

Video Buster



Hybrid Offering	
Brief description	Video Buster allows renting videos and games through different distribution channels – online, via post or via the stationary video rental stores. The consumer has to be registered on company's homepage to use the services.
Hybrid offering's industry	Entertainment
Company details	
Video Buster Entertainment Group www.videobuster.de	In the year 2002, the Video Buster Entertainment Group founded the first online video rental shop in Germany – "netleih". Since 2007 this online shop trades under the name "Video Buster".
Company's industry	Rental of movies and games
Country of origin	Germany
Dimensions	
Product dimension	The products are DVDs or Blu-ray disc movies and games for various video gaming consoles.
Service dimension	The service consists of the renting of these products. After the user has registered, he can decide between different services. For instance a wish list of movies can be created. Two video from the wish list are sent to the customer. After the movies are sent back, the next movies on the wish list are sent automatically by post. Video Buster also offers video on demand. With this, the user can choose between the options "download" or "stream" the movie.
Other links	
Other Crucial Dimensions	
Hybrid orientation	
Community as service	No
Target market	B2C
Revenue model	Monthly payment, pay as you consume

Images

Product dimension



Service Dimension

