



# MOVIE MARKET ANALYSIS

MS Consulting, Inc.

# Agenda

- Project Goal
- Insights
  - Importance of Franchising
  - Budget Analysis
  - Ideal Movie Release Months
- Recommendations



## PROJECT GOAL

PROVIDE ACTIONABLE  
RECOMMENDATIONS TO  
MICROSOFT BASED ON  
DATA ANALYSIS OF THE  
MOVIE INDUSTRY

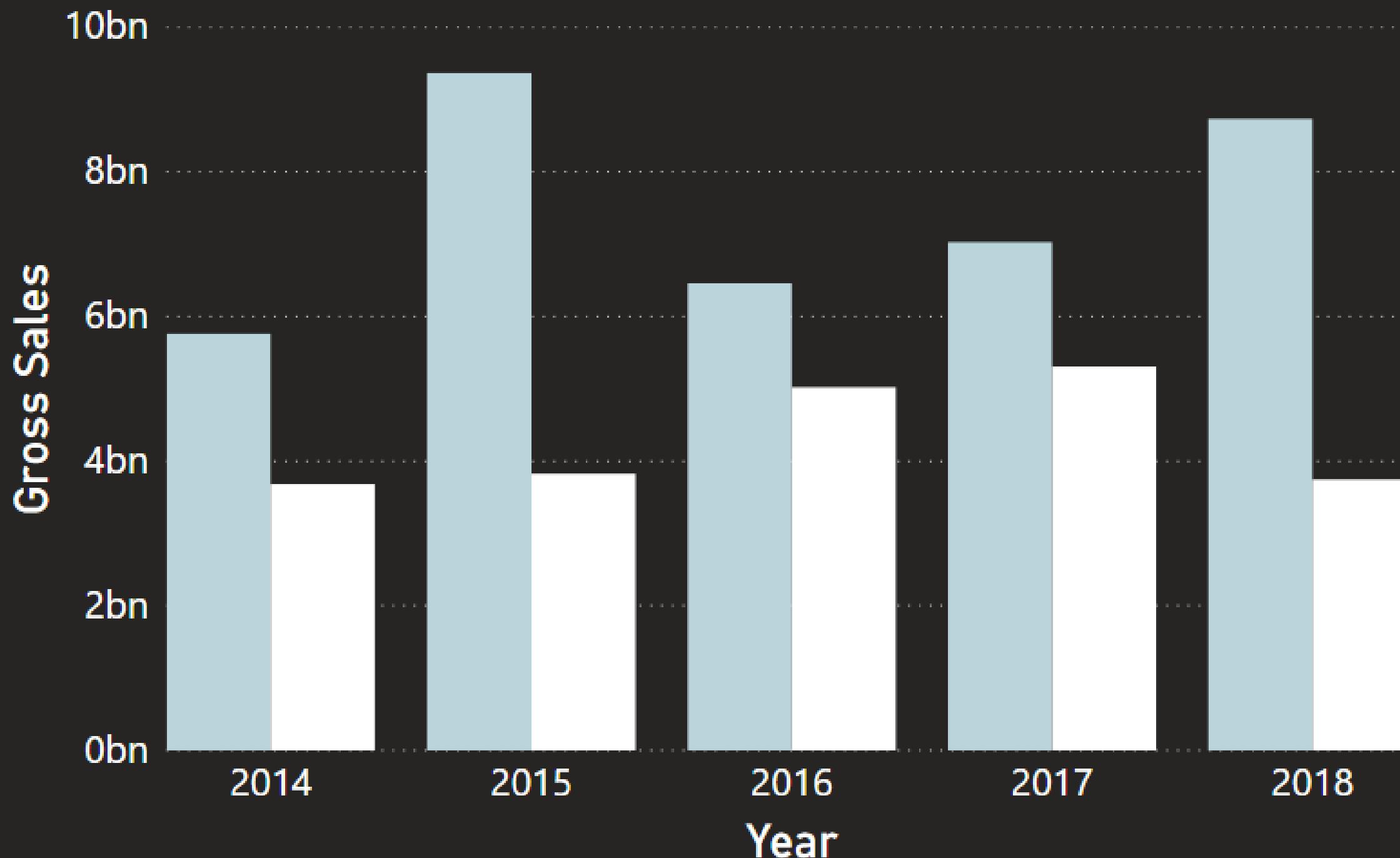
WHAT TYPES OF MOVIES PERFORM BEST  
AT THE BOX OFFICE?

HOW MUCH SHOULD YOU SPEND TO  
PRODUCE YOUR MOVIES?

