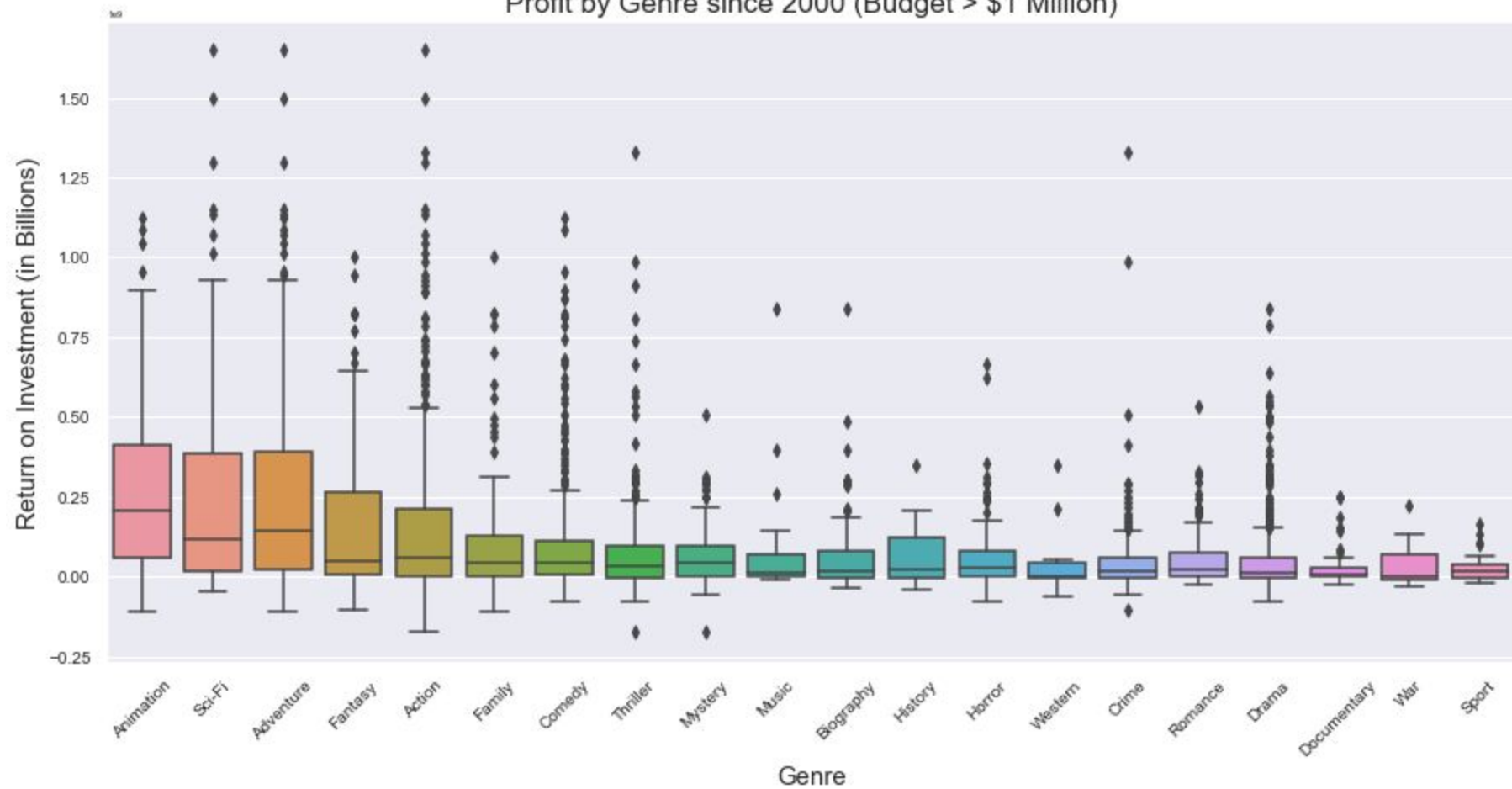

A Vision for Microsoft Film Studios

By Eric Stone

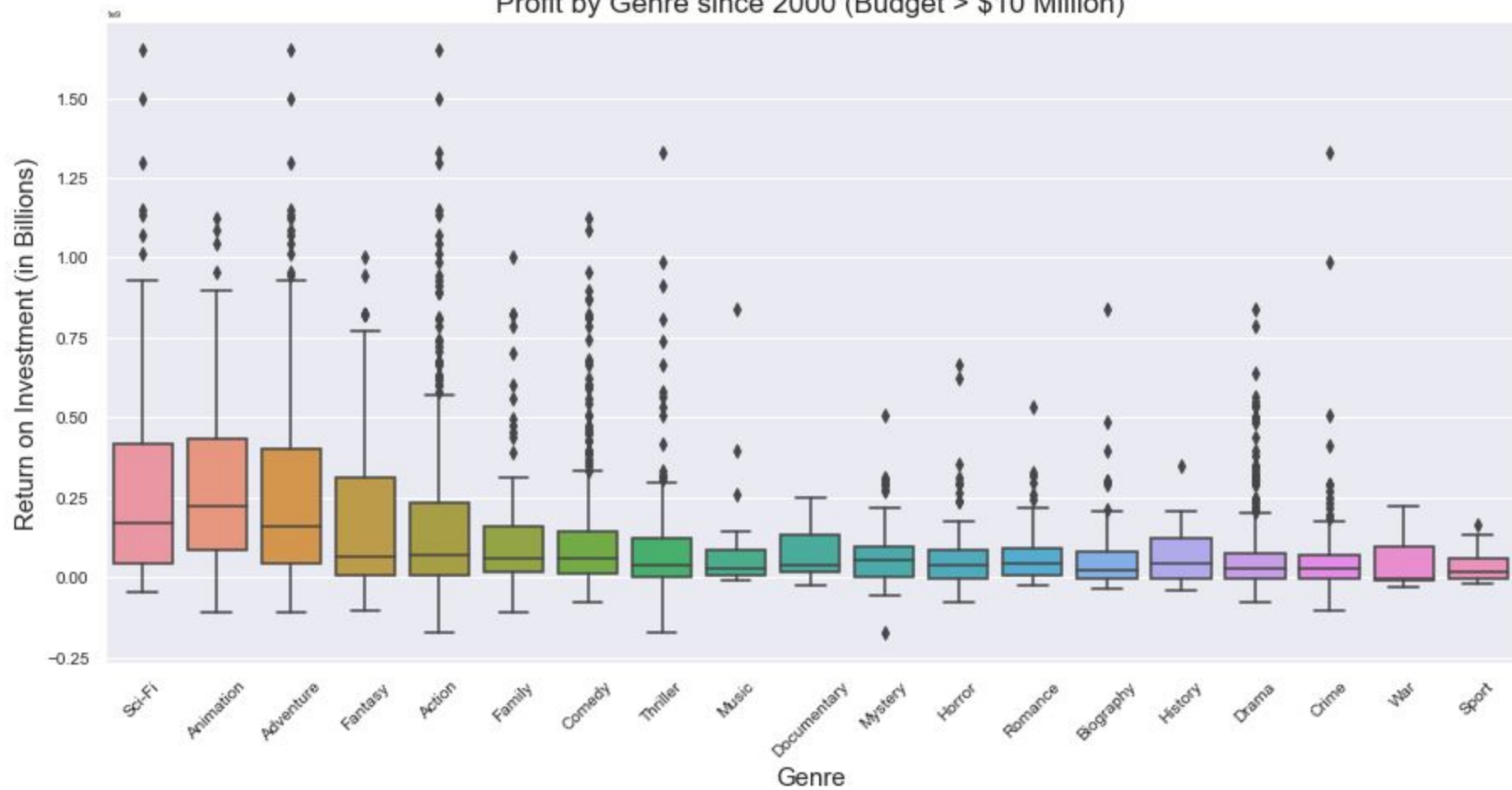
Movies in the 2020s

- Big blockbusters are king
 - Star Wars
 - Marvel
 - DC
- Momentum towards streaming
 - Netflix
 - Hulu
 - *Warner Brothers: HBO Max*

Profit by Genre since 2000 (Budget > \$1 Million)



Profit by Genre since 2000 (Budget > \$10 Million)



Animation?

