

# MOVIE STUDIO ANALYSIS

PERFORMANCE OF MOVIES AND MOVIE STUDIOS FOR  
CREATING A NEW STUDIO

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# OUTLINE

1. Analysis Overview
2. Questions to Answer
3. Top 25 Rated Movies
4. Top 5 Earning Studios
5. Production Budget Analysis
6. Final Analysis

# ANALYSIS OVERVIEW

The new movie studio to be setup by Microsoft will base its decisions on how other movie studios and movies have performed. We analyzed what movies are among the most popular today and how competing movie studios have performed over the years. We also analyzed the how your production budgets can be put to use once the movie studio is up and running.



# QUESTIONS TO ANSWER

## Question 1

What are the top 25 ranked movies from IMDB and TheMovieDB and how do the two compare?

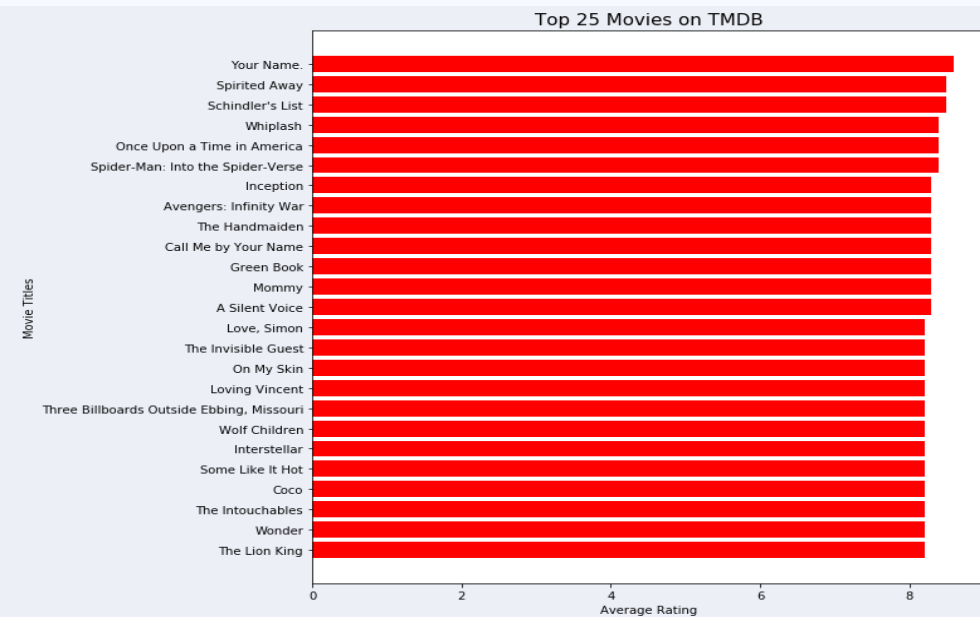
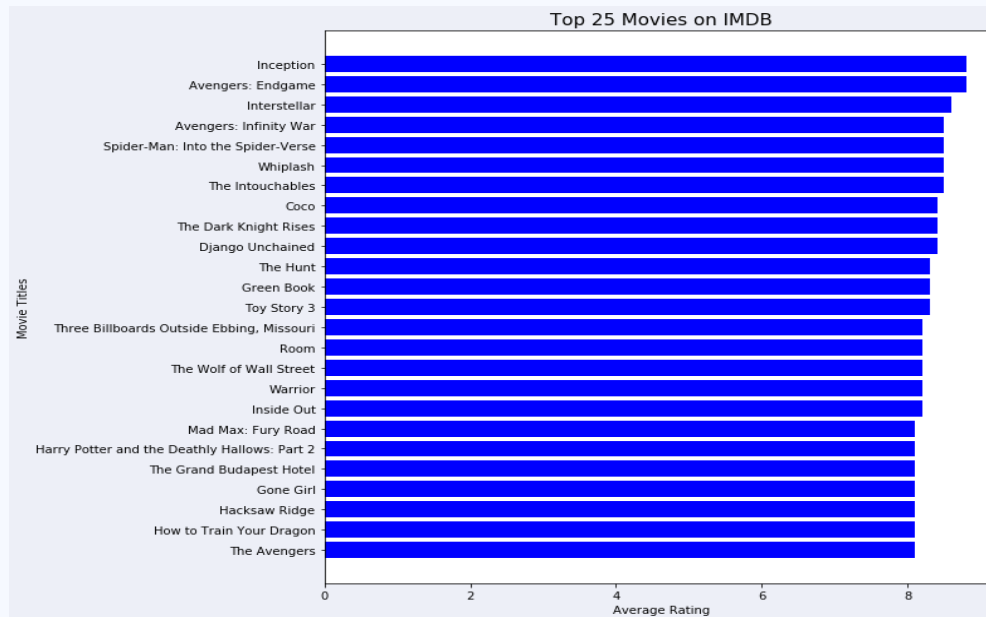
## Question 2

