

Microsoft Studios



MOVIE EXPLORATION PROJECT

SHAYAN ABDUL KARIM KHAN

08/24/2022



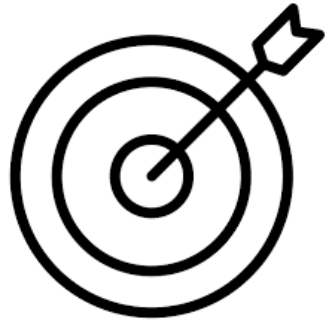
> 25 Million people in
US & Canada



~ 12 Billion Box Office
Revenue



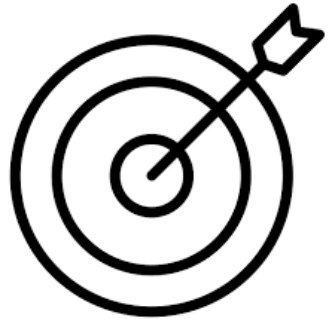
**WHAT TYPE OF MOVIE TO
CREATE?**



POSITIVE VIEWER RESPONSE



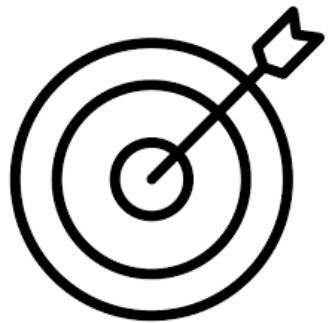
MOVIE REVIEWS



PROFITABLE



MOVIE PROFITS

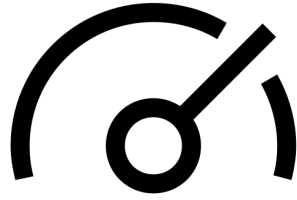


IMPACTFUL MARKET ENTRY

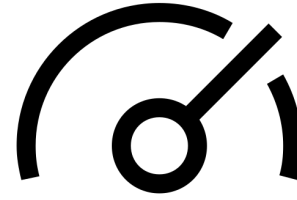


GLOBAL FOOTPRINT

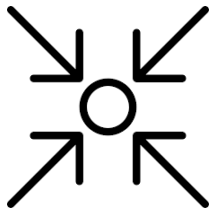
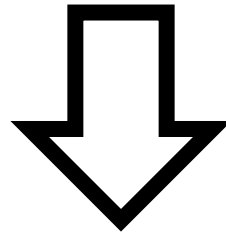




MOVIE REVIEWS



MOVIE PROFITS



**WHICH GENRES TO
FOCUS ON?**



**WHAT WOULD BE THE
INITIAL INVESTMENT**



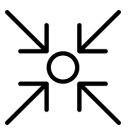
**WHAT SHOULD BE THE
GLOBAL FOOTPRINT?**

Box Office Mojo



**Rotten
Tomatoes®**





WHICH GENRES TO FOCUS ON?

