

RokuRental: The Streaming Service of the Future

GENKS & Co.

Gianna Piroso, Emma Daffner, Nathan Brodzinski, Katelyn Blanford, Sophy Zhao

Marketing Department, American University

MKTG-250: Marketing for Business and Communications

Dr. Sarah Mady

November 27, 2025

Introduction

We are GENKS & Co., part of the Roku, Inc. R&D team. Together, we have created a service to market to the public. While all members of GENKS & Co. worked together on this service, for this paper, our positions were as follows:

- Gianna Piroso: operations/coordination lead, co-editing lead, and wrote the “Strategic Overview” and “Conclusion” sections.
- Emma Daffner: co-research lead, co-editing lead, formatted the paper, and wrote the “Positioning Strategy”, “Promotion”, and “Exhibits and Appendices” sections.
- Nathan Brodzinski: marketing lead and wrote the “Price” and “Place” sections.
- Katelyn Blanford: design lead and wrote the “Situation Analysis” and “References (APA)” sections.
- Sophy Zhao: co-research lead and wrote the “Introduction” and “Product” sections.

Our Service

The service we are marketing is RokuRental: a streaming service operating under Roku that houses multiple streaming services. Part of the video streaming market, we give consumers the ability to pay one bill for all their streaming service needs. RokuRental's market offerings, however, go beyond this simple service description; they ultimately lie in our one login, one bill, and one content library. Convenience is our key.

The saturated market, as shown in **Figure 1**, creates a challenge as we propose a new streaming service, but we take this challenge as an opportunity, especially as a Statista study (2025) shows that from 2019 to 2024, there has been a 20% decrease in the use of cable TV amongst families in the United States (**see Figure 2**). Simultaneously, consumer spending on streaming platforms has grown significantly, especially since the COVID-19 Pandemic (Statista, 2025; **see Figure 3**). However, while streaming services used to be affordable, a graph from Statista (2025) shows price rises and how expensive these services have become (**see Figure 4**).

With the current price of streaming services, 31% of streaming users do not think they are worth the cost (Pew Research Center, 2025; **see Figure 5**). But by subscribing to RokuRental, consumers will receive access to authorized content while spending less than they would pay for multiple services at once. We are creating a “shopping” service where consumers will make less frequent, but planned purchases, and compare our service with other streaming services before making their decision.

Situation Analysis

We began this process by identifying our strengths and how RokuRental would succeed in a field of competitors. According to a Pew Research Center study, 44% of streaming users say these services are worth the cost, 31% say they are not, and 25% are unsure (Park and McClain, 2025; **see Figure 5**). With these mixed statistics, we wanted consumers to have a streaming service they believed was worth the money. Instead of paying for multiple streaming services, consumers will only have to pay for one service to gain access to content from multiple streaming services. With the strengths of affordability and convenience, we hope that our target market will be more inclined to subscribe to RokuRental.

One of our weaknesses is our lack of content at launch because of our partnerships. We hope that operating under our parent, Roku, will boost credibility and consumer value, but we have to acknowledge that we have not yet proved ourselves as a credible service. Our lack of credibility also means that convincing streaming services to partner with us may be more difficult at launch. But we see the future of RokuRental as bright, so we are motivated by our lack of credibility to entice our target consumers and change the way they stream content.

One of RokuRental's largest opportunities is its password-sharing capability. According to a Pew Research study, 47% of streaming service users between the ages of 18 to 29 share passwords (Parks and McClain, 2025; **see Figure 6**). Enabling password sharing provides an opportunity for more consumers to use RokuRental since other streaming services—such as Netflix—are limiting their password sharing capabilities. Password sharing can also appeal to our target consumers by offering them something they simply have not been offered before.

Finally, RokuRental's threats are a big part of the macro-environment. Our biggest threat is the emergence of pirated content. Websites like 123Movies are increasingly being used by consumers who do not find it necessary to pay to stream if there is a free option. According to a 2021 article, people are more likely to pirate movies and TV shows to fit in with society. The article also states that consumers are more likely to have a “Robin Hood Complex”: the belief that the movie industry already receives enough revenue, so there is no harm in streaming content for free (Groening and Mills, 2021). With this in mind, it is important that RokuRental is able to differentiate itself from these pirating sites, drawing our target audience to our site.

