



ROCKBUSTER STEALTH LLC

Analysis for launch of online video rental service

Objectives



Facing stiff competition from streaming services, Rockbuster Stealth plans to use the existing movie licenses to launch an online video rental service.

The goal of this analysis is to help with the launch strategy for the new online video service.

Main business questions:

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

Rockbuster Stealth Overview



Rockbuster Stealth is used in a total of **109 countries**, by **599 customers** (97% of those active at time of analysis)

Rockbuster Stealth has **1,000 films available**

In average, those films are rented for **5 days** at a cost of **USD 2.98**

Rockbuster Stealth made a total revenue of **USD 61,312** in the analysed time frame

	Rental duration (days)	Rental rate (USD)	Replacement Cost (USD)
Minimum	3	0.99	9.99
Average	5	2.98	19.98
Maximum	7	4.99	29.99

Note: all analysis done for rental period 24.05.2005 to 14.02.2006

Movies contribution to revenue gain

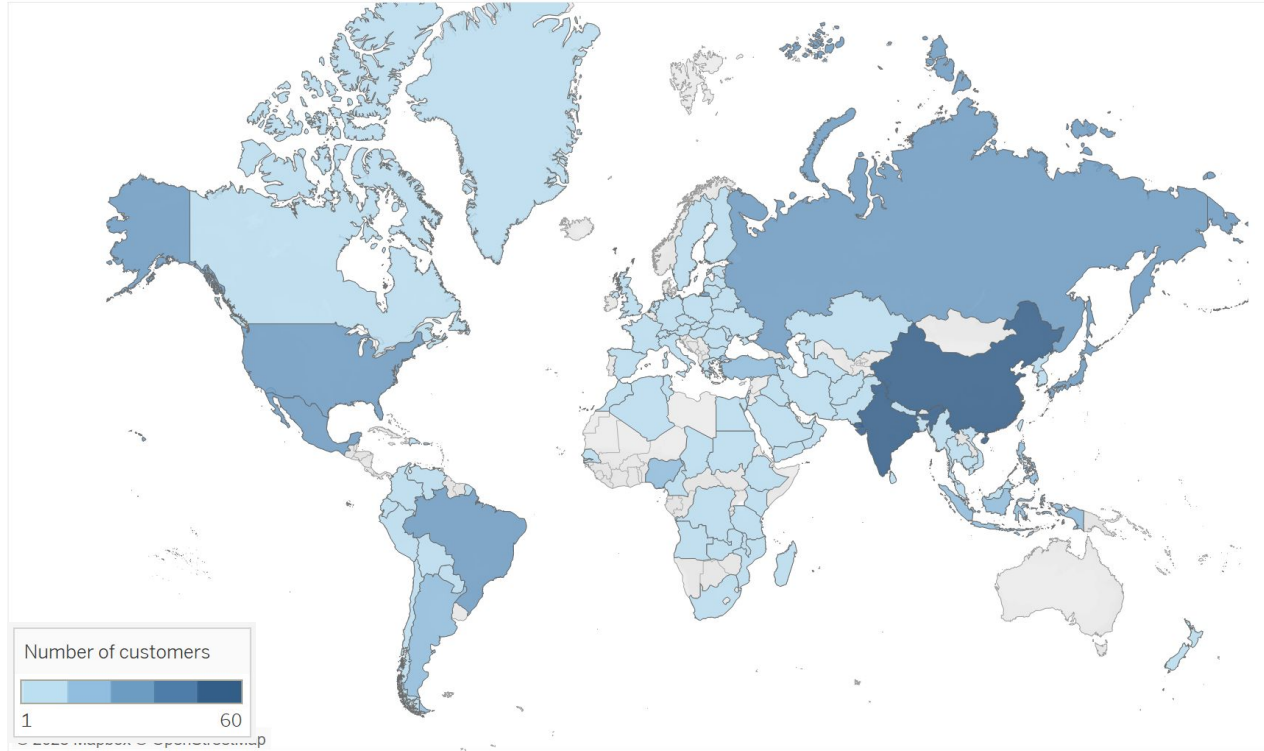
Top 10 movies

Title	Total paid (USD)	% of Total
Telegraph Voyage	215.75	0.35%
Zorro Ark	199.72	0.33%
Wife Turn	198.73	0.32%
Innocent Usual	191.74	0.31%
Hustler Party	190.78	0.31%
Saturday Lambs	190.74	0.31%
Titans Jerk	186.73	0.31%
Harry Idaho	177.73	0.29%
Torque Bound	169.76	0.28%
Dogma Family	168.72	0.28%
Total Top 10	1,890.40	3.08%

