

# Rockbuster Stealth LLC presentation

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# Introduction

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In order for Rockbuster Stealth LLC to stay competitive, we need to move away from our core physical movie rental offering.

We must use our existing movie licences to launch an online video rental service in order to stay competitive.

We face stiff competition from streaming services such as Netflix and Amazon Prime.

How should we approach this challenge?

# What is Rockbuster doing at present?



# Our current offering



All the hottest films from 2006



Film lengths for every occasion

- Shortest – 46 minutes
- Longest – 3 hours and 5 minutes



Rental rates for every budget

- Average rental rate of \$3

# Our current offering



Two physical stores



1000 movies



A wide range of movie genres

- 17 to choose from

# Key questions

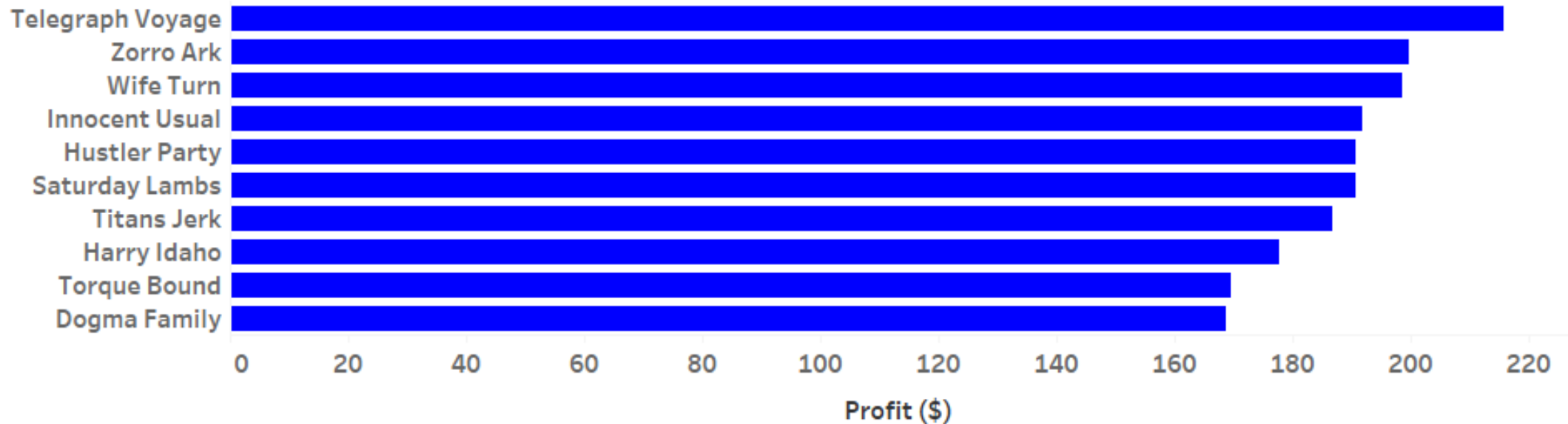


- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?



