

MICROSOFT MOVIE STUDIOS STRATEGY



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AGENDA

OverView

Key Business Question

Topic four

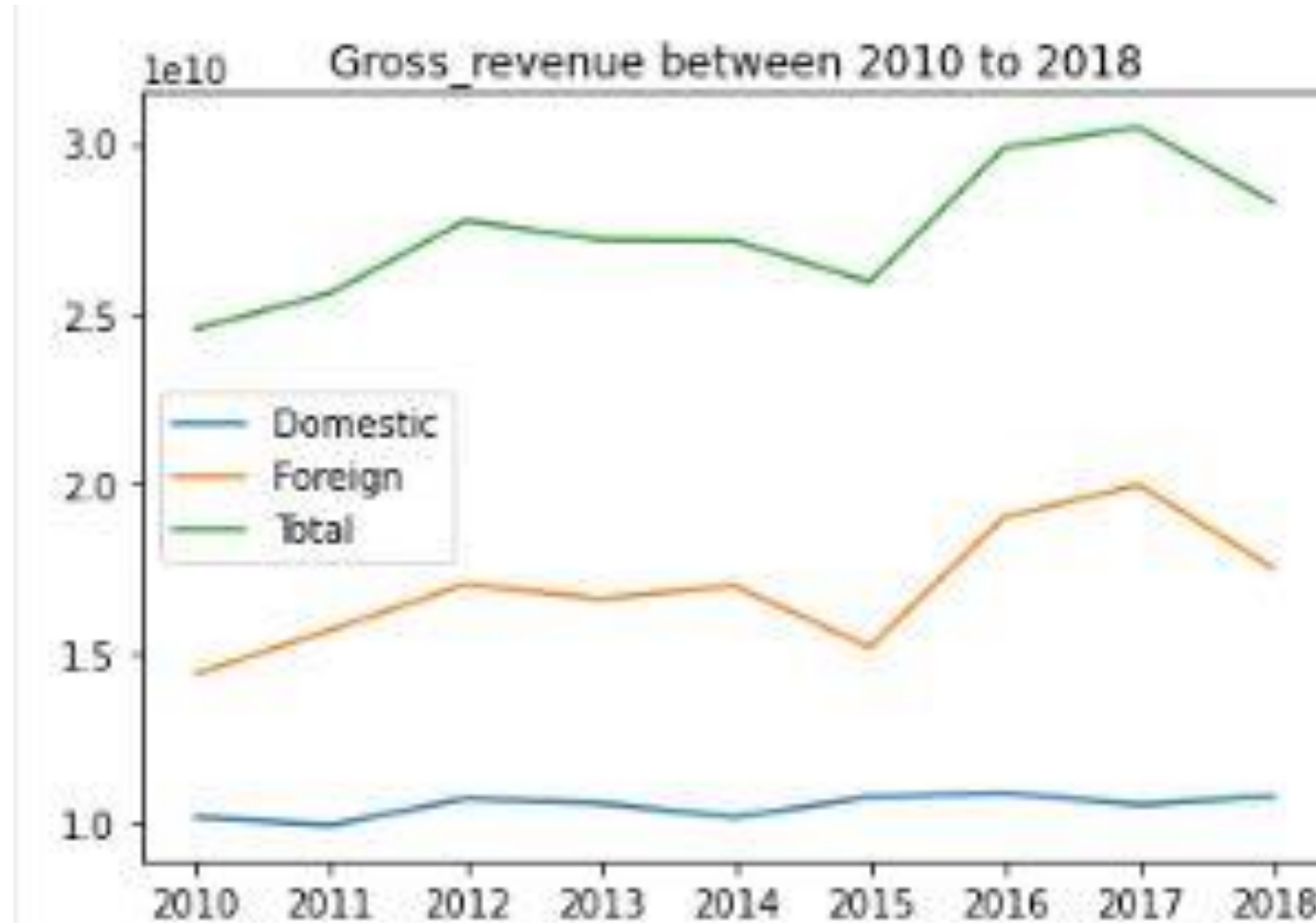
Overview

Microsoft Movie Studios want to

- Create original content,
- New market and no knowledge
- Decide type of movies to create
- Profitable

