



# Rockbuster Stealth

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FINDINGS &  
SUGGESTIONS

**HOLLYWOOD**

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# Rockbuster Stealth - Overview

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1,000 FILM  
CATALOG WITH  
372 UNIQUE  
TITLES

599 CUSTOMERS  
WITH 300  
CURRENTLY  
ACTIVE

THE AVERAGE  
FILM RENTAL IS  
FOR FIVE DAYS AT  
A 2.98 USD RATE.

# Background

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

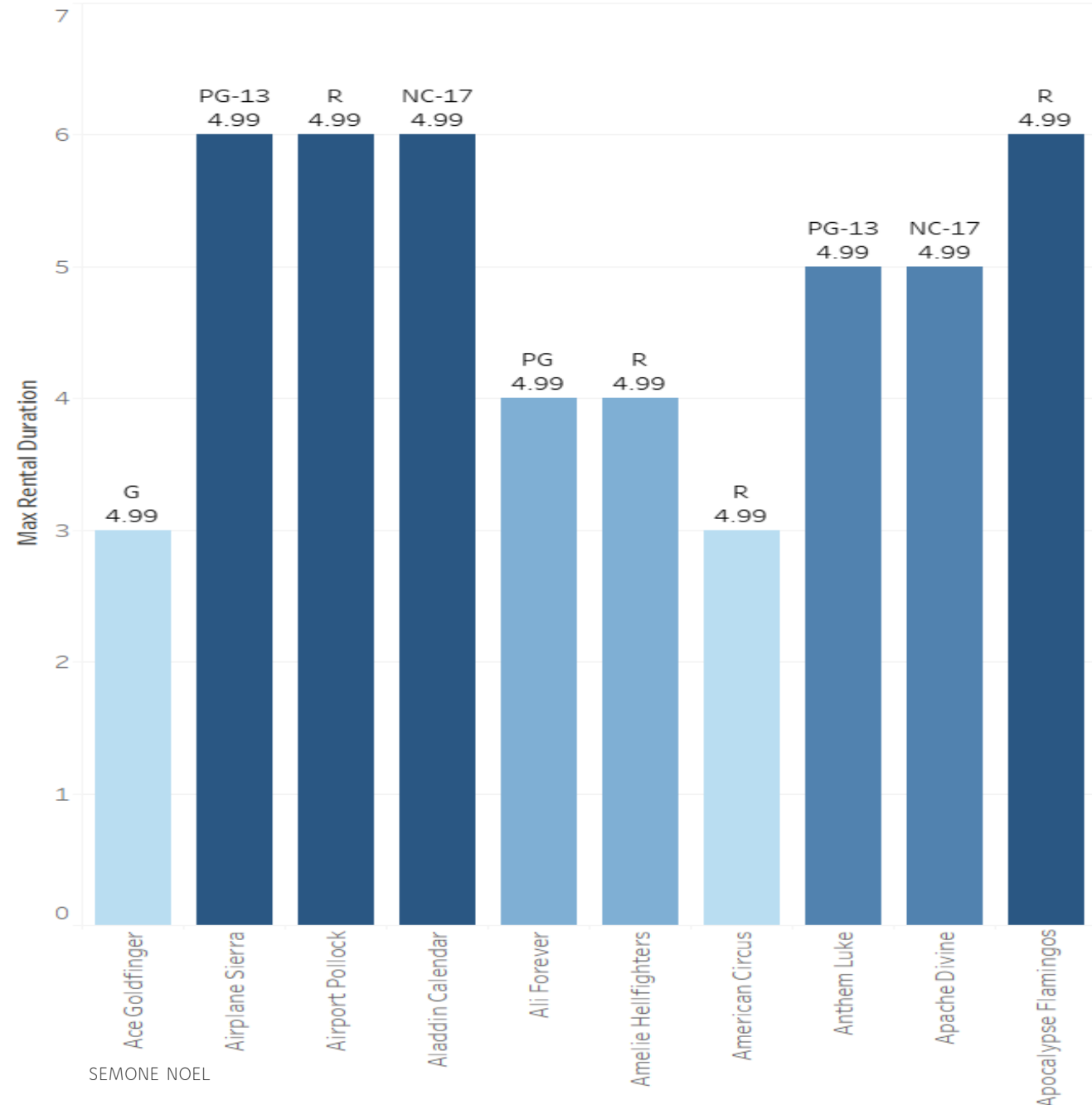
*Rockbuster's central questions are:*

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?

