

ROCKBUSTER STEALTH

STRATEGY FOR THE NEW ONLINE VIDEO SERVICE

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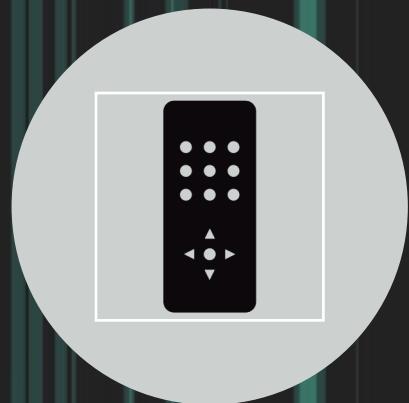
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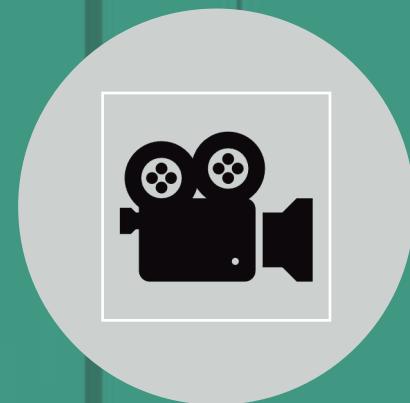
Introduction



ROCKBUSTER STEALTH LLC IS A **MOVIE RENTAL COMPANY** THAT USED TO HAVE STORES AROUND THE WORLD.



CURRENTLY, THE COMPANY **FACES STIFF COMPETITION** FROM NEW STREAMING SERVICES.



THE PLAN IS, TO USE ITS EXISTING MOVIE LICENSES TO LAUNCH AN **ONLINE VIDEO RENTAL SERVICE** IN ORDER TO STAY COMPETITIVE

Key Questions



Which movies contributed the most/least to revenue gain?



What was the average rental duration for all videos?



Which countries are Rockbuster customers based in?



Where are customers with a high lifetime value based?



Do sales figures vary between geographic regions?

FACTS

1		language
2		stores
109		countries
597		cities
599		customers
1000		movies
4581		copies
16044		rentals
\$61312		revenue