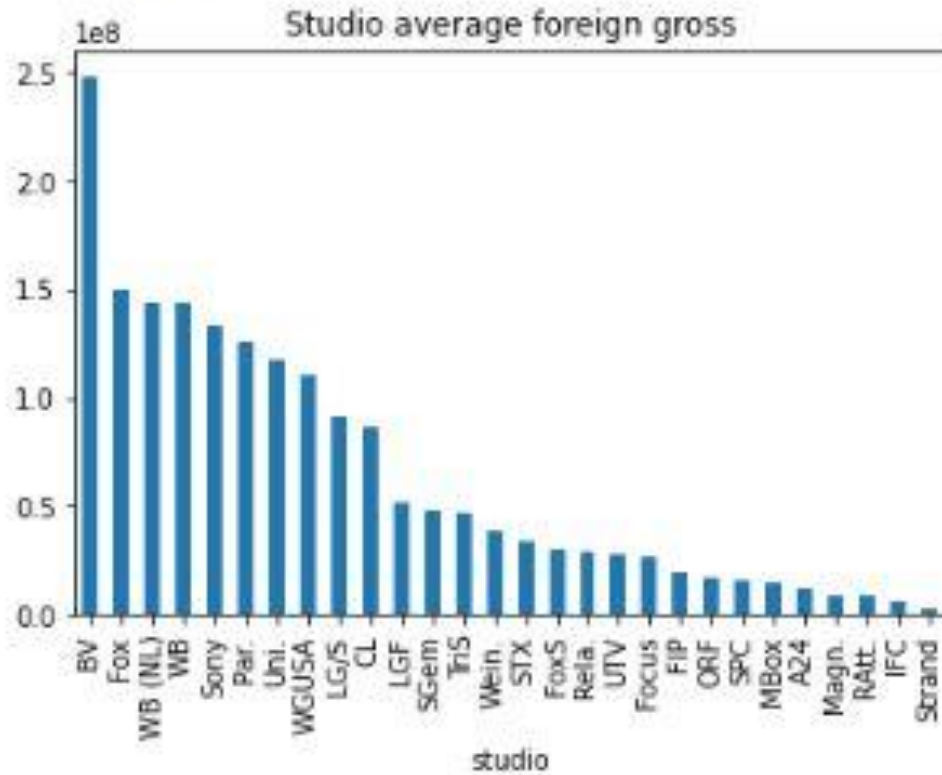


Movie Market Gross 2010-2018



Total Gross and Foreign Gross has the same pattern

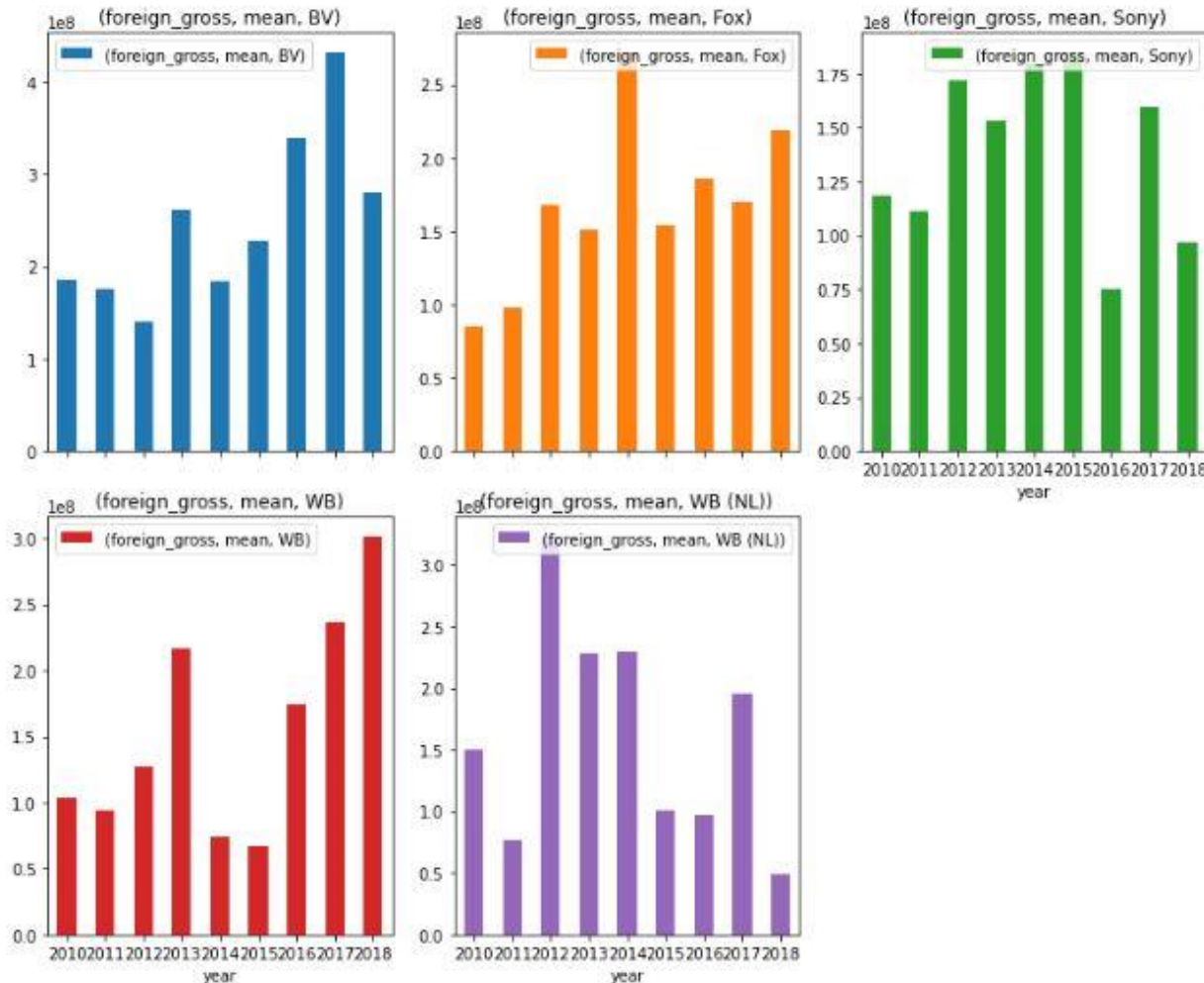
Studios performance on foreign gross



Top 5 studios are:

