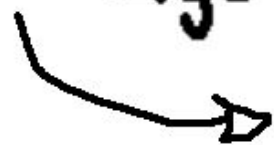


"Average"



Hi





ROKURENTAL

ONE PLATFORM FOR ALL YOUR WATCHING NEEDS.

BY GENKS & CO.



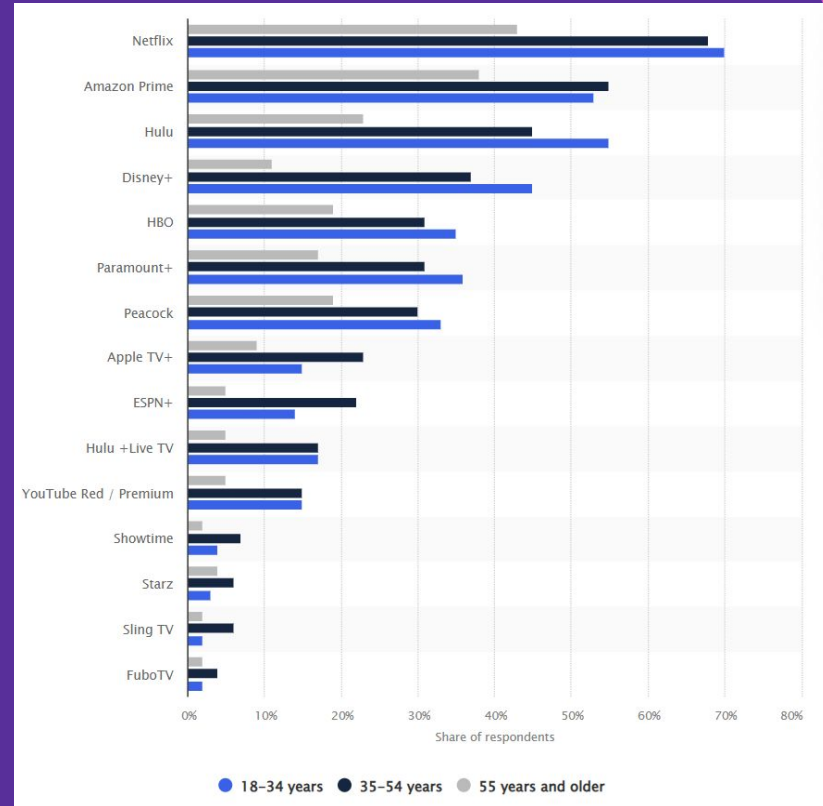
TARGET AUDIENCE

Convenience is key

- Busy lifestyles
- Sick of too many services
- 18 to 34 years old
- 35 to 54 years old

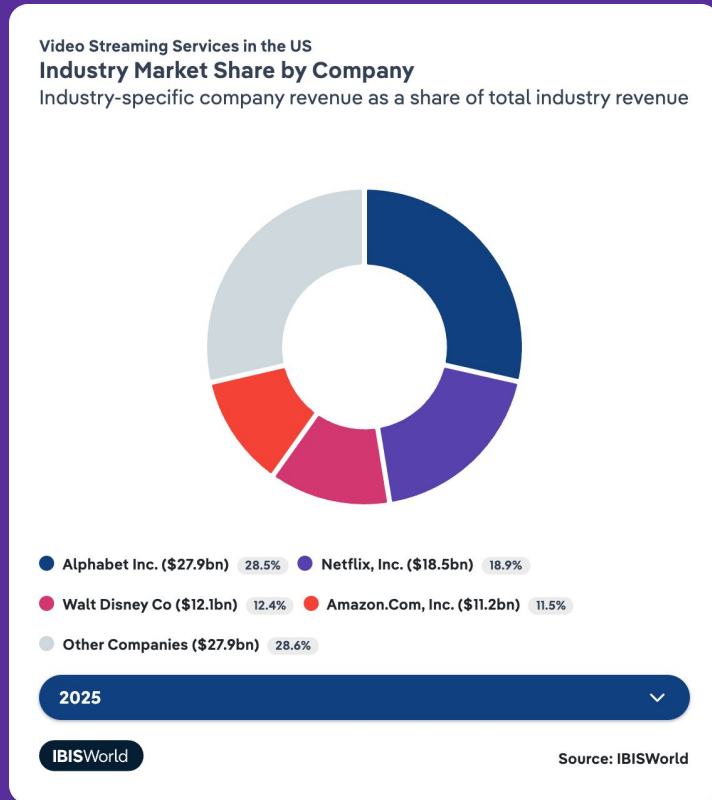
Figure 1

Share of people subscribing to video streaming and their age ranges



Note: Data from Statista Share of people subscribing to paid video streaming on the selected streaming platform in the United States as of March 2024, by age, 2024

