

Microsoft New Original Content

Insight into movie trends.

Where to Start?

Title	Release Year	Genres
Sunghursh	2013	Action,Crime,Drama
One Day Before the Rainy Season	2019	Biography,Drama
The Other Side of the Wind	2018	Drama
Sabse Bada Sukh	2018	Comedy,Drama
The Wandering Soap Opera	2017	Comedy,Drama,Fantasy
...
Kuambil Lagi Hatiku	2019	Drama
Rodolpho Teóphilo - O Legado de um Pioneiro	2015	Documentary
Dankavar Danka	2013	Comedy
6 Gunn	2017	None
Chico Albuquerque - Revelações	2013	Documentary
146144 Movies		

► Nearly 700 new movies are released every year.

► Genres ranging from Animated Children's movie to Horror.

► We will look at the top grossing movies and analyze trends to give you a better understanding of the market.

The Focus

- General Genre Trends

- What genre trends appear in the top grossing films?
- Are certain subgenres more successful.

- Production Budget

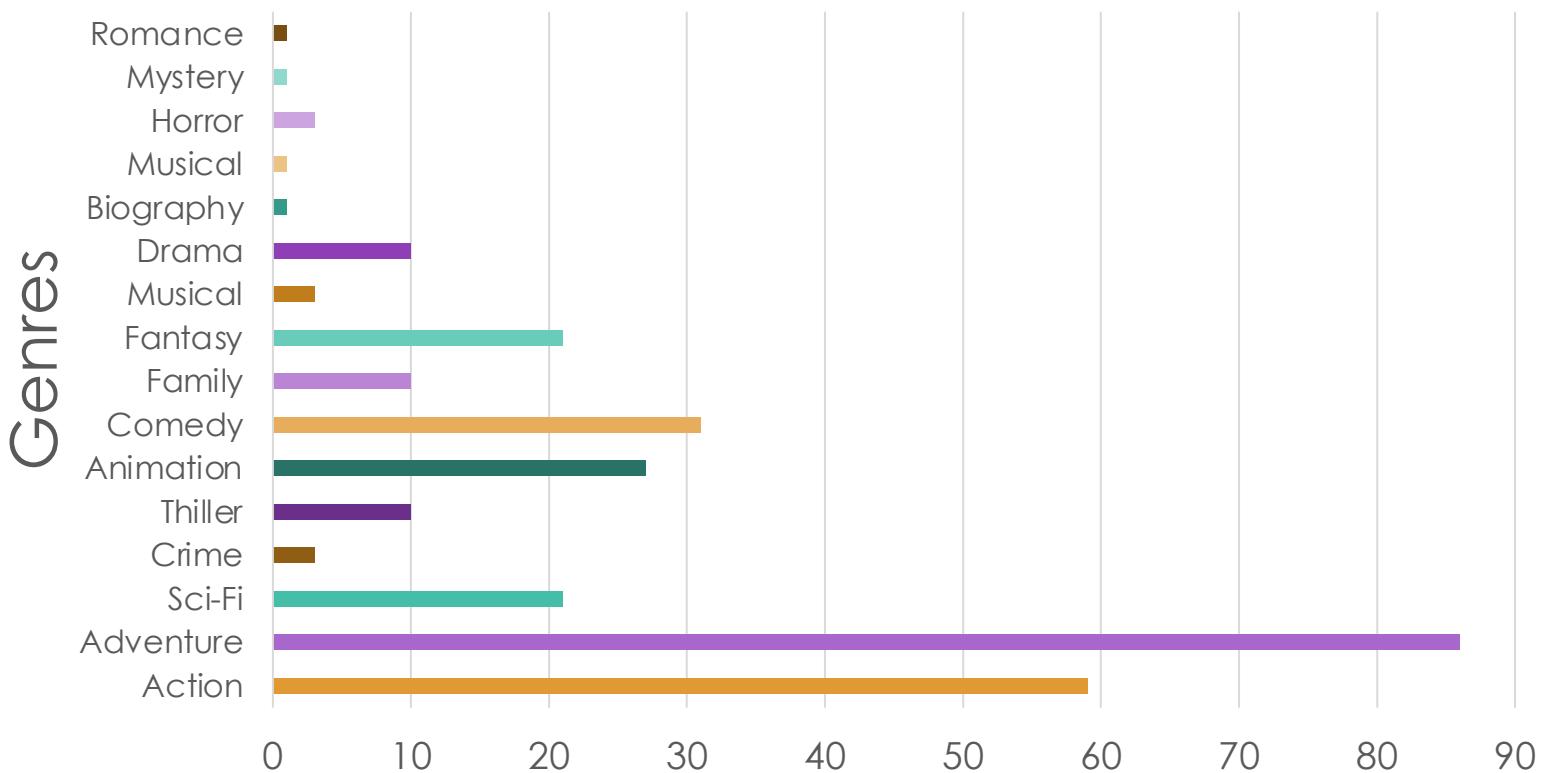
- Are some subgenres more prevalent than others?