✓

POSITIVE VIEWER RESPONSE

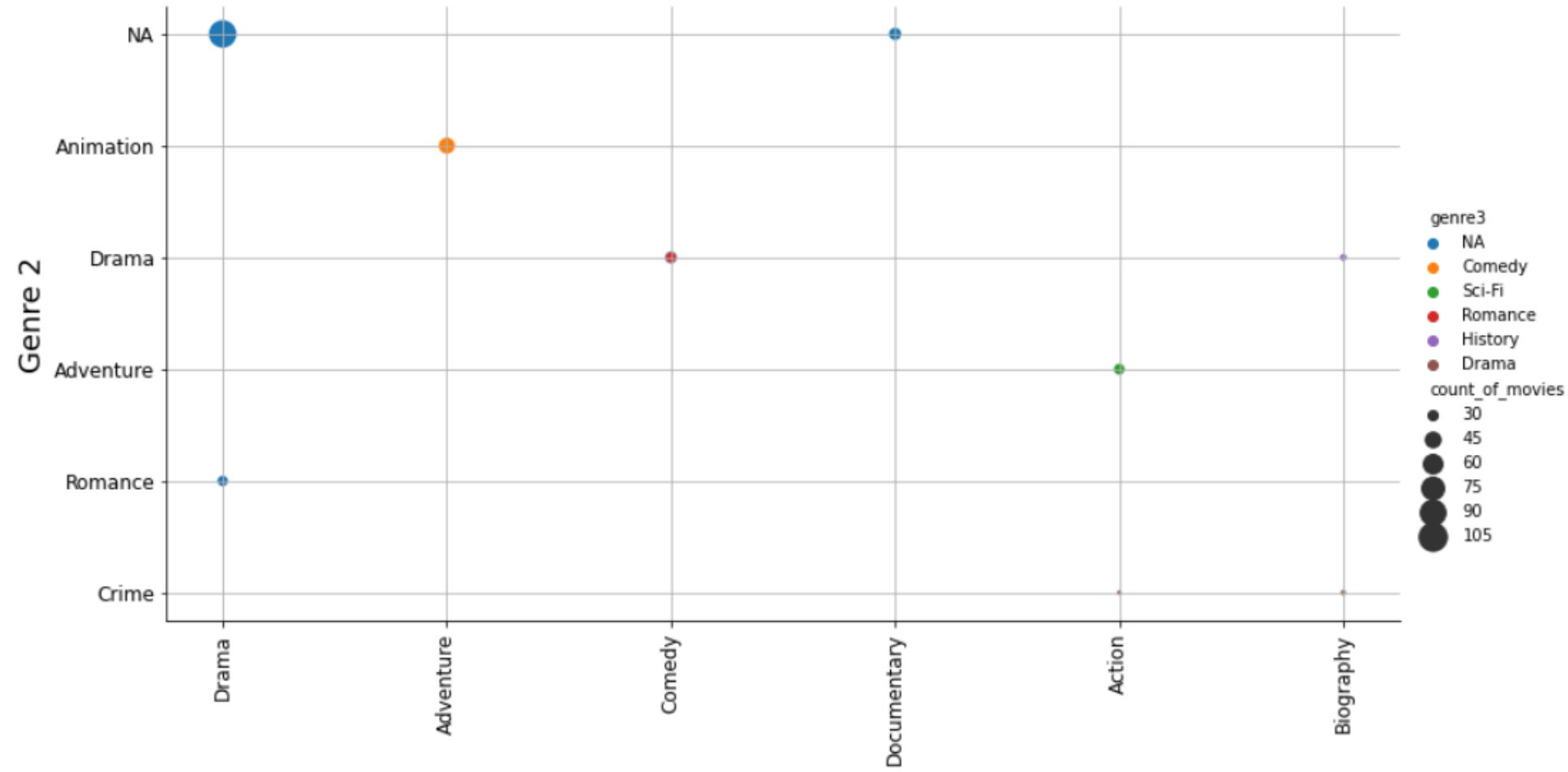
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PROFITABLE

