Rockbuster Stealth

Customer, Country, and Revenue Insights for Streaming Launch

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Hello Streaming!
Goodbye Status Quo

Rockbuster Stealth LLC is a once-iconic movie rental brand with global reach. But the rules have changed. Streaming giants like Netflix and Amazon Prime have rewritten customer expectations and have killed demand for physical rentals.

To win again, Rockbuster must evolve.
To reclaim relevance, Rockbuster plans to leverage its existing film Licenses and launch a global streaming platform. This shift demands evidence-based strategy.

This analysis provides the data intelligence required to lead Rockbuster's transformation from rental relic to streaming contender.

Key Business Questions

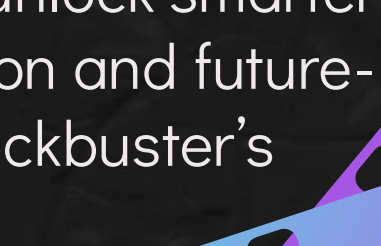**01** Which markets will give Rockbuster the biggest footprint at launch?

02 Where are our most valuable customers located today?

03 Which film and genres win, and which fail to monetize?

04 How do we leverage data to unlock smarter expansion and future-proof Rockbuster's brand?

Rental Economics Snapshot

Stable pricing and engagement levels

$2.98

Avg Rental Rate

$60,793.87

Total Revenue

5 Days

Avg Rental Duration

46–185 minutes

Film length range

$101.50

Avg Revenue per Customer

$4.20

Avg Transaction Value

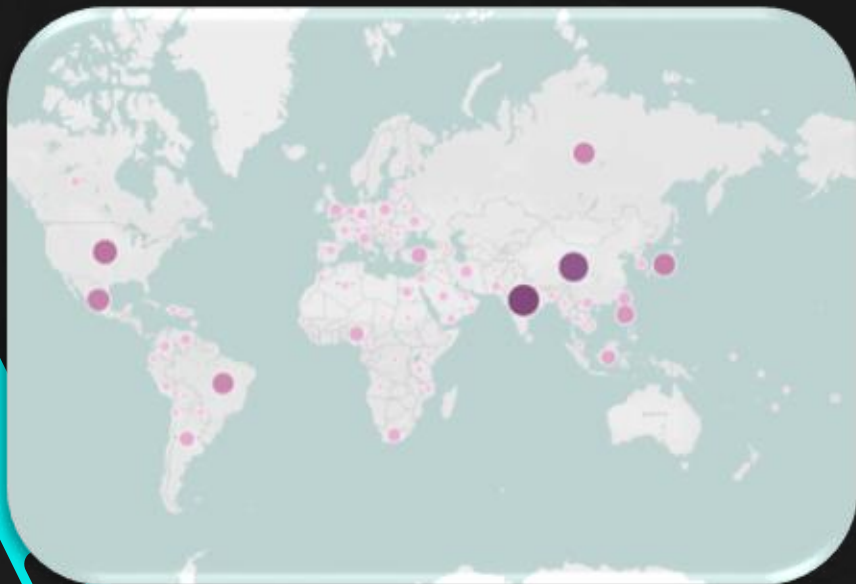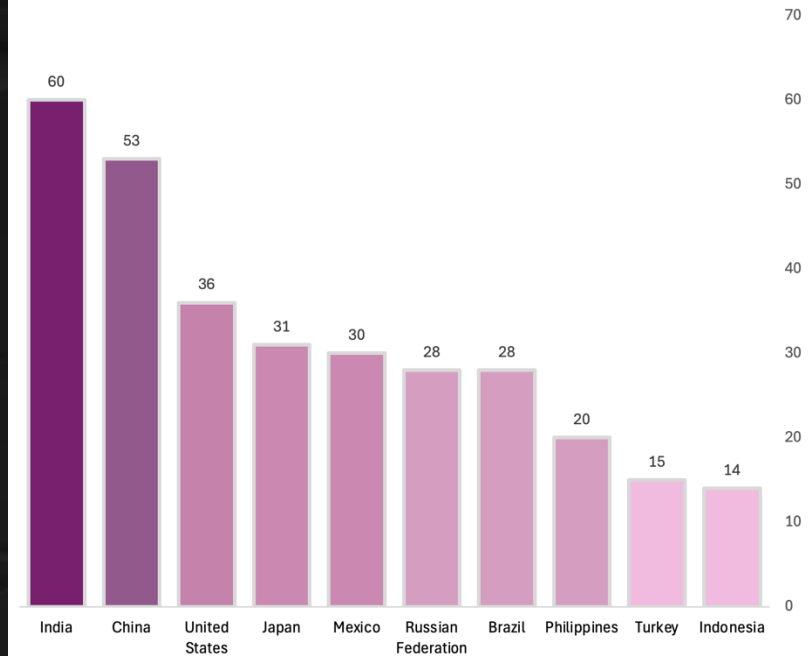# Customers

