

# Microsoft Studios



MOVIE EXPLORATION PROJECT

SHAYAN ABDUL KARIM KHAN

08/24/2022



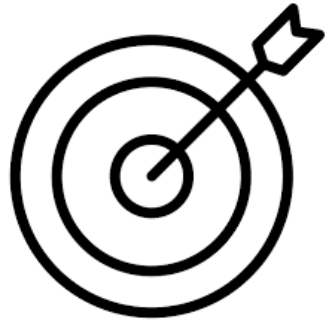
~ 265 Million people in  
US & Canada



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



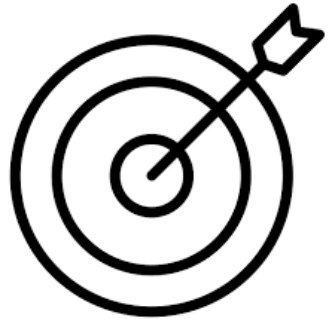
**WHAT TYPE OF MOVIE TO  
CREATE?**



**POSITIVE VIEWER RESPONSE**



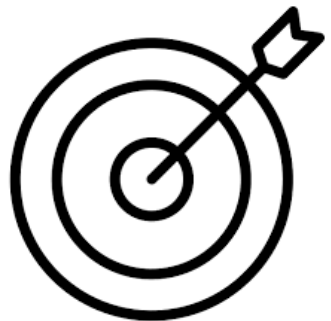
