

Microsoft Movie Recommendations

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The Problem

- Breaking into a new media market
- “Peak Media”
- Where to focus

**Netflix loses subscribers for first time
in 10 years.**

The New York Times

– April, 2022

CONSIDERATIONS

- Fiduciary responsibility to your shareholders
 - Prioritize lower risk and higher reward
- Creating high-engagement content
 - Creating works that people want to see and talk about

Solutions

- Maximize ROI by focusing on production budget ranges and the genres within each
- Maximizing your REACH, as measured by engagement.

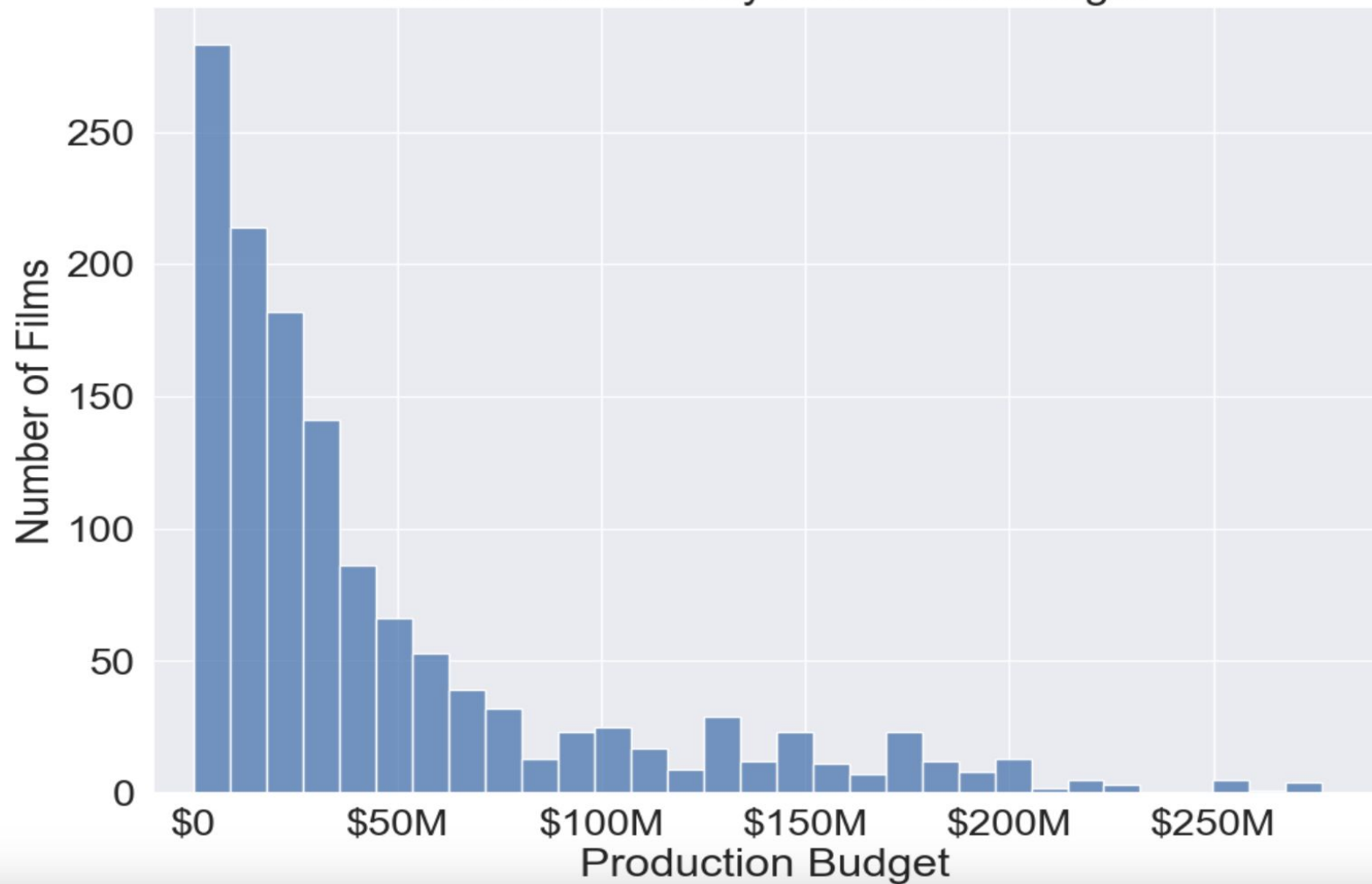
DATA AND TOOLS

THE NUMBERS

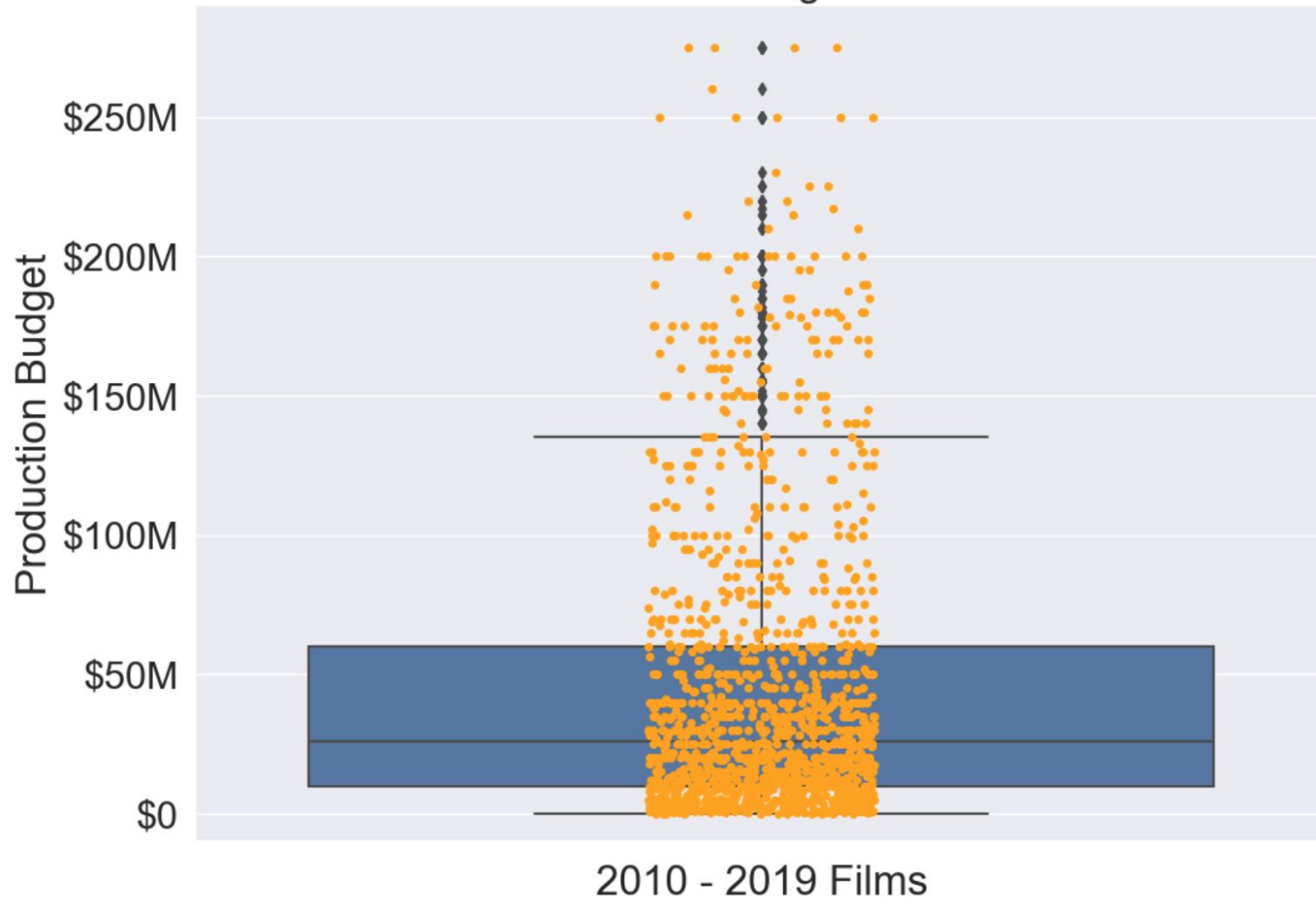


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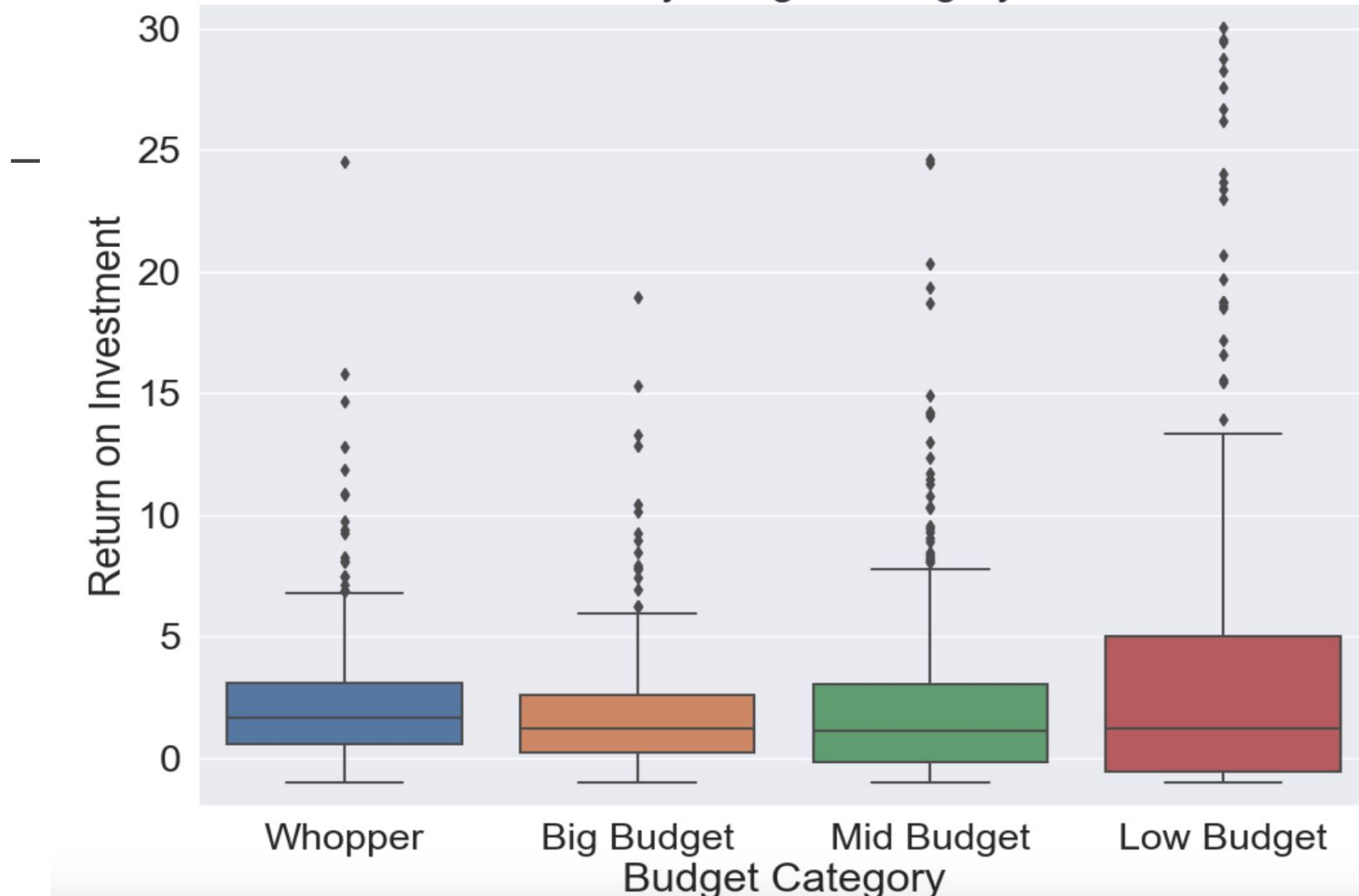
Film Distribution by Production Budget