Where Are the Customers?

A global customer base is a strategic asset as streaming expands reach beyond physical store locations.

Where the Fans Are

Rockbuster currently serves 599 customers across 108 countries, proving global interest already exists.

Top 10 Customer Countries

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

Number of Customers
1   60
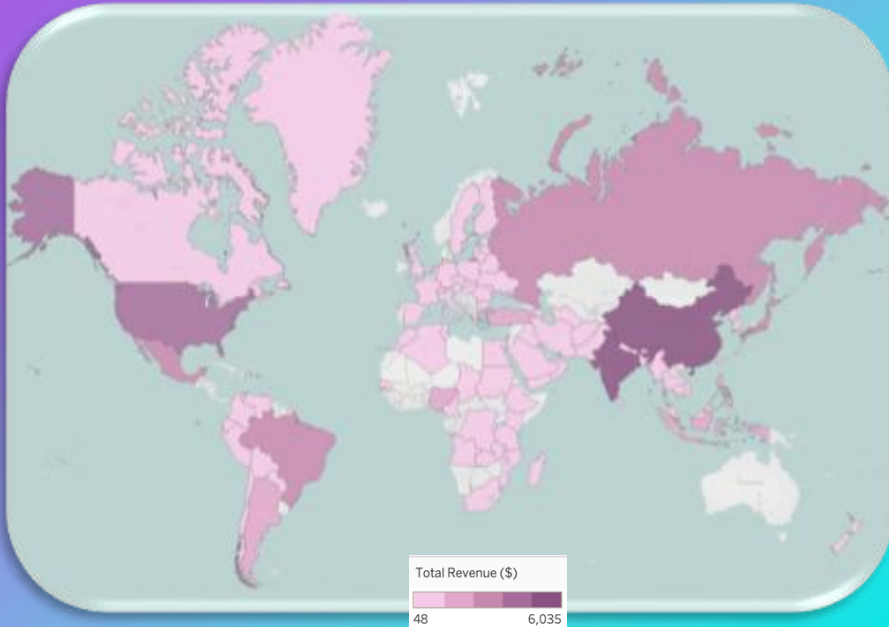
Opportunity: A ready-to-convert audience base for digital rollout.

Where High–Affinity Customers Live

India, China, and the United States = ~40% of customers

☆ These are the Tier-1 launch markets

Japan, Mexico, Brazil, Russia, Philippines, Turkey, and Indonesia form a growth tier with broad reach.

Total Revenue ($)
48   6,035

Focus early marketing, localization, and infrastructure on Tier-1 + Tier-2 rollout waves.