**MOVIE REVIEWS**



**PROFITABLE**



**MOVIE PROFITS**



**DOMESTIC VS FOREIGN LAUNCH**



**GLOBAL PROFITS**



**THE NUMBERS®**



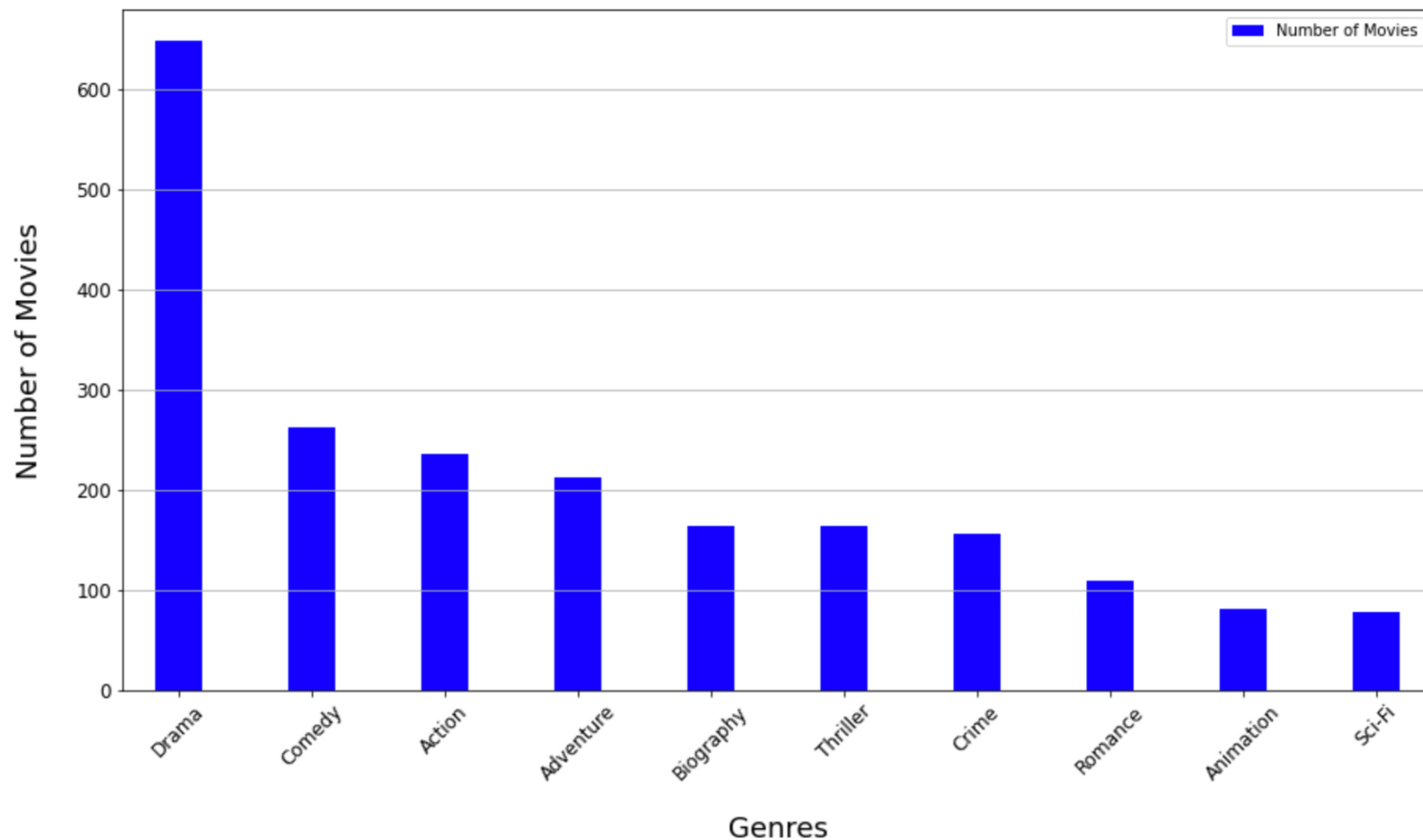
**IMDb**

**THE  
MOVIE  
DB**



# POSITIVE VIEWER RESPONSE

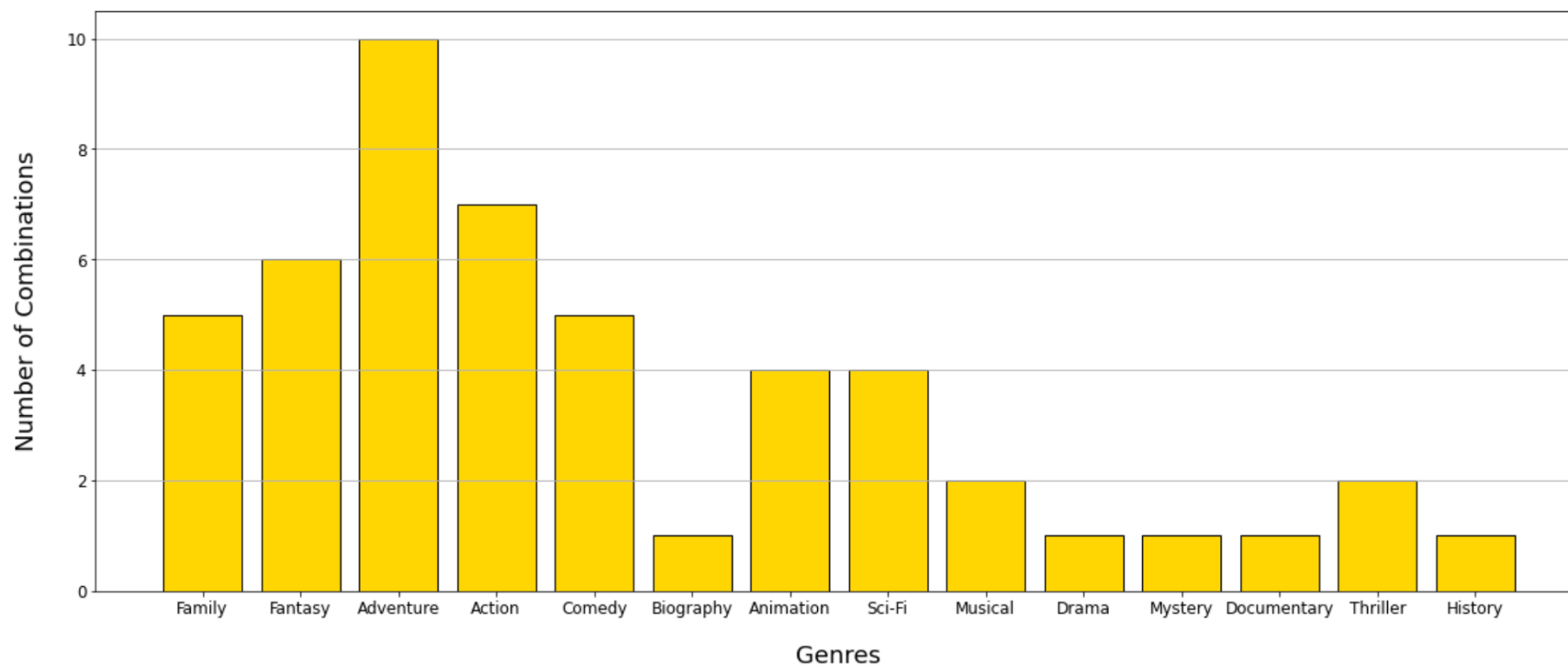
Genres vs Number of Movies with Above Average Reviews



