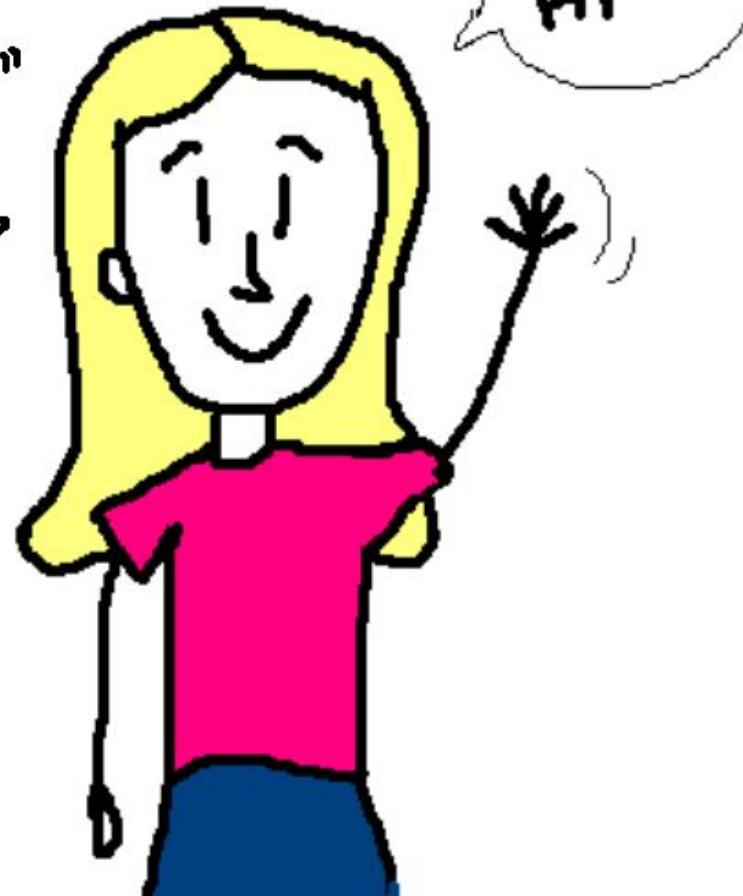


"Average"







# ROKURENTAL

BY GENKS & CO.

ONE PLATFORM FOR ALL YOUR WATCHING NEEDS.