- Movie Runtime

- How long are the top grossing movies?

Genre Trends

Top Grossing Movies by Genre



Top Grossing Films

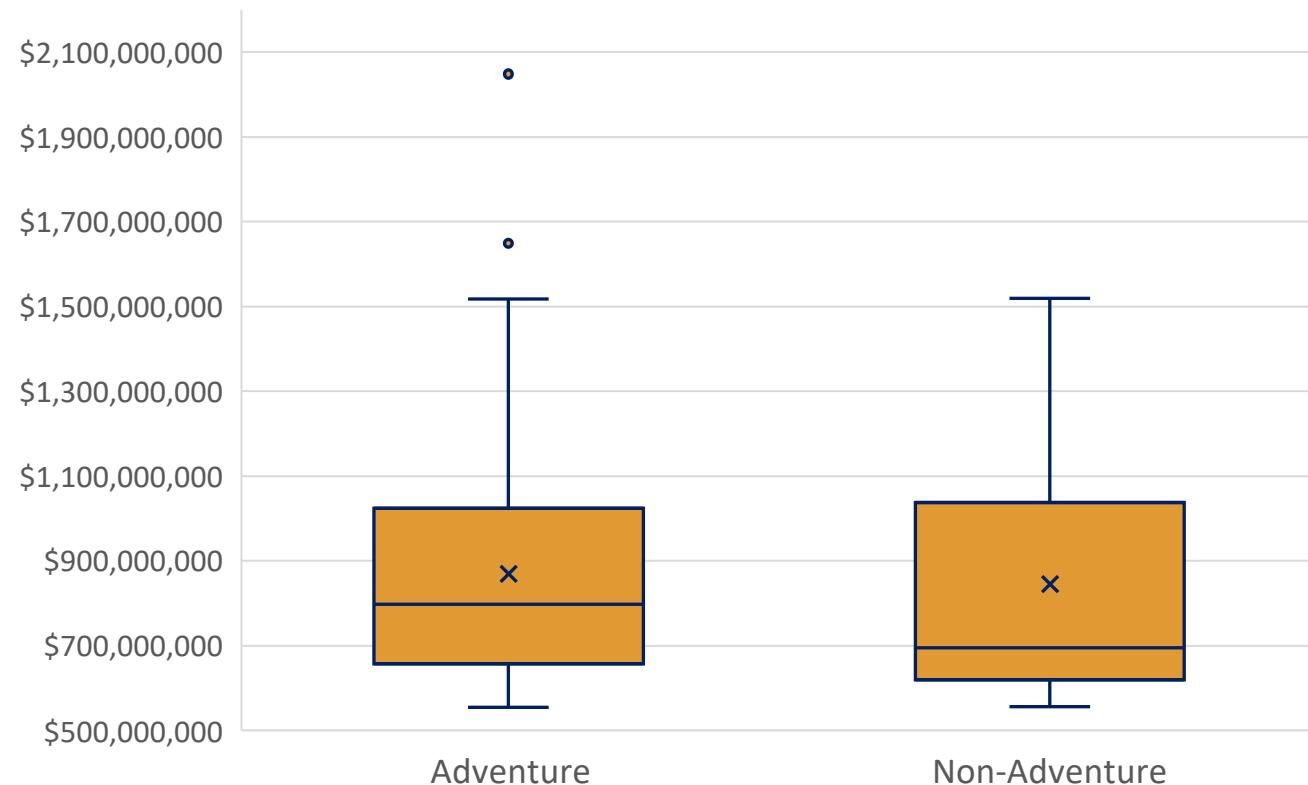
\$793 million average worldwide gross.