What are the top 5 highest grossing movie studios and how do their earnings compare?

## Question 3

How do the production budgets for movies influence the worldwide gross earnings for each movie?

# Top 25 Rated Movies



- Both websites contain similar movie titles within their highest rated films
- By observing the overlap of movies we can learn what viewers find to be the most entertaining movies
- These observations will allow us to better understand which film projects to pursue

## Top 5 Earning Studios

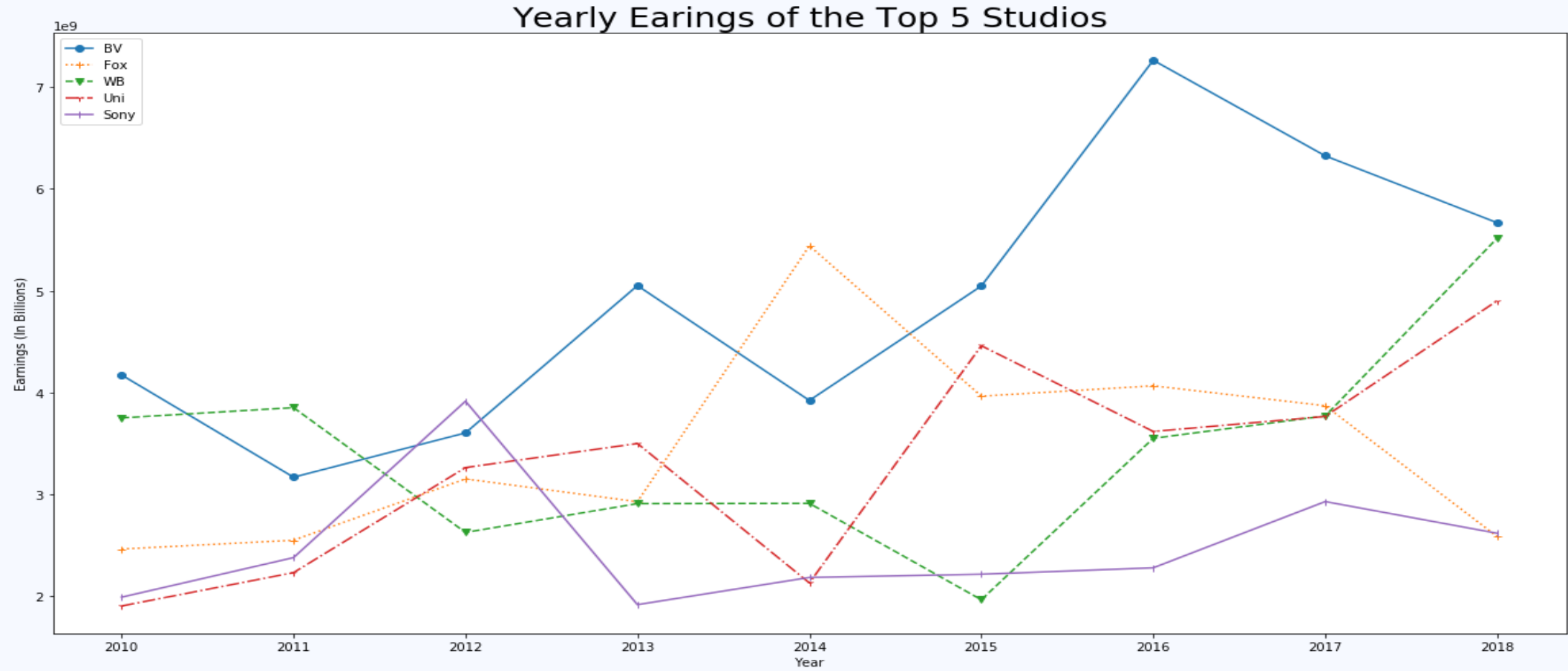
Studio	Domestic Gross	Foreign Gross	Worldwide Gross
BV	\$18.4 Bil	\$25.8 Bil	\$44.2 Bil
Fox	\$10.9 Bil	\$20.1 Bil	\$31.0 Bil
WB	\$12.2 Bil	\$18.7 Bil	\$30.9 Bil
Uni.	\$12.9 Bil	\$16.9 Bil	\$29.8 Bil
Sony	\$8.5 Bil	\$13.9 Bil	\$22.4 Bil