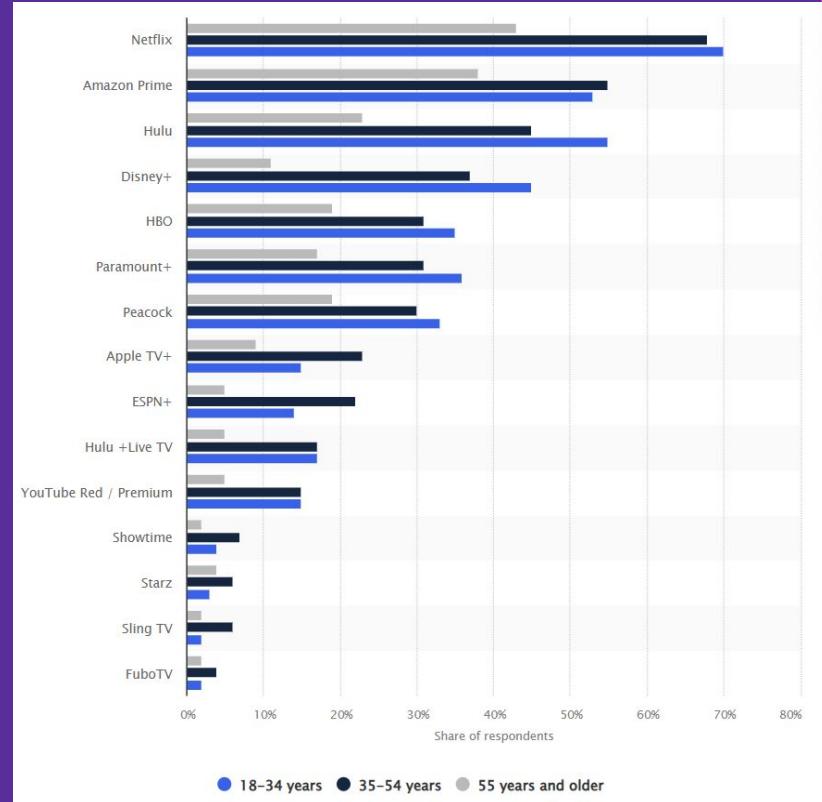


# TARGET AUDIENCE

## Convenience is key

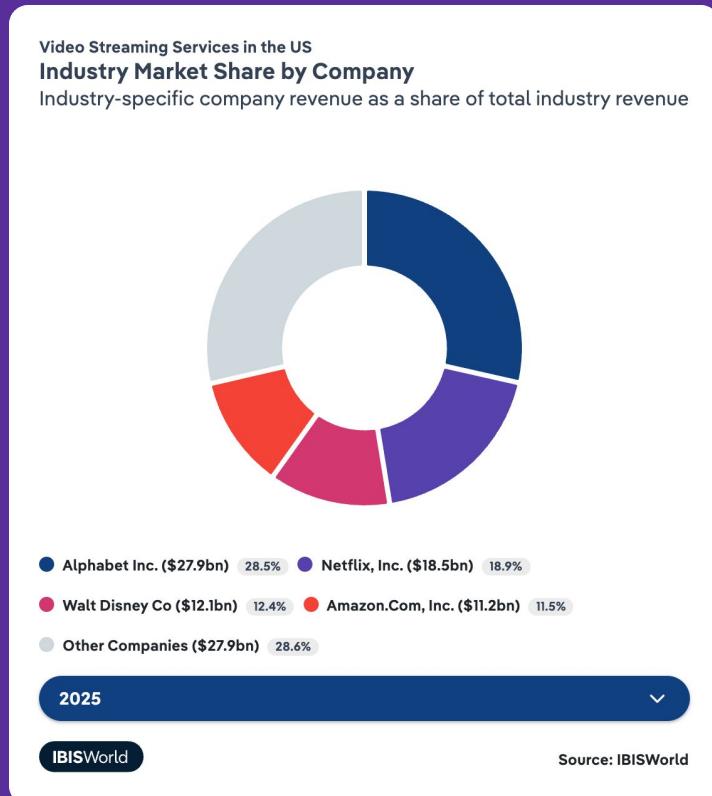
- Busy lifestyles
- Sick of too many services
- 18 to 34 years old
- 35 to 54 years old