Strategic Overview

RokuRental combines the techniques of product development and market development to further expand its market as a service. Roku has a market of streaming service subscribers, and as an extension of Roku, RokuRental hopes to keep the attention of that preestablished market. However, RokuRental also appeals to a new market segment. As aforementioned, in designing our service, we focused on making streaming more accessible—both economically and physically—for the everyday consumer. Therefore, we are focusing on a customer value-driven marketing strategy, or creating value for our targeted customers using segmentation, targeting, differentiation, and positioning (Kotler et al., 2023).

First, we had to identify our market segment. Within the broad market of streaming service subscribers, we decided to target consumers who live busy lives and do not have the time to watch enough content to justify the prices of the services they may pay for. We are also targeting consumers who enjoy watching content occasionally when they have free time.

Since RokuRental combines content from multiple streaming services onto one platform, the struggle of searching various services to find a movie is lessened. Additionally, since RokuRental sources content from other streaming services, the choices on RokuRental will, inevitably, be more limited. Our limited, yet still abundant, selection is perfect for consumers not extremely passionate about shows or movies and just casually watch content. Consumers who do not feel they need endless choices may find more value in paying for RokuRental.

Age is also an important factor for us. According to data from Statista, the majority of subscribers in 2024 ranged from 18 to 34 years old or 35 to 54 years old (**see Figure 7**). With that, RokuRental is perfect for a 19-year-old who is busy with college, and also benefits somebody in their 40s with a full-time job. RokuRental is not targeting a specific age, but rather targeting a lifestyle.

RokuRental's market segmentation and targeting focus on psychographics and behavioral factors. The psychographic factors considered are the lifestyle of consumers, desire or not for luxury, and even social class, as we hope to be the most affordable option for consumers. Regarding behavioral factors, we mainly considered the attitudes that users hold toward streaming services, the prices of other services, and how consumers watch shows or movies.

Positioning Strategy

As explained, to create RokuRental, we are utilizing a customer value-driven marketing strategy to effectively differentiate and position RokuRental in a market where four companies—Alphabet Inc., Netflix Inc., Walt Disney Co., and Amazon.com Inc.—hold 71.3% of the video streaming market share (see **Figure 1**). Hence came RokuRental: a brand new streaming service that allows consumers to pick and choose the content they want to watch, without being tied to multiple expensive and variety-lacking subscriptions.

Now, this is not a new idea as streaming bundles have existed for years (Newman, 2025). However, our competitive advantage allows RokuRental to offer greater value to consumers by providing one service with multiple streaming platforms entwined, for a lower price than consumers would pay for multiple, monthly streaming services. RokuRental differentiates itself as a convenient and affordable solution to the high stack of monthly bills.

This brings us to RokuRental's positioning statement: as a customer value-driven service, RokuRental brings streaming services to consumers in a cost-effective, convenient way so consumers can spend less time searching and more time watching. RokuRental should occupy a clear, distinctive place relative to competitors in the target consumers' minds.

Marketing Tactics - The 4 P's

Product

As explained in the introduction, RokuRental is a streaming service operating under Roku that houses multiple streaming services in the video streaming market, giving consumers the ability to pay one bill for all their streaming needs. To launch RokuRental, consumers download it onto their Roku device and purchase a subscription tier. Consumers then begin the onboarding process: creating their account and profiles, answering a survey of preferred genres to generate a "For You" page, and finally, streaming content.

In terms of branding, RokuRental's appearance is similar to Roku's, with a purple and white color scheme and matching font. The logo is a purple token/coin with "RR" at the center (see **Figure 8**), hinting at the token system and what RokuRental provides. This branding will be used across all material and content RokuRental produces to make our service cohesive.

