

Microsoft Studios



MOVIE EXPLORATION PROJECT

SHAYAN ABDUL KARIM KHAN

08/24/2022



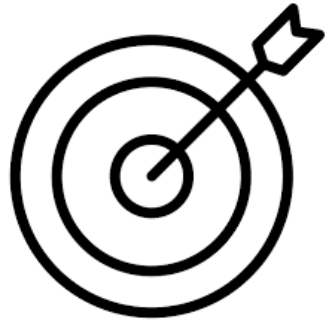
~ 265 Million people in
US & Canada



~ \$12 Billion Box Office
Revenue in US &
Canada



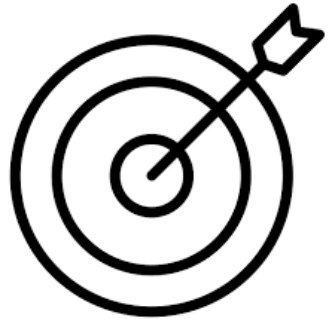
**WHAT TYPE OF MOVIE TO
CREATE?**



POSITIVE VIEWER RESPONSE



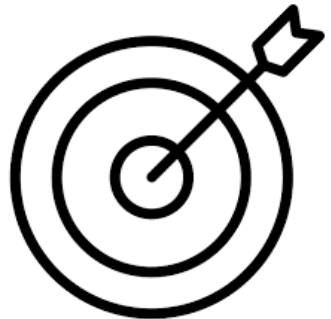
MOVIE REVIEWS



PROFITABLE



MOVIE PROFITS



DOMESTIC VS FOREIGN LAUNCH



GLOBAL PROFITS



THE NUMBERS®



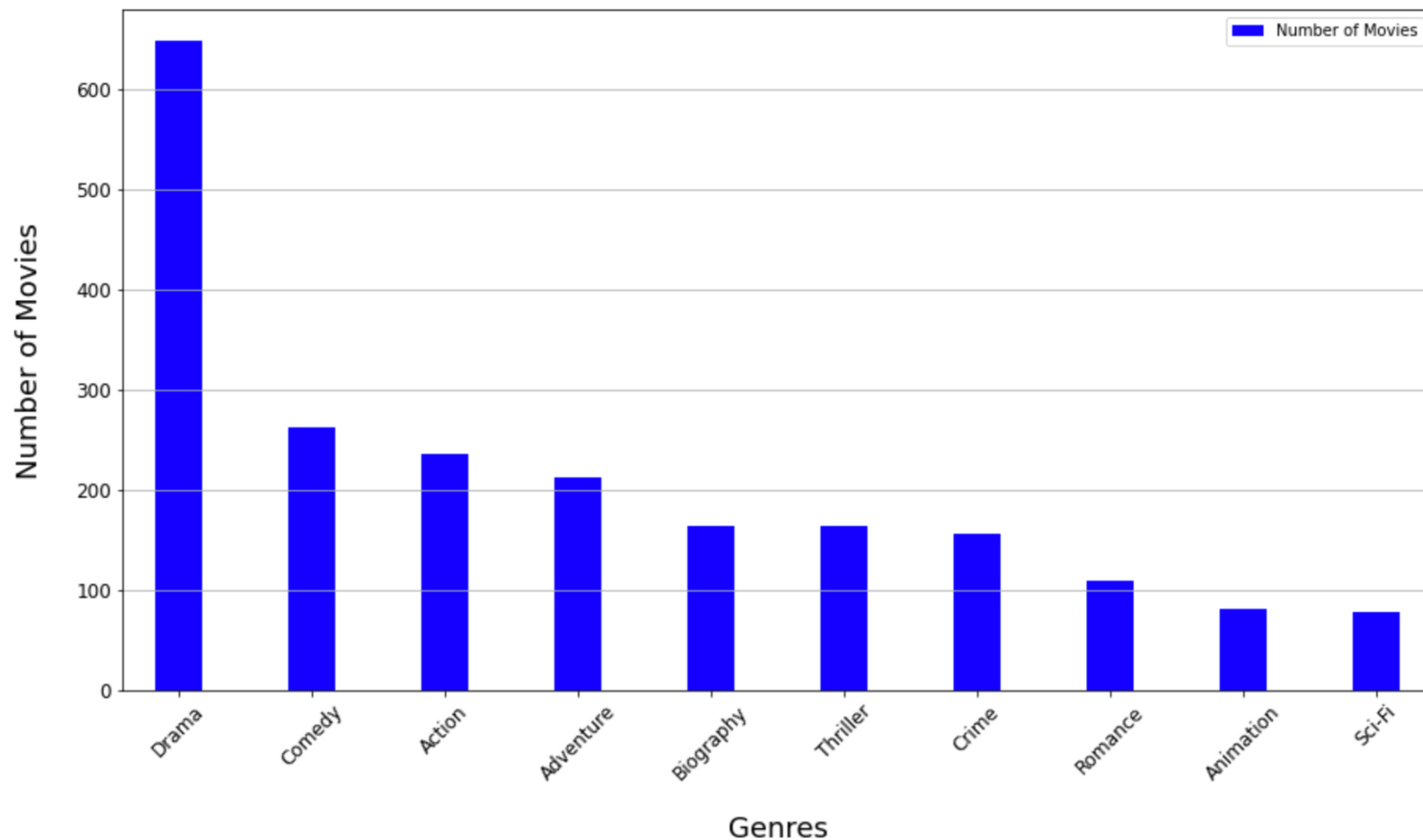
IMDb

**THE
MOVIE
DB**



POSITIVE VIEWER RESPONSE

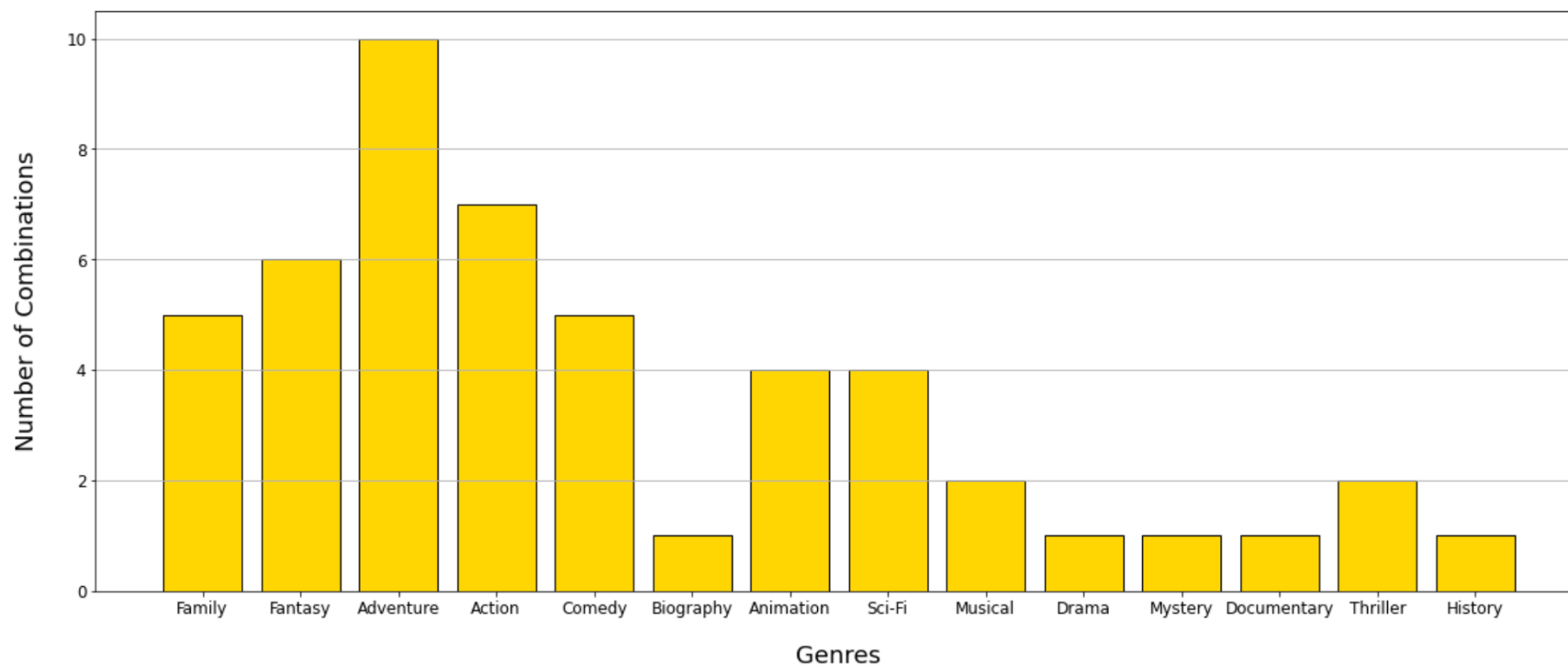
Genres vs Number of Movies with Above Average Reviews