▲

IMPACTFUL MARKET ENTRY

Top 10 Genre Combinations with Above Average Reviews



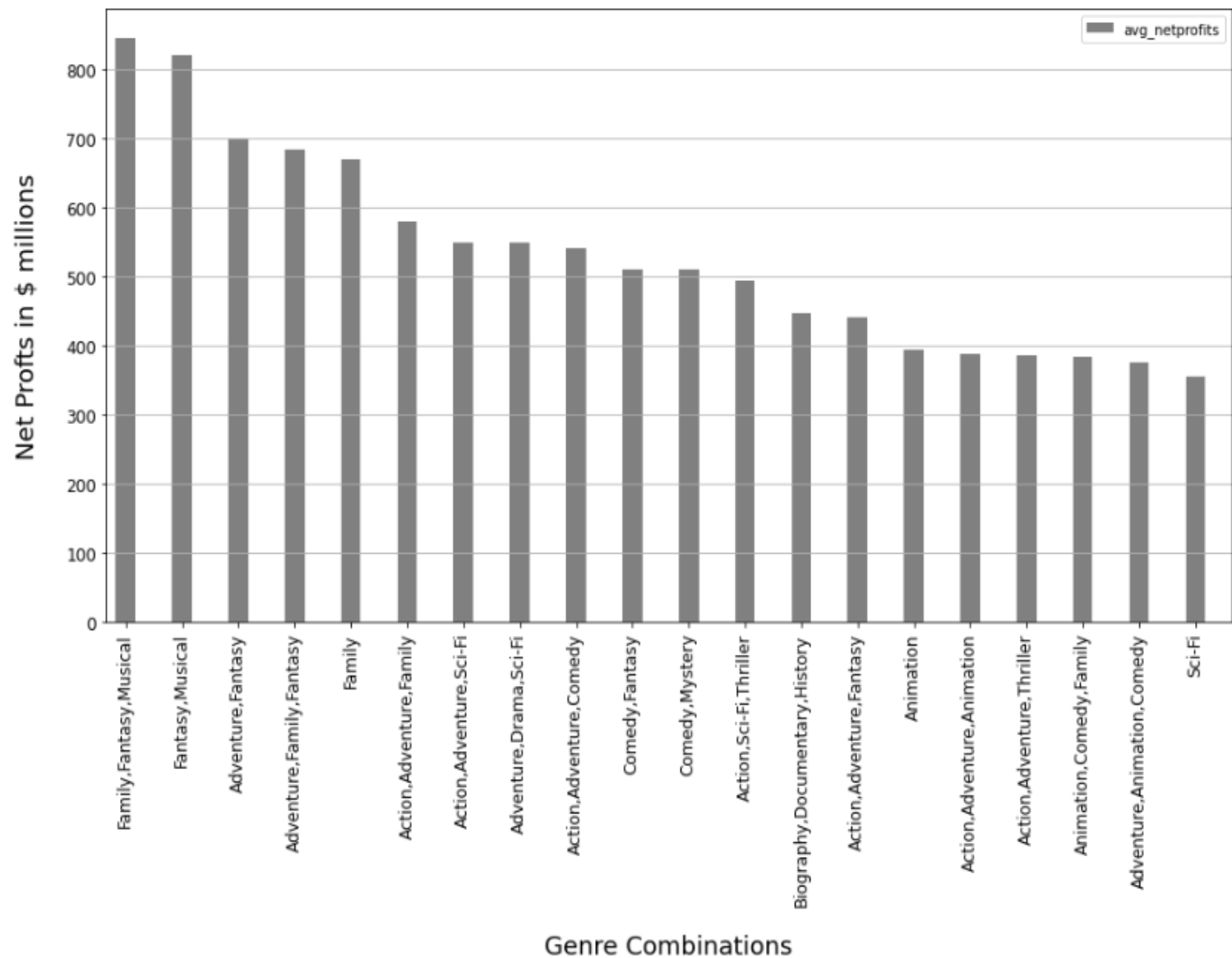
Above Average: > 6.4

1. Drama
2. Adventure, Animation, Comedy
3. Comedy, Drama
4. Documentary
5. Action, Adventure, Sci-fi



WHICH GENRES TO FOCUS ON?