# Which movies contributed the most revenue gain?

Rockbuster's top four film rentals duration is consistent with their average rental duration and can provide a roadmap to future film purchases that will perform well with its customer base. The two lowest performers have a rental duration of three days, but they all have the same rental rate of 4.99 USD, which is their highest rental rate. The film ratings reinforce the possibility that the typical profile of Rockbuster customers is families with at least one child, most likely teenagers.

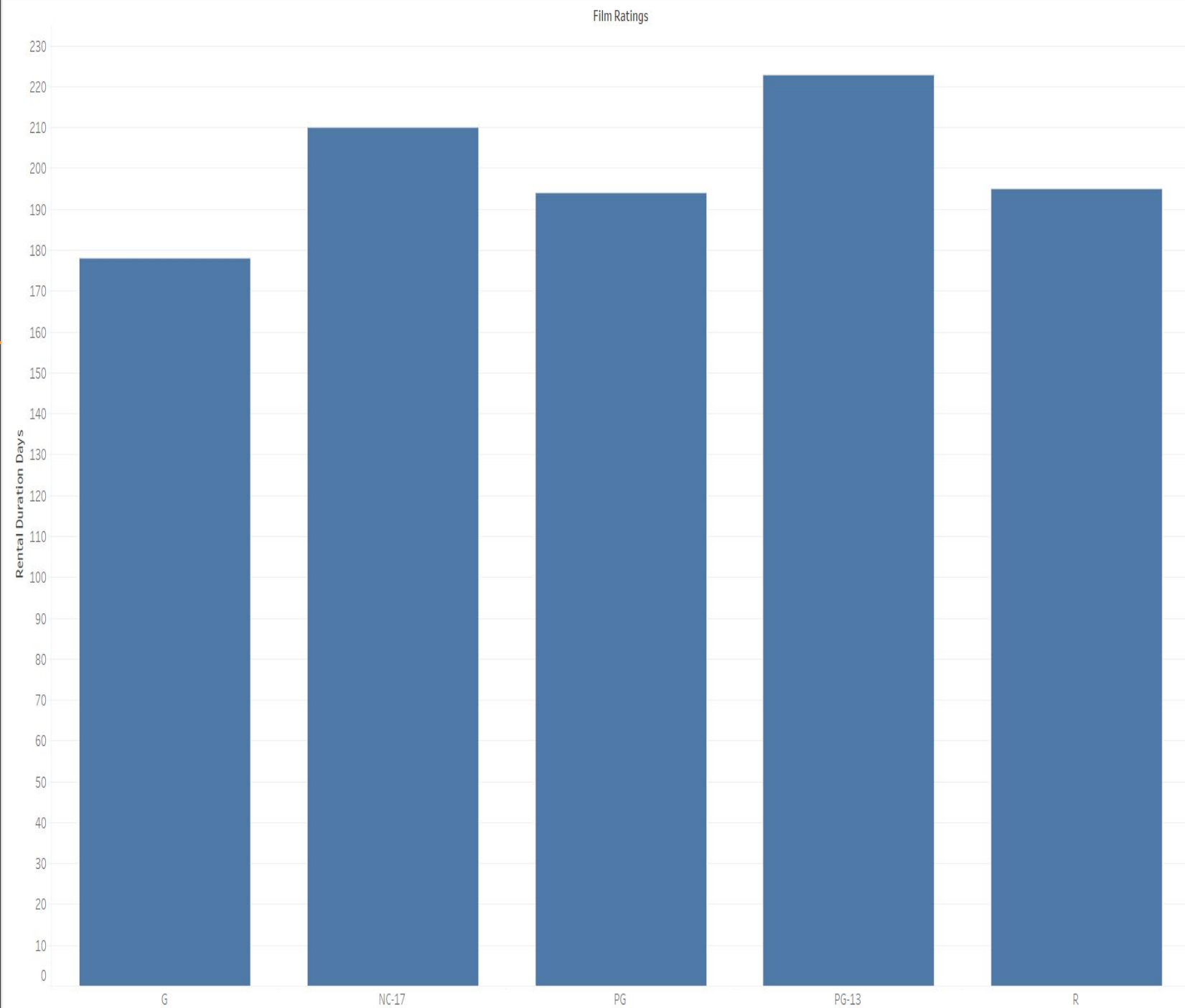
**Top and Bottom Film Titles by Duration (2006)**



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# What is the average rental duration for all videos?