Top 4:

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

Genre Combinations with Net Profits Greater than \$300 million



**Best Option:**

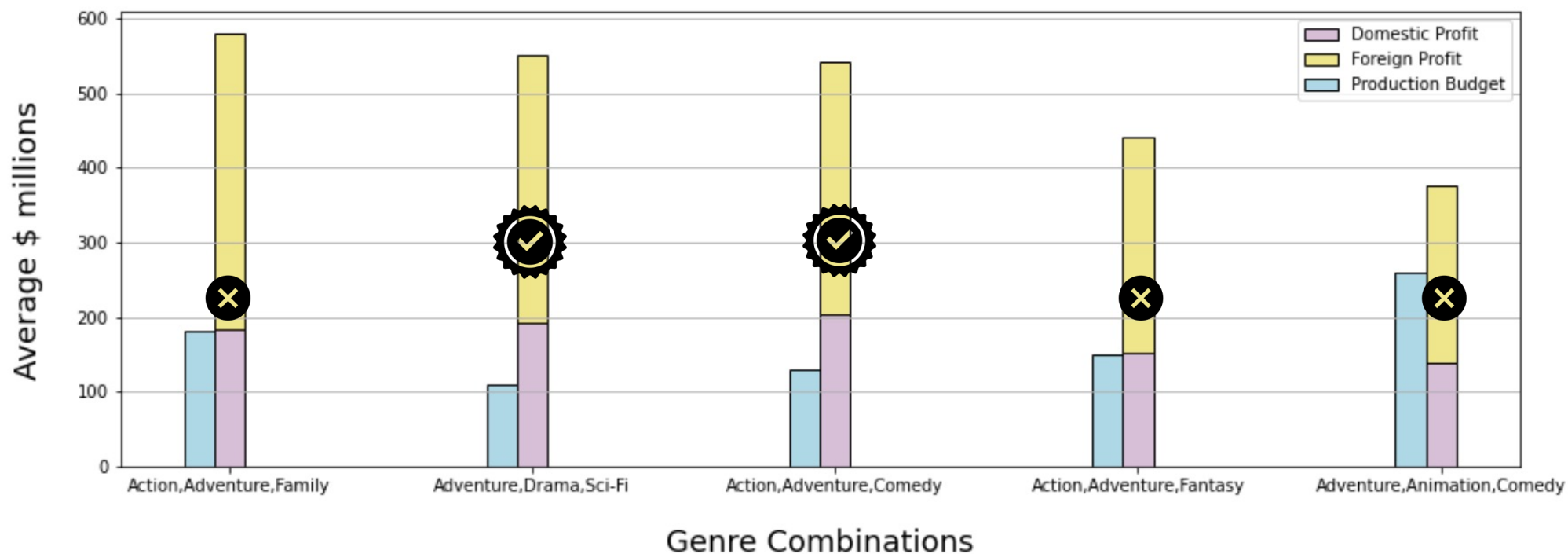
Adventure pairings with

- Action
- Comedy
- Animation
- Sci-Fi



# PROFITABILITY WITH DOMESTIC VS FOREIGN LAUNCH

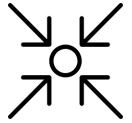
## Adventure Genre Combinations vs Domestic and Foreign Profits vs Production Budget



**FOREIGN PROFITS DOMINATE NET PROFITS**



# RESULTS



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

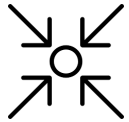


**FOREIGN PROFITS DOMINATE TOTAL PROFITS**



**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 1<sup>ST</sup> 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