# Money makers

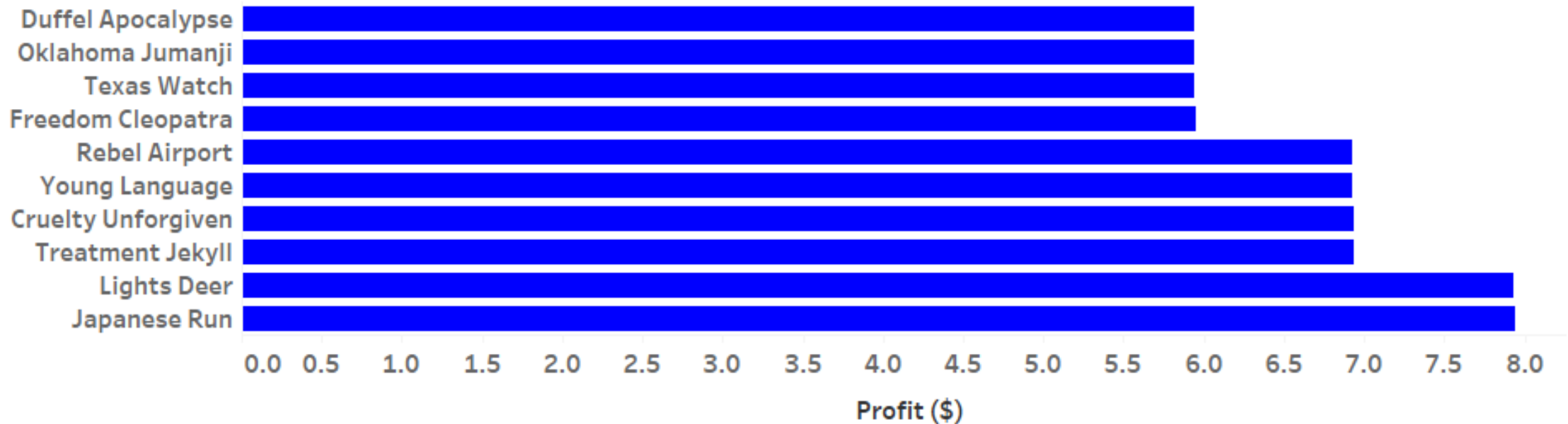
Which movies contributed the **most** to revenue gain?



Each of the 10 most profitable movies had a rental rate of \$4.99

# Least loved

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



Each of the 10 least profitable movies had a rental rate of \$0.99



# Watching and waiting

What was the average **rental duration** for our videos?