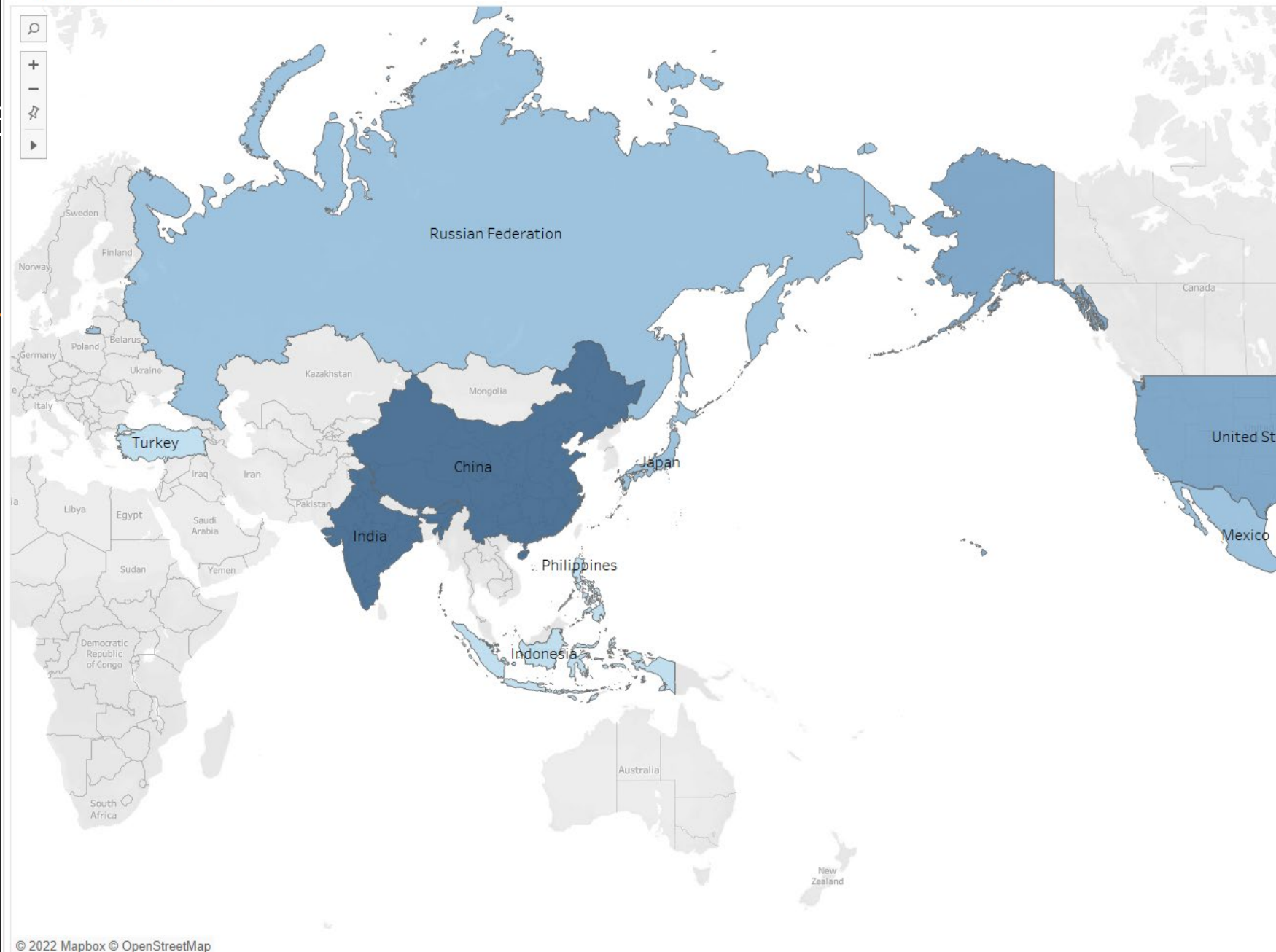
When broken down by ratings, the highest rentals for the longest period are PG 13 (223 days) and NC-17(210 days) films. This may suggest that the top customers may be families with at least one teenager in the household. The third highest film rating is PG (190 days) which further reinforces that the customer base is primarily families with at least one child. Further analysis is needed to verify this supposition.



# Which countries have Rockbuster's highest customers base?

- India
- China (Top Customer Count)
- United States
- Japan
- Mexico
- Brazil
- Russian Federation
- Philippines
- Turkey
- Indonesia

