

Key Insights for Rockbusters

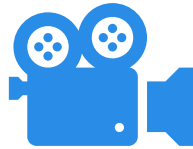


DATABASE ANALYSIS

Database Analysis – Scope and Key Metrics



Data from Mid Feb – Mid
May 2007



Only English language
movies

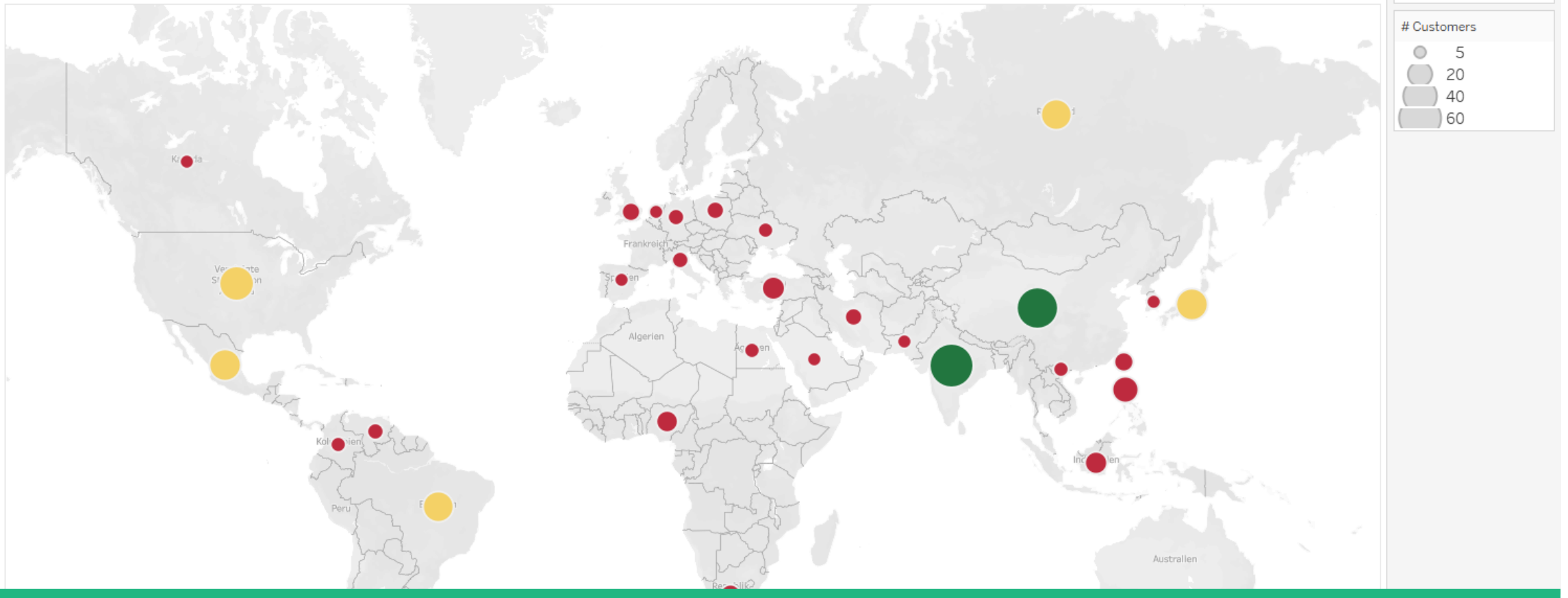


All Movies are from 2006



Total revenue in reporting
period: 61,312 USD

(Feb-May 2007) for Countries with at least 5 Customers in USD