Figure 2
Industry Market Share by Company



Note: Data from IBIS World Video Streaming Services in the US, 2025

FOUR COMPANIES HOLD 71.3% OF THE INDUSTRY MARKET SHARE

Where does that put us?

Our competitive advantage:

- Greater value to consumers
- One service with multiple platforms entwined
- Lower price

PRICE BASICS

Creating prices that work *with* customers

- Flexible pricing
- Easy to increase or decrease cost
- Guaranteed price periods
- Token System
- Tokens carry over for loyalty

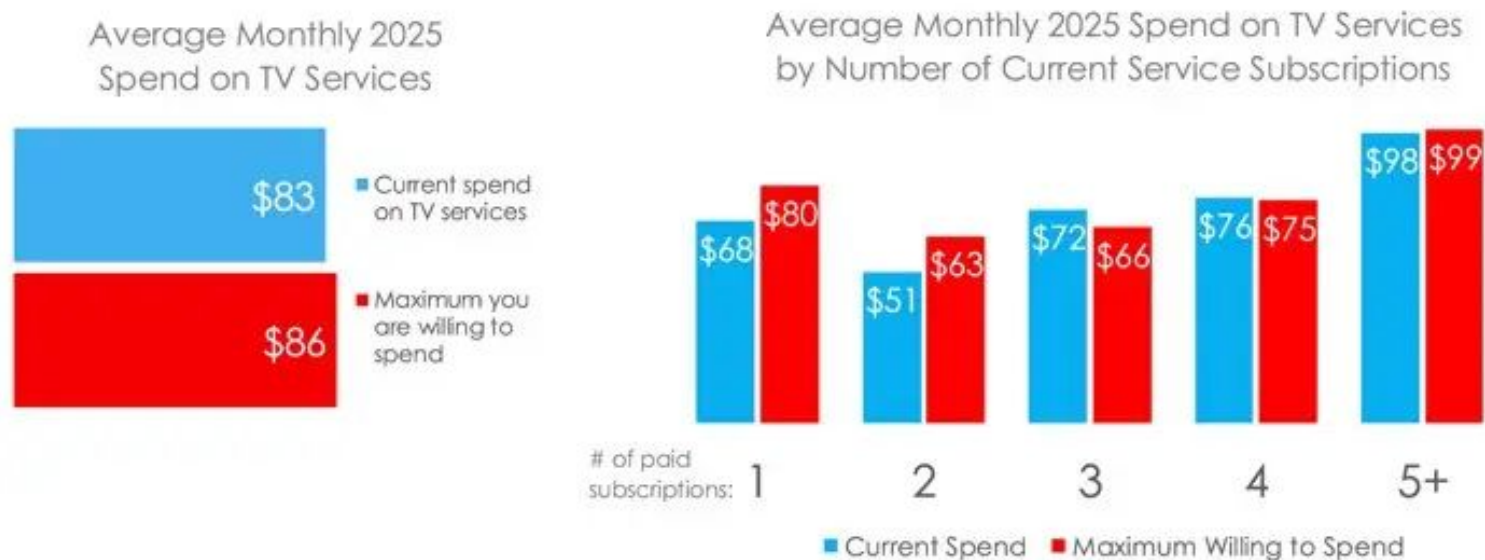


OUR TOKEN SYSTEM

- Token cost varies by popularity and age of media
- Old or unpopular
 - 1 token for one episode, 3 for a movie
- Current and popular
 - 2-3 tokens for one episode, 5-6 for a movie

Figure 3

Average 2025 Monthly Spend on TV Services by Current Subscriptions



Note: Data from Hub Entertainment Research, 2025

OUR PRICING

- Subscription price range: \$20 - \$60 USD
 - Market-Penetration Pricing

Price:	Tokens:
\$20	40
\$40	100
\$60	200

- * Customizable plans
- * \$1 per extra 2 tokens
- * Extra upgrade to ad free
 - Customer-Value Based Pricing