Top 20 Profitable Genre Combinations



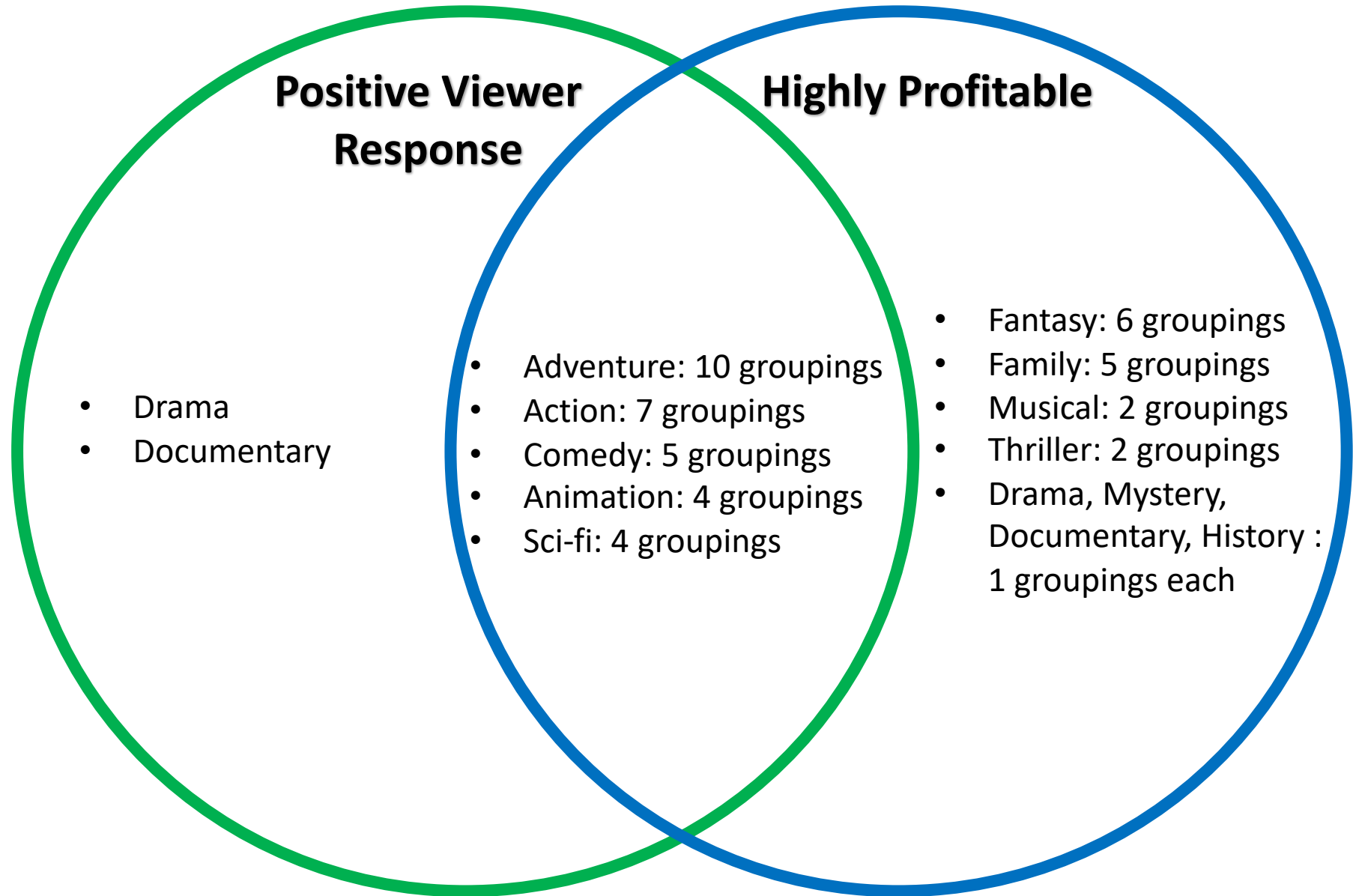
POSITIVE VIEWER RESPONSE
 PROFITABLE
 IMPACTFUL MARKET ENTRY

Above Average: > 6.4

1. Adventure: 10 groupings
2. Action: 7 groupings
3. Fantasy: 6 groupings
4. Family: 5 groupings
5. Comedy : 5 groupings
6. Animation: 4 grouping
7. Sci-fi: 4 groupings
8. Musical: 2 groupings
9. Thriller: 2 groupings
10. Drama, Mystery, Documentary, History : 1 groupings each



WHICH GENRES TO FOCUS ON?





WHICH GENRES TO FOCUS ON?

