

# **The US Video Rental Industry Outlook to 2017 - Subscription streaming and Internet Video on Demand to Sustain the Future Growth**

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## **Abstracts**

The report titled “The US Video Rental Industry Outlook to 2017- Subscription streaming and Internet Video on Demand to Sustain the Future Growth” provides a comprehensive analysis of the market size of the video rental industry in the US, market segmentation on the basis of physical and digital video rentals and by products such as VHS, DVD’s and Blu-ray discs by revenue. The physical segment consists of kiosks, brick and mortar stores and physical subscription and digital segment includes transactional video on demand, subscription streaming and internet video on demand. The report also entails the market share and company profiles of major players in the video rental industry as well as in internet video on demand segment. The report involves trends and developments of the prevailing industry in the US. An analysis of the future of video rentals is provided on the basis of revenue of the market over next five years.

Video rental market is one of the most important avenues of the overall home entertainment industry in the US. The US video rental industry has experienced various fluctuations over the last few years. Over the years, the contribution of digital video rental market has inclined as compared to physical rentals due to advancement in the technology and shift in the preferences of the customers moving towards digital rentals. The industry has been majorly dominated by physical segment contributing ~% in the overall market in CY’2012.

The digital movie rental market in the US consists of transactional video on demand, subscription streaming and internet video on demand with a share of ~%, ~% and ~% respectively in CY’2012. The revenue for the digital movie rental market in the US was USD ~ million in CY’2007 which inclined to USD ~ million in CY’2012 thereby

registering a growth of 32.9% during the period.

Netflix and the Coinstar (Redbox) have been the leaders in the market with significant contribution in revenue with a market share of ~% and ~% respectively in CY'2012. Blockbuster is the third largest player in the video rental market.

The US Video rental market is expected to grow at a CAGR of 4.8% from CY'2013-CY'2017 with significant contribution of kiosks in physical rentals and internet video on demand and streaming by subscription in digital video rentals.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of the US Video rental industry, CY'2007-CY'2012.

Market segmentation of US Video rental industry by physical and digital video rentals, CY'2007-CY'2012.

Market Segmentation of physical video rentals by kiosks, subscription by physical and brick and mortar stores, CY'2007-CY'2012.

Market Segmentation of digital video rentals by subscription streaming, internet video on demand and transactional video on demand CY'2007-CY'2012.

Market Segmentation of the US Video rental industry by products, CY'2007-CY'2012.

Market Share of Major players in the internet video on demand segment, CY'2012

Market Share of Major players in the overall video rental industry in the US, CY'2012.

The US video rental industry SWOT Analysis.

Government Regulations in the US video rental industry

Trends and Developments in the US video rental industry.

Company profiles of major players in the Video rental industry in the US.

Future outlook and projections on the basis of revenue in the US video rental industry in the US, CY'2013-CY'2017.

