

# Online Segment Driving Worldwide Movie Rental Market

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## Abstracts

The advent of digital entertainment has changed the face of movie rental industry. The outlook of traditional video stores has changed by adopting new technologies which help in efficient inventory management and store operations. The online DVD rental industry is driving movie rental services. Movie rental market is a part of home entertainment industry, which is again sub-categorized into physical movie rental market and digital movie rental market.

With changing consumer preferences, demand is shifting towards digital movie rental market. Also there is an ongoing trend of DVD rental kiosk and it is expected that ten percent of total US rental market would shift to Kiosks over the next three years. This automated technology provides customers with 24-hour access yet charges cheaper rates than stores. Broadband plays an important role in driving demand of online movie rental industry. Improved technologies and advent of digital distribution system are also driving demand by offering more convenience to the customers.

The movie rental market has declined in 2007 as compared to 2006, reason behind this downfall is inverse market conditions which is affecting consumer spending rate. In US spending on rental VHS and DVD is declining for the last five years.

This report covers all the aspects of movie rental industry from its innovation to development, competition and market opportunities. It gives an overview of worldwide movie rental market and a thorough analysis of US movie rental market. It starts from an overview of US media & entertainment industry and discusses home entertainment market. The report gives a complete description of the segments of movie rental market and also its sub segments. Apart from US it focuses on Europe, UK, and Australian movie rental market. The report highlights major industry trends and issues prevailing in

the market. The report also profiles the major competitors and their market shares.

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