

## Problem Statement

Ideate a new online movie ticket booking platform which can surpass market leader on “No. of tickets booked” parameter

## Industry Analysis

- **Size - 330 mn USD** (2017), 20% CAGR Growth by 2020
- **Distribution:** Movies (55%), Sports(25%), Events (20%)
- **Players:** Bookmyshow, Paytm, Ticketnew, own platforms
- **Key Features:**
  - 1) Web & Mobile app Platforms
  - 2) Blogs to keep consumer engaged
  - 3) Reserve Seats
  - 4) Preorder Food
  - 5) Information on availability of tickets
- **Drivers:** Deep mobile internet & smart devices penetration, Affordable broadband connectivity

## Industry Trends

- Indian M&E Segment expected to account for ₹2.35 trillion consumer spending by 2021 @ 12% pa. (EY)
- Millennials spend 60% more on live experiences than Gen Xers (McKinsey, 2017)
- China – 80% , India 10-12% (% Online Bookings)
- Diversification towards high margin sports & live events

## DEMAND SIDE: Customer Pain Points

- Making a queue to buy tickets from box office
- Availability of tickets only at fixed duration at BOs
- Lack of info. on ticket availability & black marketing
- Lack of choice to select seats of one's choice
- Cancellation charges
- Lengthy checkout/booking Procedures
- Limited availability of snacking options

## SUPPLY SIDE: Theatre Mgmt. Pain Points

- Low occupancy rates
- Low Average Revenue Per User

## Typical Business & Revenue Model

Provide details of films & enable reserve tickets online  
**Revenue**

- 1) Convenience Fee & Internet Handling Charges
- 2) Website Ads
- 3) Feature coverage on homepage & carousel
- 4) Special Screenings (high margin)

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| <p><b>Customer Expectation</b></p> <ul style="list-style-type: none"> <li>• Hassle free online booking</li> <li>• Free Cancellation of Tickets</li> <li>• Personalised Greetings over Big Screen</li> </ul> | <ul style="list-style-type: none"> <li>• Easy ticket transfer</li> <li>• Phone Booking &amp; SMS Booking for Loyalty Members</li> <li>• Filmy/Movie Pass for assured discounts</li> </ul> |
|---|---|

### Typical Customer Buying Criteria

Parameter	
Cost	Should be moderate (at par with market markups ~7-12%) when compared to BO prices
Platform Availability	Web, Mobile Booking Platform supporting all OS
Payment Options	Multiple payment options like Internet Banking, 3 <sup>rd</sup> Party & Proprietary Wallets, Cards etc.
Data Security & Privacy	Personal Info & Card related information needs to be secured
Features	<ol style="list-style-type: none"> <li>1) Free Cancellation of Tickets</li> <li>2) Easy Ticket Transfer</li> <li>3) Value added services like – Complimentary Snacks/Drink, Variety of Snacking Options &amp; Pre-booking facility</li> <li>4) Exclusive Discounts/Filmy Pass – offering assured discounts</li> <li>5) Phone &amp; SMS Booking for Loyalty Members</li> <li>6) Exclusive Deals for Loyal Customers for Partner Merchants</li> </ol>
Friendly UI & UX	<p>UI should be easy to navigate and intuitive</p> <p>Short booking procedure with seamless integration with preferred payment options</p>
Film Reviews/Ratings	Ratings & reviews contributed by userbase

## Vision

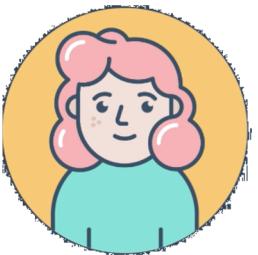
To become market leader in movie online ticketing segment with focus on user engagement & delighted user experience

### CUSTOMER PERSONA



**Rangeela Rahul, 30Y Male**

He is a working professional who prefers to spend his weekends by watching movies. His priority is to have hassle free movie watching experience. He hates lengthy booking processes.



**Shaukeen Sharmila, 45Y Female**

She is a housewife, who loves watching movies and sings songs. She is a movie buff and she creates lots of tiktok videos of her favourite songs. She needs a platform to display her talent and to show her love for cinema.



**Kanjoos Kattappa, 27Y, Male**

Kattappa loves watching films in theatres. But, he is always unwilling to pay full price for tickets and always look for best price. He is more concerned about price and he is ready to compromise in few aspects for the same. He always looks for deals/discounts.

