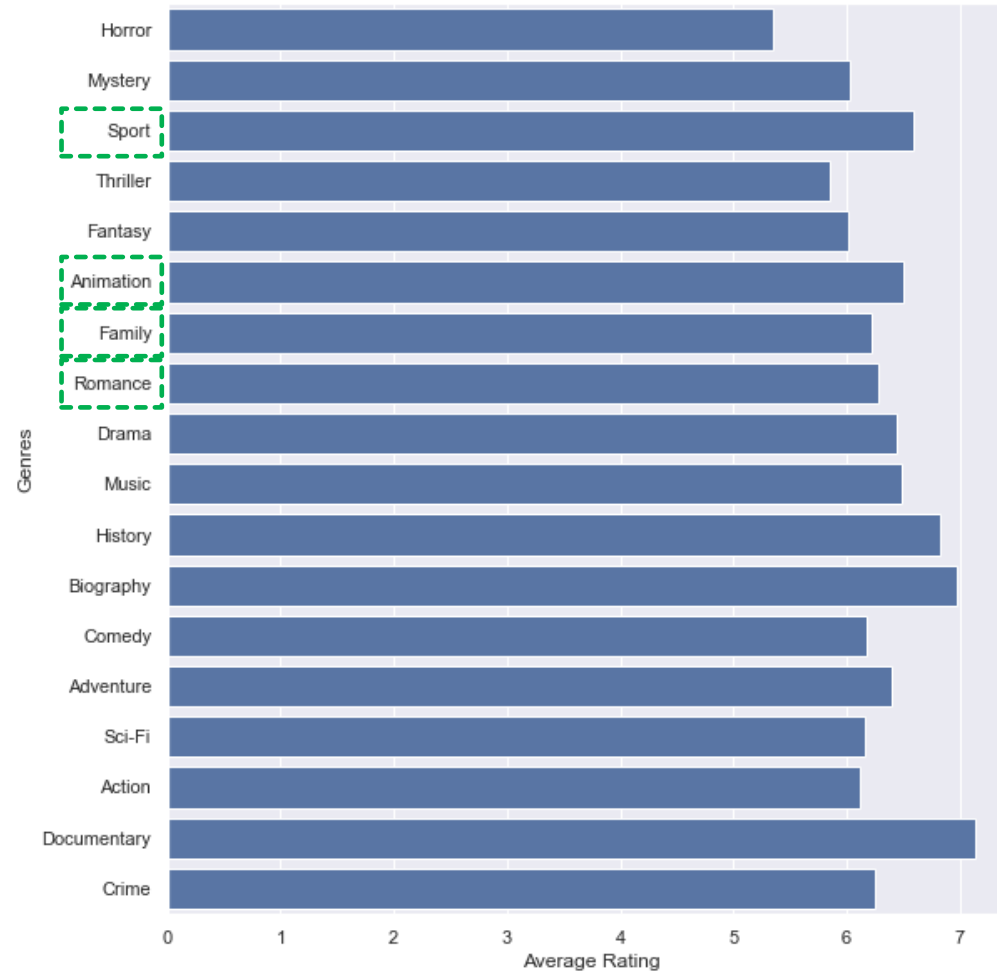
- Target runtime – 95th percentile
- 110 – 170min

RESULTS: GENRE

Genres by Average Worldwide ROI



Genres by Average Rating



ROI > 350%

Rating > 6

CONCLUSION

- Recommendations
 - Release throughout year to compete but favor January, June, and November
 - Focus runtimes to 110 – 170min
 - Produce a variety of genres to compete & access wide viewer group but include sports, animation, family, romance
- Next Steps
 - Perform analyses on additional movie attributes and performance metrics
 - Attributes: Actors, writers, directors, producers, rating
 - Metrics: % sales to different revenue streams (box office, streaming, merchandise, etc.)
 - Obtain larger and more consistent data sets for genre analysis