

MICROSOFT STUDIOS DEVELOPMENT



PRESENTED TO
Microsoft Studios

PRESENTED BY
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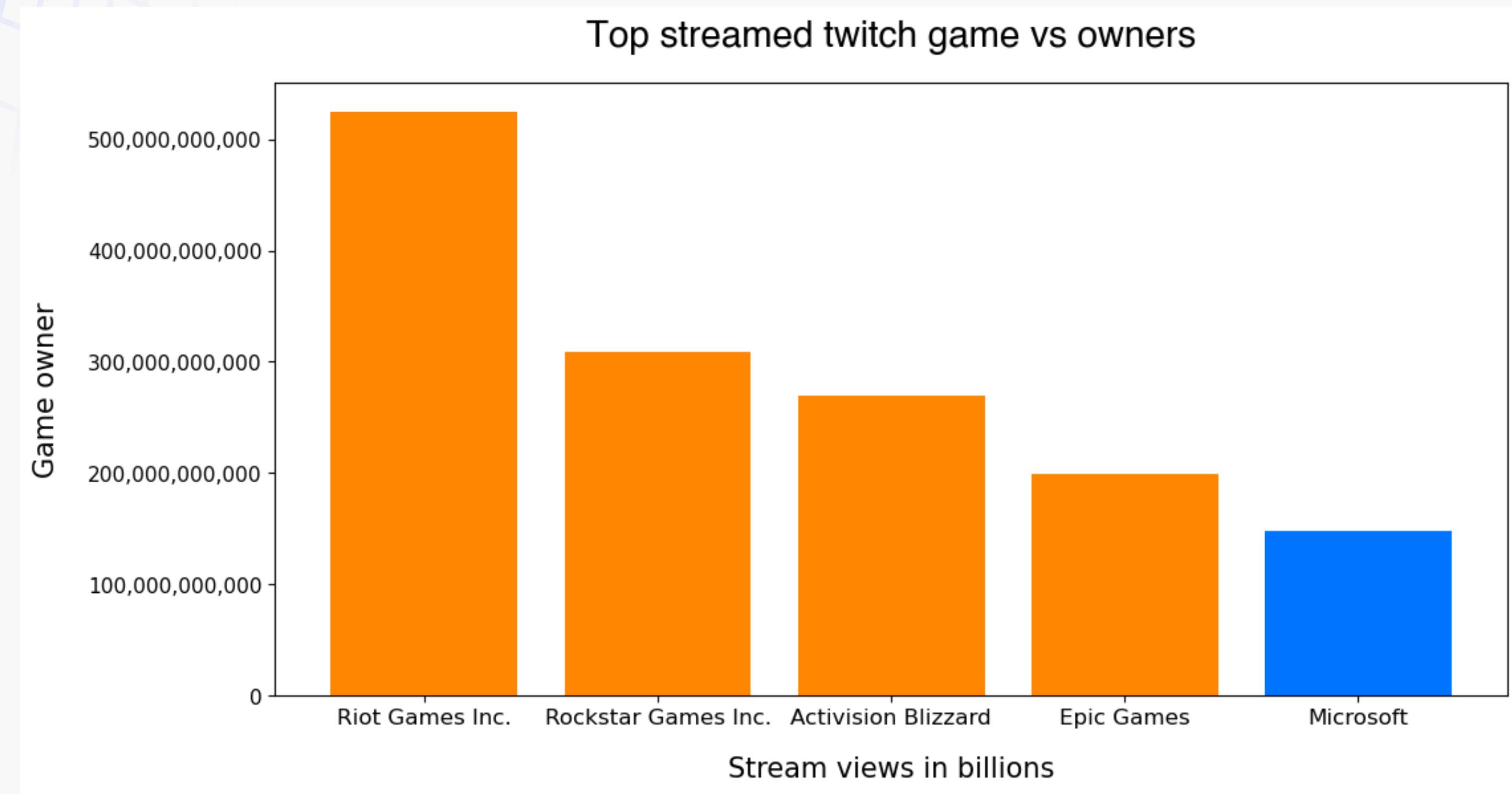
Business problems

- What makes a profitable and successful box office film?
- What are the key variables that should Microsoft consider while developing a box-office film?
- Can Microsoft leverage existing business products and services?

