



# ROCKBUSTER STEALTH

## 2020 BUSINESS STRATEGY

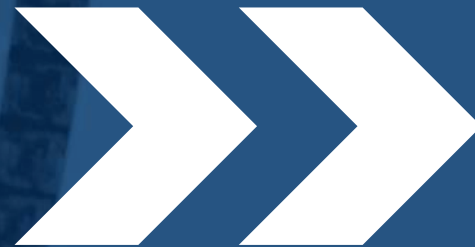
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DATA ANALYST**

# SERVICE DELIVERY

**WE ARE CHANGING THE WAY WE PROVIDE VIDEO RENTAL TO STAY COMPETITIVE IN THE ENTERTAINMENT MARKET.**

**How can we best position our sales and marketing teams to be wildly successful in gaining and growing market share?**

Current model:  
Video rental at  
locations  
around the  
world



2020 Model:  
Video streaming  
service with  
existing licenses

# LESSONS FROM OUR COMPETITION

**We can leverage industry insights in our own strategic planning**

"How Netflix expanded to 190 countries in 7 years," Harvard Business Review 10/12/18



**Netflix strategically chose markets for initial international expansion, rather all at once**

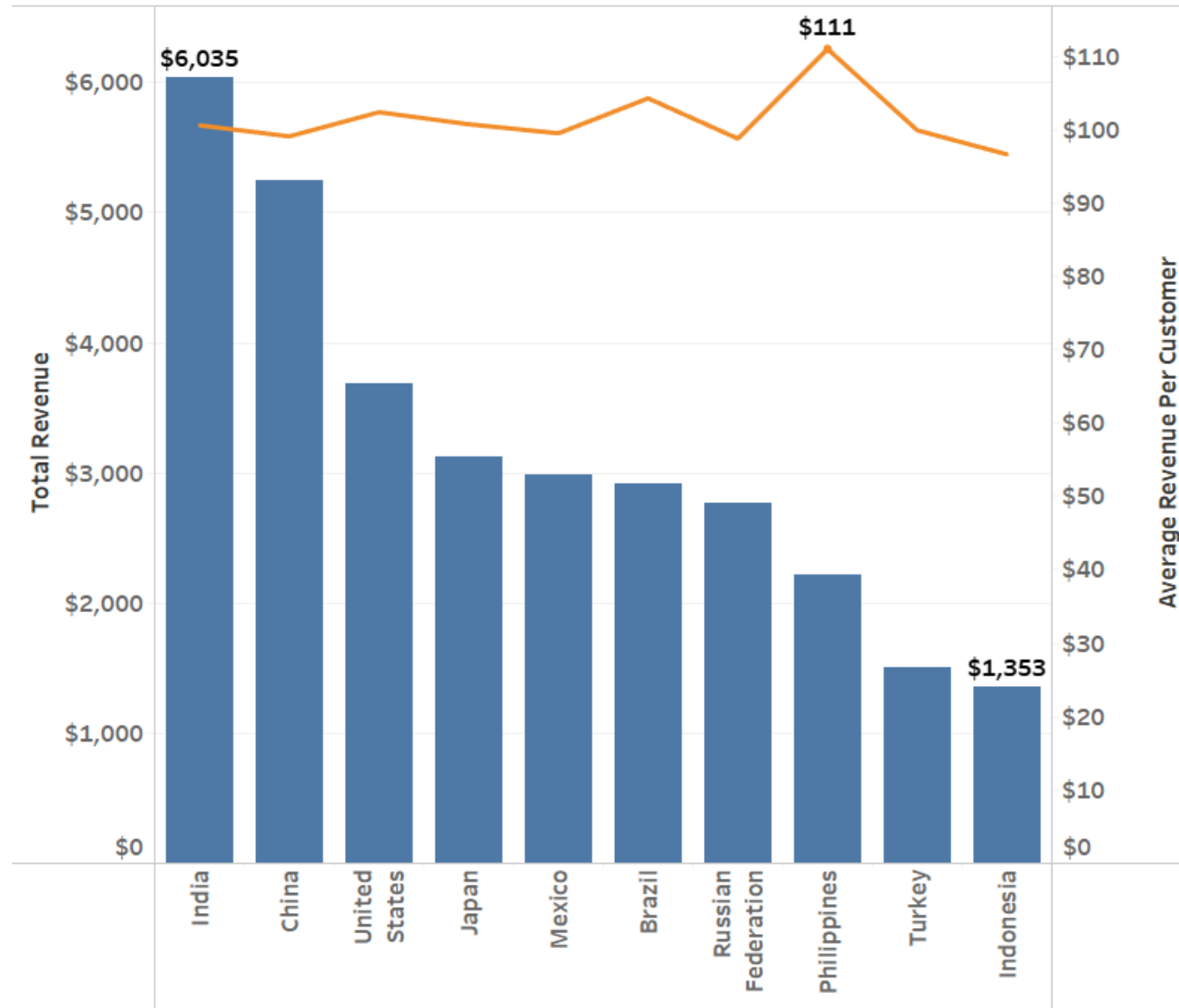


**They expanded in phases, focusing on “investments in content geared toward the preferences” of different geographies**



**They “launched a service targeted at early adopters,” and added service features as they grew**

Revenue per Customer for the Top 10 Highest Revenue Countries



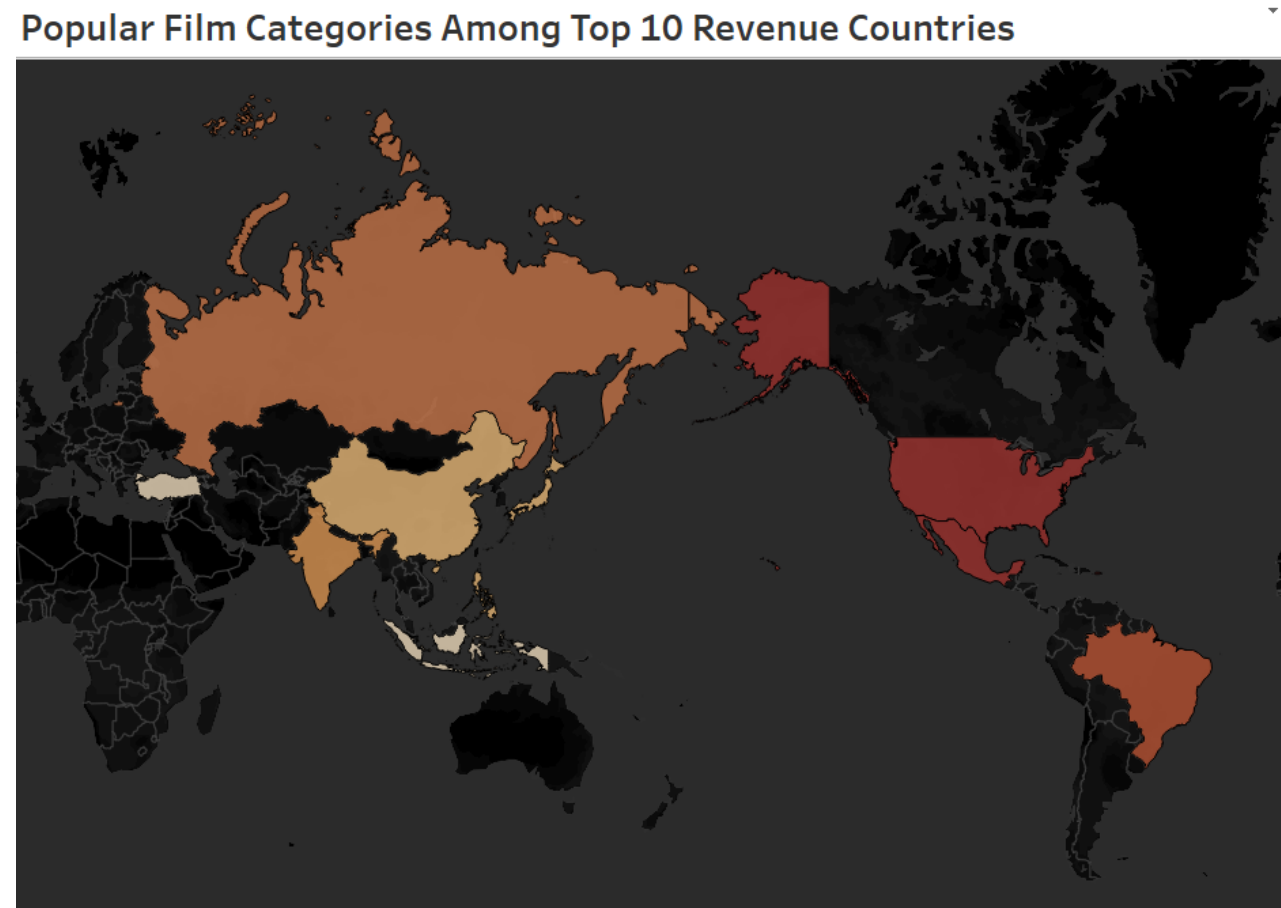
## STEP 1: STRATEGICALLY CHOOSE MARKETS

HIGH AVERAGE REVENUE  
PER CUSTOMER ISN'T  
LIMITED TO COUNTRIES  
WITH THE HIGHEST  
REVENUE

TARGETING THESE  
TOP 10 COUNTRIES  
FOR INITIAL SALES  
AND MARKETING  
CAPTURES HIGH  