PROFITABILITY FOR SERVICES

Our partners' satisfaction ensures our customers' satisfaction

- We pay them
- Individual services keep their ad revenue
- Pay them extra if consumer is ad free



LOCATION, LOCATION, LOCATION

- ~35% market share in U.S and Canada
- ~74% in Mexico
- ~97% of User base in NA
- 86% of traffic in U.S
- Users spread evenly throughout these regions

- Reliance on “mobile-first” shoppers
- Value Delivery Network
 - Streaming Services = Suppliers
 - RokuRental = Distributor
 - Customers



THE PROMOTION MIX MUST BE INTEGRATED

- Public Relations
- Advertising
- Sales Promotion
- Personal Selling
- Direct and Digital Marketing

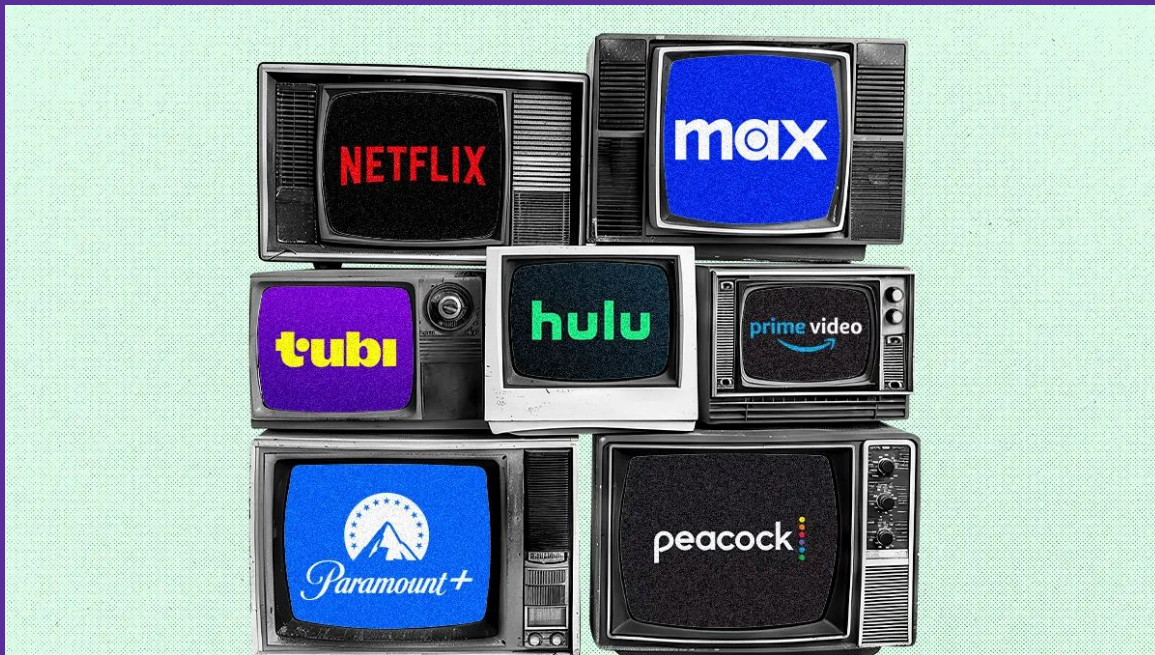
Figure 4
Integrated Marketing Communications



Note: Data from *Principles of Marketing* Figure 14.1, 2023

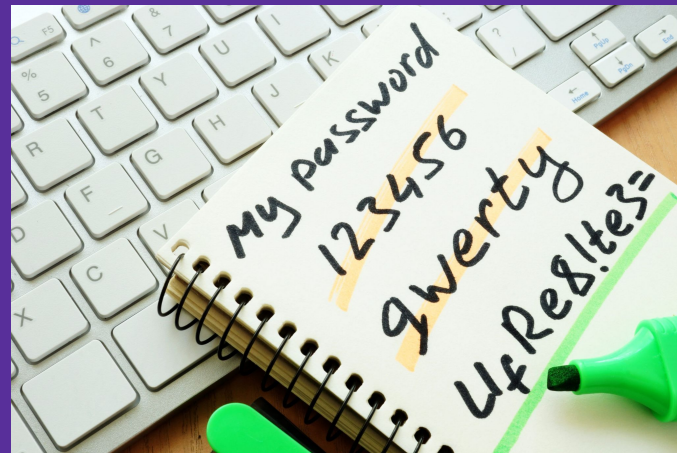
STRENGTHS

Figure 5
How the Biggest Streaming Services Stack Up Heading Into 2025



Note: Data from AdWeek How the Biggest Streaming Services Stack Up Heading Into 2025, 2025

Figure 6
Password Sharing from Gatekeeper: What is Password Sharing?



