

Movie Sales and Rentals - US - August 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Buying and renting movies online takes less time than buying or renting in-person. Being able to view content on any device at any time also brings greater convenience to the consumer. Because of this, consumers are increasingly seeking value, and vendors unmindful to this concern will lose business to lower-cost services.”

– Billy Hulkower, Senior Technology and Media Analyst

This report looks at the following areas:

- When will discs die?
- Is video a zero-sum game?

This report explores movie sales and rentals to consumers, including all physical discs, digital movie stores, and over-the-top (OTT) subscription services, such as Netflix and Hulu Plus. Commentary provides actionable suggestions based on the review of developments and innovation in the market and the attitudes and habits of consumers who buy movies, rent them, and/or subscribe to streaming services.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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