Bottom 10 movies

Title	Total paid (USD)	% of Total
Japanese Run	7.94	0.01%
Lights Deer	7.93	0.01%
Treatment Jekyll	6.94	0.01%
Cruelty Unforgiven	6.94	0.01%
Young Language	6.93	0.01%
Rebel Airport	6.93	0.01%
Freedom Cleopatra	5.95	0.01%
Oklahoma Jumanji	5.94	0.01%
Duffel Apocalypse	5.94	0.01%
Texas Watch	5.94	0.01%
Total Bottom 10	67.38	0.11%

Number of customers per country



Top 10 countries

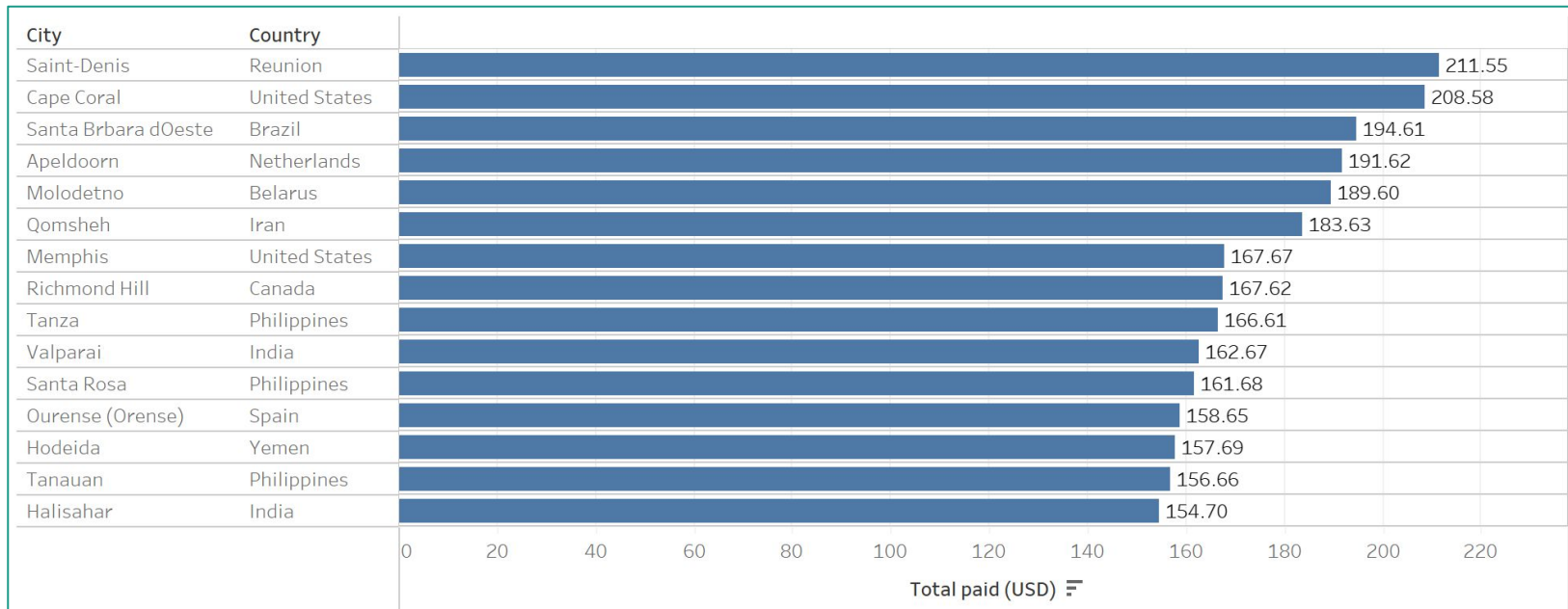
Country	Nr. customers	% of Total
India	60	10.0%
China	53	8.9%
United States	36	6.0%
Japan	31	5.2%
Mexico	30	5.0%
Brasil	28	4.7%
Russian Fed.	28	4.7%
Philippines	20	3.3%
Turkey	15	2.5%
Indonesia	14	2.3%
Total Top 10	315	52.6%