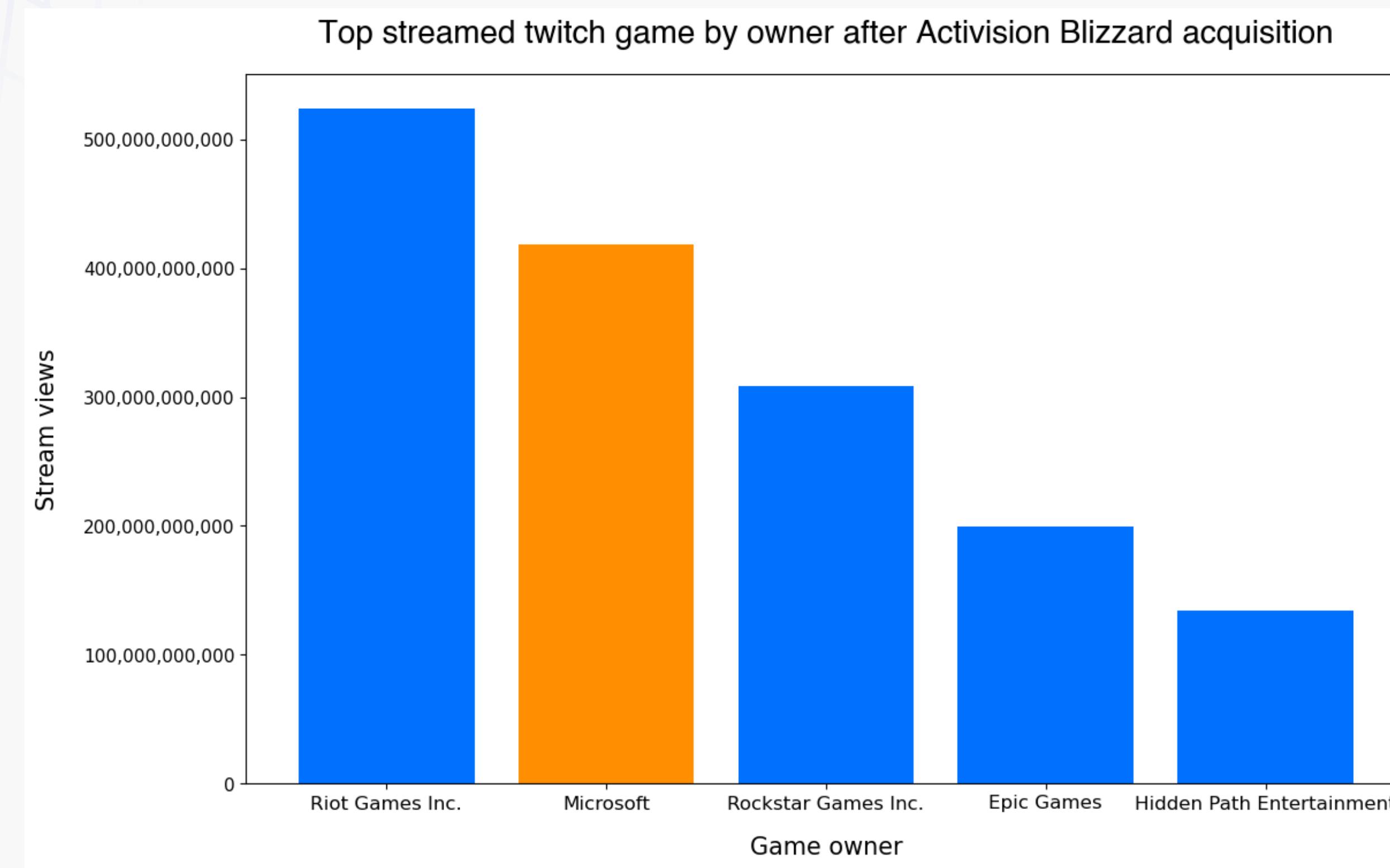
Agenda

- 1 Content development
- 2 Genre profitability
- 3 Business problem
- 4 Recommendations & conclusions
- 5 Questions
- 6 Team info