INDIVIDUAL AND  
TOTAL REVENUE  
POTENTIAL

# STEP 2: CAPITALIZE ON GEOGRAPHIC CONTENT PREFERENCES

MARKETING AND SALES TEAMS WILL TARGET CAMPAIGNS BY LOCAL POPULAR FILM CATEGORY



## Category and Country

Action	Indonesia	
	Turkey	
Animation	China	
	Japan	
	Philippines	
Documentary	India	
Family	Russian Federation	
Sci-Fi	Brazil	
Sports	Mexico	
	United States	

## STEP 3: INITIAL SERVICE PLAN INCENTIVES FOR HIGH LIFETIME VALUE CUSTOMERS

**Customers in the top quarter of revenue are 19% or more of customers in our top 10 revenue countries. A loyalty plan to reward these customers with incentives for the initial service plan will provide data to analyze rental trends for targeted local marketing campaigns.**

Country	HVC as % of Total Customers	Average # of Payments per Customer
India	20%	29
China	19%	31
United States	19%	28
Japan	19%	30
Mexico	23%	29
Brazil	25%	29
Russian Federation	21%	29
Philippines	25%	29
Turkey	33%	31
Indonesia	21%	30

# SUMMARY OF STRATEGIC PLAN ACTION STEPS



**Step 1: Target initial service sales and marketing to our top 10 high revenue countries.**



**Step 2: Develop marketing campaigns that focus on local film content preferences.**



**Step 3: Offer initial service plan incentives for our high loyalty lifetime customers. Analyze data collected from the initial plans for iteration & service expansion.**



**FOR QUESTIONS  
AND  
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