Action & Adventure genres are the most popular.

50% of the genres are Action or Adventure.

Genre Trends – Adventure Films

Worldwide Gross



Adventure Films

\$178 million average production budget

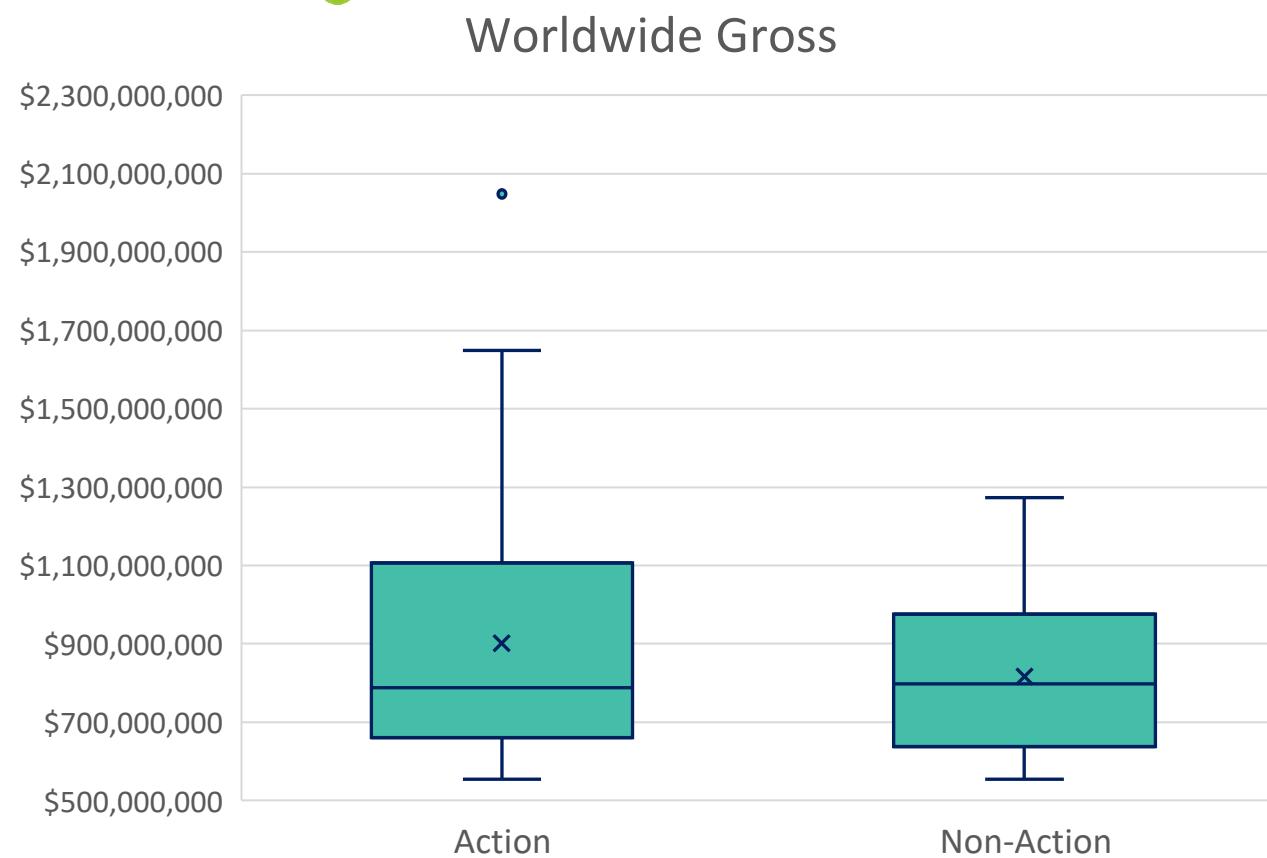
\$870 million average worldwide gross