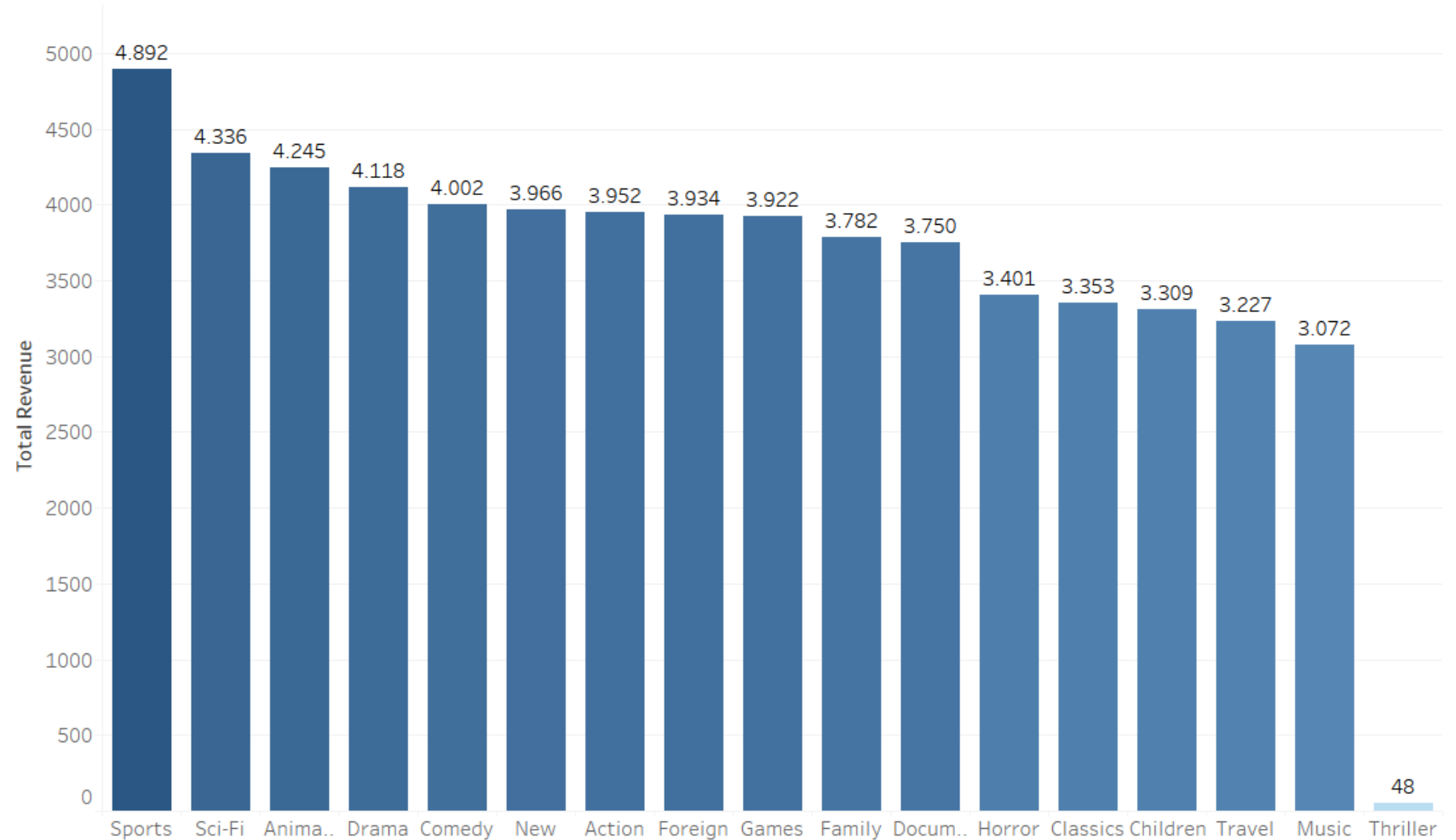
Status of Operation

- Largest markets are India (60 cust; 6035 USD) and China (53 cust; 5251 USD)
- Very suprising given movies are only in English
- Largest English-Speaking Market is the US (36 cust; 3685 USD)
- Very little traction in Europe and Canada - no customers in Australia / New Zealand

Our most successfull genres

(total revenue in USD)