Location of customers with high lifetime value

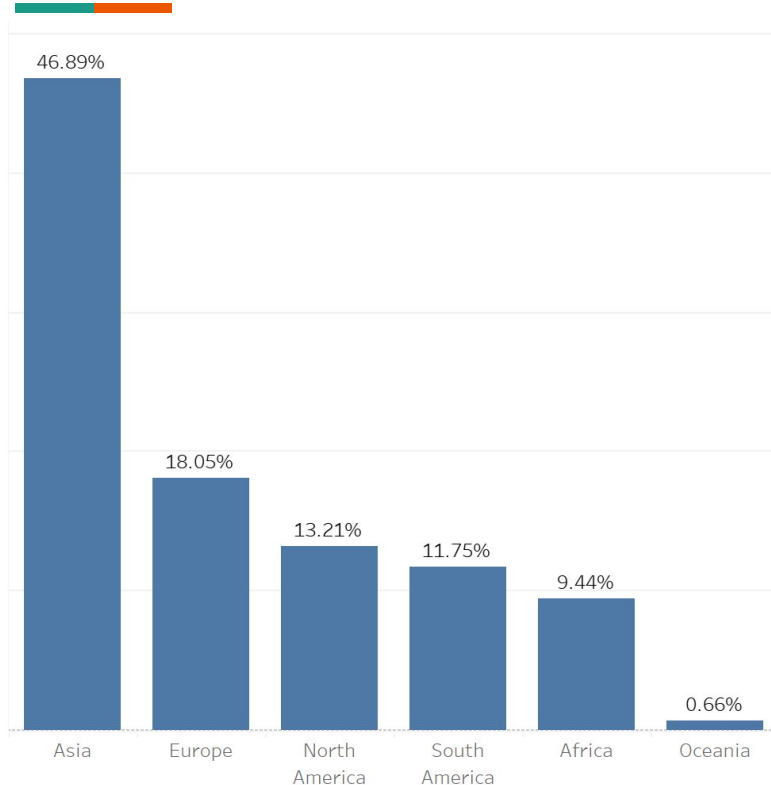


Average paid by customer (all customers): USD 102.36

Top 15 customers



Sales per Geographic region



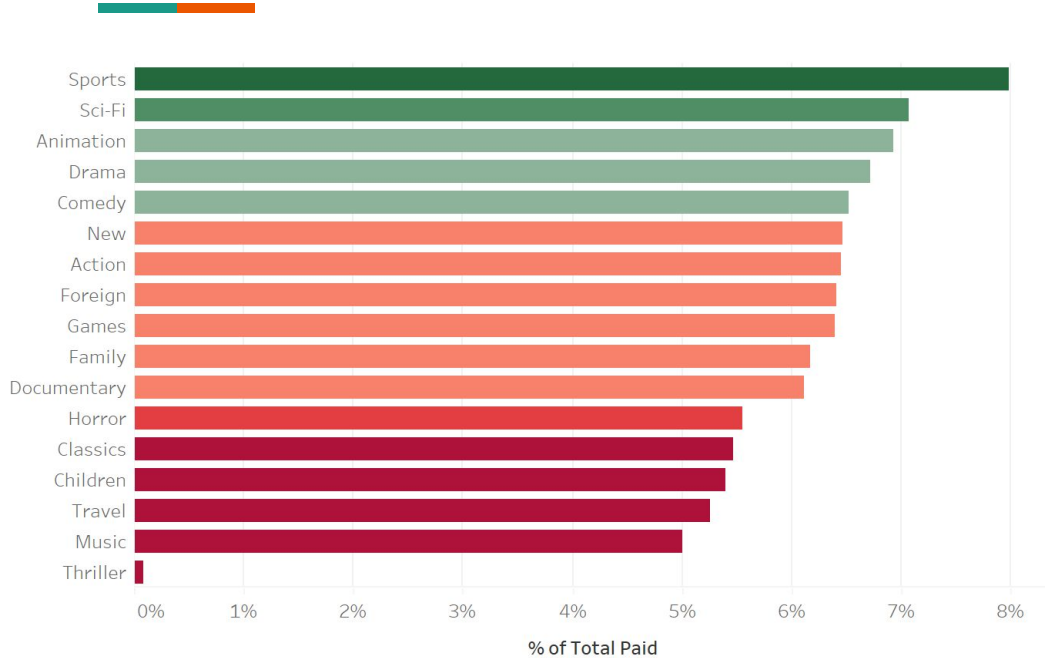
Asia represents the geographical area with **highest revenue**. This is aligned with number of customers - **6 of the top 10 countries** are located in Asia*

Europe has no countries in the top 10 number of customers, indicating **higher average sales per customer** in that area

Africa and **Oceania** are the geographical area with **less revenue**, and have no countries in the top 10.

* India, China, Japan, Philippines, Turkey, and Indonesia. Russia regarded as Europe

Genre Popularity



Sports movies are the most popular ones, followed by **Sci-Fi**. **Animation**, **Drama** and **Comedy**

Thrillers are the worst performing movies, significantly below average. This result is highly impacted by the count of thriller films (only one film is classified as Thriller)

Recommendations



Marketing campaigns should target markets where Rockbuster Stealth is already established with a **high number of customers**: Asia, with special focus on **India, China and Japan; and United States**

Marketing campaign should be used in **Europe** to **attract more customers**. Strategies like free trials, or referral schemes might be successful

Movies that are currently already consumed by these areas, and similar should be included in the online platform.

Next steps:

Assess the impact of factors such as genre, year and language on Rockbuster Stealth's revenue in the relevant geographical areas.