Non-Adventure Films

\$121 million average production budget

\$845 million average worldwide gross

Genre Trends – Action Films



Action Films

\$175 million average production budget

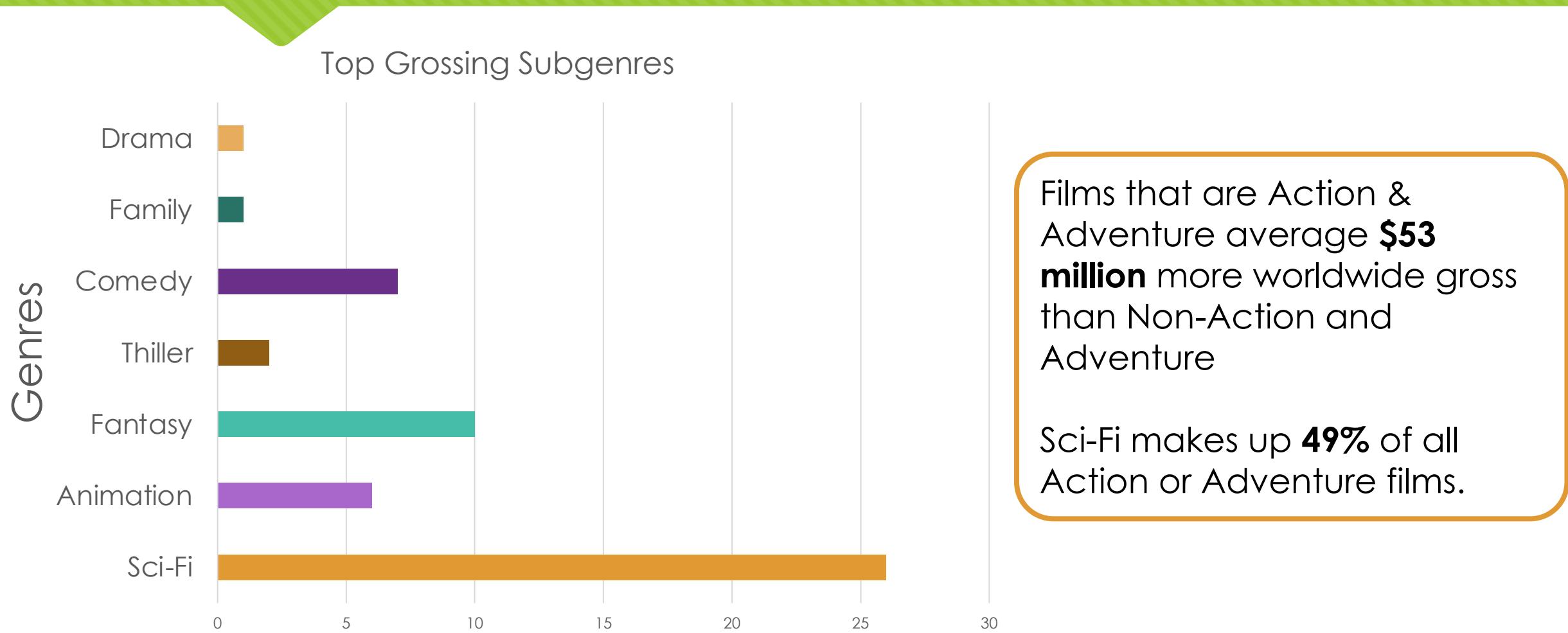
\$902 million average worldwide gross

Non-Action Films