The key attributes of RokuRental are all designed to cater to our target market's needs and wants, connecting back to the idea of convenience. First, there is a token system—which will be further discussed in the "Price" section—but generally, consumers pay for tokens. The number of monthly tokens depends on the subscription tier, but tokens carry over at the end of each month. The token value of content depends on its popularity and recency.

Another way RokuRental differentiates from competitors, namely Netflix, is its password-sharing feature. In 2023, Netflix implemented a policy limiting password sharing, making it so that consumers not living in the same household—which is determined through tracking IP addresses and device activity—can not share a Netflix account without paying an additional fee (O'Flaherty, 2023). This is inconvenient, but RokuRental's password sharing defies this. At its core, RokuRental is like a bundle deal, giving consumers the opportunity to use services they do not technically own and acting like a trial run of these services without fully committing to them.

The key differentiator that gives RokuRental a competitive advantage is the value it offers consumers at a lower price while being entwined with multiple streaming services. Compared to other streaming platforms, RokuRental prioritizes customer wants and needs, standing strong and fixed in the fluctuating video streaming market.

Price

Since our service is created to save consumers money within the streaming service market, our price must reflect this ideal regardless of subscription tier. To differentiate ourselves from individual streaming services, complete transparency is needed as to why RokuRental is better than other services. One of our biggest differentiators will be transparency in all of our costs and exactly why costs change and why a certain show costs a certain amount of tokens. Our pricing model is based on the customer value-based pricing system, where we set our prices based on buyers' perceptions of value, not seller cost (Kotler et al., 2023). RokuRental is not competing for consumers paying for 1-2 subscriptions (though we will take their subscriptions), and our pricing reflects that. Since every tier will have access to the same content, our \$20, \$40, and \$60 options are meant to be options at each breakpoint of quantity watched by consumers.

Our lowest tier is \$20, slightly more expensive than one subscription (see **Figure 4**). This price is to appeal to light content watchers with enough tokens to watch two seasons of a show and a movie per month. The current average price a household spends on streaming services is \$70, which rose \$22 from last year (Lee, 2025). Our \$40 tier appeals to consumers annoyed with price hikes and who may watch five seasons of a show and a few movies every month. Our \$60 tier appeals to consumers who subscribe to every streaming service they can, share with their friends or family, or just watch a lot of media. Consumers will also have the ability to purchase extra monthly tokens (two for \$1) and upgrade their subscription to go ad free, inspired by a Statista study (2024) that shows that consumers prefer ad-supported plans to save money (see **Figure 9**).

Consumers rent content through a token system, as we believe this is the simplest way to provide content and show how much value consumers get per dollar. The cost of content is based

on popularity and the age of the media. The cost of a TV show episode ranges from 1-3 tokens while a movie is 3-6 tokens. As for token quantity, for \$20, consumers get 40 tokens, \$40 and \$60 receive 100 and 200, respectively.

We also have to ensure profitability for our partnered streaming services so we can pay them. For us to remain profitable, however, these streaming services cannot have our entire revenue. We may have to raise prices, but upon launch, we will offer a 3-year fixed price period to attract our target consumers. We find it best to launch with market-penetration pricing, where we set low initial prices to penetrate the market quickly and win a large market share (Kotler et al., 2023).

Paying for a single large subscription, like our \$40 or \$60 tiers, is harder to justify for many consumers over multiple small subscriptions. This is why it's important to convey our value and how we are beneficial to consumers. Comparing our price to paying for each service individually helps to explain our value to consumers.

Place

Upon launch, RokuRental will only be available through Roku devices (TV, Roku App). However, as we expand and the demand rises, we plan to make it accessible for consumers who do not have Roku.

For geographical place, Roku has a 35% market share of streaming devices in the U.S and Canada, and 74% in Mexico. Additionally, these three countries make up 97% of Roku's userbase, though the service is primarily in the U.S (Pixalate, 2025). There is no dominant region, meaning a variety of promotion tactics must be used to reach our target consumers.

