

ROCKBUSTER STEALTH

BUSINESS INTELLIGENCE FOR THE COMING TRANSFORMATION

Analysis by Emma Wilcox

ROCKBUSTER STEALTH

FROM STORE TO STREAMING

This major transformation of the Rockbuster Business model will be guided by knowledge of which global hotspots drive our annual profits. These top-tier customer communities will be where rollout of the new model will be launched. The future is built on the assets of the present: a catalog of popular film titles and a loyal customer base.

WE NEED TO KNOW:

Which movies contributed most and least to revenue gain?

What was the average rental duration for all films?

What countries do our customers live in?

Where are high-value customers based?

Do sales figures vary by region?

OVERVIEW:

THIS IS ROCKBUSTER STEALTH *NOW*.

**RENTING A CATALOG OF 1000 FILM TITLES TO 599 EXISTING CUSTOMERS
IN 108 COUNTRIES, WHO ARE GENERALLY PAYING FOR 5-DAY MOVIE RENTALS
AT A TYPICAL COST OF ABOUT \$3.00.**

WHICH FILMS CONTRIBUTED **LEAST** AND **MOST** TO REVENUE GAIN?

LOWEST REVENUE GAIN

Mixed Doors

Hardly Robbers

Mannequin Worst

Fever Empire

Bunch of Minds

RENTALS OF EACH THESE FILMS EARNED **LESS THAN \$500**.

THEY VARY FROM G TO PG-13.

HIGHEST REVENUE GAIN

Ridgemont Submarine

Apache Divine

Forward Temple

Bucket Brotherhood

Pulp Beverly

RENTALS OF EACH OF THESE FILMS EARNED **\$3400+**

THEY VARY FROM G TO NC-17. THESE ARE THE **TOP-TIER** FILMS.

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Rockbuster customers live across the globe, but with notable concentrations of high spending in select countries such as India and China.