\$160 million average production budget

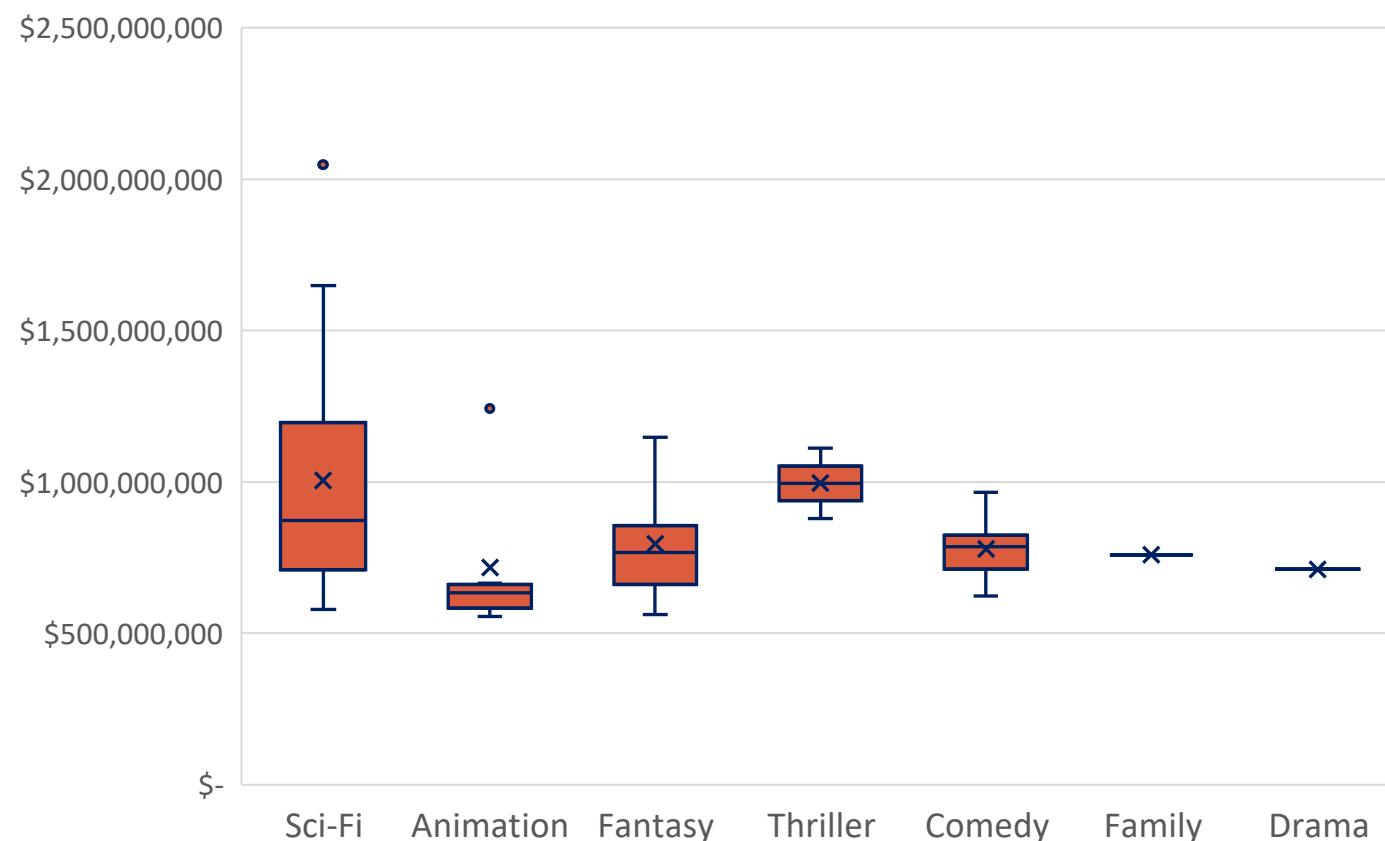
\$816 million average worldwide gross

Subgenre of Action & Adventure Trends



Subgenre of Action & Adventure Trends

Worldwide Gross



Production Budget

Average: \$188 million

Sci-Fi: \$194 million (3.2% over average)