## PRODUCT DIFFERENTIATION

FEATURE	BMS	PAYTM	TRADITIONAL BO	MOVIEFIX
Pricing	Dynamic pricing based on weekends, weekdays & timings of shows	Dynamic pricing based on weekends, weekdays & timings of shows	Inflated pricing during the first week, and fixed pricing from later on	Differential Pricing – Supersaver & Standard pricing (based on the probability of selling the seats)
Movie related info	Basic details like cast, synopsis, user/critics reviews, official trailer	Basic details like cast, synopsis, user/critics reviews, official trailer	Movie Posters, Banners	One stop platform for movie related news, synopsis, trailers, teasers, posters, crew interviews, user reviews/ratings, user generated content like Song covers, tiktok/youtube/hello content
Value Added Services/ Addons	Pre-book Snacks/Beverages	Pre-book Snacks/Beverages	Limited availability of snacks	Complimentary Snacks/Beverages for selected users, Pre-book option from restaurant of choice/menu
Platform Features	<ul style="list-style-type: none"> <li>No sort by distance/price feature</li> <li>Doesn't show how many seats are available</li> </ul>	<ul style="list-style-type: none"> <li>Seamlessly integrated platform with paytm wallet</li> <li>No sort by price feature</li> <li>Doesn't show how many seats are available</li> </ul>	N/A	<ul style="list-style-type: none"> <li>User Engagement Contests like Meet the star contest</li> <li>Opportunity to become an influencer and promote the movies of their favourite stars</li> <li>Can sort by price/distance</li> <li>Personalised Greetings over Big Screen</li> <li>Phone Booking &amp; SMS Booking for selected Members</li> </ul>
Loyalty Programs	<ul style="list-style-type: none"> <li>Bookmyshow superstar</li> <li>Free Cancellations</li> <li>Exclusive Offers</li> </ul>	Movie Pass feature – assure cash back & 4 movies/month	N/A	<ul style="list-style-type: none"> <li>Free Cancellations</li> <li>User tier-based exclusive offers – tier is based on the activity level of user on the platform</li> <li>Easy ticket transfer</li> <li>Special discount for repeated movie goer</li> </ul>
Our Product Features	<ol style="list-style-type: none"> <li>Social Networking platform for movie lovers</li> <li>Talent showcase &amp; user engagement contests</li> <li>Differential pricing for tickets</li> <li>Influencer Marketing Platform for movies</li> <li>Unique loyalty program based on user activeness on the platform</li> <li>One stop platform for showcasing talent to the movie community</li> <li>Special discounts for repeat users</li> <li>Hassle-free ticket booking process</li> </ol>			

Feature	Value Addition Type	Boundary Cases	Mitigation
Differential Pricing	<b>Revenue Generation</b> <ul style="list-style-type: none"> <li>1) Increase sales by maximizing seat occupancy of leftover seats</li> <li>2) Targeting price sensitive users who care less about seat positioning</li> </ul>	Customers may wait in anticipation of low-priced tickets in last hours	Differential pricing will not be made available during first 7-10 days since the release of the film. Users do not have a choice of choosing the seat of their choice. Seats will be given based on availability. Also the no. of super saving seats will vary on the theatre's demand.
Social Networking Platform for movie lovers	<b>Customer Engagement</b> <ul style="list-style-type: none"> <li>1) Share his reviews/thoughts on film</li> <li>2) Movie related info like synopsis, trailers, crew interviews, user reviews</li> </ul>	Onboarding users who are addicted to other social networking platforms	Even though the initial onboarding is a difficult task, the unique features of Moviefix platform will keep customers engaged on its platform.
Talent Showcase Platform + Contests	<b>Customer Engagement + Loyalty Building</b> <ul style="list-style-type: none"> <li>• help him/her showcase talent to the movie community or his love for cinema</li> <li>• Through various contests like meet the star, become a promoter for your actor's movie</li> </ul>	Customer may feel the contests are fake and biased	Contests will be judged by both the MF users through voting and by the movie crew. Meet up pictures of the users with movie stars will be kept under each contest under the archives.
Special discount for repeat movie goers	<b>Increase customer loyalty and CLTV + Revenue</b>	Customers may book tickets and sell it to others at lower price	Physical Ticket need to be picked-up from the MF staff near BO and get the ID verified to avail the feature.
Influencer Marketing Platform for movies	<b>Revenue Generation &amp; Customer Retention</b>	Customer may encounter unrelated content or hatred messages.	Moderators review the content and also cater to the reports raised by the customers on the platform in order to screen the content. AI/ML tools to aid in identifying content.
Unique Loyalty Program	<b>Customer Engagement + Retention</b> <u>Tier based System</u> - Based on his purchase history, activity on the platform like posts, comments, participation in events, own content contribution, providing feedback surveys	-	-
Hassle free ticket booking process	<b>Customer Retention</b> Ease of navigation and time saving	-	-

**TARGET SEGMENT PROFILE**

- Full market coverage
- Positioning  
One stop ticket booking platform for all your movie related stuff, with focus on **Customer Engagement & Delighted Customer Experience**
- Unique Value Proposition  
In addition to the online movie ticketing services, Moviefix acts as a Social Networking Platform for movie lovers, which also enable folks to showcase their talent to movie community and earn wonderful opportunities to meet their favorite stars

**CHANNELS**

- 1) Social Media – FB, Instagram, Snapchat, Tiktok, Youtube
- 2) In-game advertising
- 3) Focus on earned, owned media

**PRODUCT OFFERING**

End-end complete movie exp. platform for movie ticketing, talent showcasing & social networking platform for movie lovers. In addition one can get all movie related info at one place.