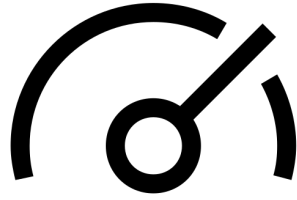


MOVIE EXPLORATION PROJECT

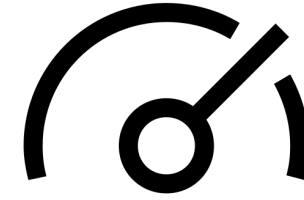
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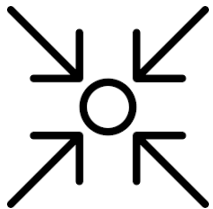
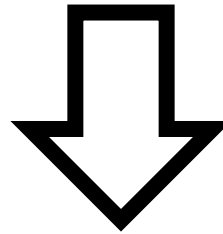
# BACK UP



**MOVIE REVIEWS**



**MOVIE PROFITS**



**WHICH GENRES TO  
FOCUS ON?**



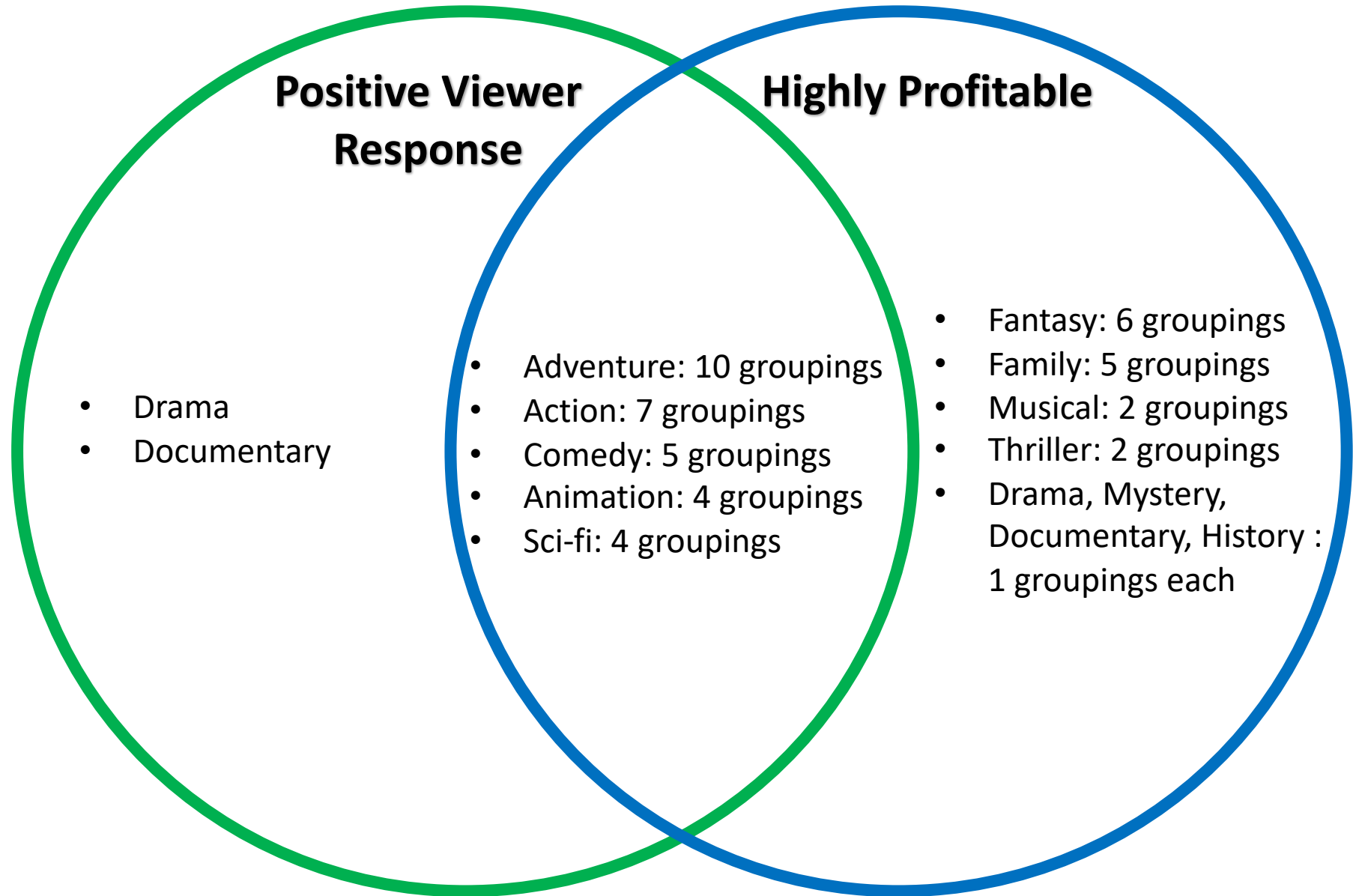
**WHAT WOULD BE THE  
INITIAL INVESTMENT**



