

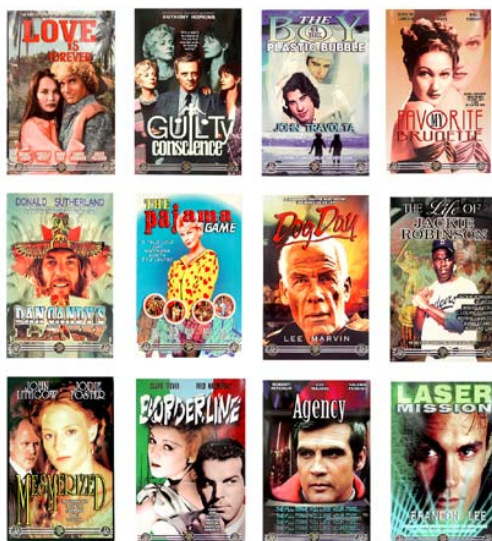
Peerflix



Hybrid Offering	
Brief description	Peerflix is an online DVD community whose members own the movies they receive and are allowed to sell them to others.
Hybrid offering's industry	Entertainment
Company details	
Peerflix, Inc. www.peerflix.com	Peerflix, Inc. is the premier DVD trading site after completion of its beta version in September 2005. The company was founded in 2004 and is headquartered in Palo Alto, CA.
Company's industry	Entertainment
Country of origin	USA
Dimensions	
Product dimension	Peerflix lets members buy movies online. Instead of renting, members own the movies they order, hence freeing members of any monthly payments, late fees, and limits on how many movies they can get at any once time.
Service dimension	Through its website, the company has created a vibrant online community where members can explore DVDs, connect and converse with others and, if they choose, re-invent their personal movie collections through trading.
Other links	
Other Crucial Dimensions	
Hybrid orientation	Product oriented
Community as service	Yes
Target market	B2C
Revenue model	Pay once for every movie

Images

Product dimension



Service Dimension