Top 4:

1. Drama
2. Comedy
3. Action
4. Adventure

Genre Combinations with Net Profits Greater than \$300 million



Best Option:

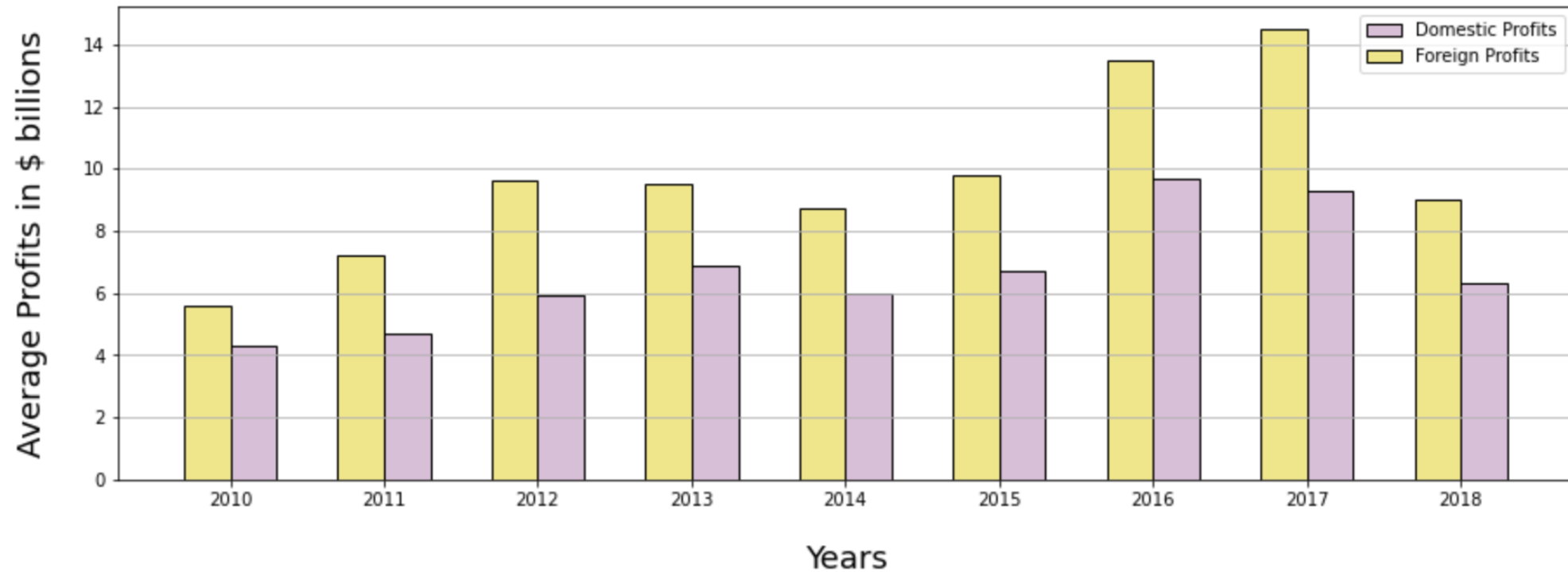
Adventure pairings with

- Action
- Comedy
- Animation
- Sci-Fi

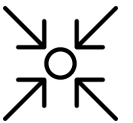


DOMESTIC VS FOREIGN LAUNCH

Domestic vs Foreign Profits Annual Comparison

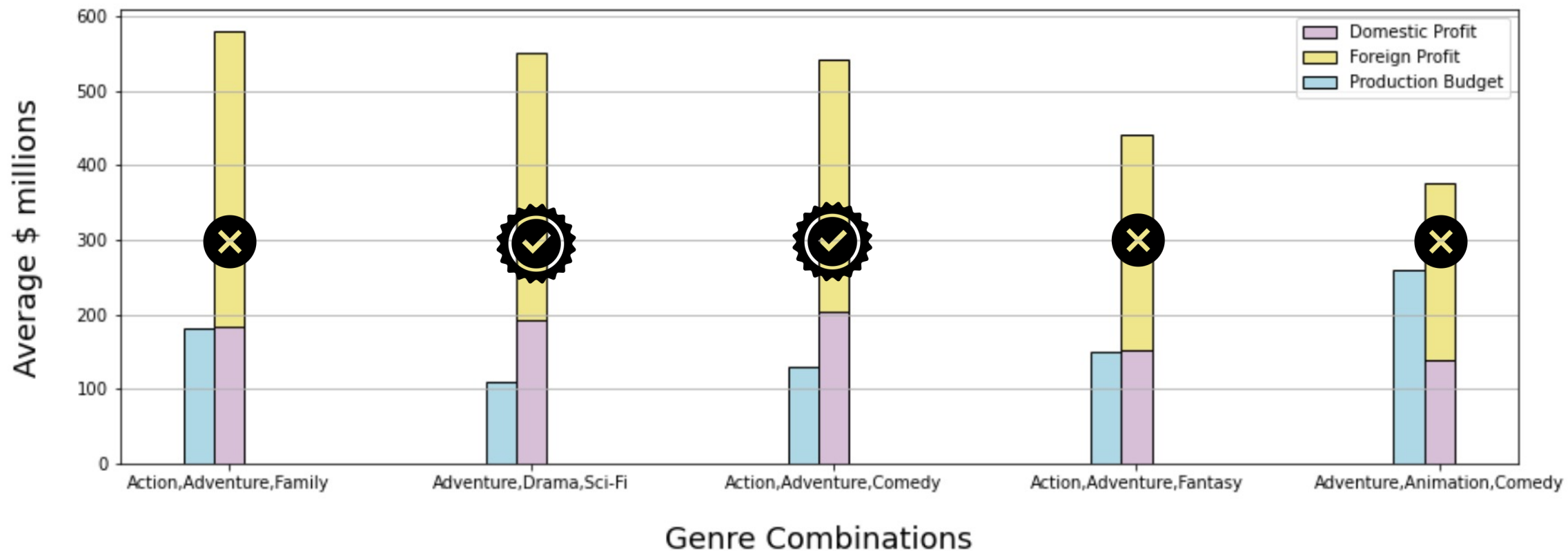


FOREIGN PROFITS DOMINATE NET PROFITS



GENRE FOCUS

Adventure Genre Combinations vs Domestic and Foreign Profits vs Production Budget



ADVENTURE, DRAMA, SCI-FI

ADVENTURE, ACTION, COMEDY

RESULTS



ADVENTURE GENRE COMBINATIONS – MOST COMMON GENRE WITH HIGH REVIEWS
& HIGH PROFITS



FOREIGN PROFITS DOMINATE TOTAL PROFITS



BEST ROI DOMESTIC AND FOREIGN MARKETS – ADVENTURE, DRAMA, SCI-FI
ADVENTURE, ACTION, COMEDY

RECOMMENDATION



ADVENTURE, ACTION, COMEDY – HIGH REVIEWS, HIGH PROFITS CONSISTENT
– DRAMA COMBINATIONS ARE RARE TO BE HIGHLY PROFITABLE



MOVIE SHOULD BE LAUNCHED INTERNATIONALLY – ENSURES HIGH PROFITS WITH
HIGH EXPOSURE FOR 1ST LAUNCH



BEST ROI DOMESTIC AND FOREIGN MARKETS – DOMESTRIC LAUNCH FIRST WILL
ENSURE NET POSITIVE AND CREATE HYPE



NEXT STEPS



EVALUATE WHICH FOREIGN MARKETS ARE BEST



EVALUATE TRENDS IN SELECTED GENRE



IDENTIFY TARGET AUDIENCE DEMOGRAPHIC



IDENTIFY POST-PRODUCTION REVENUE STREAMS

QUESTIONS?