Content Development

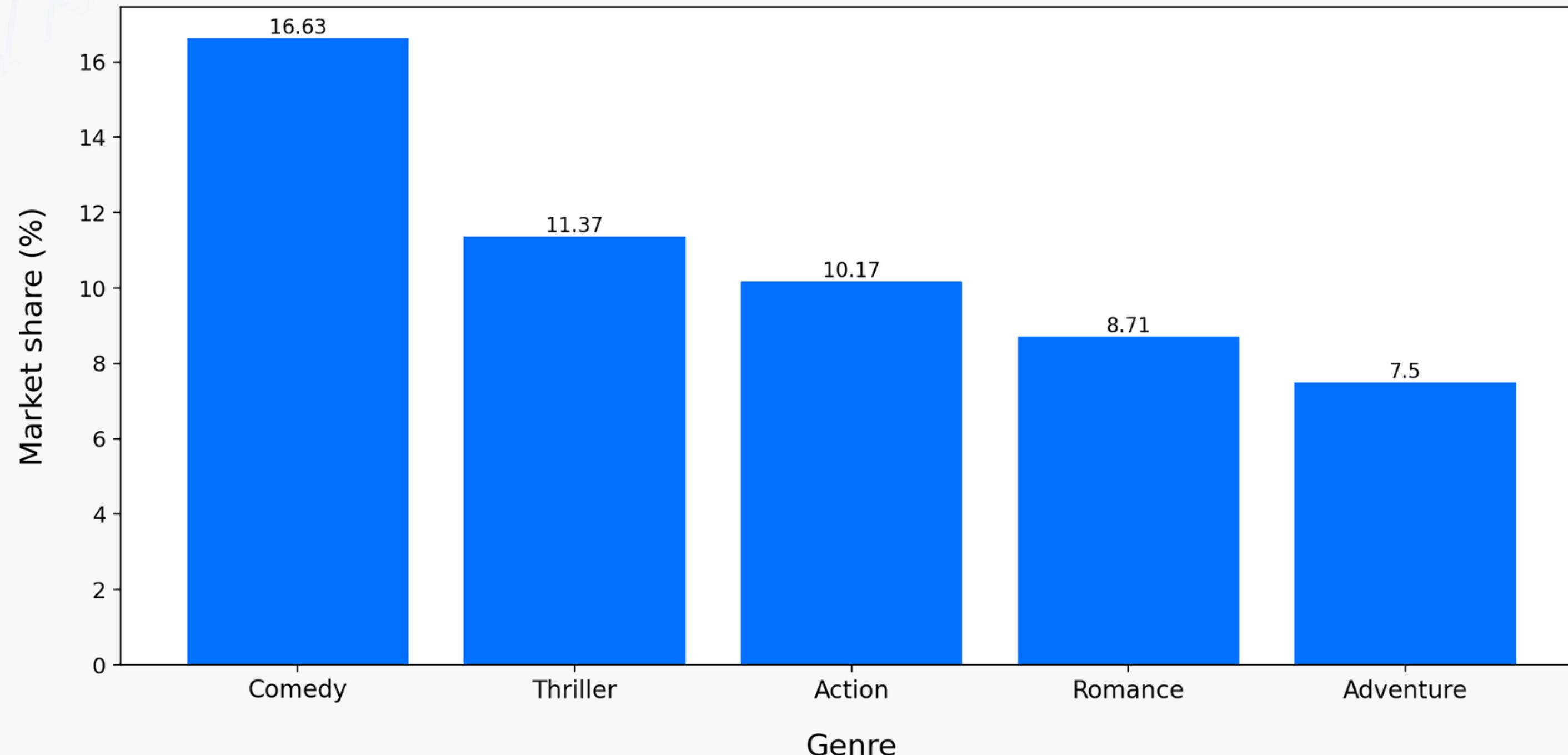


Content Development



Historical box office genre share

Box office movie genres from 1915 - 2020