**Which movies contributed the
most/least to revenue gain?**

In our library we have 1000 movies in 17 categories

Sports

Sci-Fi

Animation

Drama

Comedy

New

Action

Foreign

Games

Family

Documentary

Horror

Classics

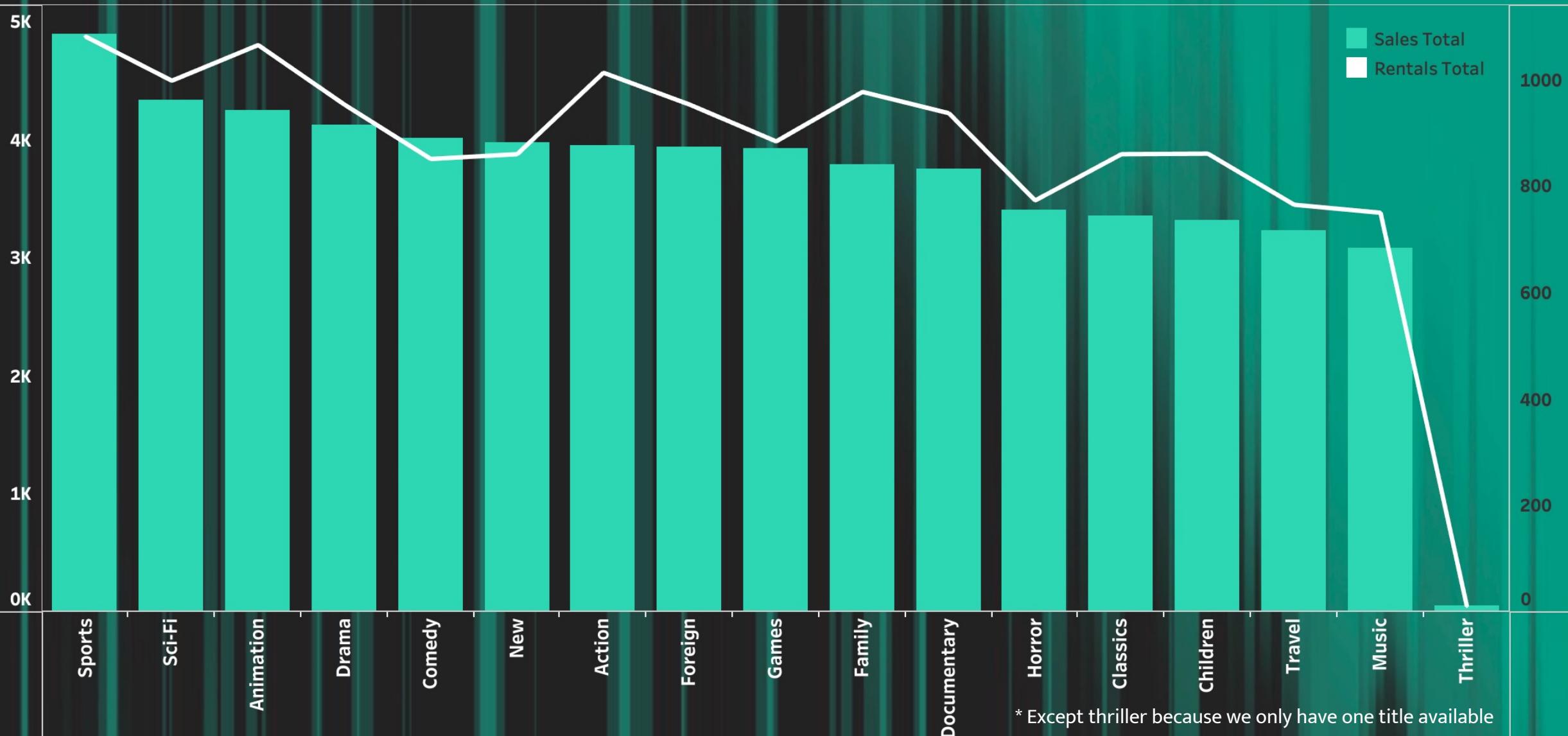
Children

Travel

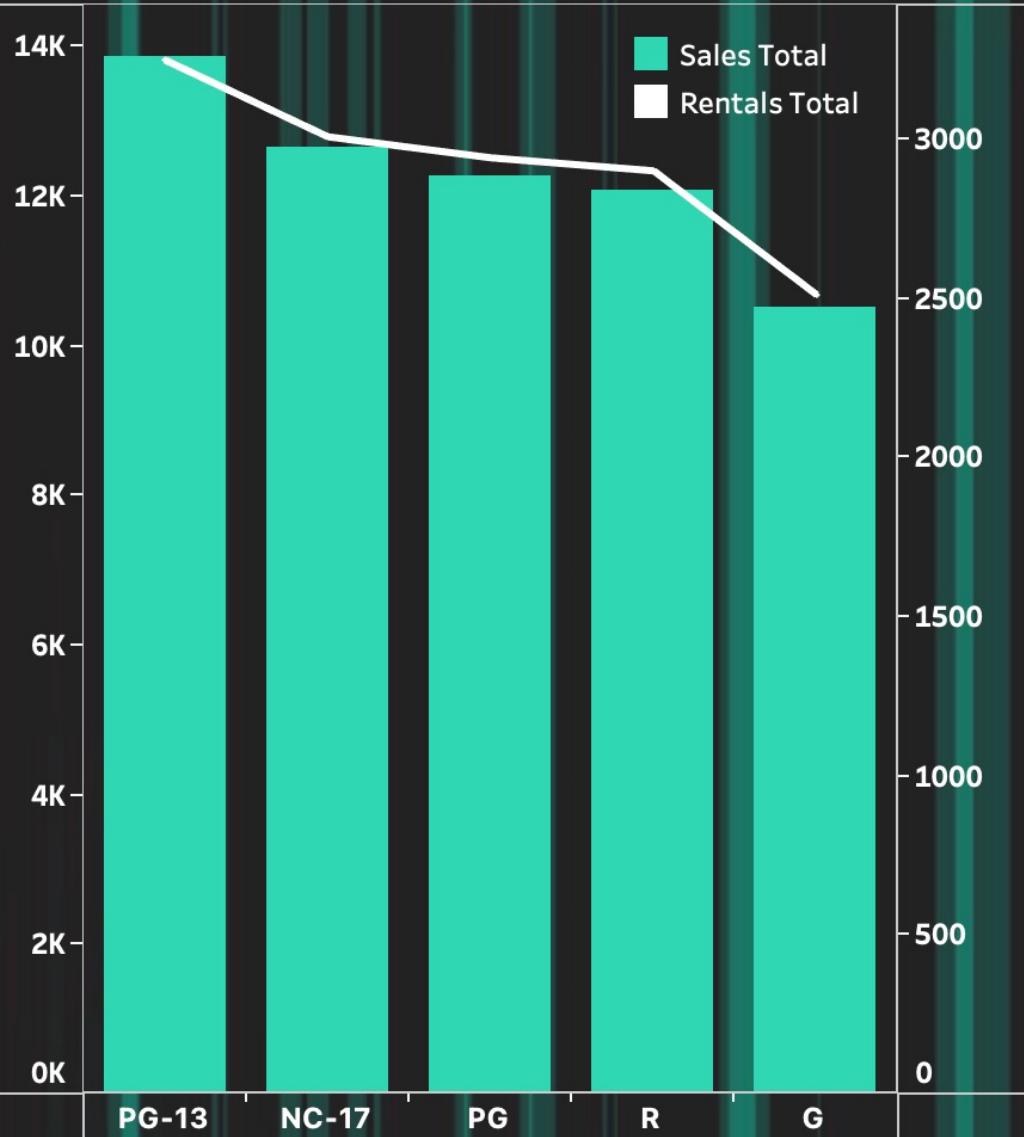
Music

Thriller

All of the categories generate similar revenues



Sales do not vary significantly between content rating categories



MOTION PICTURE CONTENT RATING SYSTEM

G — General Audiences. All Ages Admitted.

PG — Parental Guidance Suggested. Some Material May Not Be Suitable For Children.

PG-13 — Parents Strongly Cautioned. Some Material May Be Inappropriate For Children Under 13.

R — Restricted. Children Under 17 Require Accompanying Parent or Adult Guardian.

NC-17 — No One 17 and Under Admitted.