Promotion

Through the promotion mix, RokuRental will lead an integrated marketing campaign (public relations, advertising, sales promotion, personal selling, and direct and digital marketing) to deliver clear, consistent, and compelling brand and company messages to target consumers.

Beginning with public relations, we intend to use press relations to create and place newsworthy information to attract target consumers. One example is through a RokuRental launch event. By inviting influential people and the press, we will showcase RokuRental in a theater. This will highlight RokuRental's experience and, hopefully, foster positive reviews.

For advertising, we plan to utilize online, mobile, and print advertisements, using the comparative advertising approach by comparing RokuRental to other streaming services. Our advertisements will also use rational appeals, highlighting RokuRental's value and how consumers will benefit from it. Our advertisements ensure RokuRental reaches our wide target audience, whether that be banner ads on websites, in-app ads, or billboards.

Sales promotions are built into RokuRental, with subscriptions dictating the monthly tokens users receive, to subscribers paying extra to remove ads. However, we also plan to offer obvious sales promotions. One is seasonal discounts that align with holidays. For this, we will create "bundles" that can be rented for a set token price and RokuRental gift cards for tokens.

For us, personal selling involves direct, tailored interaction with target consumers. We will have onboarding specialists and customer service representatives. These will be trained humans who can walk consumers through how RokuRental works and can help set up accounts and profiles. We will also have a live chat feature called "RokuChat", where AI software can answer consumers' questions. If RokuChat is unable to answer a question, consumers will be directed to our aforementioned customer service representative. Finally, there will be an

algorithm to create personalized recommendations based on what consumers watch. Personal selling helps us target consumers' lifestyles: what they want from RokuRental, questions they have, and what they watch. This information helps us improve RokuRental.

Finally, for direct and digital marketing, we will create a social media campaign, send offers and ads to consumers via direct-mail marketing, and utilize online catalog marketing, sending emails to consumers with links to information about RokuRental. These tactics are our most versatile in terms of reaching target consumers. For example, our age demographic target of 18-34 year olds is more likely to obtain information from social media, whereas our target of 35-54 year olds is more likely to receive information physically or via emails (Pew Research Center, 2025). By covering different grounds in the digital and direct market space, we will be able to successfully promote RokuRental to our full target audience.

Conclusion

At the root of every point made, RokuRental's concern for the convenience of consumers is evident. Our customizable subscription plans hope to cater to multiple lifestyles and psychographics of our specific target market, and our variety of content is hopefully just enough for consumers who do not find value in excess selection. Overall, our compact and stress-free platform saves our users time and effort on movie nights and reduces the number of bills piled at the end of the month. We have worked tirelessly crafting RokuRental, so join us today in making RokuRental the future of streaming services.

References

Buchholz, K. (2025, February 4). *Chart: TV Keeps Losing Ground*. Statista.

<https://www.statista.com/chart/33882/share-of-us-respondents-who-use-the-following-video-formats/>

Euromonitor (2025). *Digital Shopper: Euromonitor from trade sources/national statistics*.

<https://www.portal.euromonitor.com/?WwVgUrW%2fE3XH%2fiN23m2syGrdZwklCcVu3cGY%2fanXdp%2biIbxu9K8G5w%3d%3d>

Fleck, A. (2025, October 22). *Which Streaming Services Are the Most Expensive*. Statista.

https://www.statista.com/chart/27983/prices-of-video-streaming-subscriptions-in-the-us/?%20srsltid=AfmBOoqXo_K_Nfi8WbVLGqVWJT1dk2NYJcX8xtQeeLnqJS_T_NPT6Xlu

Industry Market Share by Company. (2025). Ibis World.

https://my.ibisworld.com/us/en/industry-specialized/OD6197/companies#companies_market-share

Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *Principles of Marketing* (19th ed.). Pearson.

Lee, W. (2025, November 21). *Consumers spend \$22 more a month for streaming services. Why do prices keep rising?* Los Angeles Times.