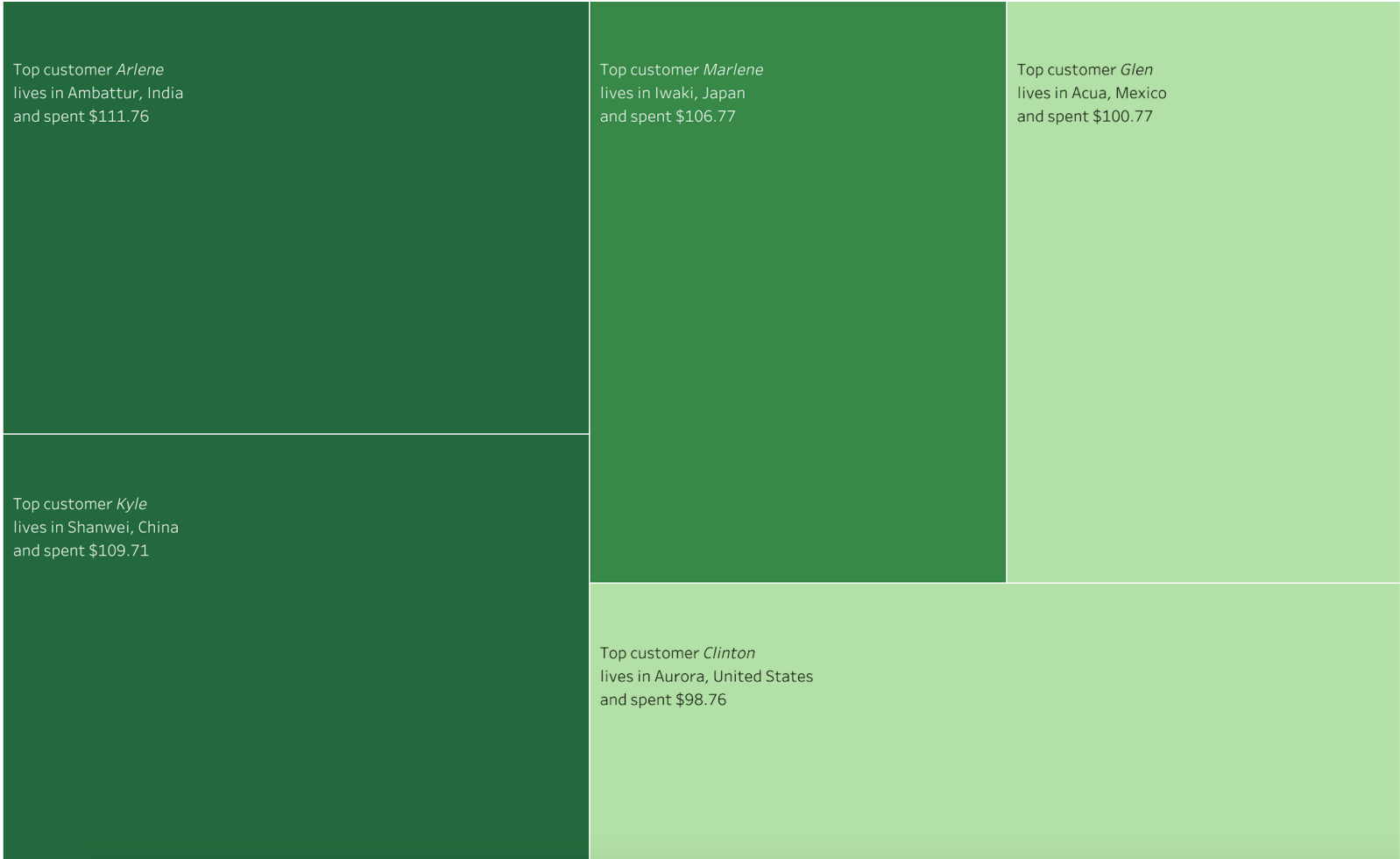
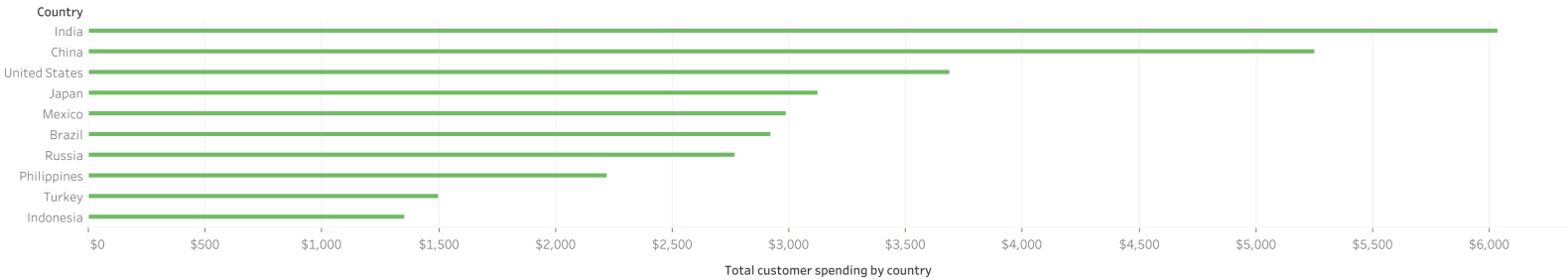


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The top 10 high-performing countries show some spending range, but profitability is relatively concentrated: out of 108 countries with Rockbuster presence, there are only 13% with revenue that is even over \$1000.

High-value customers such as the top 5 shown here, live in India, China, Japan, Mexico and the US. India and China are the highest-worth markets overall at present, by a significant margin.