India leads with over $6,000 in payments

High volume
+
High speed
=
High-value launch markets

Revenue Powerhouses

China and the United States follow closely

These territories generate the revenue that will fund growth.
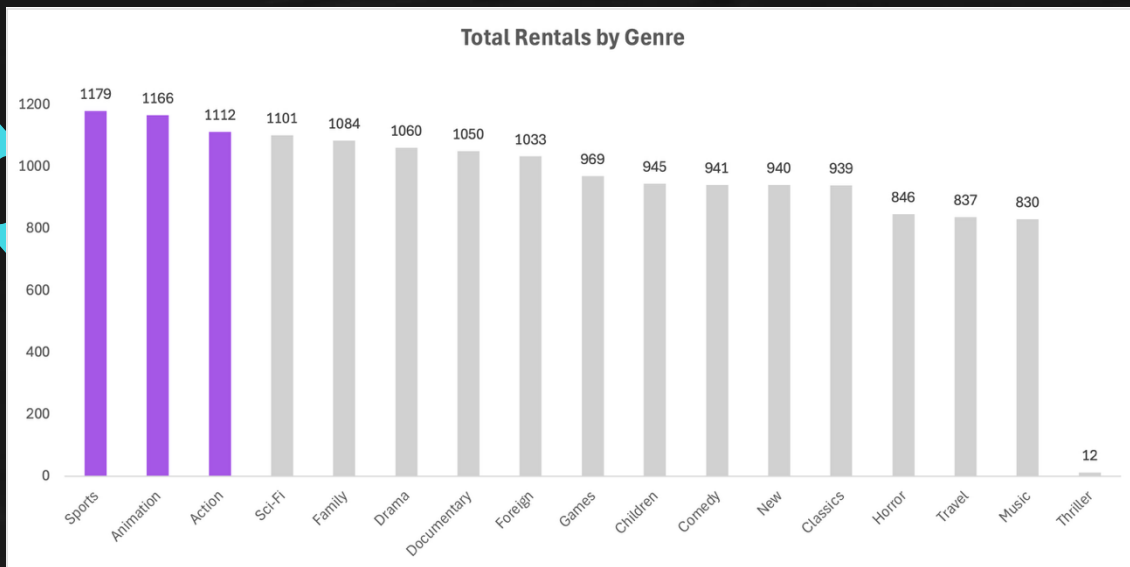
Rentals

What Content Pays the Bills?

What Content Makes Money?

☆ Sports, Sci-Fi, and Animation deliver the strongest revenue performance.

☆ Drama, Comedy, and Action form the profitable middle tier.

☆ Thrillers deliver low returns and is lower priority for initial streaming library.

Total Revenue by Genre:
Based on completed rental payments

Genre	Revenue
Sports	4892.19
Sci-Fi	4336.01
Animation	4245.31
Drama	4118.46
Comedy	4002.48
New	3966.38
Action	3951.84
Foreign	3934.47
Games	3922.18
Family	3782.26
Documentary	3749.65
Horror	3401.27
Classics	3353.38
Children	3309.39
Travel	3227.36
Music	3071.52
Thriller	47.89

What Drives Demand?
Rental Volume by Genre

Total Rentals by Genre

Genre	Rentals
Sports	1179
Animation	1166
Action	1112
Sci-Fi	1101
Family	1084
Drama	1060
Documentary	1050
Foreign	1033
Games	969
Children	945
Comedy	941
New	940
Classics	939
Horror	846
Travel	837
Music	830
Thriller	12

☆ Sports and Animation: high rentals + high revenue

☆ Align pricing + promotions where rentals peak

☆ Some genres attract interest but don't convert into dollars

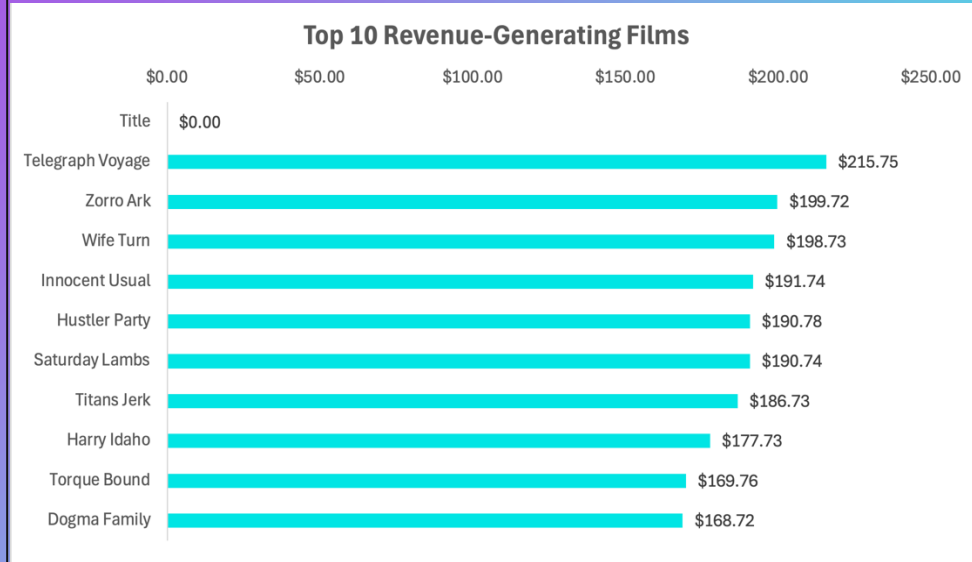Maximize both viewership and monetization

Who's the Audience?