<https://www.latimes.com/entertainment-arts/business/story/2025-11-21/why-do-streaming-prices-keep-rising-disney-netflix-paramount-what-to-know>

Newman, J. (n.d.). *The big list of streaming deals - Cord Cutter Weekly*. - Cord Cutter Weekly.

<https://cordcutterweekly.com/the-big-list-of-streaming-deals/>

News Platform Fact Sheet, 2024. (2025, September 25). Pew Research Center.

<https://www.pewresearch.org/journalism/fact-sheet/news-platform-fact-sheet/>

O’Flaherty, K. (2023, February 9). *Netflix Password Sharing—Everything You Need To Know*.

Forbes.

<https://www.forbes.com/sites/kateoflahertyuk/2023/02/09/netflix-password-sharing-everything-you-need-to-know/>

Park, E., & McClain, C. (2025, July 1). *83% of U.S. adults use streaming services, far fewer subscribe to cable or satellite TV*. Pew Research Center.

<https://www.pewresearch.org/short-reads/2025/07/01/83-of-us-adults-use-streaming-services-far-fewer-subscribe-to-cable-or-satellite-tv/>

Pixalate. (2025, August 6). *Pixalate’s Q2 2025 Global Connected TV Device Market Share Reports: Roku Leads in North America (37%) and LATAM (45%), Samsung No. 1 in EMEA (33%), Xiaomi Leads in APAC (24%)* [Review of Pixalate’s Q2 2025 Global Connected TV Device Market Share Reports: Roku Leads in North America (37%) and LATAM (45%), Samsung No. 1 in EMEA (33%), Xiaomi Leads in APAC (24%)].

Yahoo!Finance.

https://finance.yahoo.com/news/pixalate-q2-2025-global-connected-143100935.html?guce_referrer=aHR0cHM6Ly93d3cucGVycGxleGl0eS5haS8&guce_referrer_sig=AQAAAAISeKCnUVTm3fOIwCBB8Ric3PMsMShHr_PMtZhaHEEpvwXnMrH-30uBBjcErWIV6j_1enDg0sBOxZDFV2L0imWXKQONKL8am2b8m3EgZlbRNycX4YVONNoBYY1REkmBkwpkjV76T3haehmlzW3bWLQRqvDSHC9f77u7flOkIID&guccounter=2

Richter, F. (2024, January 29). *Infographic: 2 in 3 Viewers Would Opt for Ads to Save Money on Streaming*. Statista.

<https://www.statista.com/chart/31658/willingness-to-accept-ads-for-cost-savings-on-streaming-services/>

The role of social acceptability and guilt in unethical consumer behavior: Following the crowd or their own moral compass? (2021, November). Science Direct.

<https://www.sciencedirect.com/science/article/pii/S0148296321004987>

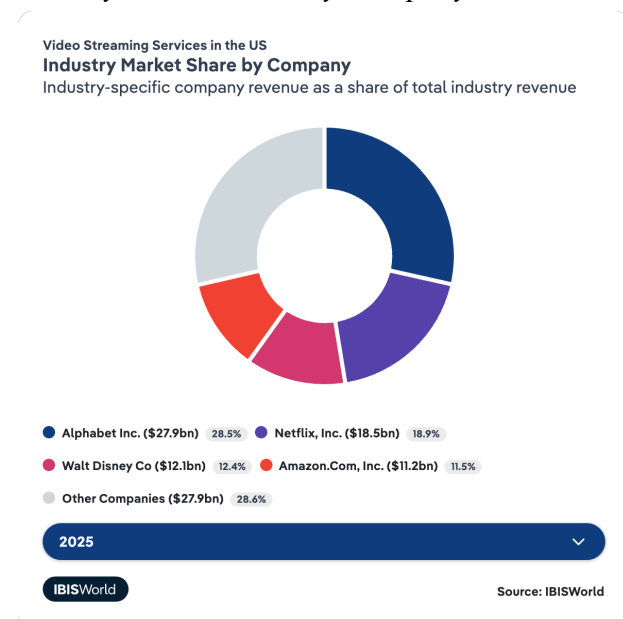
Share of people subscribing to paid video streaming on the selected streaming platforms in the United States as of March 2024, by age. (2024, May). Statista.