TOP MOVIES

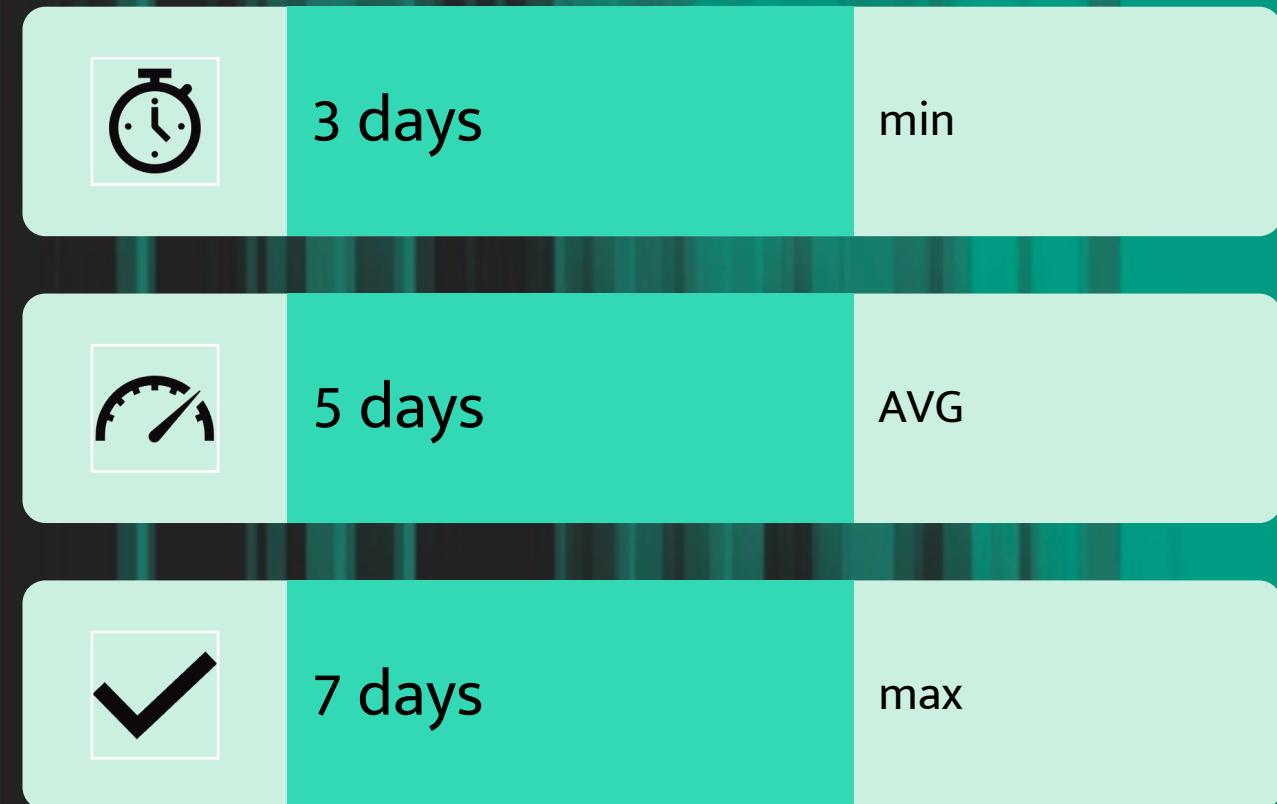
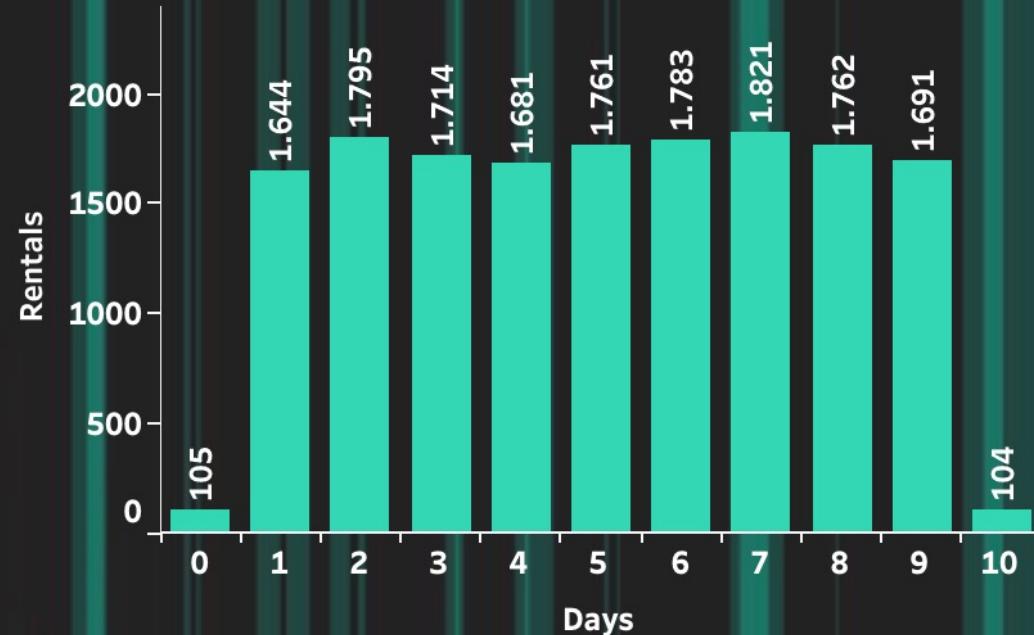
Telegraph	\$215,75
Voyage Zorro Ark	\$199,72
Wife Turn	\$198,73
Innocent Usual	\$191,74
Hustler Party	\$190,78

BOTTOM MOVIES

Duffel Apocalypse	\$5,94
Oklahoma Jumanji	\$5,94
Texas Watch	\$5,94
Freedom Cleopatra	\$5,95
Rebel Airport	\$6,93

What was the average rental duration for all videos?