Worldwide Gross

Average: \$892 million

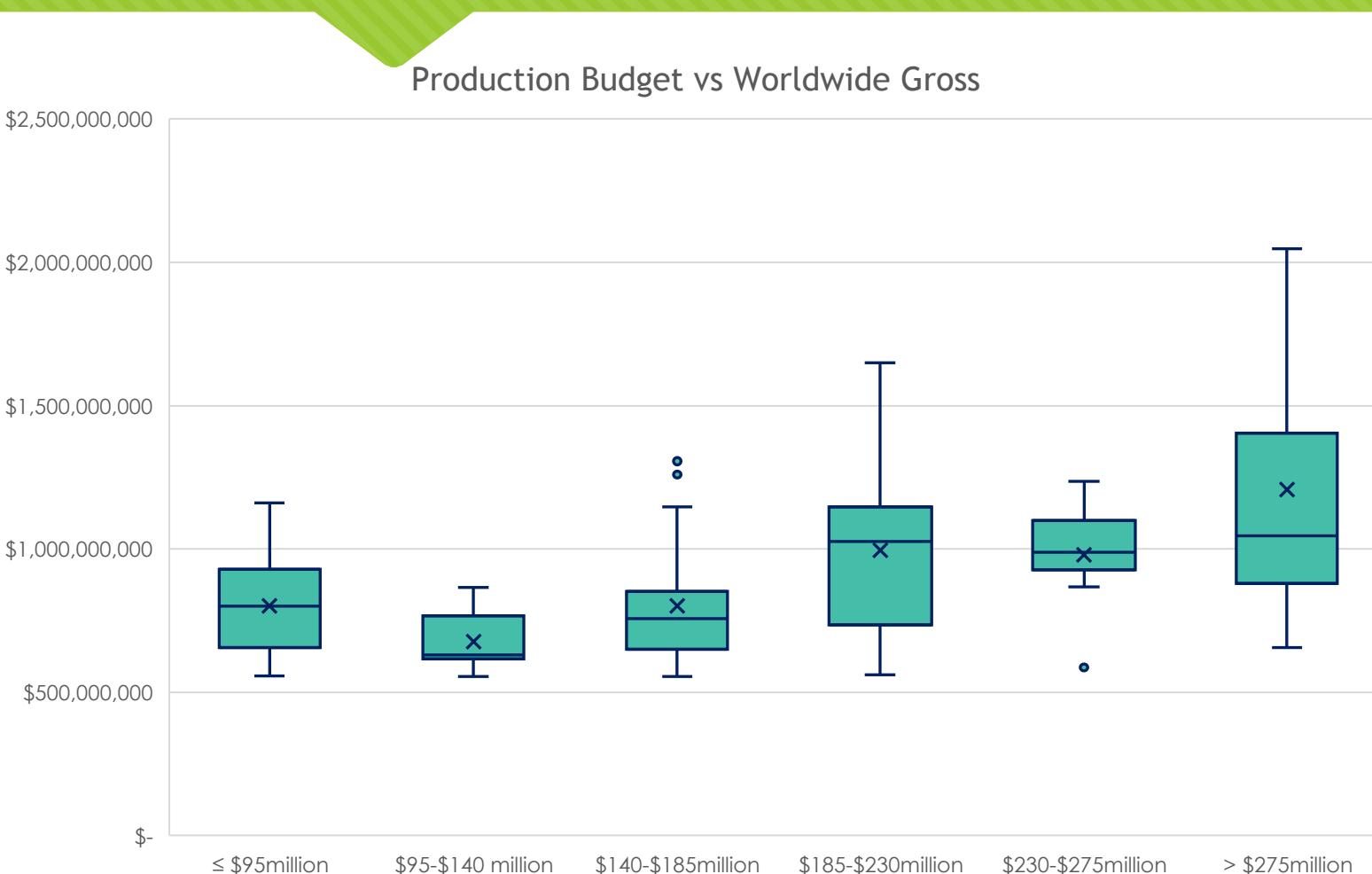
Sci-Fi: \$1 billion (12.4% over average)