Note: Data from Gatekeeper Password Sharing, 2025



WEAKNESSES

Figure 7

Streaming Services Image from Guide to Streaming Video Services



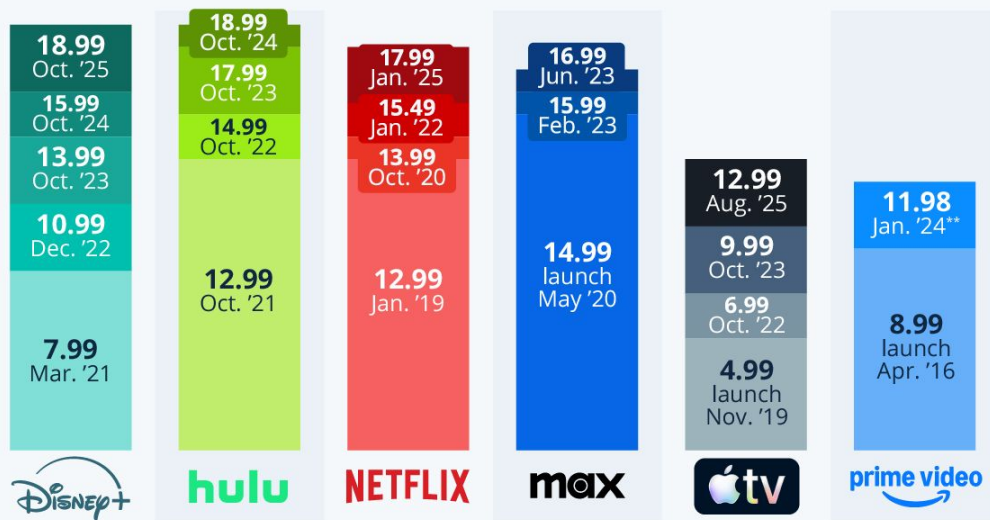
Note: Data from Consumer Reports Guide to Streaming Video Services, 2025



Figure 8
Which Streaming Services Are the Most Expensive

Which Streaming Services Are the Most Expensive?

Latest subscription price increases of selected video streaming services in the U.S. (in U.S. dollars)*



* Prices for ads-free standard plans for new customers

** Amazon offers a standard plan for \$8.99/month, now with an optional ad-free add-on for \$2.99/month

Sources: Company announcements, Statista research

OPPORTUNITIES



Figure 9
Pirated Movie Services from 123 Movies.

THREATS



[HOME](#) [GENRES](#) [COUNTRY](#) [MOVIES](#) [TV-SERIES](#) [TOP IMDB](#)



[Use the old 123Movies? Click here](#)

[Watch Free Movies Online](#)

WHY THIS WILL WORK

- Over \$40,000 million increase from 2019 to 2025 (covering pandemic years)
- 3% decrease in households from 2019 to 2025
- 56% of streaming users → not worth the money/not sure
- RokuRental → one-stop shop solution

Figure 10

Pew Research Center statistic depicting how worthy streaming services are to US streaming users

Streaming users are more likely than not to think these services are worth the cost, but a quarter aren't sure

% of U.S. streaming users who think that overall, the streaming services they watch programming on are ...



Note: "Streaming users" refers to those who said they ever watch programming on streaming services. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted April 14-20, 2025.

PEW RESEARCH CENTER

Note: Data from Pew Research Center 83% of US Adults use Streaming Services, 2025



The background is a solid purple color. It is decorated with several circular icons, each containing a white 'R' logo with a small subscript 'r' and a stack of three books. These icons are scattered across the slide. Additionally, there are various geometric shapes and lines in shades of purple, blue, and orange, including vertical bars, dots, and wavy lines, primarily located along the right and bottom edges.

THANK YOU!

Any questions?

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