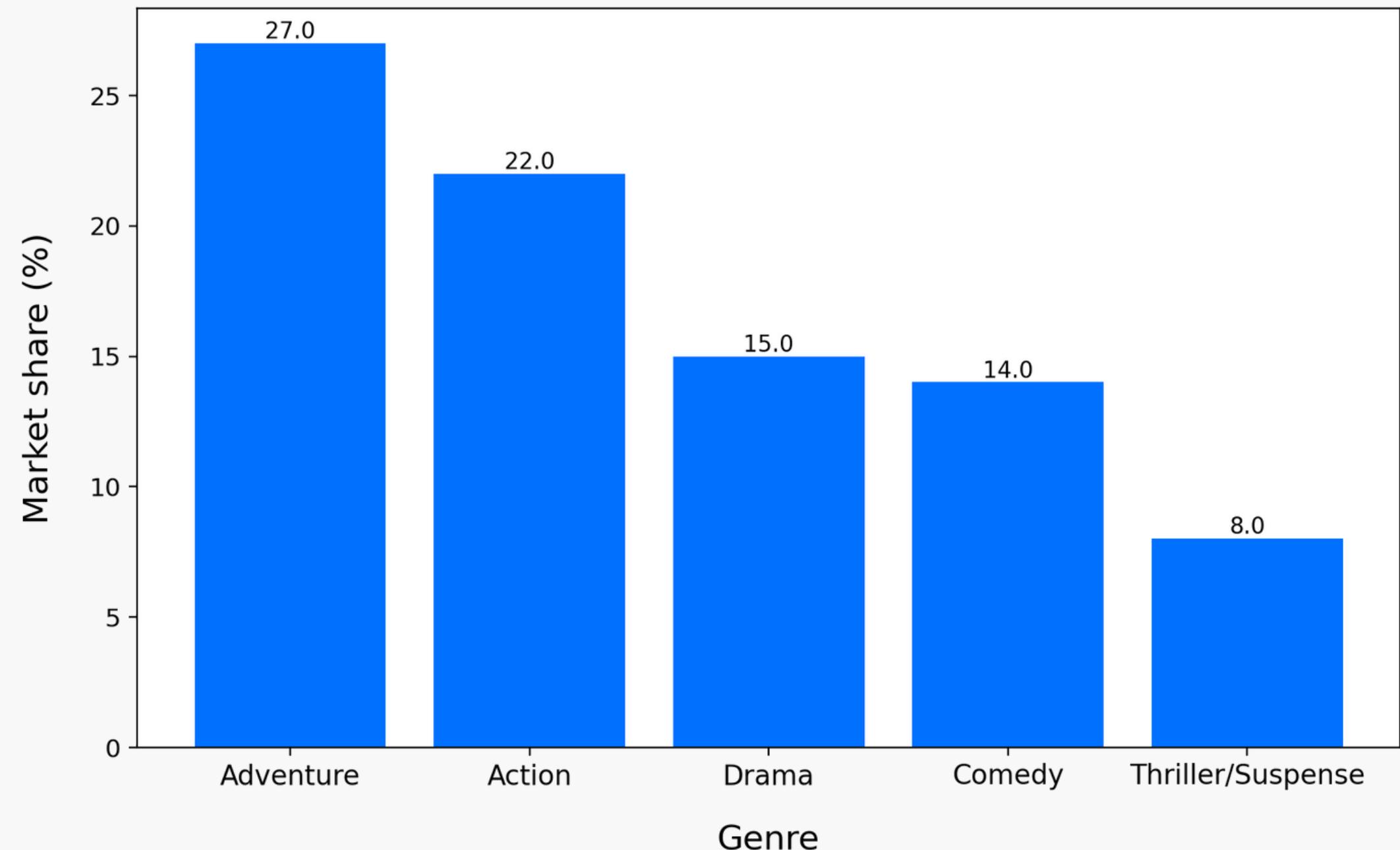
Box office genre performance

Top 5 genres made up **86%** of total revenue

Top 5 grossing movies:

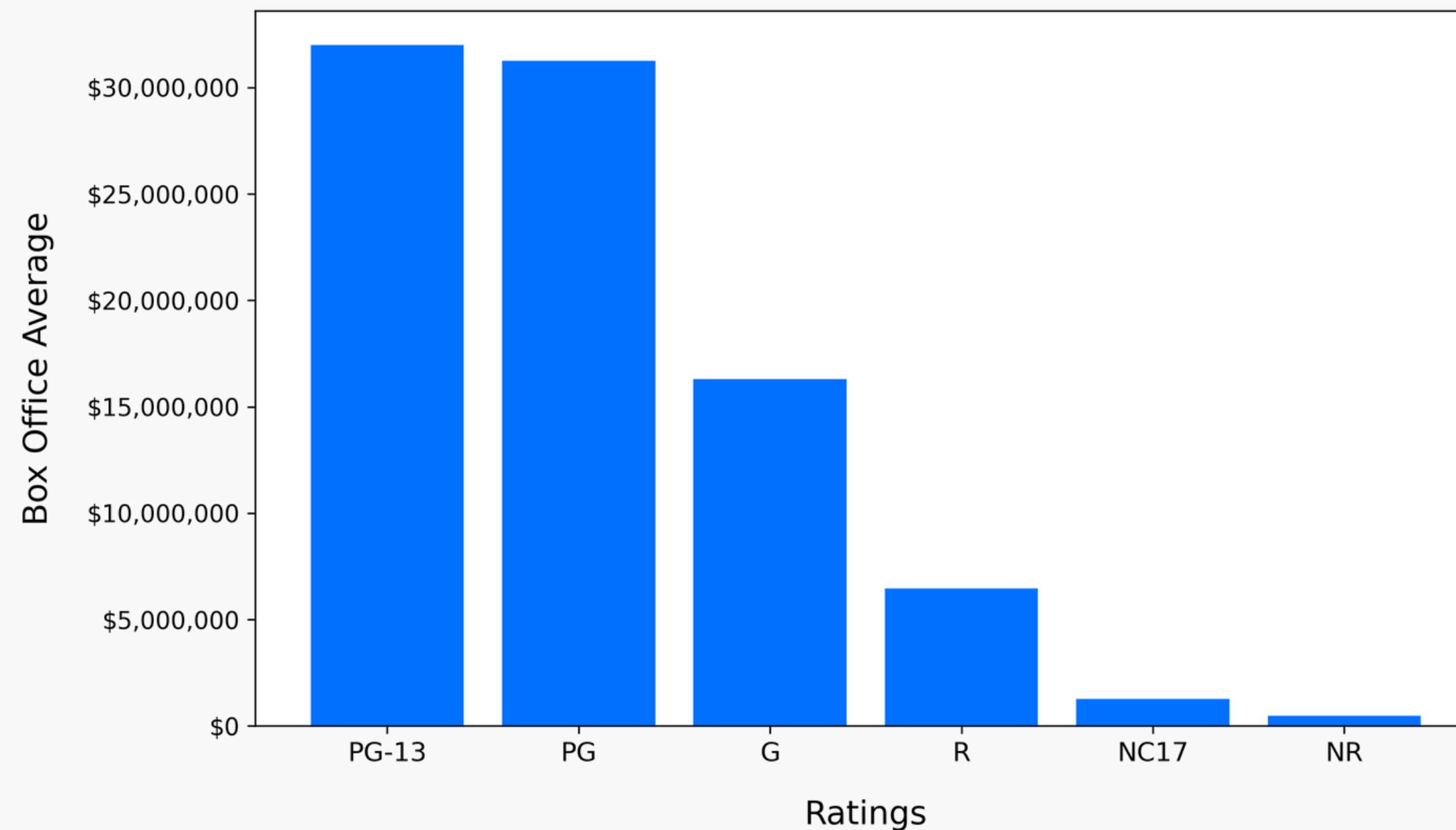
- Avatar - \$2.92 Billion
- Avengers: Endgame - \$2.79 Billion
- Avatar: The Way of Water - \$2.28 Billion
- Titanic - \$2.5 Billion
- Star Wars Ep. VII - \$2.07 Billion

