

Part 2 - Competitive Audit Report

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1. Competitive audit goal(s)

Goal: Compare the user experience and trailer experience of different film competitors

2. Who are your key competitors? (Description)

CineSa Yelmo Cines, are our key competitors as well-known movie theaters around Spain that have well-known websites and applications. This movie theater uses the same formula for its apps without offering immersive services or ATs for customers.

Our other competitor is Netflix, a streaming film catalog available for different platforms with the same target audience as us.

CineSa and Yelmo Cines are our direct competitors. Netflix is an Indirect competitor of our app

3. What are the type and quality of competitors' products? (Description)

Yelmo and CineSa are regular chains of movie theaters. They bring the latest movies for a fair price to all audiences. They make scheduling and purchasing show tickets easy while lacking assistance for different people on their apps and websites.

Netflix is a stream bases service that gives a movie catalog for a subscription fee. The service focus on bringing commodity to your home with a broad movie catalog. Although it lacks of the newest premiers. It enhances the movie experience no matter where you are

4. How do competitors position themselves in the market? (Description)

Yelmo and CineSa offer “ The best Cine experience” since the focus is on the Moie theater experience. They bring fair, comfortable prices for a memorable experience with a lot of theaters around Spain for all the population.

Netflix positions itself as the leader of the streaming movie services bringing a large catalog of movies and series to your living room and smart devices for a subscription.

5. How do competitors talk about themselves? (Description)



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Yelmo and CineSa describe themselves as the "Defender of the Seventh art" since they firmly believe a couch won't surpass the experience lived in a movie theater

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6. Competitors' strengths (List)

Yelmo and CineSa Strengths

- Offer a large number of theaters around the country
- Fair prices for tickets and snacks
- Easy mobile apps to use
- Premier film catalog

Netflix strengths include:

- Fair price subscription with different fees based on customer needs
- Movie catalog around the world
- Making customers feel welcome
- Providing excellent app-accessibility

7. Competitors' weaknesses (List)

Yelmo and CineSa weaknesses

- No ATs on the apps for accessibility
- Short catalog of movies
- Not so good theaters location
- Not enough language option due to country location

Netflix weaknesses include:

- Catalog may change due to location
- Lack of ATs built in the app for media consumption



- Language can be limited due to location

8. Gaps (List)

Some gaps we identified include:

- Competitor products don't offer broad options of ATs support
- Competitor products provide a limited amount language options
- No product offers premiers films or a broad catalog of media

9. Opportunities (List)

Some opportunities we identified include:

- Offer ATs for better trailer and media consumption immersion
- Provide broad language support for trailers and movies
- Offer premiers and a broad catalog at once

