

Rockbuster Stealth

Customer, Country, and Revenue Insights for
Streaming Launch

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Hello Streaming! Goodbye Status Quo

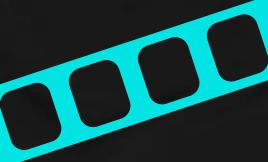
Rockbuster Stealth LLC is a once-iconic movie rental brand with global reach. But the rules have changed. Streaming giants like Netflix and Amazon Prime have rewritten customer expectations and have killed demand for physical rentals.

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



5 Days

Avg Rental Duration

\$4.20

Avg Transaction Value

46-185 minutes

Film length range

\$60,793.87

Total Revenue



\$101.50

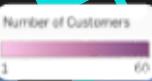
Avg Revenue per Customer

Customers

Where Are the Customers?

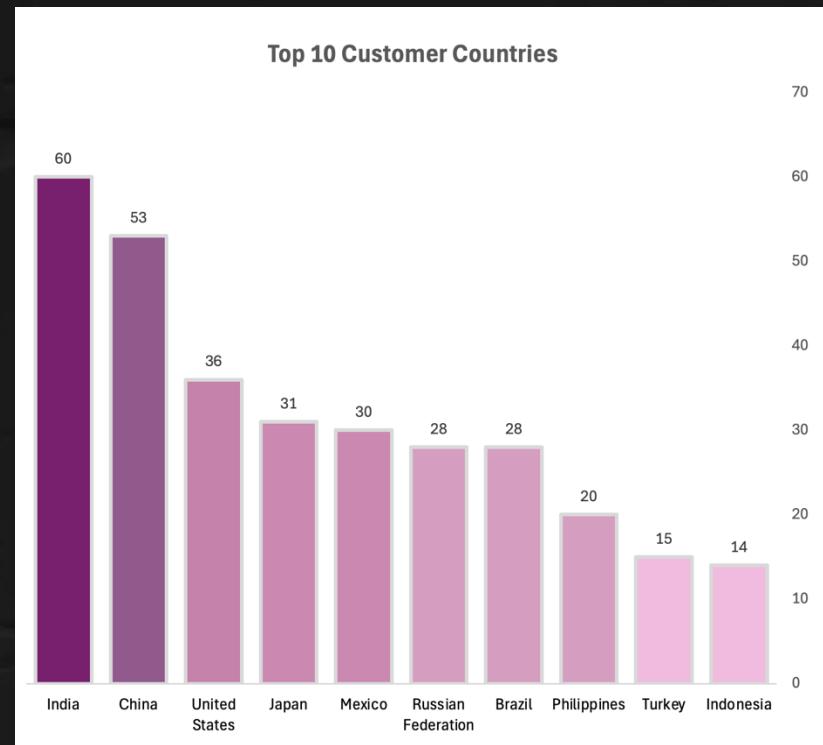
Where the Fans Are

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



★ Opportunity: A ready-to-convert audience base for digital rollout.