Box office revenue by movie genre

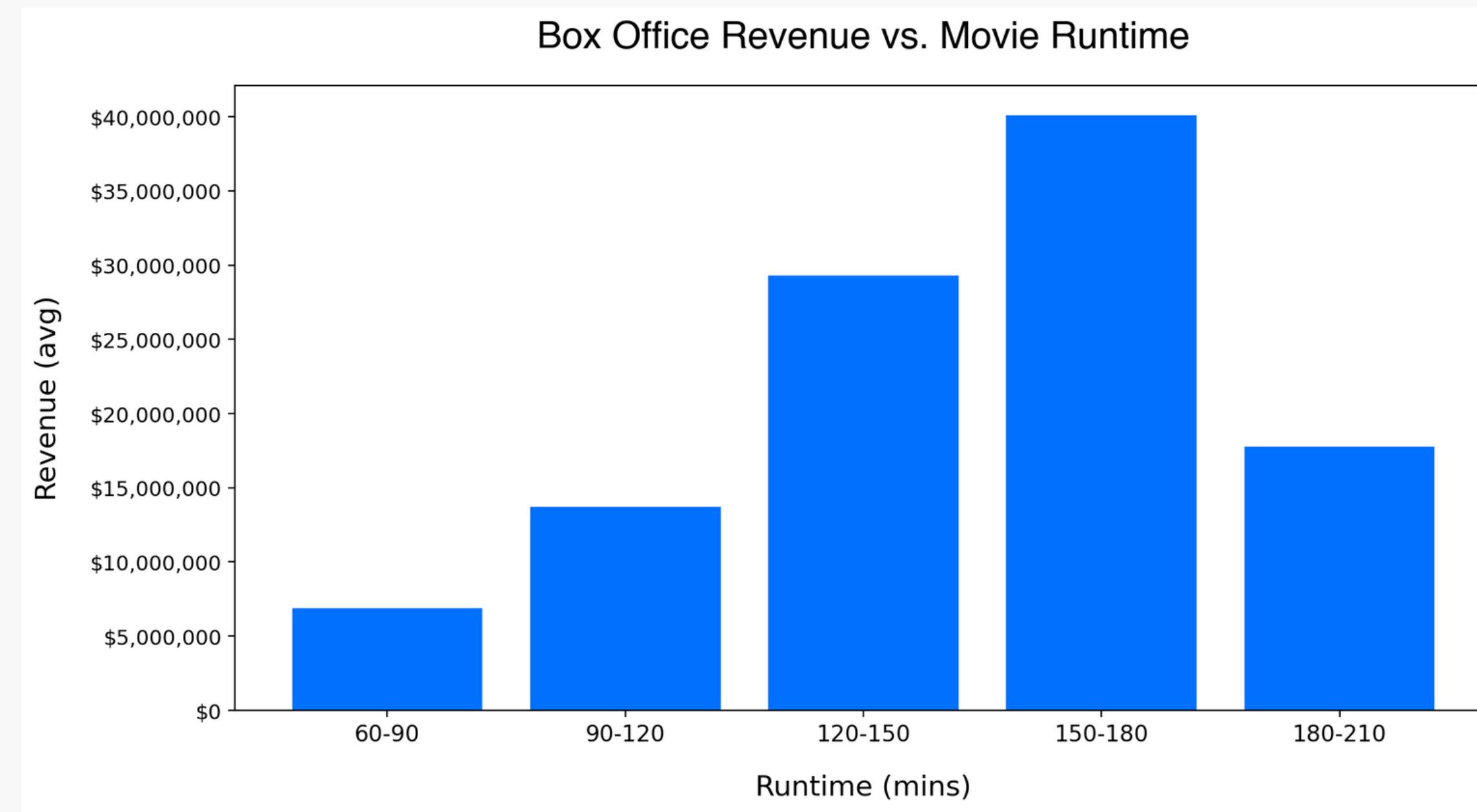


Movie ratings

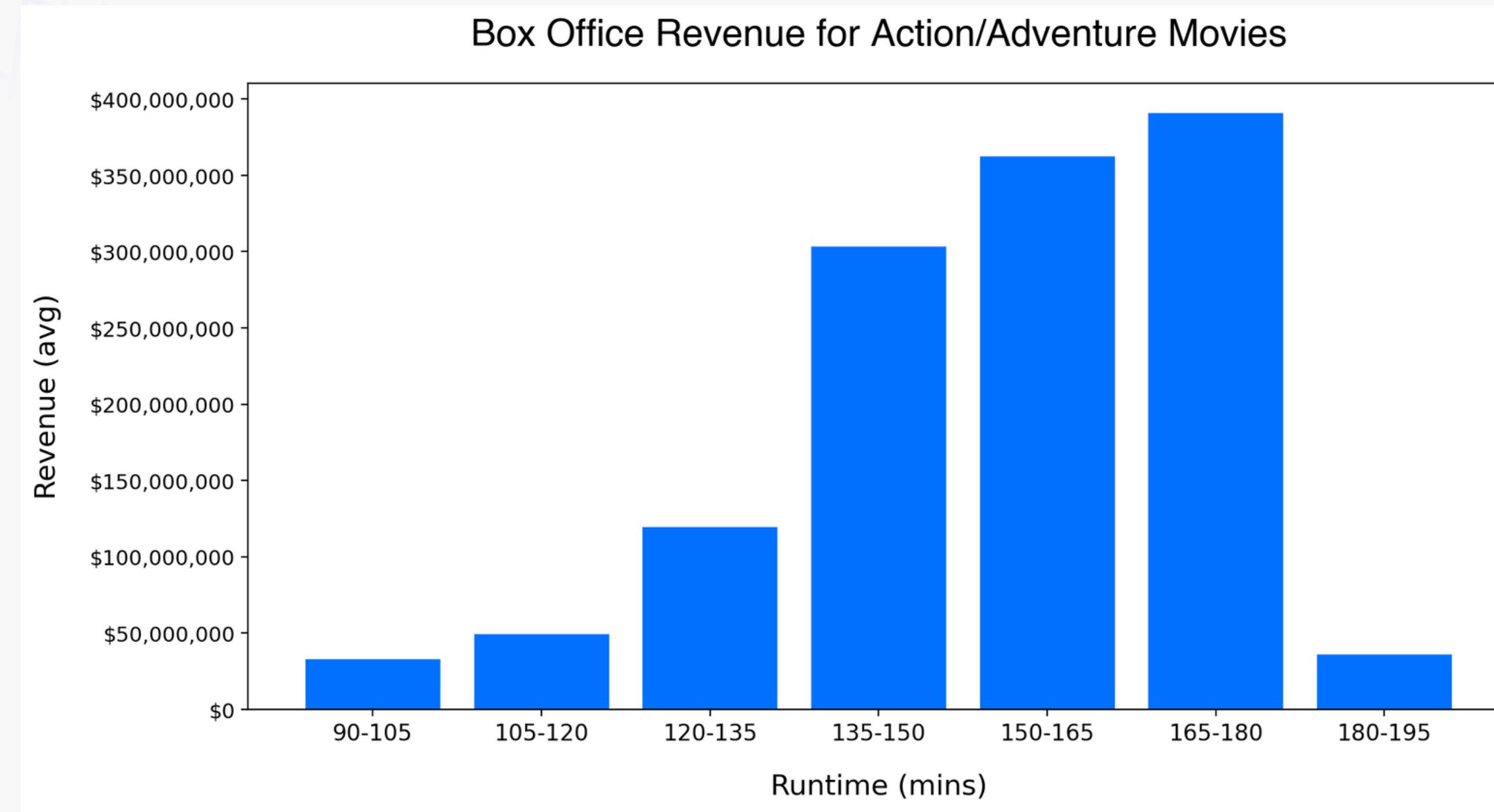
Ratings vs Box Office



Movie runtime



Action/Adventure runtime



Conclusion

Microsoft studios should develop a film based on a **highly engaged IP** under the Microsoft Umbrella with a:

- genre of **Action-Adventure**
- **PG or PG-13** rating
- **120 to 160** minutes runtime

Next steps:

- additional market research



ANY QUESTIONS?

TEAM

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THANK YOU