✓

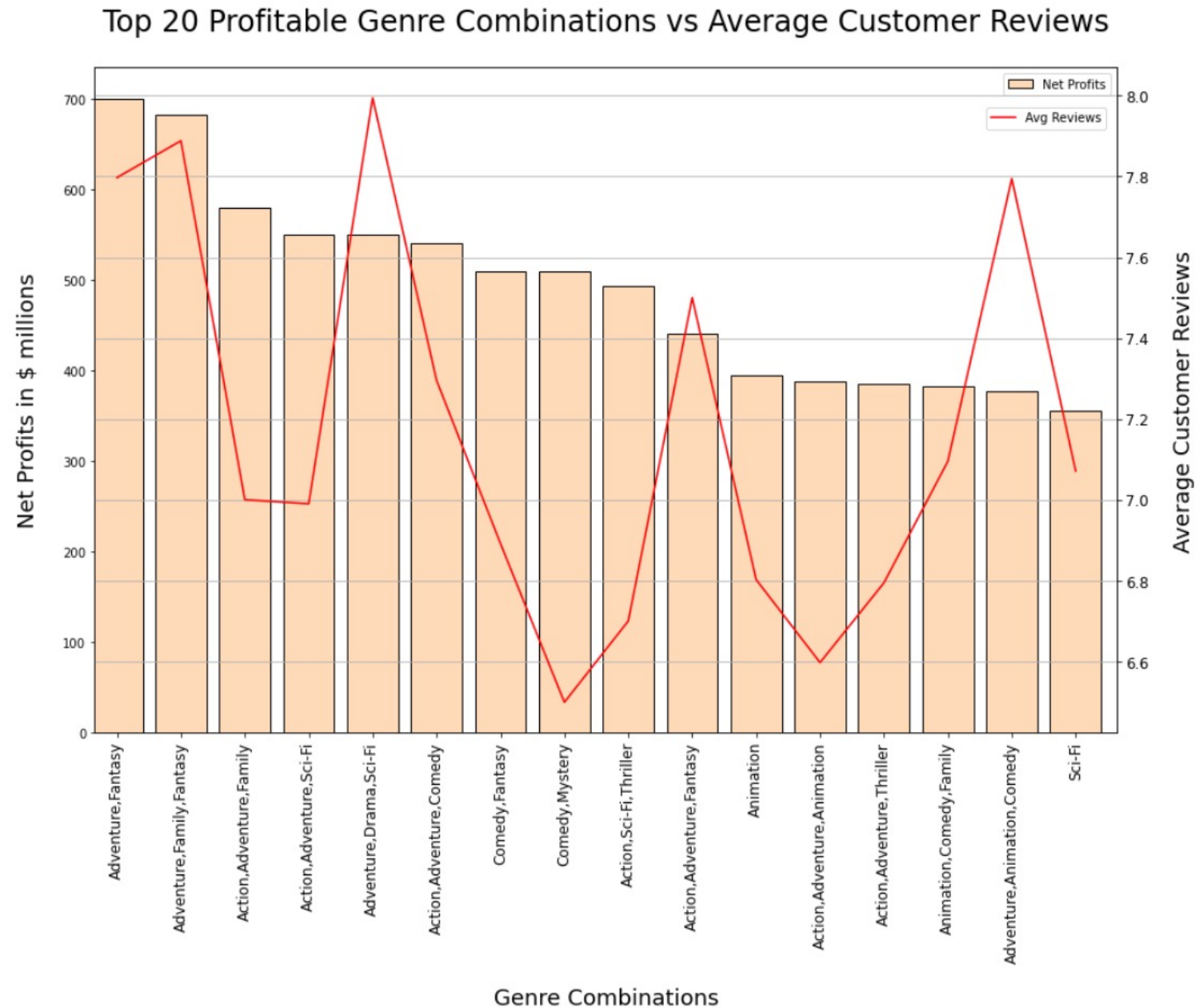
POSITIVE VIEWER RESPONSE

✓

PROFITABLE

▲

IMPACTFUL MARKET ENTRY

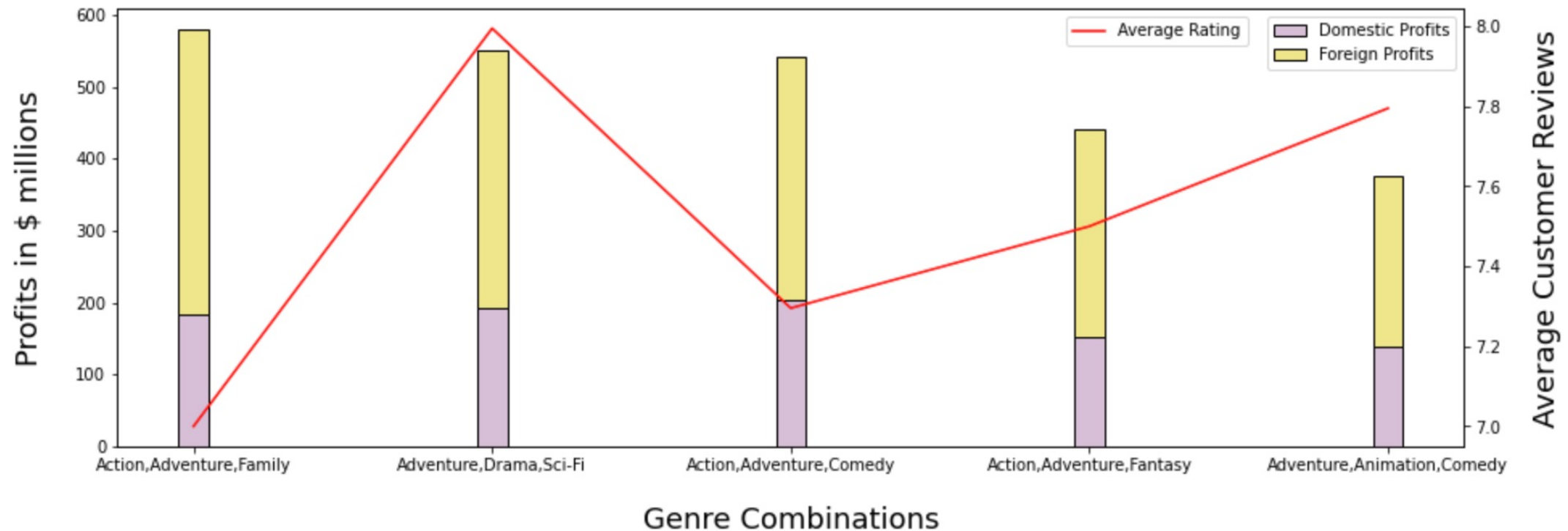


- Best Option:
Adventure pairings with
- Action
 - Comedy
 - Animation
 - Sci-Fi



- ✓ POSITIVE VIEWER RESPONSE
- ✓ PROFITABLE
- ✓ IMPACTFUL MARKET ENTRY

Adventure Genre Combinations vs Domestic and Foreign Profits



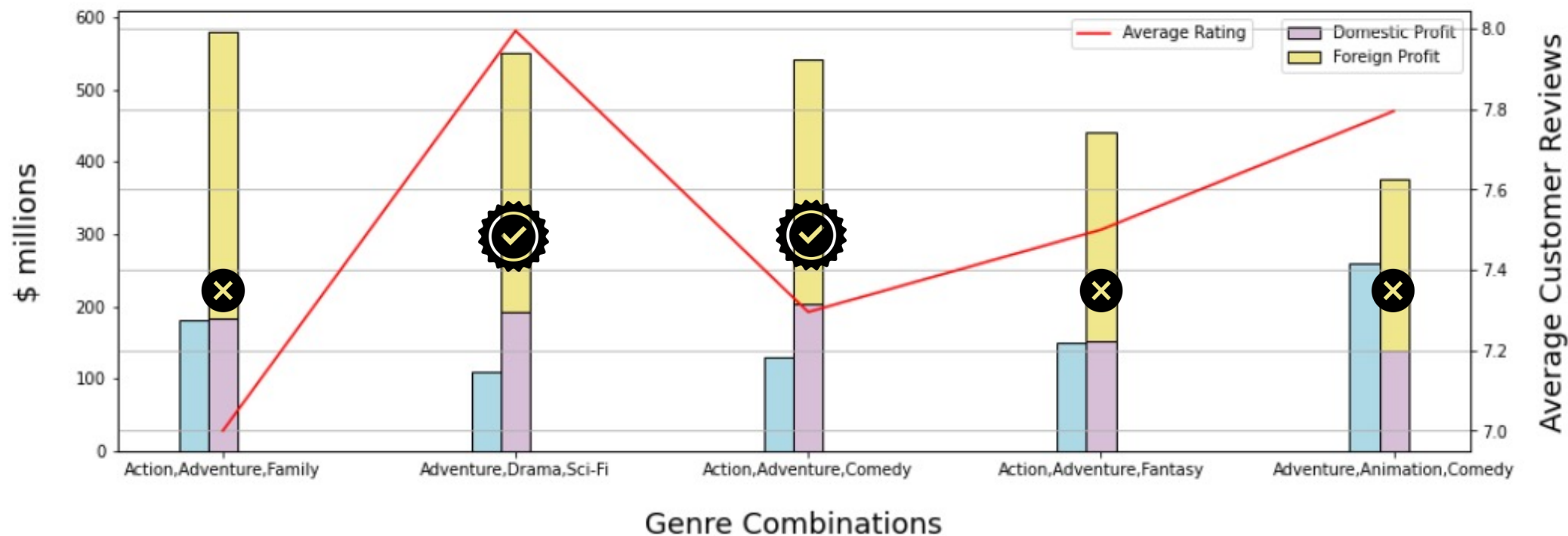
Foreign Profits Dominate Net Profits



INITIAL INVESTMENT

- ✓ POSITIVE VIEWER RESPONSE
- ✓ PROFITABLE
- ✓ IMPACTFUL MARKET ENTRY

Adventure Genre Combinations vs Domestic and Foreign Profits vs Production Budget



DOMESTIC & FOREIGN ROI CRITICAL

RESULTS



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

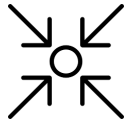


FOREIGN PROFITS DOMINATE TOTAL PROFITS



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

QUESTIONS?

Microsoft Studios



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