**WHAT SHOULD BE THE  
GLOBAL FOOTPRINT?**



# WHICH GENRES TO FOCUS ON?

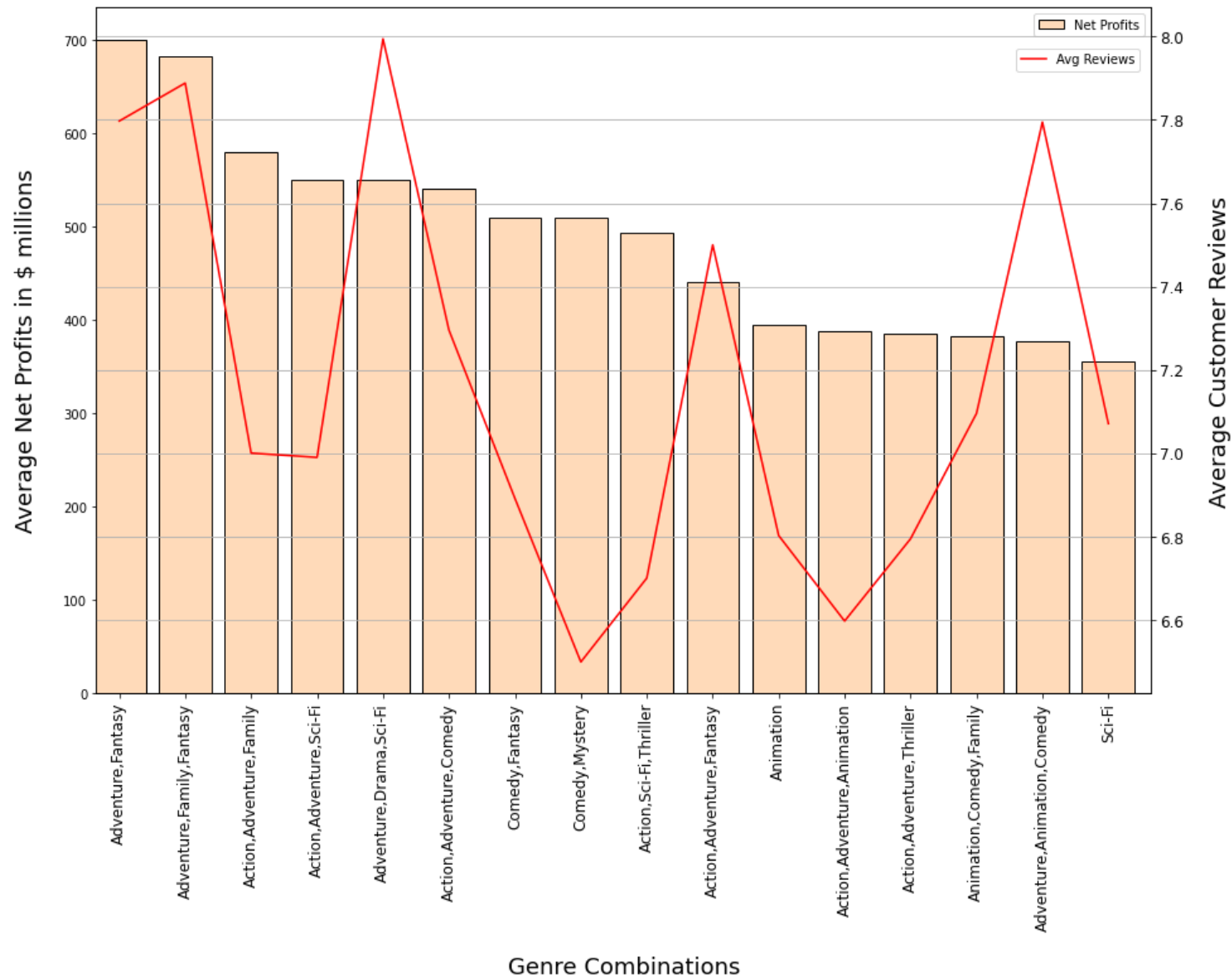






# WHICH GENRES TO FOCUS ON?

Top 20 Profitable Genre Combinations vs Average Customer Reviews



✓

 POSITIVE VIEWER RESPONSE

✓

 PROFITABLE