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

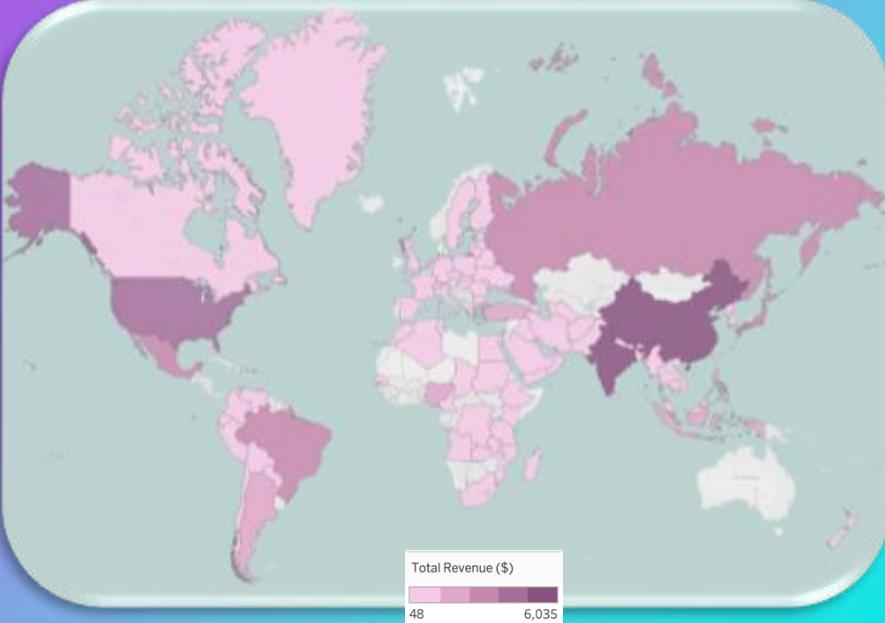


Where High-Affinity Customers Live



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.

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

Revenue Powerhouses

India leads with over \$6,000 in payments

China and the United States follow closely

High volume +
High speed =
High-value launch markets

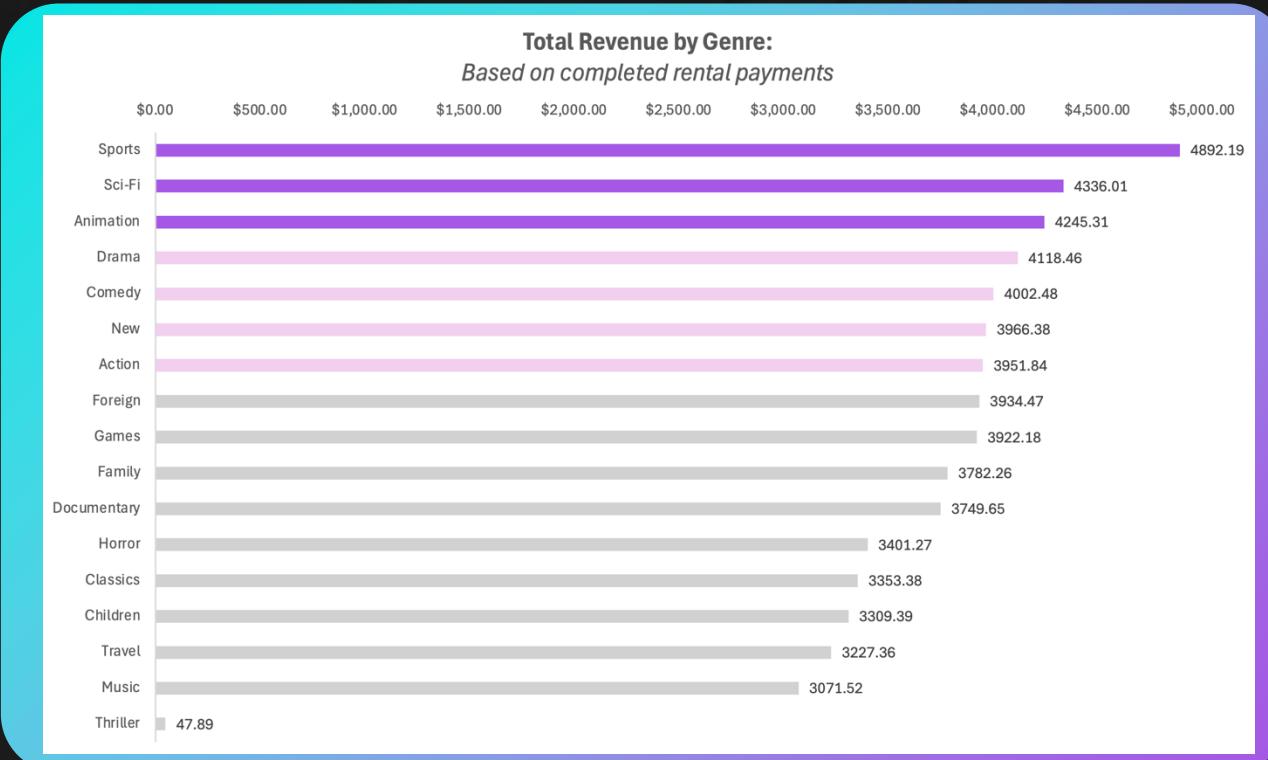
These territories generate the revenue that will fund growth.

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.