Microsoft Studios

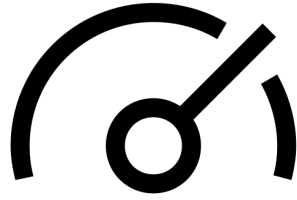


MOVIE EXPLORATION PROJECT

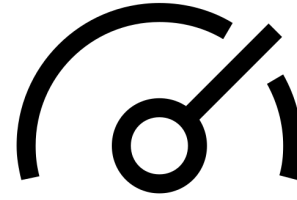
SHAYAN ABDUL KARIM KHAN

08/24/2022

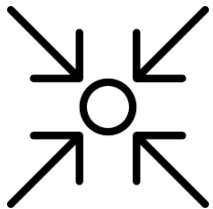
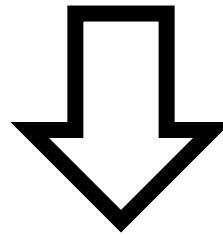
BACK UP



MOVIE REVIEWS



MOVIE PROFITS



**WHICH GENRES TO
FOCUS ON?**



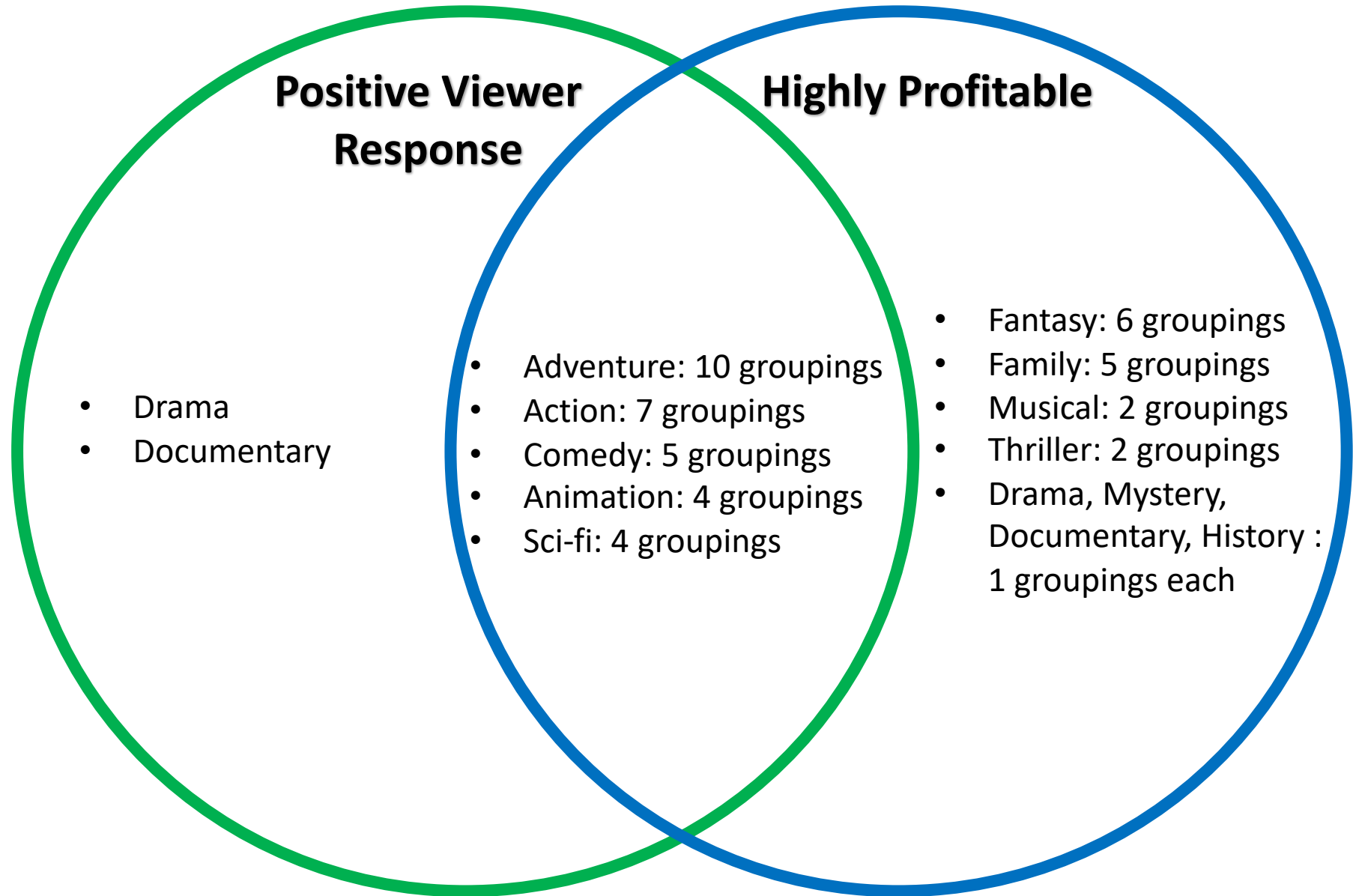
**WHAT WOULD BE THE
INITIAL INVESTMENT**