Production Budget



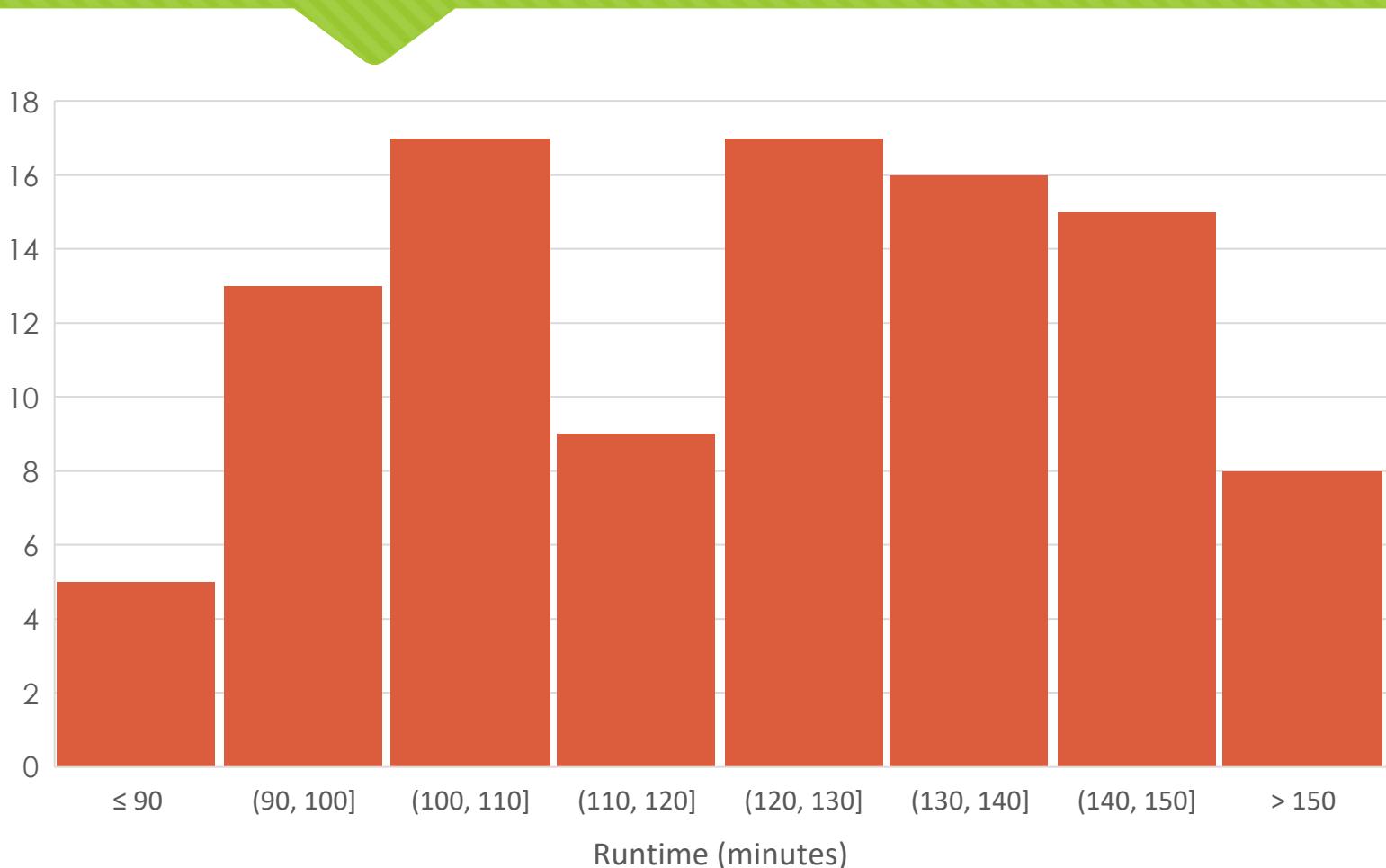
35% of top grossing films have a production budget of **\$140-\$185 million**

Production Budget



Top grossing budget range was over **\$275 million** bringing in **\$1.2 billion**

