



ROCKBUSTER STEALTH LLC

ONLINE VIDEO SERVICE LAUNCH STRATEGY



BACKGROUND



History: Rockbuster Stealth LLC is a movie rental company that had stores around the world. The company has an existing portfolio of movie licenses.



Objective: Rockbuster plans to launch an online video rental service to compete with streaming services such as Netflix and Amazon Prime. Rockbuster would like to build on prior success as the foundation of their 2020 company strategy.

BASIC STATS

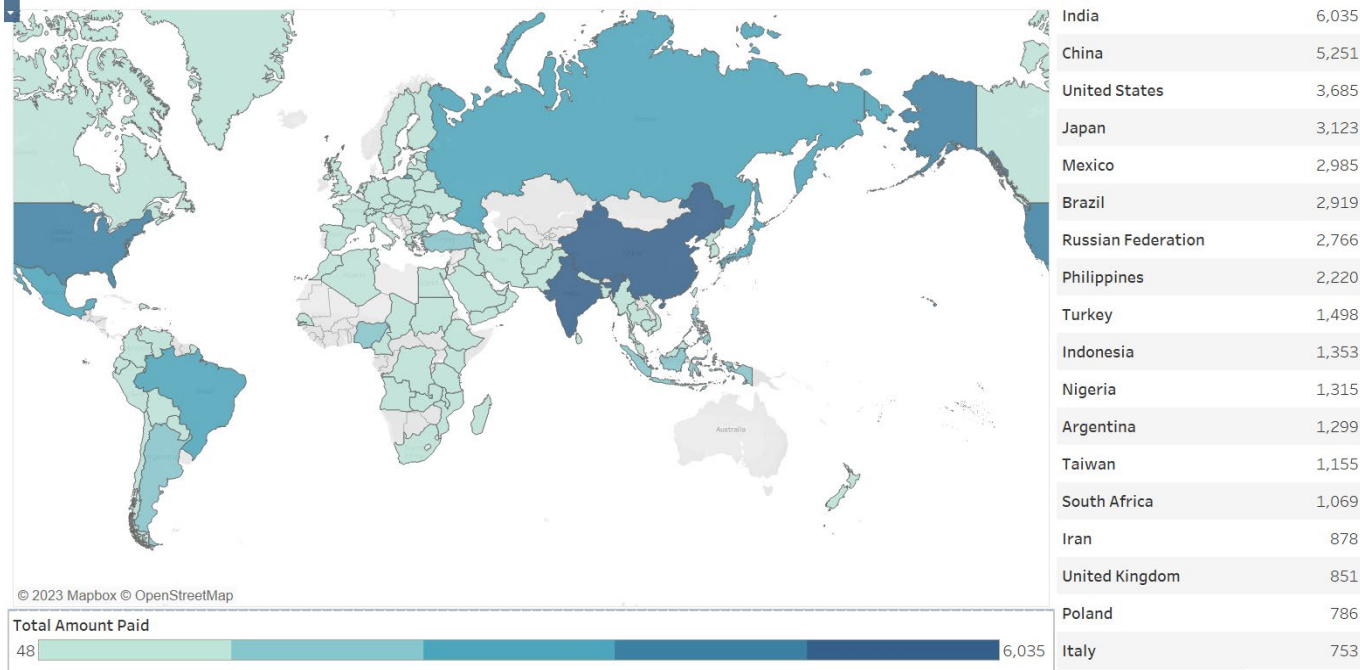
	Minimum	Maximum	Average
Rental Rate	\$0.99	\$4.99	\$2.98
Rental Duration	3 days	7 days	5 days
Film Length	46 minutes	185 minutes	115 minutes
Film Replacement Cost	\$9.99	\$29.99	\$19.98

Most Common Film Rating	PG-13
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Top Genres	Revenue (\$)
Sports	4892
Sci-Fi	4336
Animation	4245
Drama	4118
Comedy	4002

Looking at existing metrics, Rockbuster customers accept an average rental rate of \$2.98, rent on average for 5 days, watch films that average 115 minutes, most often choose PG-13 rated movies, and choose Sports, Sci-Fi, Animation, Drama, and Comedy as top genres. Rockbuster can promote movies that match these metrics in their new online platform.