**WHAT SHOULD BE THE
GLOBAL FOOTPRINT?**



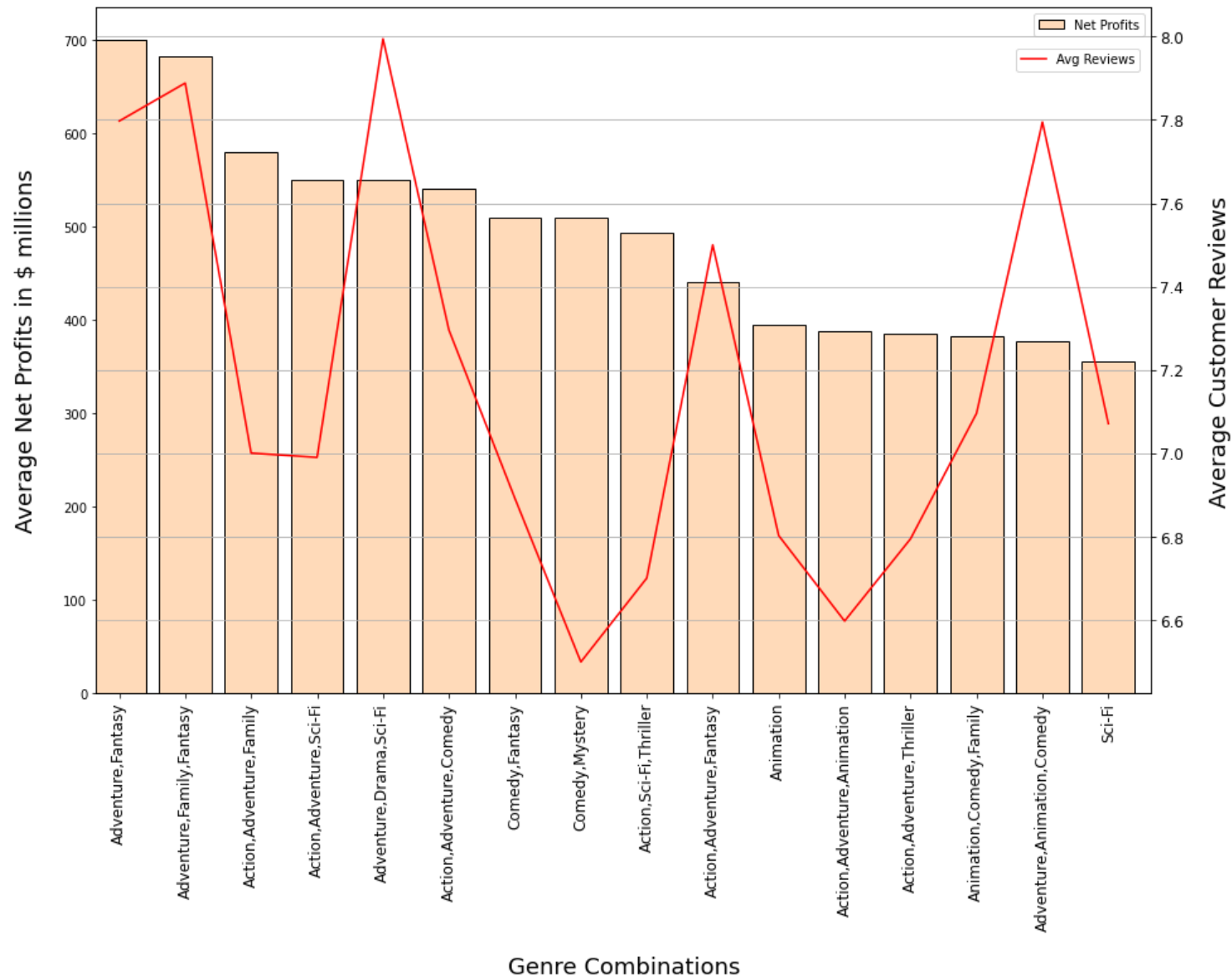
WHICH GENRES TO FOCUS ON?