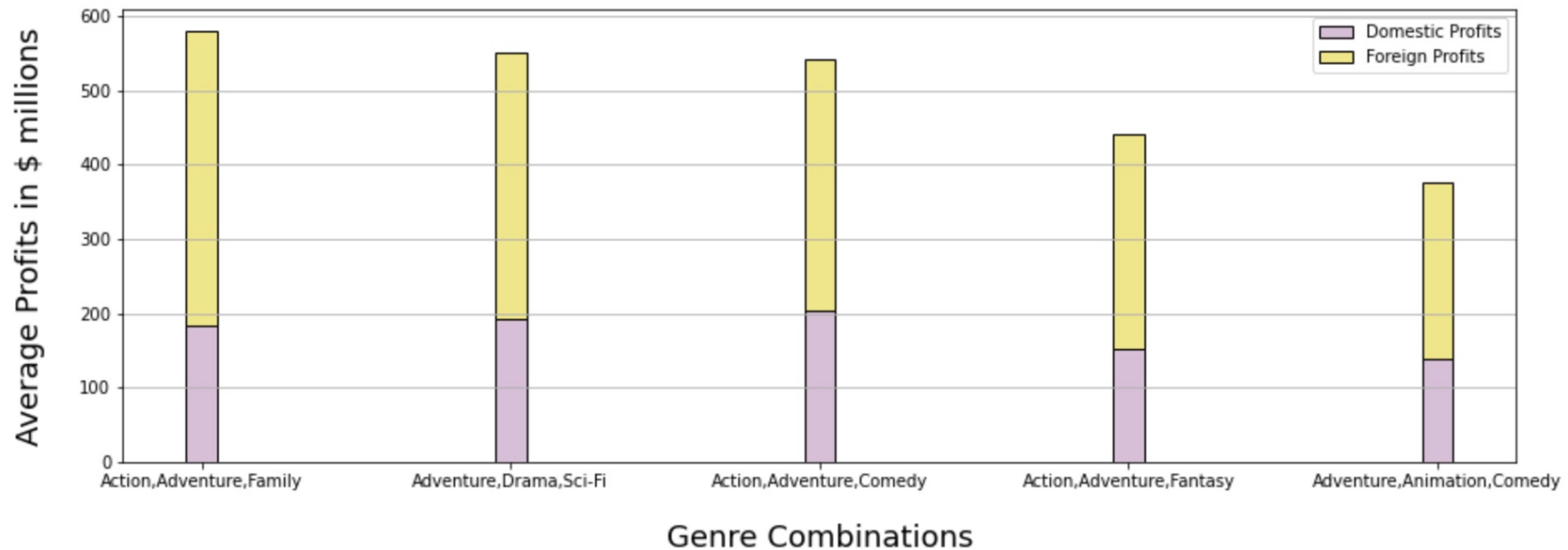
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 IMPACTFUL MARKET ENTRY

Best Option:  
Adventure pairings with

- Action
- Comedy
- Animation
- Sci-Fi

## Adventure Genre Combinations vs Domestic and Foreign Profits



**Foreign Profits Dominate Net Profits**