## Contents

### **1. THE US VIDEO RENTAL MARKET INTRODUCTION**

### **2. THE US VIDEO RENTAL MARKET SIZE, CY'2007-CY'2012**

### **3. THE US VIDEO RENTAL MARKET SEGMENTATION, CY'2007-CY'2012**

#### **3.1. By Physical Video Rental Market, CY'2007-CY'2012**

##### **3.1.1. By Kiosks, CY'2007-CY'2012**

##### **3.1.2. By Brick And Mortar Stores, CY'2007-CY'2012**

##### **3.1.3. By Physical Subscription, CY'2007-CY'2012**

#### **3.2. By Digital Video Rental Market, CY'2007-CY'2012**

##### **3.2.1. By Transactional Video on Demand, CY'2007-CY'2012**

##### **3.2.2. By Subscription Streaming, CY'2007-CY'2012**

##### **3.2.3. By Internet Video on Demand, CY'2007-CY'2012**

###### **3.2.3.1. Market Share of Major Players in the US Internet VOD Market, CY'2012**

###### **3.2.3.2. Competitive Landscape of Major Players in the US Internet VOD Market**

#### **3.3. By Products, CY'2007-CY'2012**

##### **3.3.1. By Video Home System (VHS) Rentals, CY'2007-CY'2012**

##### **3.3.2. By DVD And Blu-Ray DVD Rentals, CY'2007-CY'2012**

### **4. GOVERNMENT REGULATIONS IN THE US VIDEO RENTAL MARKET**

### **5. THE US VIDEO RENTAL MARKET TRENDS AND DEVELOPMENTS**

Shift in the Preferences of the Customers from Physical to Digital Movie Rentals

Surge in the Number of Internet Subscribers

Increase in the Online Video Subscriber Households

Shift in the focus of Customers from DVD Rentals to Blu-Ray DVD rentals

Decline in the Spending per Household on Video Rentals

### **6. THE US VIDEO RENTAL MARKET SWOT ANALYSIS**

### **7. MARKET SHARE OF MAJOR PLAYERS IN THE US VIDEO RENTAL MARKET, CY'2012**

### **8. THE US VIDEO RENTAL MARKET FUTURE OUTLOOK AND PROJECTIONS, CY'2013-CY'2017**

- 8.1. By Physical Video Rental Market, CY'2013-CY'2017
- 8.2. By Digital Video Rental Market, CY'2013-CY'2017
- 8.3. By Blu- Ray and DVD's, CY'2013-CY'2017
- 8.4. Cause and Effect Relationship Between Dependent and Independent Factors Prevailing in the US Video Rental Market

## **9. COMPANY PROFILES OF MAJOR PLAYERS IN THE US VIDEO RENTAL MARKET**

- 9.1. Netflix
  - 9.1.1. Company Overview
  - 9.1.2. Financial Performance, CY'2009-CY'2012
  - 9.1.3. Business Strategy
    - Investment in Streaming Content
    - Focus on Continuous Service Improvement
  - 9.1.4. SWOT Analysis
- 9.2. Coinstar Inc. (Redbox)
  - 9.2.1. Company Overview
  - 9.2.2. Business Strategy
    - Positioning Strategy
    - Using Brochures and Flyers Across Movie Theatres for promotion
    - Trade Promotions
    - Inculcating Market Communication
  - 9.2.3. SWOT Analysis
- 9.3. Blockbuster (Dish Network Corp)
  - 9.3.1. Company Overview
  - 9.3.2. Business Strategy
    - Outstanding Customer Service
    - Focus on Marketing Through Several Channels
  - 9.3.3. SWOT Analysis

## **10. MACROECONOMIC FACTORS OF THE US VIDEO RENTAL MARKET: CURRENT AND PROJECTED**

- 10.1. Population in the US, CY'2007-CY'2017
- 10.2. Internet Subscriber in the US, CY'2007-CY'2017
- 10.3. Personal Disposable Income, CY'2007-CY'2017
- 10.4. Spending Per Household on Video Rentals in the US, CY'2007-CY'2017

10.5. The US Basic and Digital cable, DVR, DVD, VOD Households,  
CY'2007-CY'2017

10.6. Online Video Subscriber Household in the US, CY'2007-CY'2017

## **11. APPENDIX**

11.1. Market Definitions

11.2. Abbreviations

11.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

11.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: The US Video Rental Industry Market Size on the Basis of Revenue in USD Million, CY'2007-CY'2012

Figure 2: The US Video Rental Market Segmentation by Physical and Digital Video Rentals on the Basis of Contribution in Percentage (%), CY'2007-CY'2012

Figure 3: The US Video Rental Market Segmentation by Kiosks on the Basis of Revenue in USD Million, CY'2007-CY'2012

Figure 4: The US Video Rental Market Segmentation by Brick and Mortar Stores on the Basis of Revenue in USD Million, CY'2007-CY'2012

Figure 5: The US Video Rental Market Segmentation by Physical Subscription on the Basis of Revenue in USD Million, CY'2007-CY'2012

Figure 6: The US Video Rental Market Segmentation by Transactional Video on Demand on the Basis of Revenue in USD Million, CY'2007-CY'2012

Figure 7: Basic Cable and Digital Cable Households in the US in Million, CY'2007-CY'2011

Figure 8: The US Video Rental Market Segmentation by Subscription Streaming on the Basis of Revenue in USD Million, CY'2007-CY'2012

Figure 9: The US Movie Rental Market Segmentation by Internet Video on Demand on the Basis of Revenue in USD Million, CY'2007-CY'2012

Figure 10: Market Share of Major Players in the US Internet VOD Market, CY'2012

Figure 12: DVD Supply Chain Flow

Figure 13: The Number of Internet Subscribers in the US in Million, CY'2007-CY'2012

Figure 14: Online Video Subscriber Household in the US in Million, CY'2008-CY'2010

Figure 15: Market Share of Major Players in the US Video Rental Market on the Basis of Contribution in Percentage (%), CY'2012

Figure 17: The US Video Rental Market Future Projections by Revenue in USD Million, CY'2013-CY'2017

Figure 18: The US Video Rental Market Future Projections by Physical Video Rentals on the Basis of Revenue in USD Million, CY'2013-CY'2017

Figure 20: The US Video Rental Market Future Projections by Digital Video Rentals on the Basis of Revenue in USD Million, CY'2013-CY'2017