**PRICING****Differential pricing**

- 1) *Standard tickets* – pricing on par with market prices (7-12% mark up over BO prices)
- 2) *Supersaver tickets* – prices at slashed prices to counter lower seat occupancy, without giving option to chose tickets

**PLACE**

Online ticketing platform – Web & Mobile platform for all OS

Social Networking feature over the platform

**PROMOTIONAL STRATEGIES**

**Awareness** | User engagement activities/contests on social media, Billboard/hoarding/banners and flyers in malls, Influencer Marketing

**Interest** | Campaigns & Ads focus on features like social networking platform, Differential Pricing, Special Discounts for repeat moviegoers, simplest 4-tap booking process, Platform to showcase talent for the movie community

**Desire** | Meet the star contests, Be a promoter for your actor's film contest

**Action** | Limited time supersaver ticket sales, Complimentary snacks/beverages for selected users, Referral systems, Partner discount offers

**BUDGET****Phase -1: (1-2% of Revenue)**

Implementation of awareness campaigns in Social Media platforms, Hoardings, flyers in malls

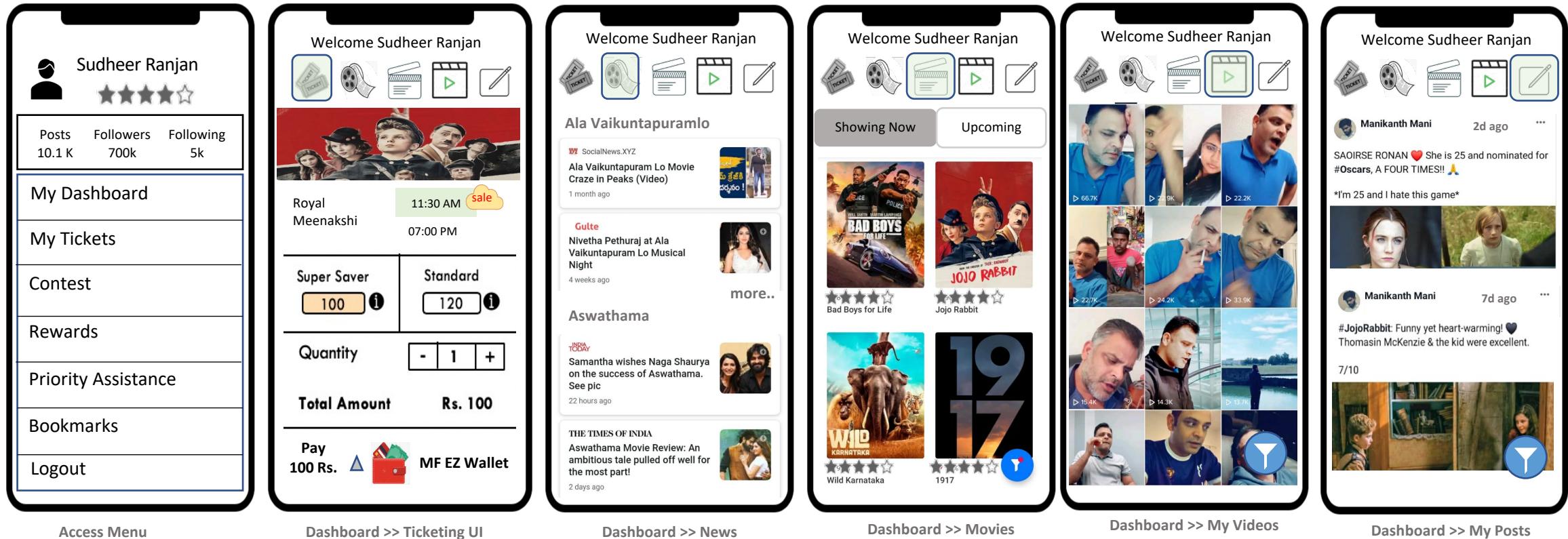
**Phase-2: (additional 0-1% of Revenue)**

Explore In-game advertising & increase focus on earned and owned media

**Phase-3: (additional 1-2% of Revenue)**

Customer acquisition using paid media like Display Advertising, Youtube ad campaigns

## PRODUCT STRATEGY & METRICS



Access Menu

Dashboard &gt;&gt; Ticketing UI

Dashboard &gt;&gt; News

Dashboard &gt;&gt; Movies

Dashboard &gt;&gt; My Videos

Dashboard &gt;&gt; My Posts

Acquisition	Activation	Retention	Monetisation	Others
CPA	New Users	Repurchase Rate	No of tickets sold	Lost sales
CPC	No of searches	Cart Abandonment rate	ARPU	Rate of cancellation
CPM	New cart started	Average cart size	Lapsed Customers	NPS/Applause rate
App downloads	New customers with successful purchase	Visits of active users per month	CLTV	Average time spent on platform