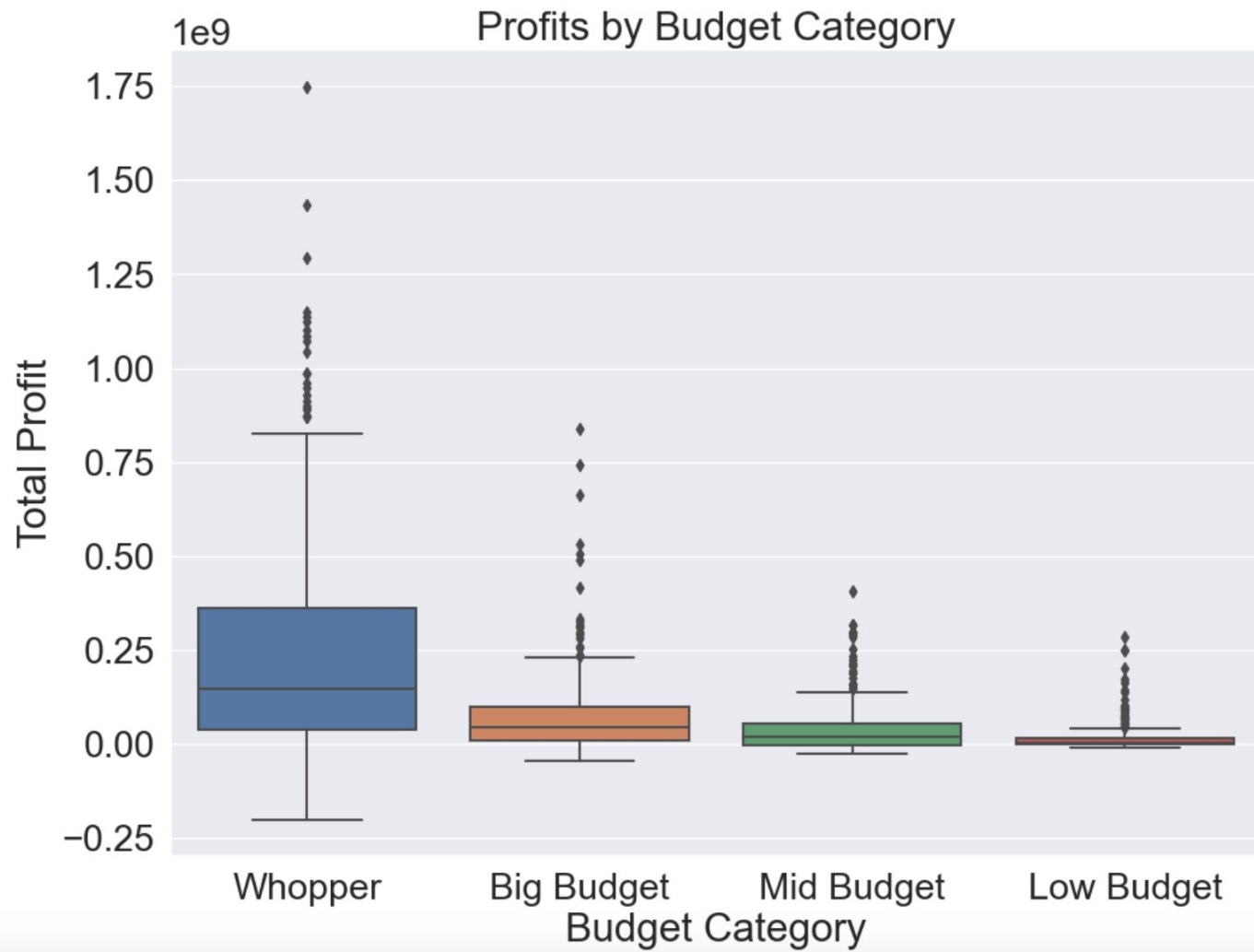


Production Budgets 2010's

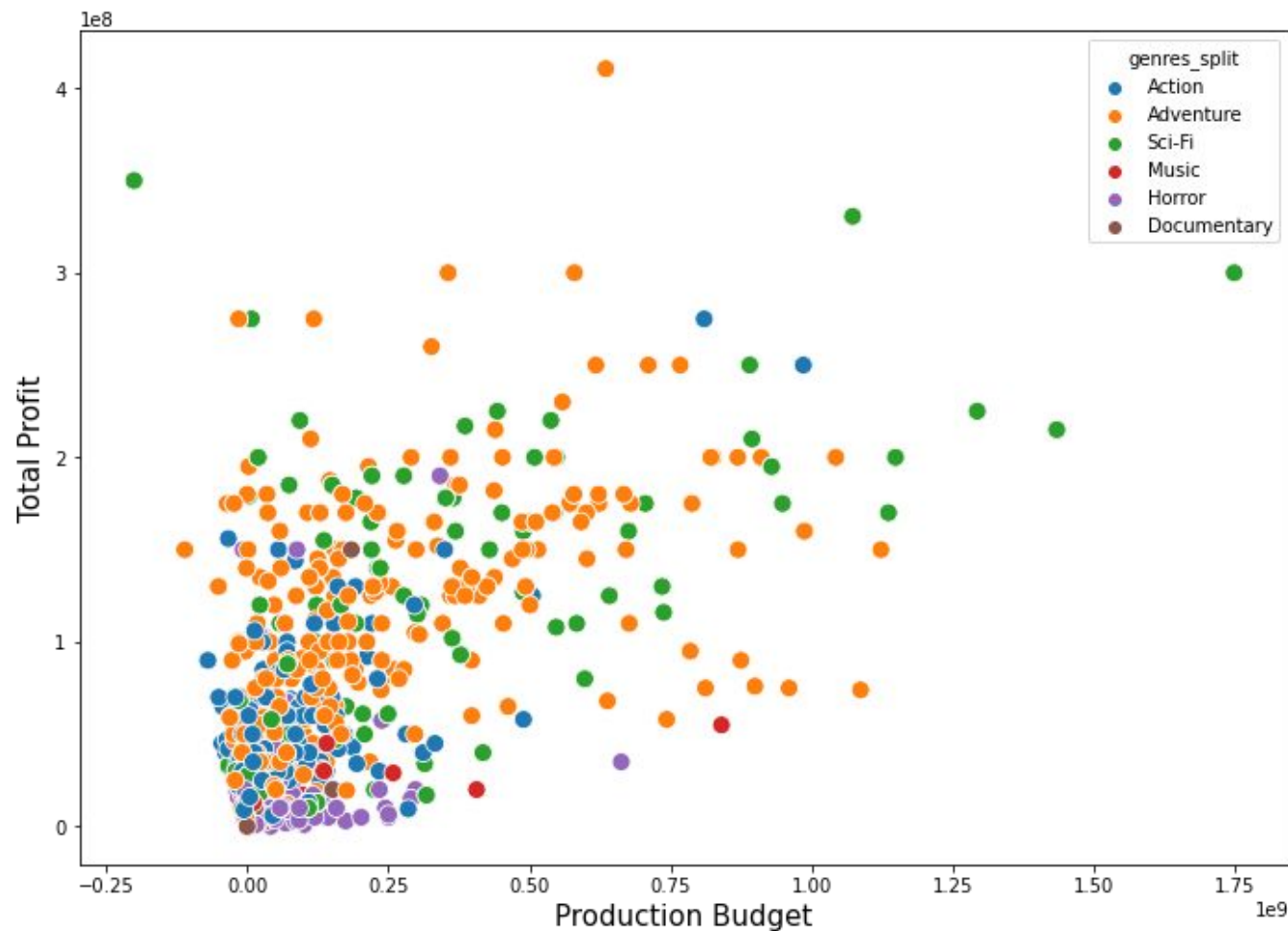


ROI by Budget Category





Production Budget vs Total Profit



LOW BUDGET

- 'The Gallows'
- 'The Devil Inside'
- 'Paranormal Activity 2'
- 'Get Out'
- 'Moonlight'
- 'Chernobyl Diaries'
- 'Paranormal Activity 3'
- 'Annabelle'
- 'The Last Exorcism'
- 'Dangal'

WHOPPERS

- 'Halloween'
- 'Insidious: The Last Key'
- 'Minions'
- 'Despicable Me 3',
- 'Despicable Me 2'
- 'The Purge: Election Year'
- 'The Secret Life of Pets'
- 'Jumanji: Welcome to the Jungle',
- 'The Twilight Saga: Eclipse'
- 'Jigsaw'