TOP SALES BY COUNTRY/CITY - REVENUE



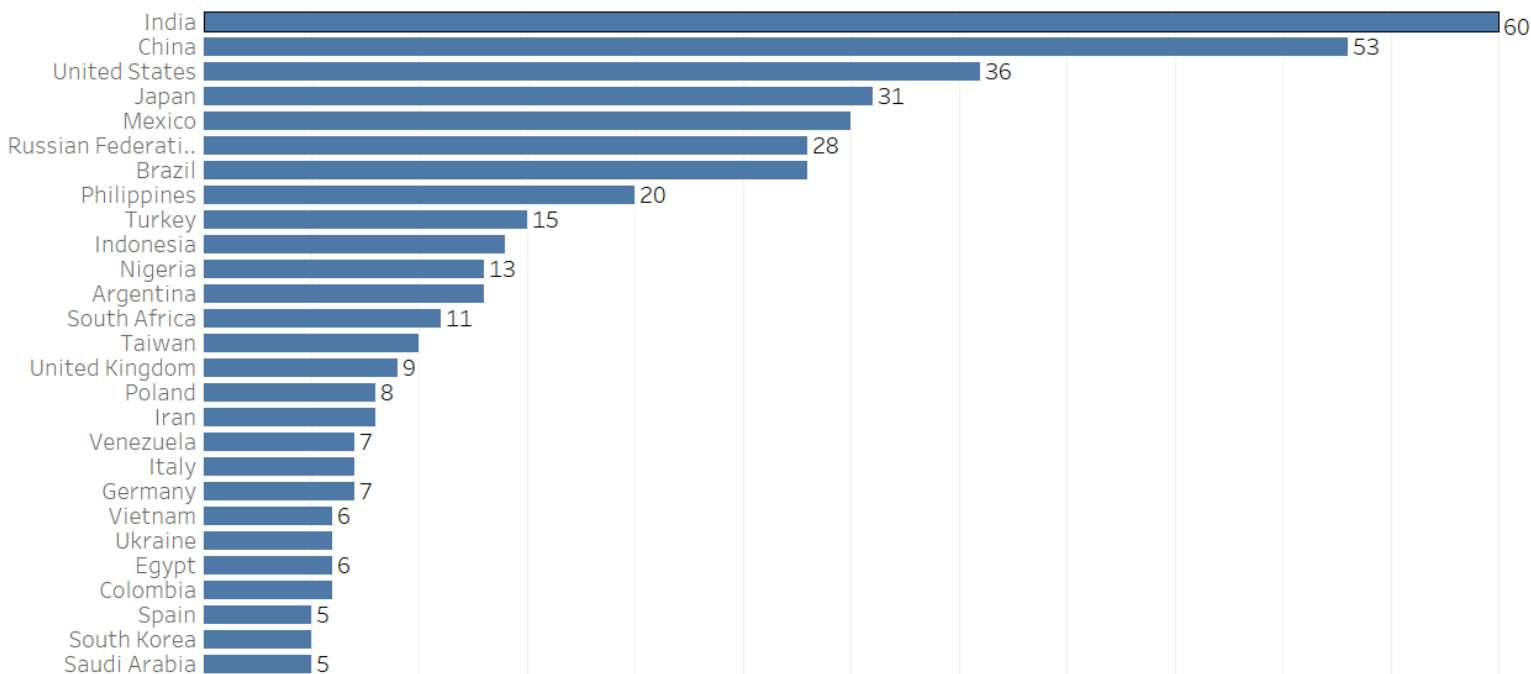
Rockbuster's most popular countries by revenue include India, China, the United States, Japan, Mexico, Brazil, Russia, Philippines, Turkey & Indonesia. Given their name recognition in these countries, focusing the new streaming platform in these areas could be the most successful.

Top Cities within Top Ten Countries

1	Aurora	6	Shanwei
2	Acua	7	So Leopoldo
3	Citrus Heights	8	Teboksary
4	Iwaki	9	Tianjin
5	Ambattur	10	Cianjur

Top cities within the top ten countries offers Rockbuster the ability to focus their marketing further into the most relevant cities, rather than just broadly in the most relevant countries.

TOP SALES BY COUNTRY – # OF CUSTOMER & AVERAGE SALES



Looking at top sales by customer count reveals the same countries have the highest concentration of Rockbuster customers.

Looking at highest average sales by customer reveals a new list of top countries. However, these countries have a low # of customers that may not warrant additional marketing attention.

Country	Average Purchase	Cust. #
Runion	211.6	1.0
Holy See (Vatica..	146.7	1.0
Nauru	143.7	1.0
Sweden	139.7	1.0
Belarus	135.7	2.0
Thailand	133.7	3.0
Czech Republic	132.7	1.0
Moldova	127.7	1.0
Turkmenistan	126.7	1.0
Latvia	124.7	2.0
Ecuador	123.1	3.0
Kenya	122.7	2.0
Chad	122.7	1.0
Malawi	121.7	1.0
Zambia	121.7	1.0
Virgin Islands, U...	121.7	1.0

HIGHEST PAYING CUSTOMERS



Looking broadly at the top Rockbuster customers, it is clear that significant sales come from outside the top ten countries and cities. While concentrating in the top areas would be beneficial, Rockbuster should consider their high-paying customers in other areas.

Customer*	City	Country	Paid
Eleanor	Saint-Denis	Runion	211.55
Karl	Cape Coral	United States	208.58
Marion	Santa Brbara dO..	Brazil	194.61
Rhonda	Apeldoorn	Netherlands	191.62
Clara	Molodetno	Belarus	189.60
Tommy	Qomsheh	Iran	183.63
Ana	Memphis	United States	167.67
Curtis	Richmond Hill	Canada	167.62
Marcia	Tanza	Philippines	166.61
Mike	Valparai	India	162.67
Arnold	Santa Rosa	Philippines	161.68
Wesley	Ourense (Orense)	Spain	158.65
Gordon	Hodeida	Yemen	157.69
Louis	Tanauan	Philippines	156.66
Lena	Halisahar	India	154.70
Tim	Bijapur	India	154.66
Warren	Usolje-Sibirskoje	Russian Federati..	152.69
Steve	Probolinggo	Indonesia	152.68
Brittany	Sumy	Ukraine	151.73
Guy	Zhoushan	China	151.69
June	Skikda	Algeria	151.68

* Last name of customer excluded for privacy

CONCLUSION

- Rockbuster can use market research to determine a pricing model for a streaming service and use prior data of customer preferences to promote particular films from their catalogue
 - Rockbuster can consider two or more pricing options to cater to the needs of different users, this could include a VIP option with special perks at a higher price point
- Top countries and cities should be considered for primary marketing campaigns to make use of existing brand recognition
- Other areas should not be ignored, after focusing in key countries and cities, Rockbuster should expand efforts to capitalize on interest shown in other areas