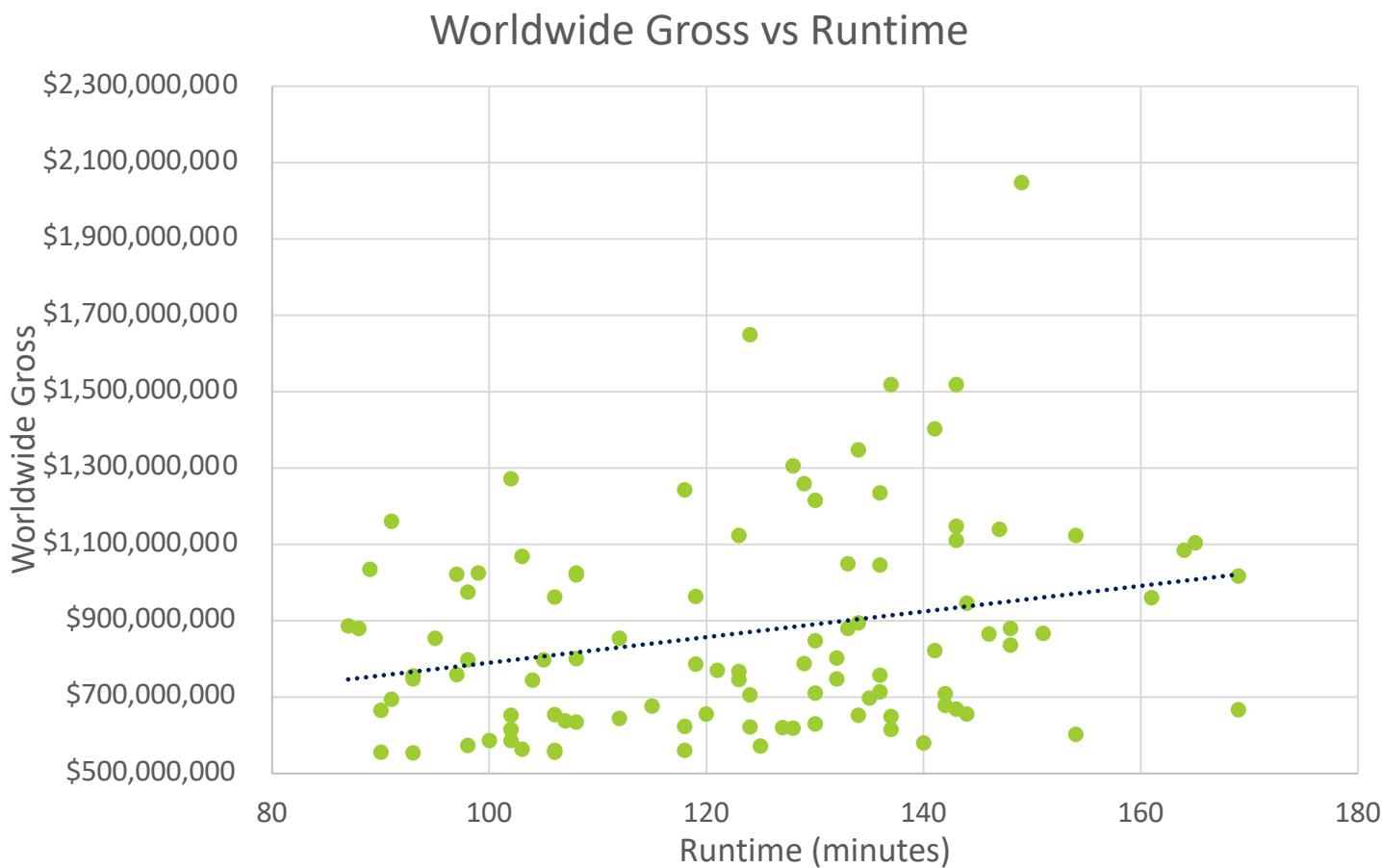
Runtime



48% of top grossing films **120-150 minutes**.

Average runtime is **123 minutes**.

Runtime



Longer movies tend to give a higher worldwide gross
Even more consistent in Action, Adventure, Sci-Fi subgenre

Recommendations

Action/Adventure

Worldwide Gross:
\$891 million

Return on Investment:
\$703 million

Action, Adventure, Sci-Fi
Worldwide Gross: \$1 billion
Return on Investment: \$809 million

Production Budget \$185-\$230 million

Worldwide Gross:
\$996 million

Return on Investment:
\$790 million

Action, Adventure, Sci-fi
Average: \$194 million

Runtime of 130-140

Worldwide Gross:
\$895 million

Return on Investment:
\$713 million

Action, Adventure, Sci-Fi
Average: 139 minutes

Future Improvements

- Financial data was from 2010-2018
 - Compare this data to current (2022) trends
 - See if market is changing
- Directors/Actors
 - Determine actor and director trends
 - See if certain people do better in certain markets
- Writers
 - Research veteran and up and coming writers

Questions?



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