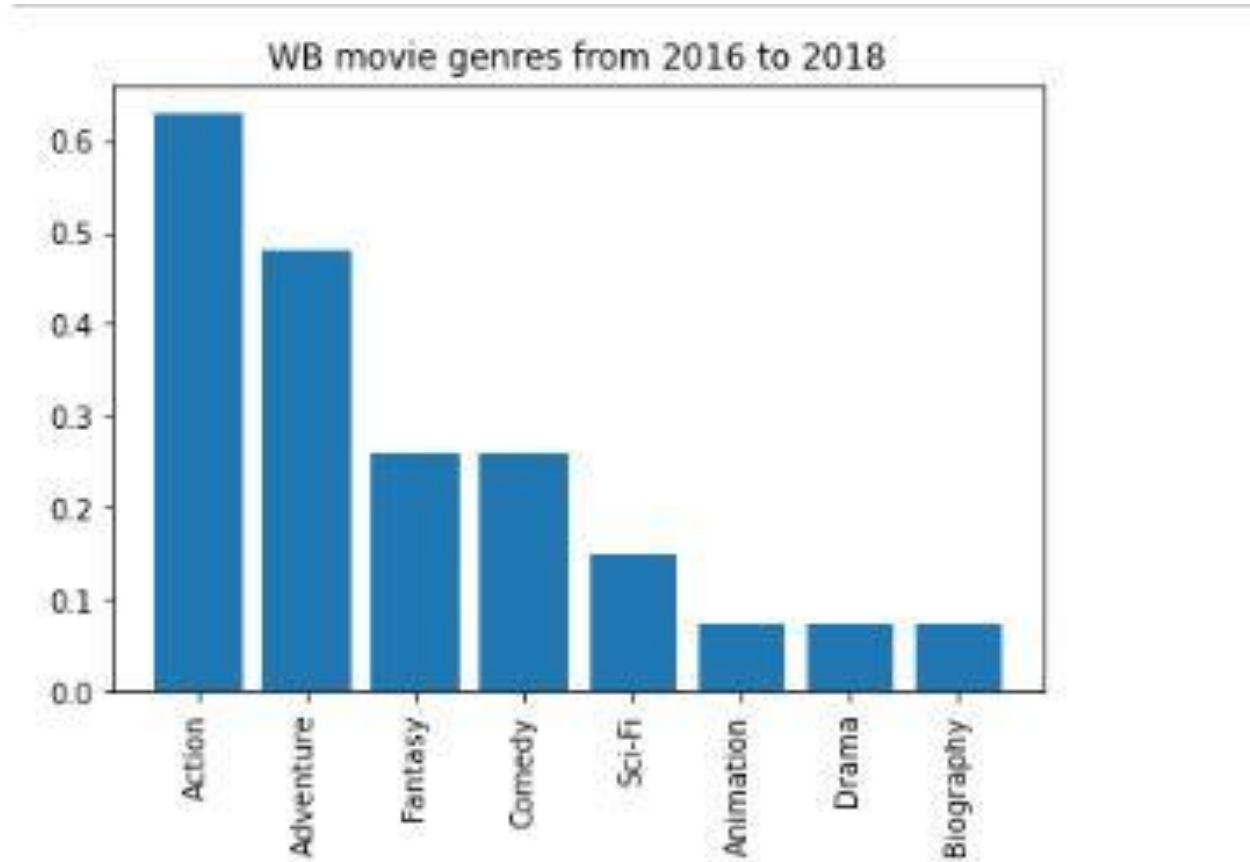
- BV
- Fox
- WB(NL)
- WB
- Sony

Top 5 Studio w highest average