Engagement Metrics

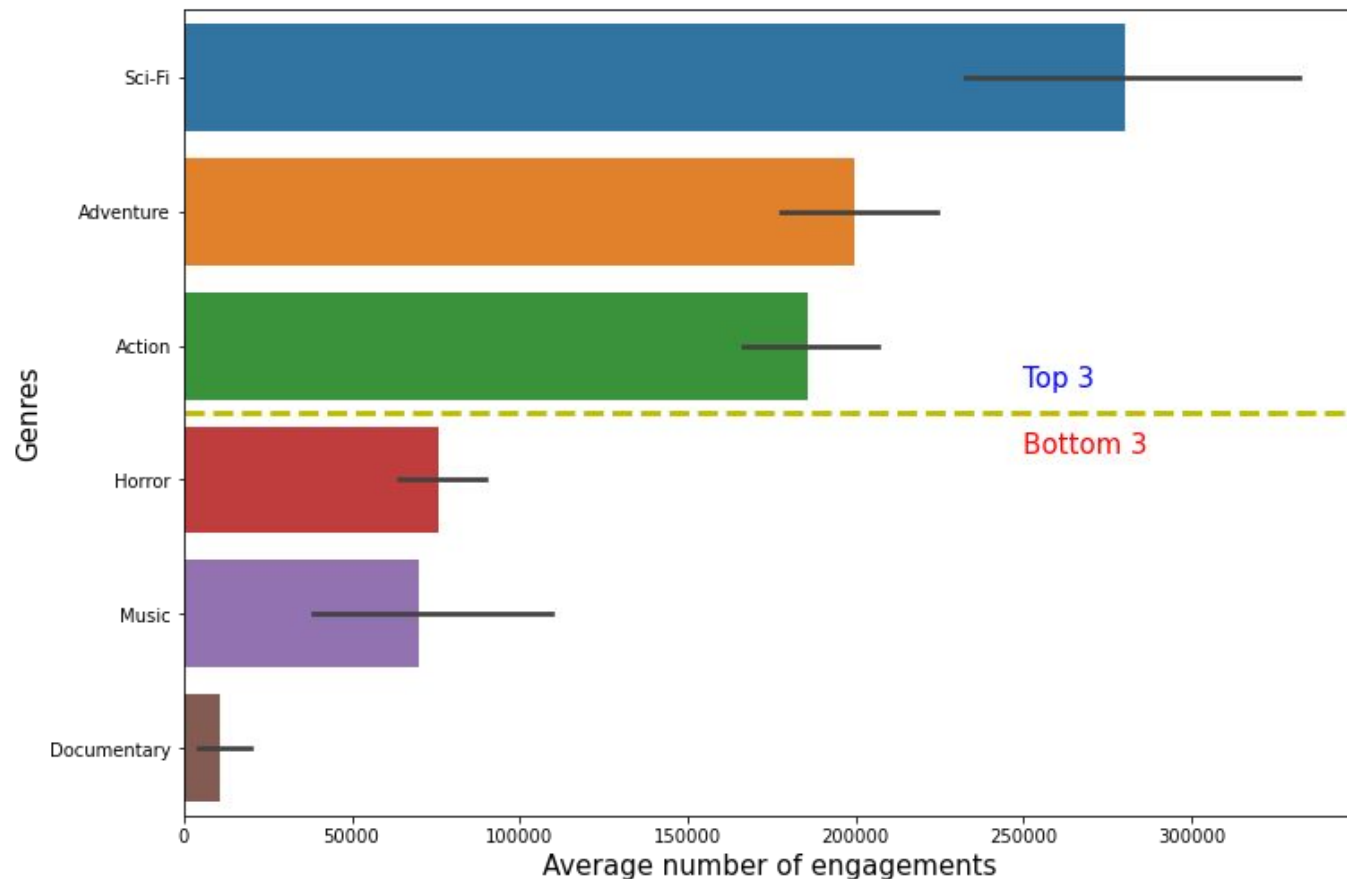
The IMDb logo is displayed within a yellow rounded square. It consists of the letters "IMDb" in a bold, black, sans-serif font.

IMDb



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More engagement on IMDB by Genres



RECOMMENDATIONS

- Make a Horror film
 - Low initial investment, High ROI
 - With any luck, it'll become a franchise
- Focus on Sci-Fi for higher production films
 - Initial investment is higher, but engagement will pay off for your new venture