Rental duration

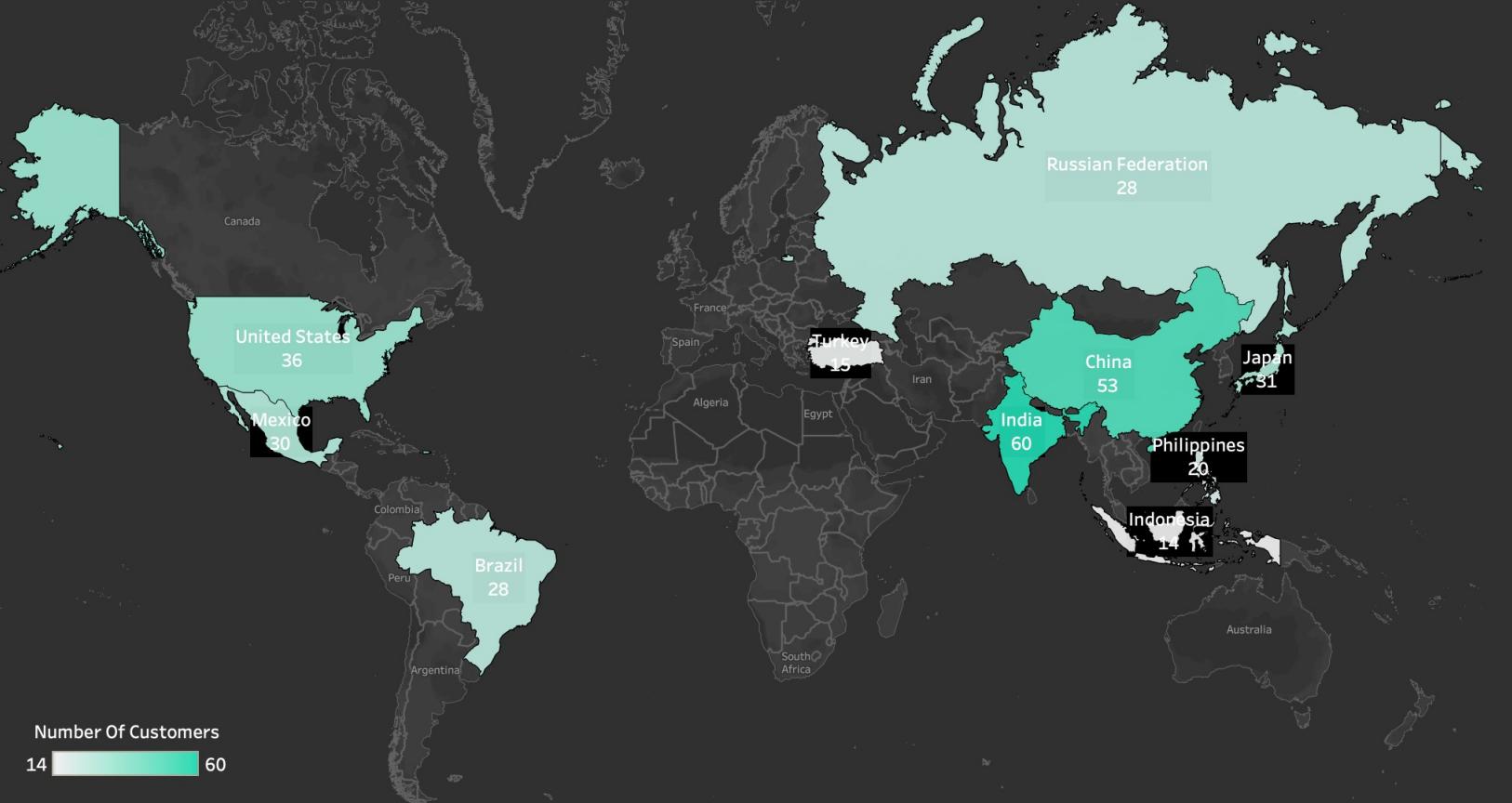
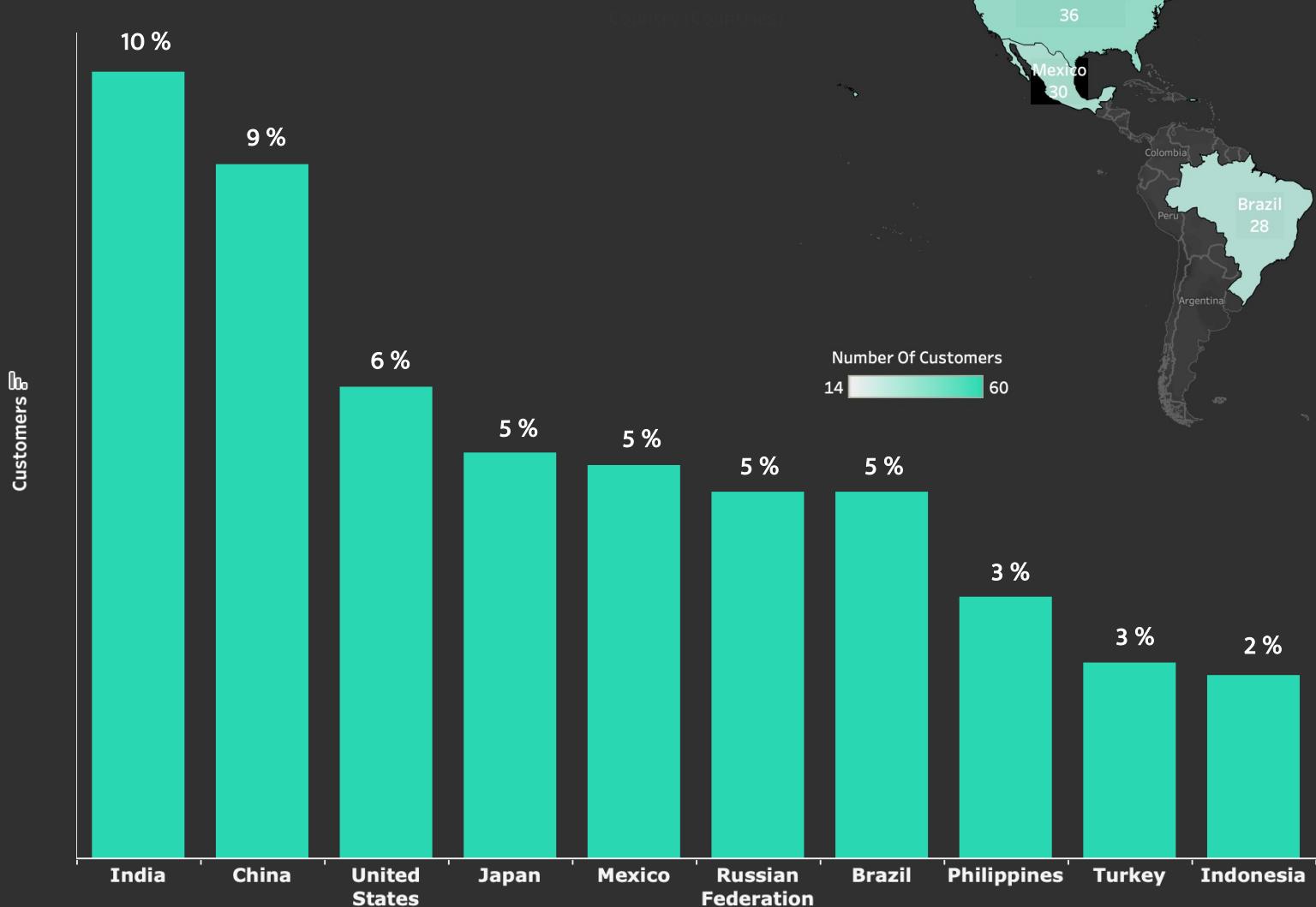


**Which countries are Rockbuster
customers based in?**



We have 599 CUSTOMERS in 109 COUNTRIES

More than 50% of our customers live in these 10 countries



! There are 41 countries where we only have a single customer

**Where are customers with a high
lifetime value based?**

TOP customers

Eleanor Hunt - Runion	45 rentals - \$211,55
Karl Seal - United States	42 rentals - \$208,58
Marion Snyder - Brazil	39 rentals - \$194,61
Rhonda Kennedy -Netherlands	38 rentals - \$191,62
Clara Shaw - Belarus	40 rentals- \$189,60

! Not all TOP customers
live in TOP countries

Conclusions

Our movies are only available in English

Movie category has no influence on its popularity

Some movies generate minimal revenue

Over 20% of rentals exceeded the allowed rental period

10 out of 109 countries generate 50% of revenue

There are 41 countries where we have only a single customer

We have few loyal customers

Recommendations



- 1 Consider films in different languages
- 2 Invest in thrillers and other new genres
- 3 Remove unprofitable titles
- 4 Promote popular films and stay up to date with hot premiere
- 5 Focus your marketing on best performing markets
- 6 Enter a loyalty program for regular customers
- 7 Measure customer satisfaction

QUESTIONS?
CONCERNS?
COMMENTS?

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