foreign gross



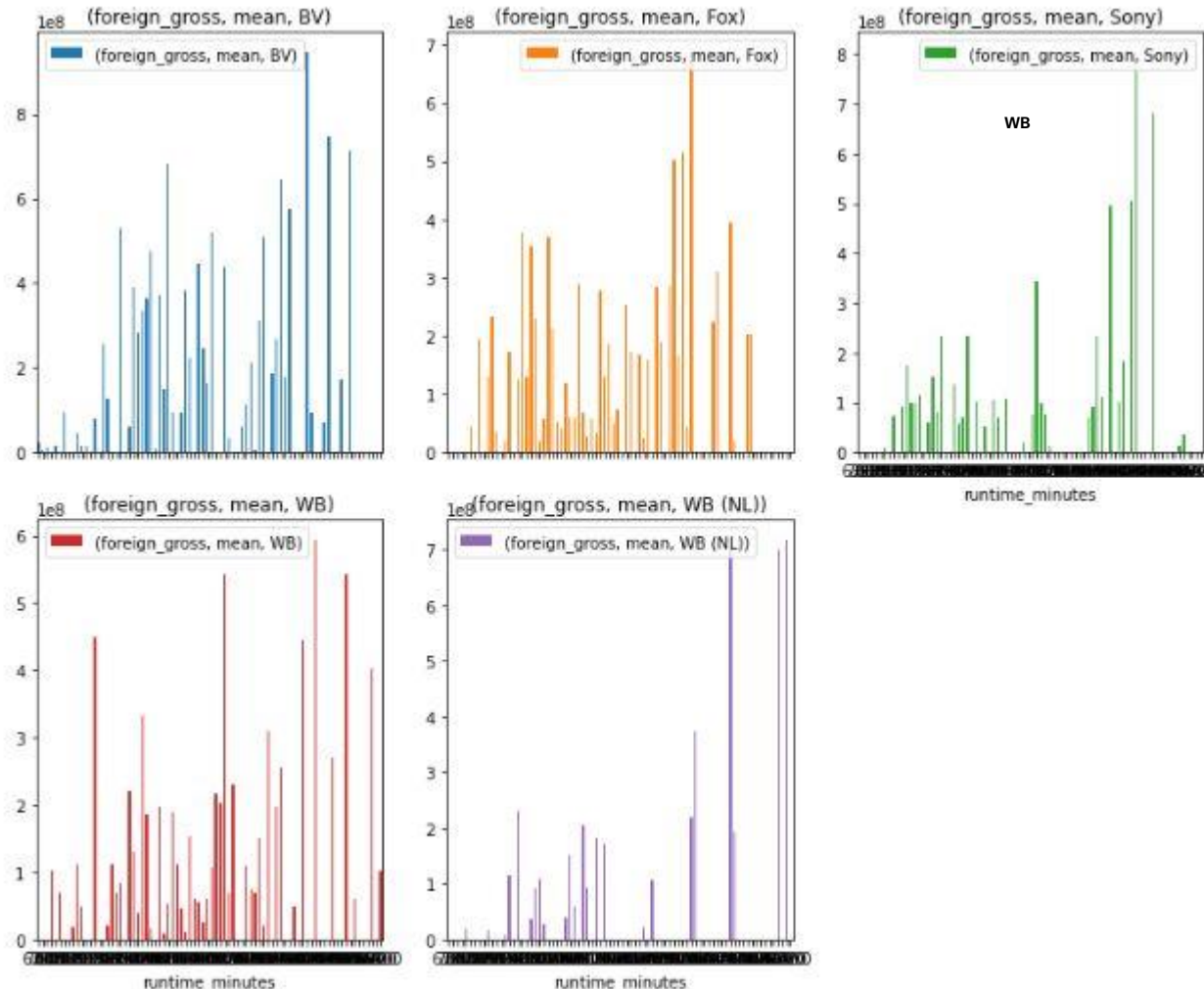
- WB increase their gross for the last 3 years