Top 10 Countries



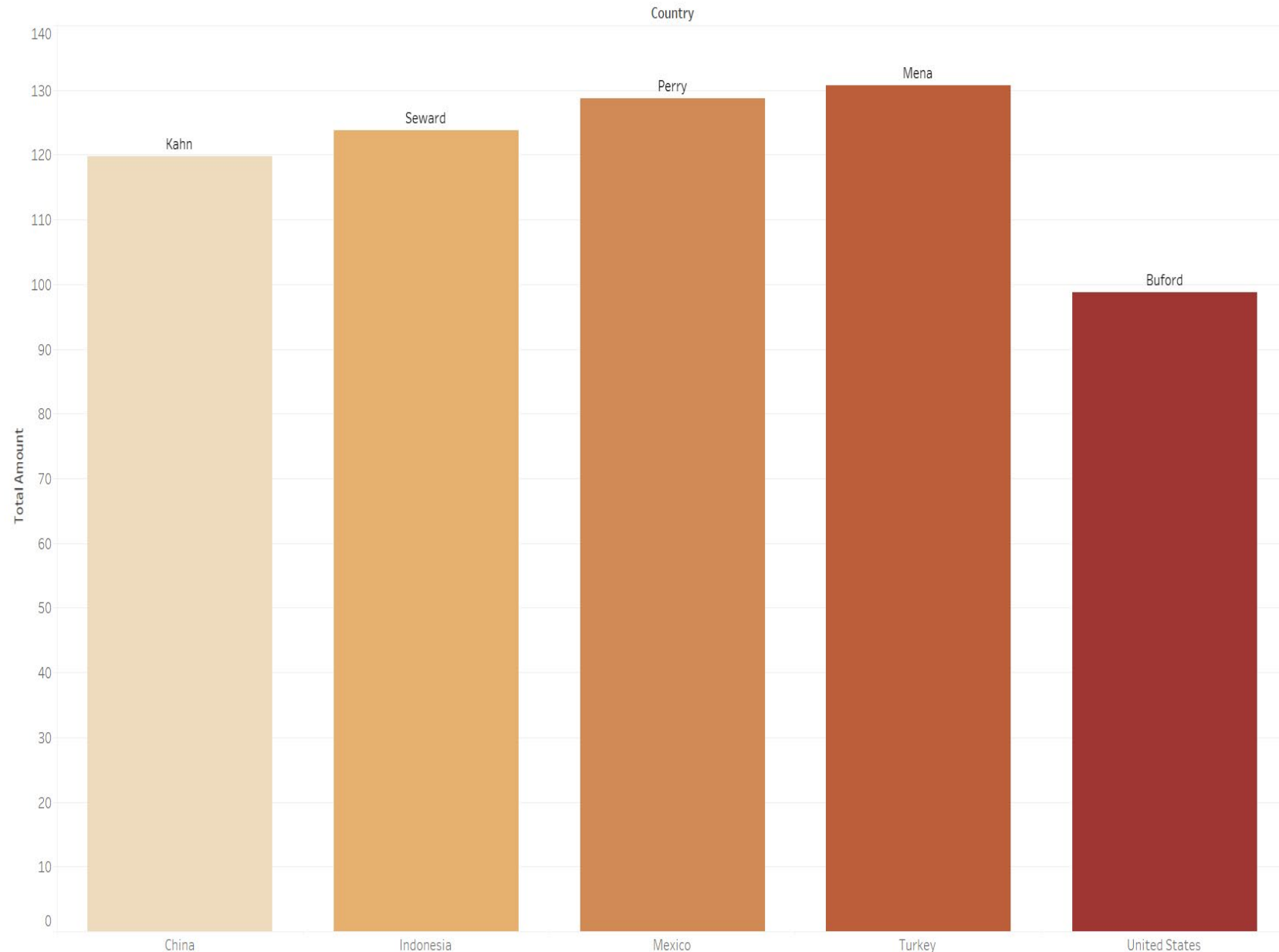


# Rockbuster customers with a high-value based?

Rockbuster's has a solid global reach regarding its high-value customer, which is based in several desirable markets that also align with its highest performing markets globally:

- ✓ USA
- ✓ China
- ✓ Mexico
- ✓ Turkey
- ✓ Indonesia

Top 5 Customer Global





# Suggestions

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- Build a film acquisition strategy that focuses on NC-17, PG-13, and PG films.
- Expand the recognition program of the top five customers in the top ten countries.
- Further analyze the family composition of the typical customer to refine film selection.
- Create a global strategy that capitalizes on Rockbuster's key strengths:
  - Broadening market share in the countries where Rockbuster is currently doing business
  - Increase duration of rentals from 5 days to 7 days (current average is five days)
  - Increase film languages to match its top 10 country markets.





# Summary

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Rockbuster Stealth LLC is positioned to start an online streaming service by leveraging its global position to create a soft entrance to the streaming market. If Rockbuster enters the streaming market as a niche provider of family-friendly films. Rockbuster Stealth LLC should focus on its core strengths, such as its top ten films and rental duration length; it can create a stable, strong point for entering the streaming market.