WHEN IS THE BEST TIME OF YEAR TO  
RELEASE MOVIES?

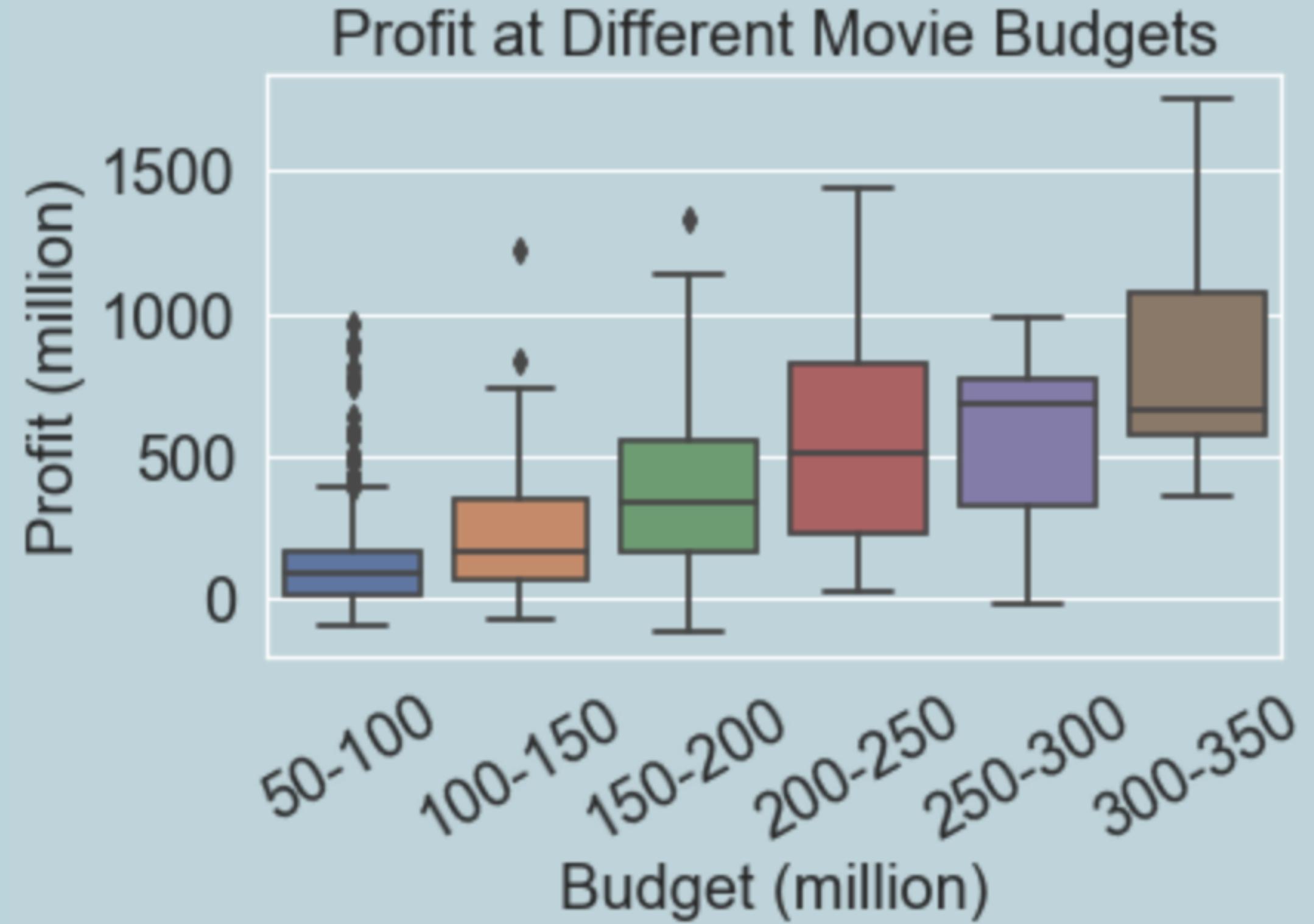
# Sum of Gross Sales for the Top 7 Franchise vs. Top 7 Non-Franchise Movies by Year