WB movies genres from 2016 to 2018



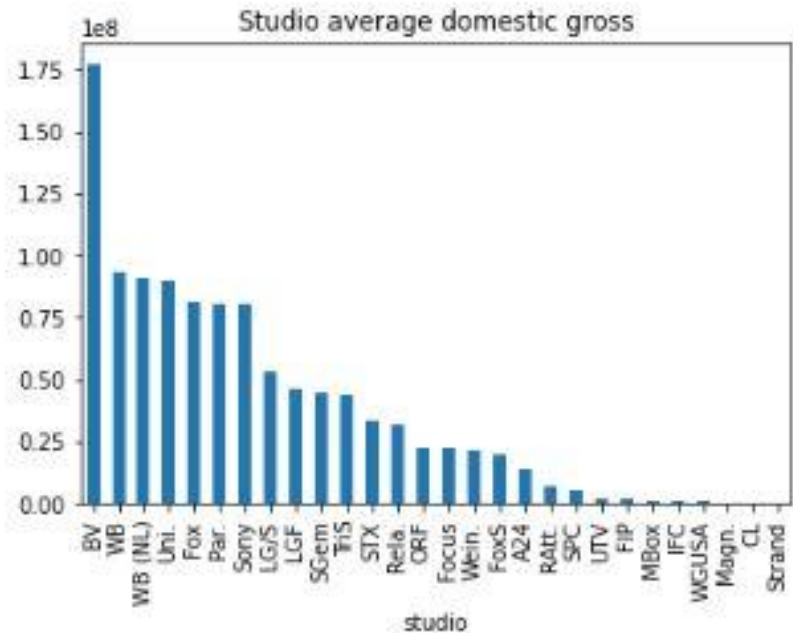
- Action is top genres for WB movies

Top 5 Studio w highest average foreign gross vs runtime



- WB have a shorter runtime than the other

Studios performance on domestic gross

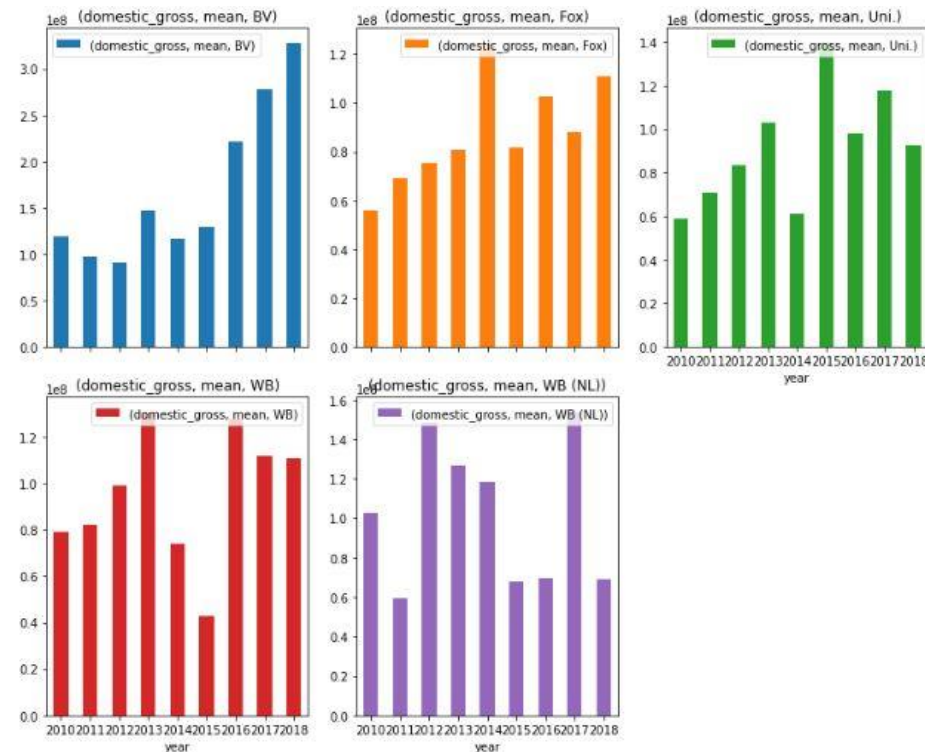


Top 5 studios are:

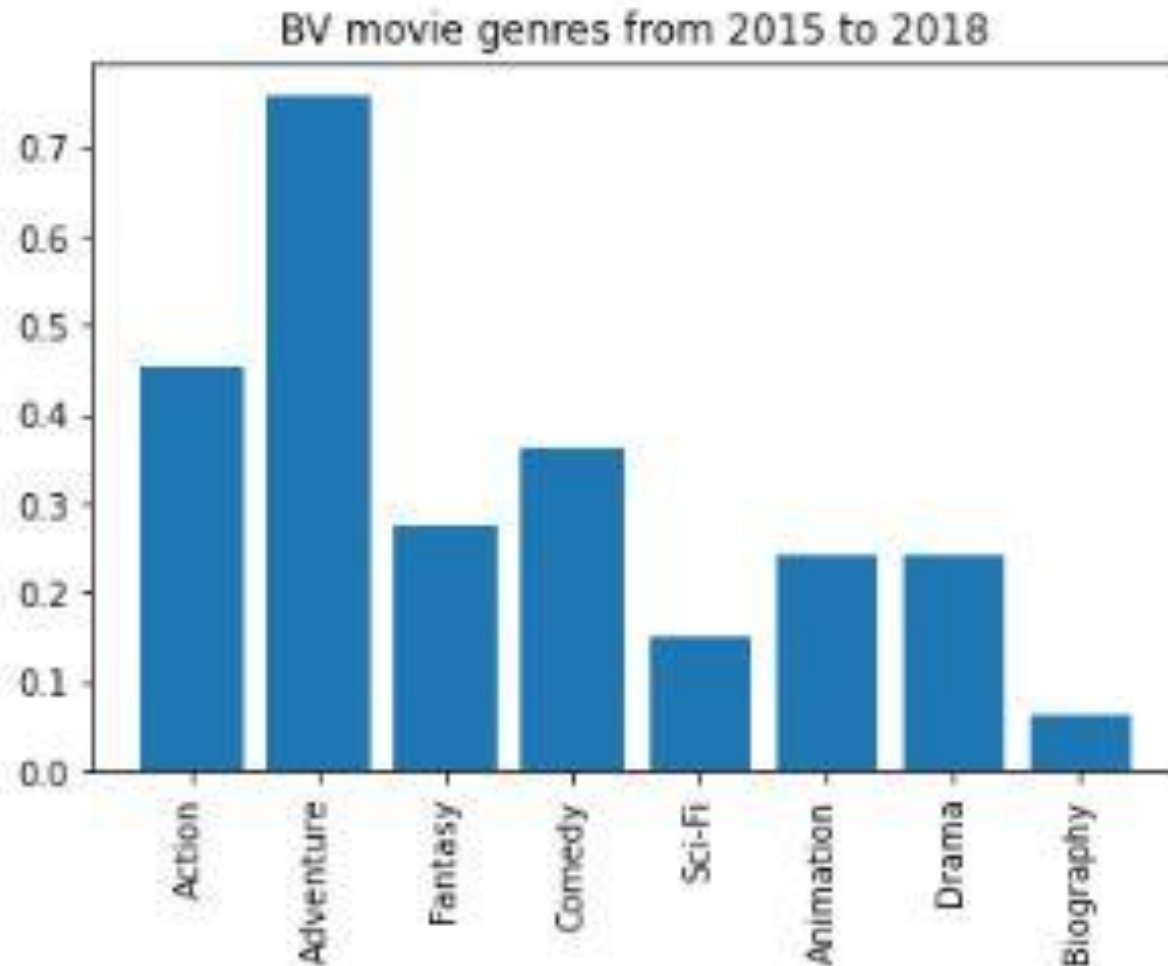
- BV
- WB
- WB(NL)
- Uni
- Fox

Top 5 Studio w highest average domestic gross

- BV increase their gross for the last 3 years

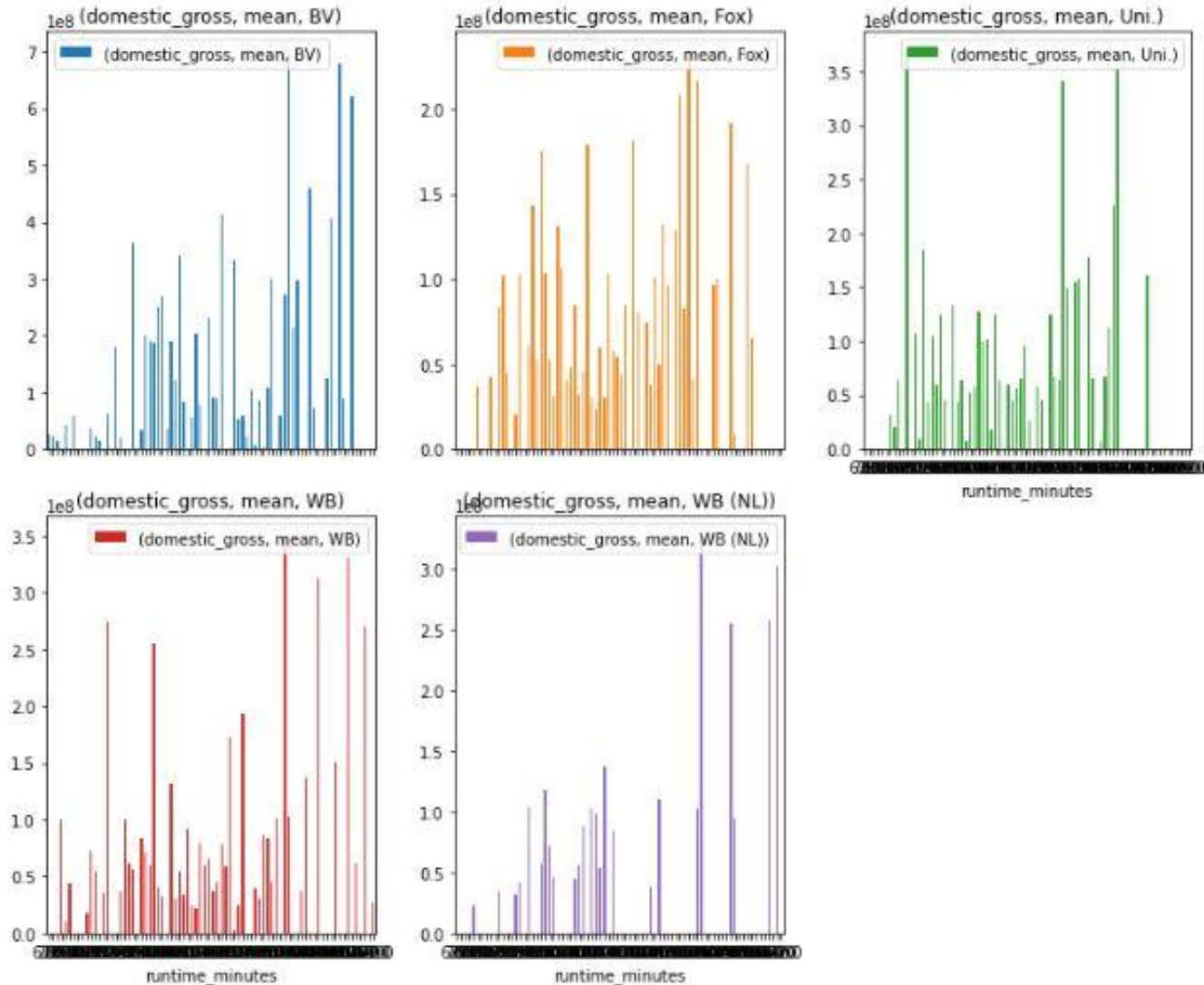


BV movies genres from 2016 to 2018



- Adventure is top genres for BV movies

Top 5 Studio w highest average domestic gross vs runtime



BV Have a longer runtime

Recommendation



- Action type movie on foreign market
- Shorter run time on foreign market
- Hire BV/WB/WB(NL)/Fox personnel
- Adventure type on domestic market
- Longer run time on domestic market



Next Steps

- Compare to other competitors w streaming market (Hulu, AppleTV) to investigate the impact of COVID
- Better prediction with more data available such as actors/writers selection.



Recommendation

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THANK YOU

Henry Chung