Figure 21: The US Video Rental Market Future Projections by Subscription Streaming, Internet Video on Demand and Transactional Video on Demand on the Basis of Contribution in Percentage (%), CY'2013-CY'2017

Figure 23: Value Chain of Netflix

Figure 24: Netflix Revenue in USD Million, CY'2009-CY'2012

Figure 25: Netflix SWOT Analysis

Figure 26: Redbox Value Chain

Figure 28: The US Population in Million, CY'2007-CY'2017

Figure 29: The US Internet Subscribers in Million, CY'2007-CY'2017

Figure 30: The US Personal Disposable Income in USD Million, CY'2007-CY'2017

Figure 31: The US Spending Per Household on Video Rentals in USD,  
CY'2007-CY'2017

Figure 32: The US Basic and Digital Cable, DVR, DVD, VOD Households in Million,  
CY'2007-CY'2017

Figure 33: The US Online Video Subscriber Household in Million, CY'2007-CY'2017



## List Of Tables

### LIST OF TABLES

Table 1: Average Movie Price Rentals in the US in USD, CY'2008-CY'2010

Table 2: The US Video Rental Market Segmentation by Physical and Digital Video Rentals on the Basis of Revenue in USD Million, CY'2007-CY'2012

Table 3: The US Video Rental Market by Total Number of Kiosks, Average Rental Per Kiosks and Revenue per Kiosks in USD Thousands, CY'2007-CY'2011

Table 4: Basic and Digital Cable Household Penetration in the US, CY'2007-CY'2011

Table 5: Basic and Digital Cable Spending per Household in the US in USD, CY'2007-CY'2011

Table 6: Online Video Subscription Households and Net New Online Video Subscription Households in the US in Million, CY'2008-CY'2010

Table 7: Number of Internet and Broadband Households in the US in Million, CY'2008-CY'2010

Table 8: Top US Online Video Sites by Unique Viewers and Minutes per View, CY'2011

Table 9: Competitive Landscape of Major Players in the US Internet Video on Demand Market

Table 10: The US Video Rental Market Segmentation by Video Home System(VHS), DVD and Blu-Ray DVD Rentals and Others on the Basis of Contribution in Percentage (%), CY'2007-CY'2012

Table 11: The US Video Rental Market Segmentation by Video Home System on the Basis of Revenue in USD Million, CY'2007-CY'2012

Table 12: The US Video Rental Market Segmentation by DVD and Blu-ray DVD Rentals on the Basis of Revenue in USD Million, CY'2007-CY'2012

Table 13: DVD and Blu-ray Disc Penetration of Households, CY'2007-CY'2011

Table 14: The US DVD and Blu-ray DVD Households, CY'2007-CY'2011

Table 15: Top US DVD Rentals for Week Ending 2 June, 2013

Table 16: Spending per Household on Video Rentals in the US, CY'2007-CY'2012

Table 17: The US Video Rental Market: SWOT Analysis

Table 18: Studio Revenue per Movie Transaction in the US by Major Players in USD, CY'2011

Table 19: Marketing Mix Evaluation for Redbox and Netflix, CY'2012

Table 20: The US Video Rental Market Future Projections by Brick and Mortar Stores, Kiosks and Subscription on the Basis of Contribution in Percentage (%), CY'2013-CY'2017

Table 21: The US Video Rental Market Future Projections by Brick and Mortar Stores, Kiosks and Subscription on the Basis of Revenue in USD Million, CY'2013-CY'2017

Table 22: The US Video Rental Market Future Projections by Subscription Streaming, Internet Video on Demand and Transactional Video on Demand on the Basis of Revenue in USD Million, CY'2013-CY'2017

Table 23: The US Video Rental Market Future Projections by Blu-ray DVD's and DVD's Rentals and Others on the Basis of Contribution in Percentage (%), CY'2013-CY'2017

Table 24: The US Video Rental Market Future Projections by Blu-ray DVD's and DVD's Rentals and Others on the Basis of Revenue in USD Million CY'2013-CY'2017

Table 25: Cause and Effect Relationship Analysis between Industry Factors and Expected Industry Prospects in the US Video Rental Market

Table 26: Key Performance Indicators of Netflix for Quarter 1, CY'2013

Table 27: Key Performance Indicators of Redbox, CY'2012

Table 28: Redbox Number of DVD Kiosks, CY'2008-CY'2012

Table 29: Redbox Total Kiosk Rentals by Revenue in USD Million, CY'2010-CY'2012

Table 30: Correlation Matrix of the US Video Rental Industry

Table 31: Regression Coefficients Output

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