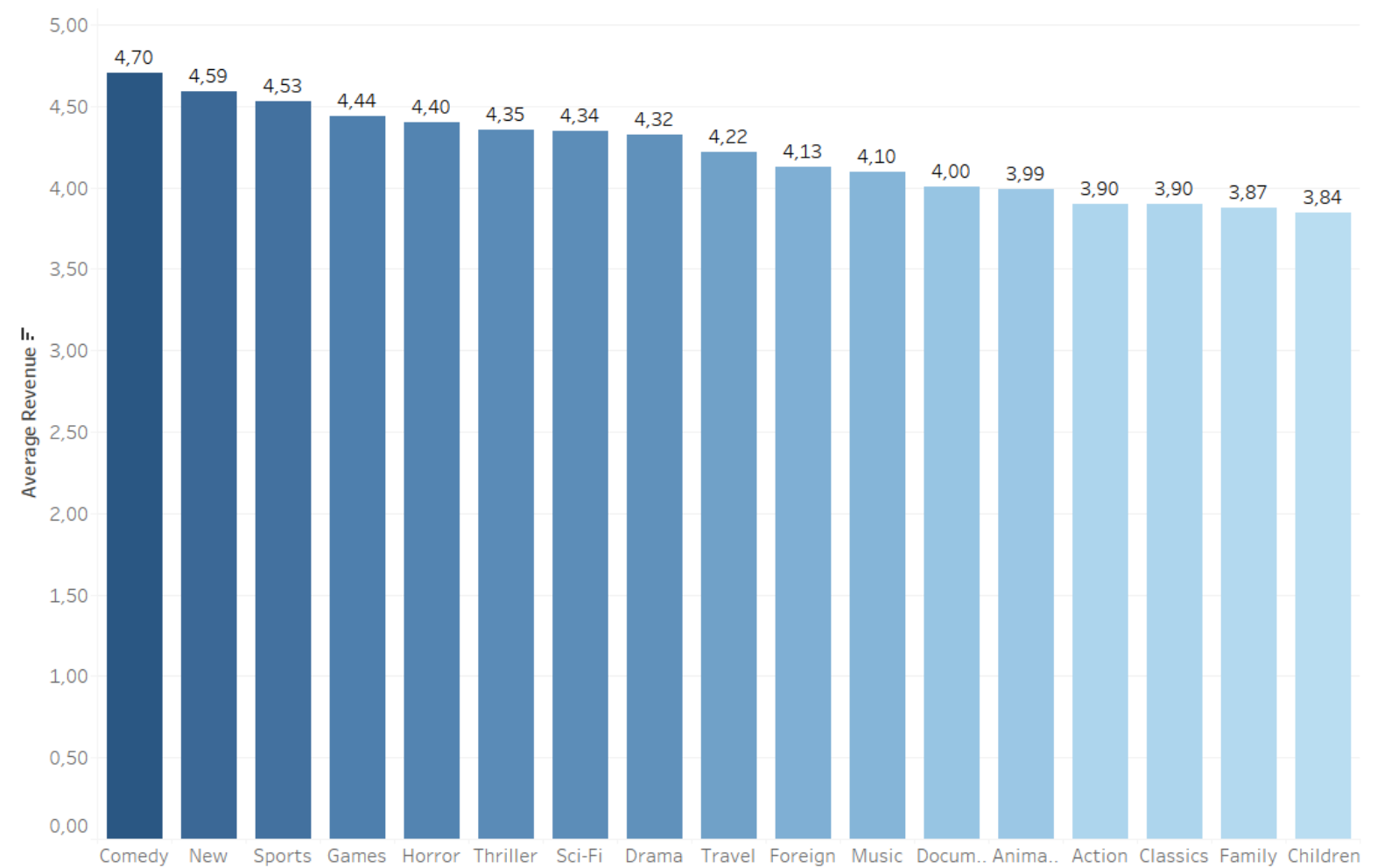
Total Revenue by Genre



Our most profitable genres

(average revenue per movie)

Average Revenue of Movies in Genres



Key recommendations



Consider adding more languages for the successful Asian markets



Explore lack of success in English speaking markets



Sports is very profitable and popular



Thrillers are underrepresented in the inventory despite high profitability



Animation underperforms slightly despite popularity.



Thank you!

