

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

<https://marketpublishers.com/r/UD527B844CFEN.html>

Date: May 2013

Pages: 83

Price: US\$ 640.00 (Single User License)

ID: UD527B844CFEN

## **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.

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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.

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