Customer rented our movies for

**5 days**

on average



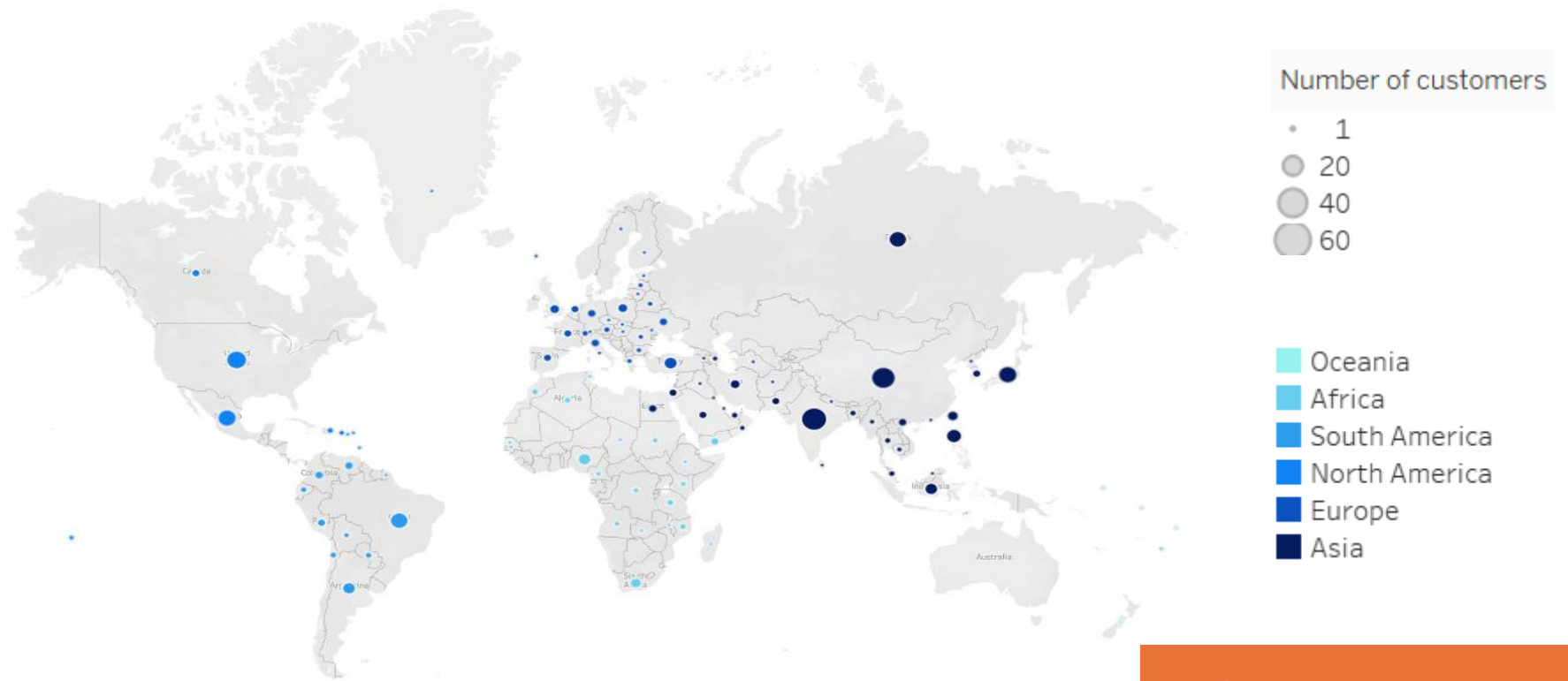
**Rockbuster**

# Linked by a love of film

In which **countries** are our customers based?