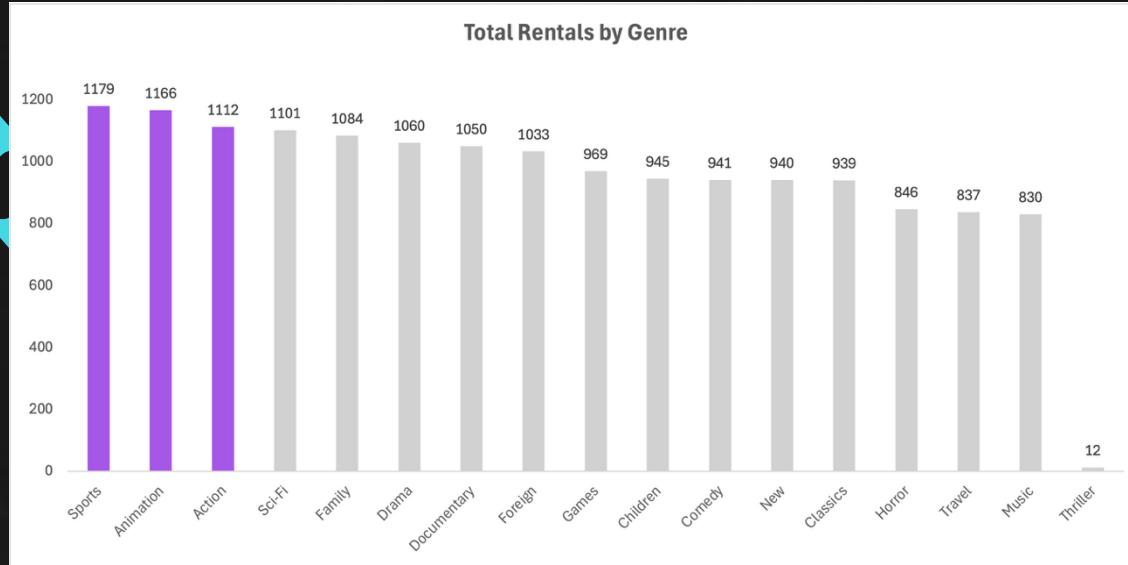
★ Thrillers deliver low returns and is lower priority for initial streaming library.



What Drives Demand?

Rental Volume by Genre

- ★ Sports and Animation : high rentals + high revenue



- ★ Some genres attract interest but don't convert into dollars

Maximize both viewership and monetization

- ★ Align pricing + promotions where rentals peak

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



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

Top Customer Lifetime Value

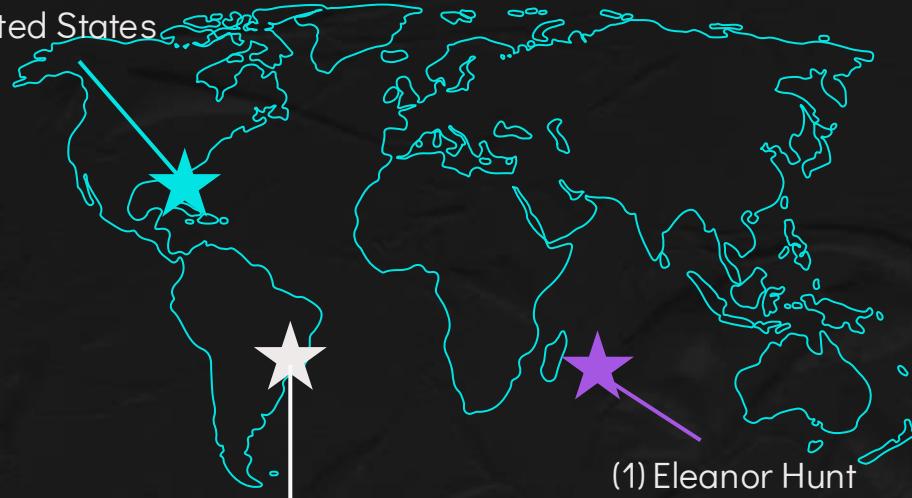
★ Top customers contribute \$160-\$210 each.

★ 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 Countries by Customer Count Map (Where Fans Are)

Top Customer Revenue Map (High-Affinity)

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