Key Partners

Which Key Resources are we acquiring from partners?

Key partners include the theaters that movies are shown at (eg. AMC, Regal Entertainment Group, Cinemark Holdings).

Suppliers include production studios (eg. Walt Disney Company, Warner Bros. Entertainment Inc. Twenty-First Century Fox Inc., Universal Pictures, Sony Pictures Entertainment Inc., Paramount Pictures Corporation).

Key resources include having early access and discounts.

Key activities that the partners perform include providing discounts, early access, and purchasing tickets.

Key Activities



Designed for:

Their specifications include a maximum of 3 movies per month and discounts on number of movies after that.

Their distribution channels include a movie pass debit card.

Card delivery delays, surge pricing, and access restrictions were turnoffs to their consumer base.

Revenue is based on subscriptions, advertising, and data.

Key Resources



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships?

Key resources require communication and cooperation from theaters.

Delays are caused by the delivery systems.

Customer relationships are affected by any limitations that theaters put on their passes.

Revenue streams are based on marketing strategies that use external applications.

Value Propositions



What bundles of products and services are we offering to each Customer Segment

More movies in theaters for a cheaper price and discounts on concessions.

They are trying to compete with streaming services and offer a cheaper option of having the true movie theater experience.

MoviePass costs \$9.95 per month with a 3 movie cap and 20% off concessions.

Customer Relationships

What type of relationship does each of our Customer

How costly are they?

MoviePass consumers like the concept because, expecially in big cities, one movie costs double of the pass itself.

However, they have had issues with pricing, delays, and restrictions.

Channels



want to be reached?

How are our Channels integrated? Which ones are most cost-efficient?

Distributors were responsible for marketing movies and handling the administrative tasks of networking between studios and exhibitors. Subscription companies use consumer preferences and data analytics to offer

Customer Segments

For whom are we creating value?

Their target consumer are those who have time and expendable income, as well as millenials looking for a good deal.

customized marketing.

Cost Structure

What are the most important costs inherent in our business model?

Expenses include:

Selling, General, Administrative (most expensive) Research & Development Depreciation and Amortization



Revenue Streams

For what value are our customers really willing to pay?

Revenue includes: Consulting Subscription

Marketing/Promotional Services

Customers are typically mailed a zero-value MasterCard debit card that needed to be activated prior to its use. Moving to a digital platform keeps all customer information in one area and that they could check and also appeal to the younger, digital generation.

They are willing to pay, up till a certain point, for an experience because streaming services at home are cheap.