**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

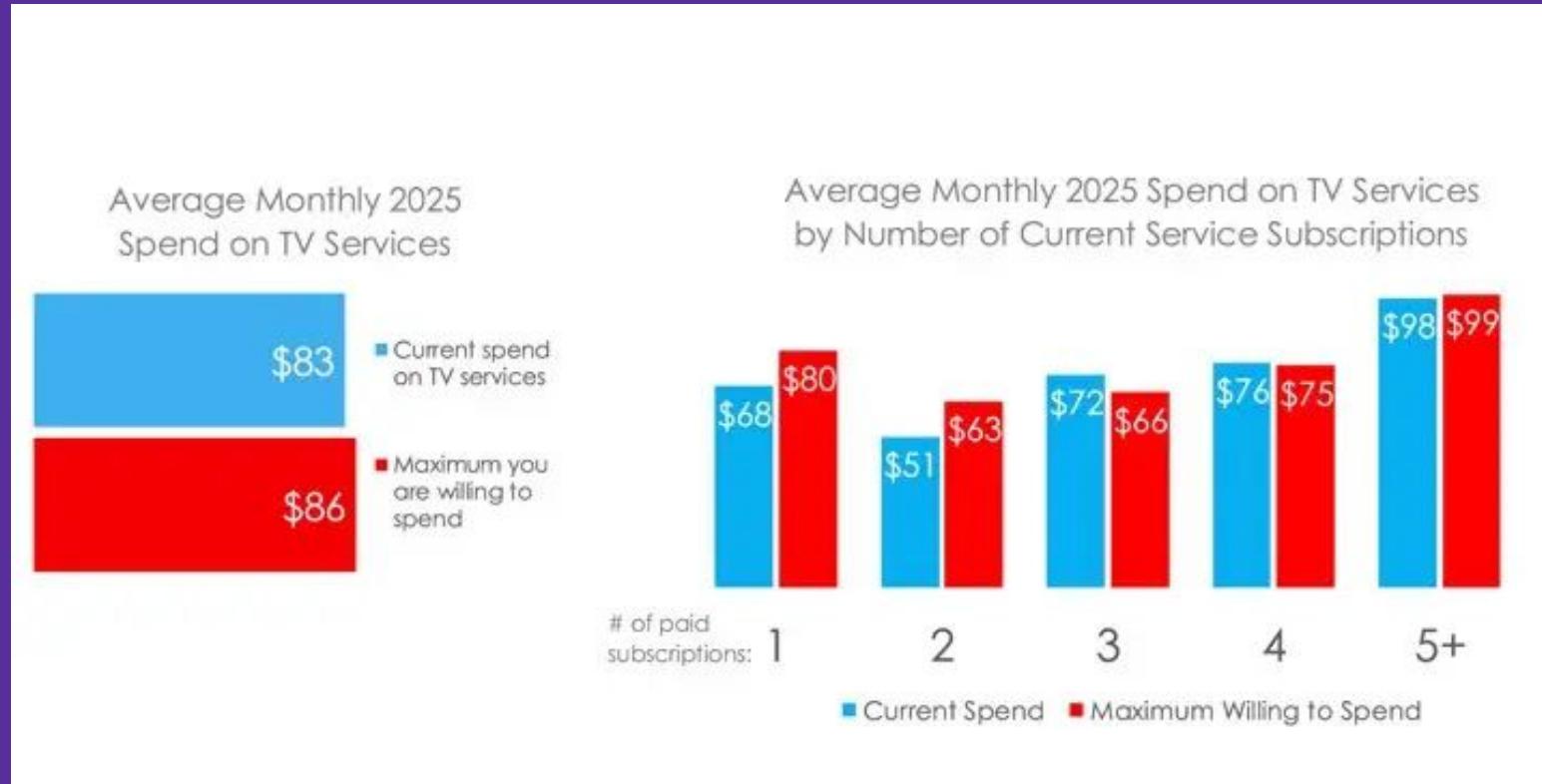
Creating prices that work *with* customers

- **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

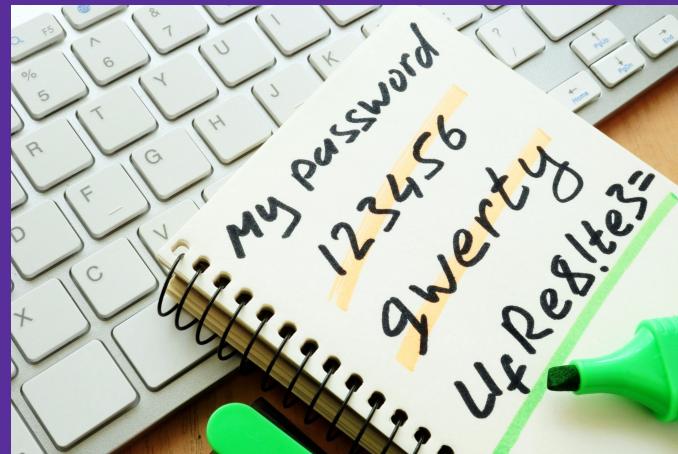
# STRENGTHS

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*



# 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



Note: Data from Statista Which Streaming Services Are the Most Expensive, 2025

# OPPORTUNITIES



Figure 9  
Pirated Movie Services from 123 Movies.

# THREATS



HOME GENRES COUNTRY MOVIES TV-SERIES TOP IMDB



Search movies or series



Search

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**



# THANK YOU!

Any questions?

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