● Franchise ● Non Franchise



52%

THE AVERAGE  
PERCENT THAT  
FRANCHISED FILMS  
OUTPERFORM THEIR  
NON-FRANCHISED  
COUNTERPARTS

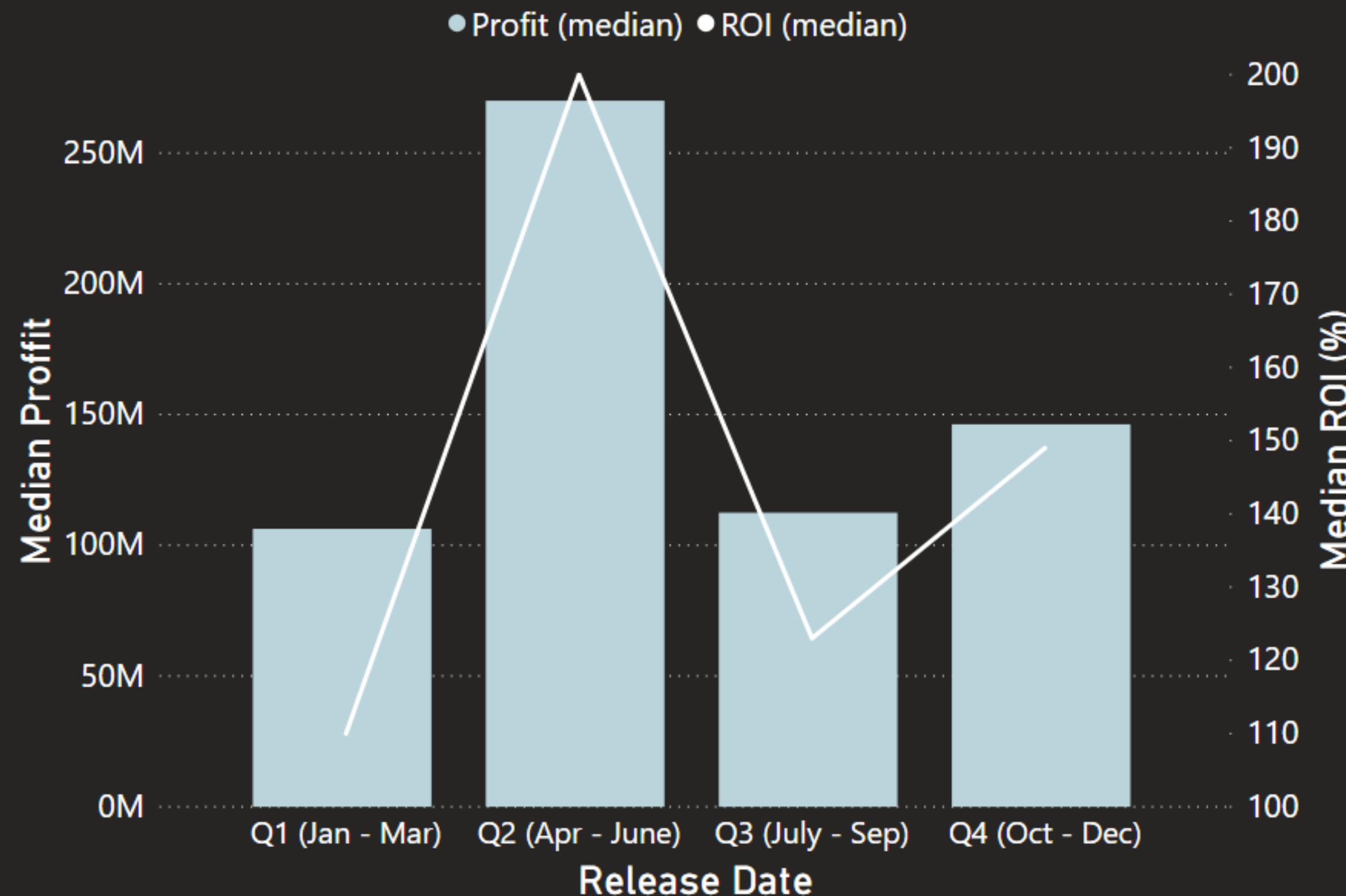


HIGHER BUDGETS  
TEND TO HAVE  
HIGHER PROFIT

200M - 250M:  
HIGHEST BOOM  
POTENTIAL

250M - 300M:  
RISK AVERSE  
OPTION

# Median Movie Profit & ROI by Release Date



Q 2 & Q 4

PRODUCE THE  
HIGHEST PROFITS  
AND RETURN ON  
INVESTMENT



## FRANCHISING

Year after year franchised movies outperform their non-franchise counterparts. We strongly recommend purchasing established franchises or creating originals.

## BUDGET

Spending more typically leads to higher profits, with the highest potential budget between \$200M - \$250M. Further data analysis is needed to better evaluate how these dollars should be allocated.

## RELEASE DATE

When you release your films will have a major impact on viewership and sales. Aim for the big market movies to be released between April and June.

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# DATA GATHERED FROM

- themoviedb.org
- the-numbers.com

# QUESTIONS