NO!



Tip

Startup costs are HUGE

Up to **\$200,000** per
minute¹

¹<https://www.studiopigeon.com/blog/how-much-does-it-cost-to-produce-animation-and-why>

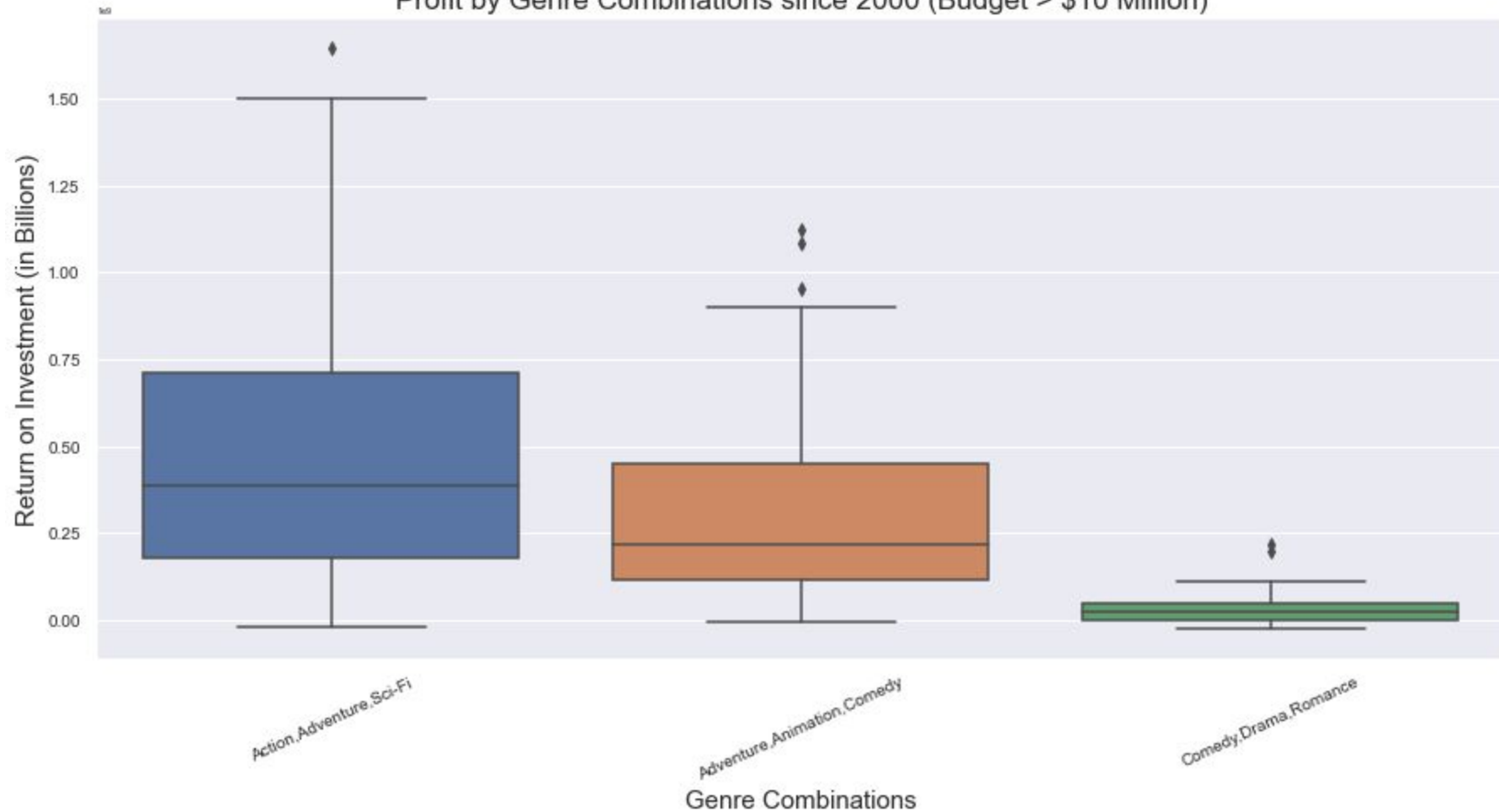
Science Fiction



Most Common Genre Combinations

- Adventure/Animation/Comedy
 - Action/Adventure/Sci-Fi
 - Comedy/Drama/Romance
-

Profit by Genre Combinations since 2000 (Budget > \$10 Million)



Christopher Nolan



	Year	title	genres	release_date_imdb	domestic_gross	worldwide_gross	budget	profit
0	2018	Avengers: Infinity War	Action,Adventure,Sci-Fi	2018-04-27	\$678,815,482	2048134200	400000000	1648134200
1	2015	Jurassic World	Action,Adventure,Sci-Fi	2015-06-12	\$652,270,625	1648854864	150000000	1498854864
2	2012	The Avengers	Action,Adventure,Sci-Fi	2012-05-04	\$623,279,547	1517935897	220000000	1297935897
3	2018	Black Panther	Action,Adventure,Sci-Fi	2018-02-16	\$700,059,566	1348258224	200000000	1148258224
4	2018	Jurassic World: Fallen Kingdom	Action,Adventure,Sci-Fi	2018-06-22	\$417,719,760	1305772799	170000000	1135772799
5	2015	Avengers: Age of Ultron	Action,Adventure,Sci-Fi	2015-05-01	\$459,005,868	1403013963	330600000	1072413963
6	2013	Iron Man 3	Action,Adventure,Sci-Fi	2013-05-03	\$408,992,272	1215392272	200000000	1015392272
7	2011	Transformers: Dark of the Moon	Action,Adventure,Sci-Fi	2011-06-28	\$352,390,543	1123790543	195000000	928790543