- ☆ PG-13, NC-17, and PG lead revenue

- ☆ Teen & adult focus

- ☆ G-rated titles underperform, therefore family content not core to current base.

Plan launch catalogue for mature audience segments first

Hits Fuel the Business

Top 10 titles each generate $170-$215

Bottom 10 titles generate <$8

Top 10 Revenue-Generating Films

$0.00	$50.00	$100.00	$150.00	$200.00	$250.00

Title	$0.00
Telegraph Voyage	$215.75
Zorro Ark	$199.72
Wife Turn	$198.73
Innocent Usual	$191.74
Hustler Party	$190.78
Saturday Lambs	$190.74
Titans Jerk	$186.73
Harry Idaho	$177.73
Torque Bound	$169.76
Dogma Family	$168.72

Revenue is highly skewed. Small # of films make most of money.

Top Customer Lifetime Value

⭐ Top customers contribute $160-$210 each.

⭐ VIPs exist globally, not tied to single geography

⭐ These customers are first movers for premium & loyalty offerings.

(2) Karl Seal
$208.58
United States
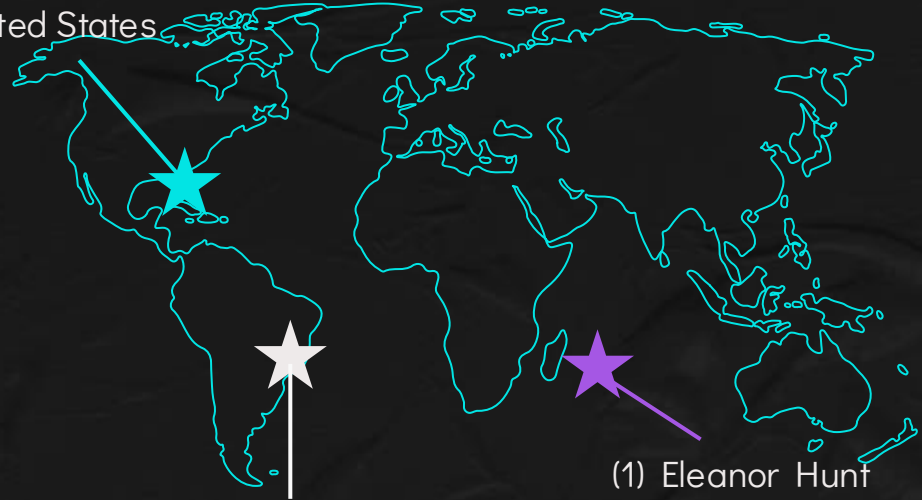
(3) Marion Snyder
$194.61
Brazil

(1) Eleanor Hunt
$211.55
Réunion

Strategic Insight Summary

☆ Asia-Pacific shows stronger rental pricing tolerance, making it a priority for digital expansion.

☆ International demand is evident – increase multilingual titles to grow adoption in non-English markets.

☆ Phase rollout: India, China, US → Japan, Mexico, Brazil, Russia as Wave 2.

☆ Genre trends show Sports, Sci-Fi, and Animation deliver higher-value rentals; prioritize their digital availability.

☆ Tailor pricing by region to protect margins while driving store-to-stream conversion.

☆ Support digital rollout with continuous testing of content performance to refine catalogue and spend.

Remaining Questions/Next Analysis

☆ Can we predict digital demand by leveraging rental revenue and genre trends?

☆ What pricing tiers maximize conversion in high-potential markets like India and China?

☆ Which cities drive strongest store-to-stream customer shifts?

☆ How should regional infrastructure (bandwidth, delivery paths) be prioritized to reduce streaming friction?

Thank You

Do you have any questions?

Top Customers by Countries Map (Where Fans Are)
High-Affinity Map