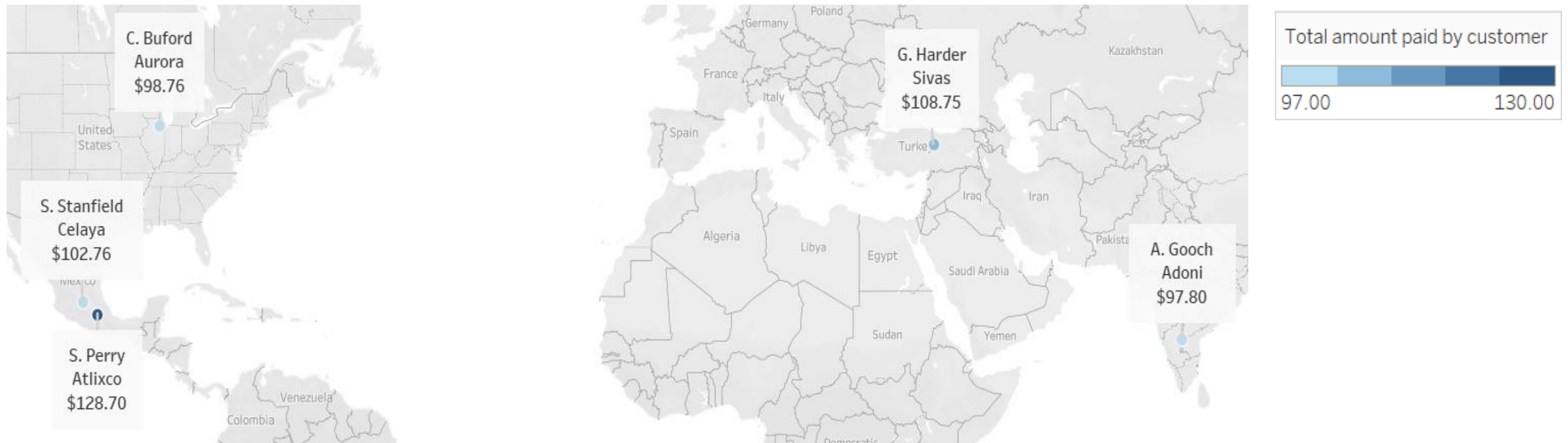
## Top 10 countries by customer numbers

India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14



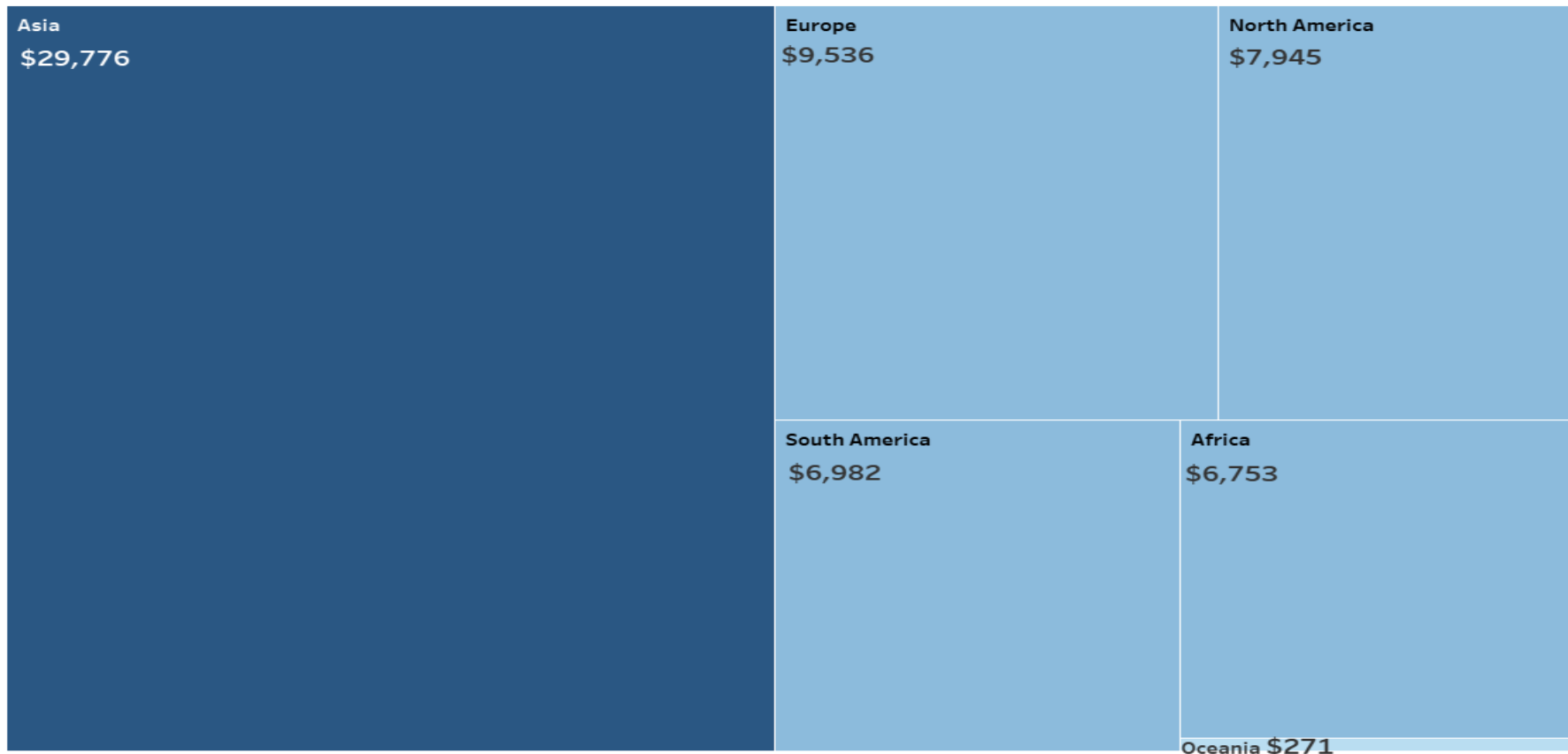
# The loyalty list

From our **Top 10** countries, in which **cities** are our **high lifetime value** customers based?



# Where in the world?

Do **sales figures** vary between **geographic regions**?



**Asia is far ahead of the other regions with sales figures of £29,776.**

**Oceania trails with sales figures of \$271.**

# What should Rockbuster do in the future?



# Conclusions and recommendations

## Concentrate on our largest market

- Asia is by far our largest market and our marketing budget should be focussed mainly there.
- But we should not neglect our other markets – we could undertake surveys on what the other regions want from a streaming service.

## Push the most popular movies

- Our most profitable movies have the highest priced rental rates.
- We should concentrate on the quality of our movies as opposed to the quantity.
- A longer rental duration than our competitors could also help us stand out in a crowded streaming market.

## Reward the most loyal customers

- Our most loyal customers are located across the globe.
- We could increase market share in all regions if we offer a reward for the customers who use our service the most.
- We should consider a rewards scheme that offers a free rental for every 10 movies rented.

# Questions?

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