WHICH GENRES TO FOCUS ON?

Top 20 Profitable Genre Combinations vs Average Customer Reviews



✓

 POSITIVE VIEWER RESPONSE

✓

 PROFITABLE

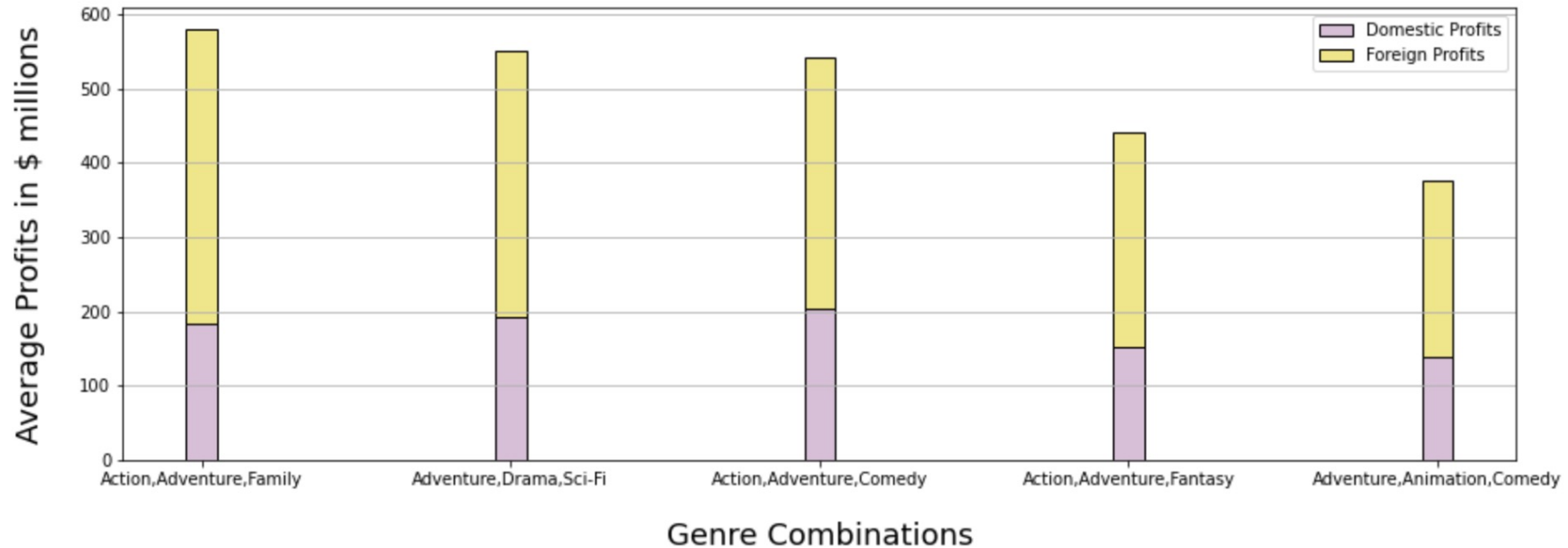
▲

 IMPACTFUL MARKET ENTRY

Best Option:
Adventure pairings with

- Action
- Comedy
- Animation
- Sci-Fi

Adventure Genre Combinations vs Domestic and Foreign Profits



Foreign Profits Dominate Net Profits