- The top 5 highest earning studios worldwide are BV, Fox, WB, Universal, and Sony

- The foreign market has been more profitable than the US domestic market over the past 8 years

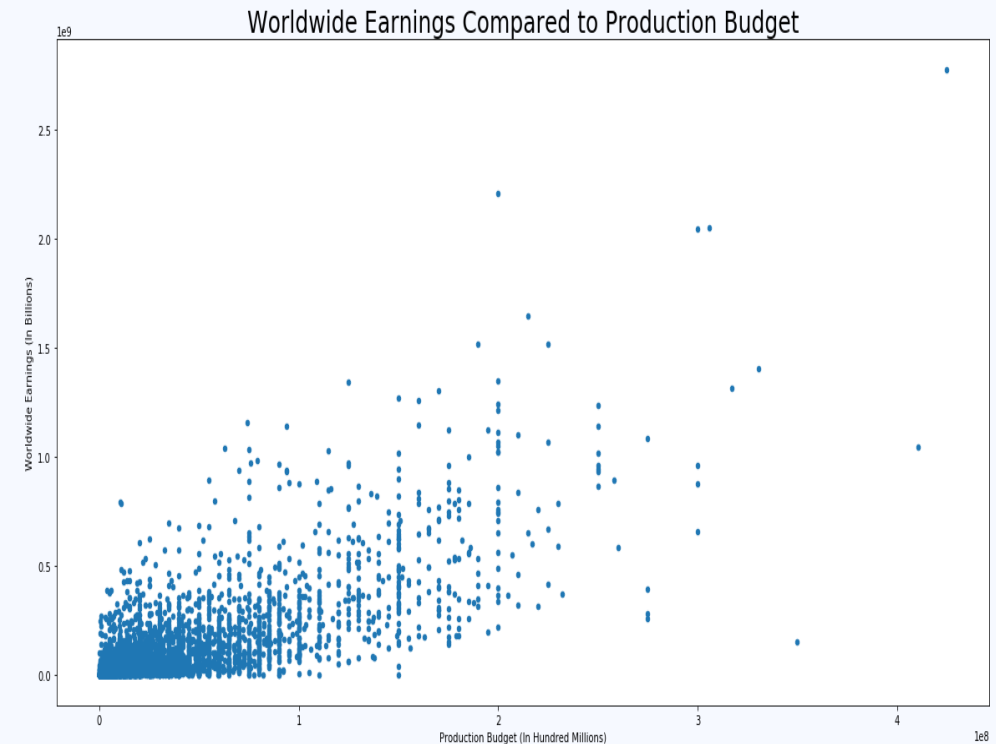
- BV is the has the greatest earnings and should be monitored to ascertain what movies the are the most popular

# TOP 5 STUDIOS COMPARED



# PRODUCTION BUDGET ANALYSIS

- Simple observation shows that as the production budget of a movie increases, the worldwide earnings from the movie increase as well
- While the trend is not perfect, this allows us to better analyze the risks of how much each production costs compared to the return value
- The movie industry is quite lucrative and returns on investment tend to always be high, with some films returning profits 10 fold





# Final Analysis

- The new Microsoft movie studio should focus on producing films based on popularity in order to break into the market and perform well
- The movie studio industry is highly profitable as long as the company focuses on what the consumer finds entertaining
- Action films and dramas are the most popular amongst viewers and should be prioritized by the movie studio
- Production budget should not be cut, as earnings tend to increase with the amount of money put into the film