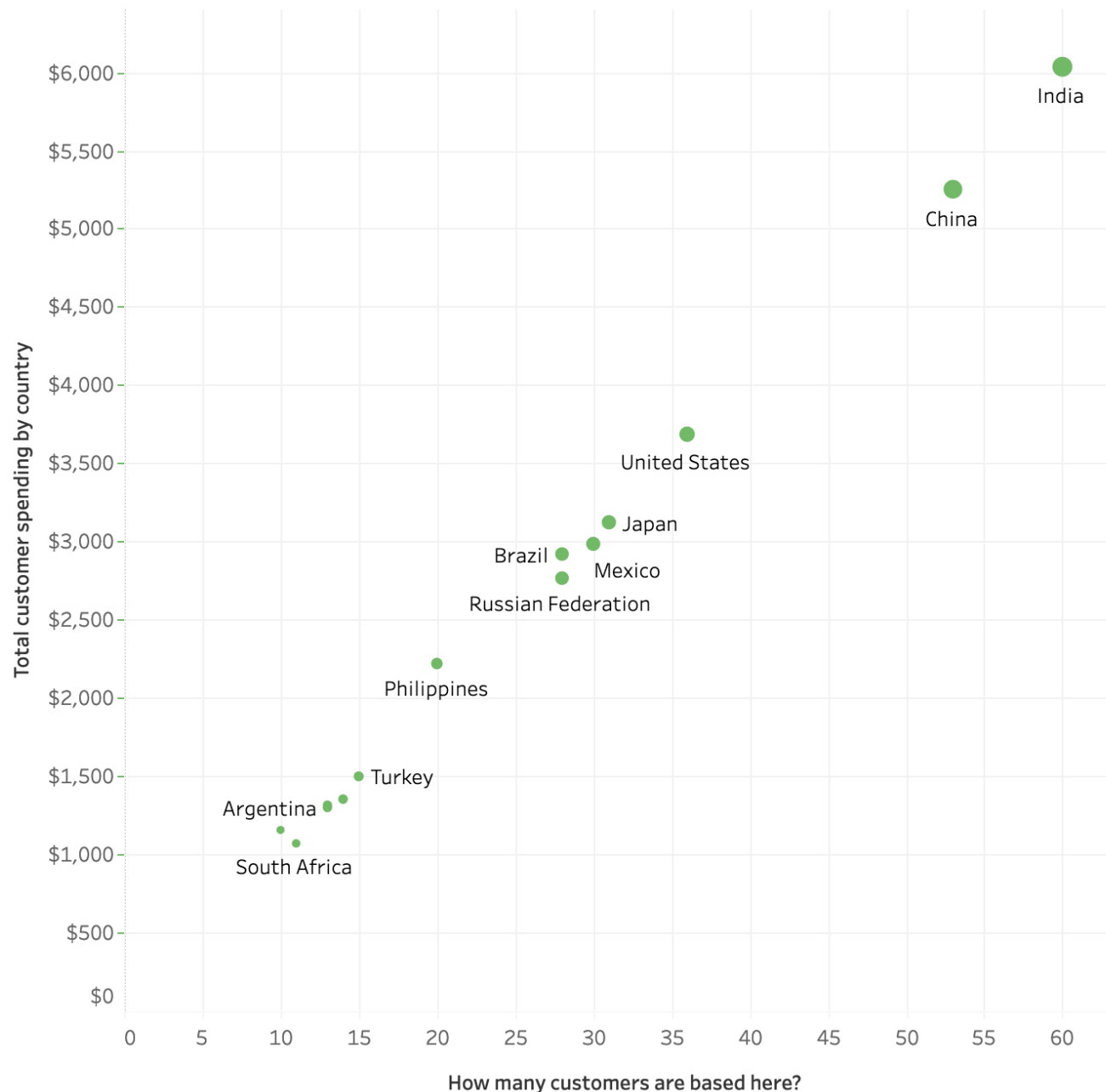


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Larger, high-value customer bases mostly in Asian countries and North America are leading profitability within countries with annual revenues of >\$1000.

Should this subset be the exclusive focus, or should overall revenue growth with the top 10 countries be our target?



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In order to successfully transition business models, Rockbuster must be fearless and decisive, including embracing any notable cultural preferences revealed in top-performing parts of Asia and North America, and allocating marketing and customer retention or attraction resources only where current data indicates active or likely ROI.

CONSIDERATIONS:

Investigate commonalities in genre, rating, or other factors that the most profitable movies may have. Are there regional preferences across country or culture?

Incorporate long-length rentals at low cost as a highlighted campaign feature. Consider existing high-value customers as transformation ambassadors and recognize them with rewards and publicity.

Determine how many countries will be included in the streaming model rollout. Is it a global campaign across 10 countries, or focused even more tightly on a few? Is it better to have overall new customer growth, or a smaller cohort who spend more heavily?

CONCLUSION:

WHAT WILL ROCKBUSTER STEALTH BE *NEXT?*