8	2014	Transformers: Age of Extinction	Action,Adventure,Sci-Fi	2014-06-27	\$245,439,076	1104039076	210000000	894039076
9	2016	Captain America: Civil War	Action,Adventure,Sci-Fi	2016-05-06	\$408,084,349	1140069413	250000000	890069413
10	2016	Rogue One: A Star Wars Story	Action,Adventure,Sci-Fi	2016-12-16	\$532,177,324	1049102856	265000000	784102856
11	2013	The Hunger Games: Catching Fire	Action,Adventure,Sci-Fi	2013-11-22	\$424,668,047	864868047	140000000	724868047
12	2017	Spider-Man: Homecoming	Action,Adventure,Sci-Fi	2017-07-07	\$334,201,140	880166350	175000000	705166350
13	2010	Inception	Action,Adventure,Sci-Fi	2010-07-16	\$292,576,195	835524642	160000000	675524642
14	2014	The Hunger Games: Mockingjay - Part 1	Action,Adventure,Sci-Fi	2014-11-21	\$337,135,885	766575131	140000000	626575131
15	2012	The Hunger Games	Action,Adventure,Sci-Fi	2012-03-23	\$408,010,692	677923379	78000000	599923379
16	2015	The Martian	Adventure,Drama,Sci-Fi	2015-10-02	\$228,433,663	655271443	108000000	547271443
17	2014	Captain America: The Winter Soldier	Action,Adventure,Sci-Fi	2014-04-04	\$259,746,958	714401889	177000000	537401889
18	2012	The Amazing Spider-Man	Action,Adventure,Sci-Fi	2012-07-04	\$262,030,663	757890267	230000000	527890267
19	2014	X-Men: Days of Future Past	Action,Adventure,Sci-Fi	2014-05-23	\$233,921,534	747862775	220000000	527862775
20	2014	Interstellar	Adventure,Drama,Sci-Fi	2014-11-05	\$188,017,894	666379375	165000000	501379375

Thank you!