https://www.statista.com/statistics/1197902/paid-video-streaming-subscribers-us-age/?srsltid=AfmBOooBapsnluD1i7v0YMZuXNB5_uZOrmOEtEiSXJGyqjDWp_0E2evC

Exhibits and Appendices

Figure 1

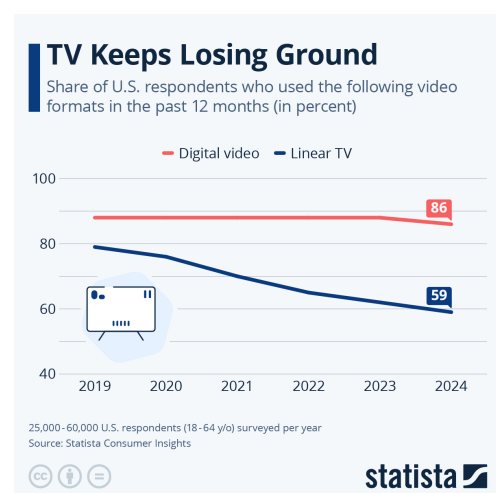
Industry Market Share by Company



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

Figure 2

Graph Showing how TV keeps losing ground in the U.S.



Note: Data from Statista TV Keeps Losing Ground, 2025

Figure 3

Retail Value of Streaming Services in North America Increase from 2019-2025

Market Sizes | Historical/Forecast

Geography	Category	Data Type	Unit	Current Constant	2019	2020	2021	2022	2023	2024	2025
North America	Streaming Services E-Commerce	Retail Value RSP	USD million	Current Prices	34,931.1	43,691.7	52,119.2	56,417.5	63,291.6	70,120.2	75,684.4

Research Sources:

Digital Shopper: Euromonitor from trade sources/national statistics

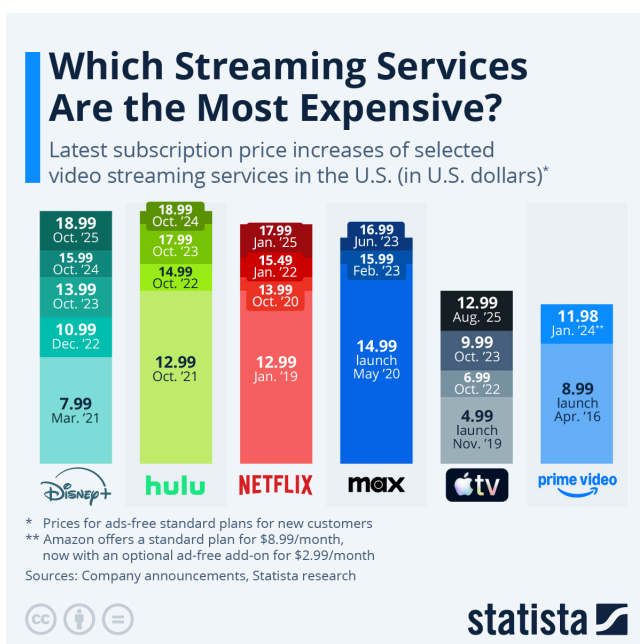
Date Exported (GMT): 11/27/2025 8:35:23 PM

© Euromonitor International 2025

Note: Data from Digital Shopper: Euromonitor from trade sources/national statistics, 2025

Figure 4

Which Streaming Services Are the Most Expensive? Price Rises Over the Years.



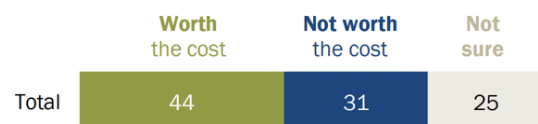
Note: Date from Statista Which Streaming Services Are the Most Expensive, 2025

Figure 5

Pew Research Center statistic depicting how worthiness of streaming services are to U.S. 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

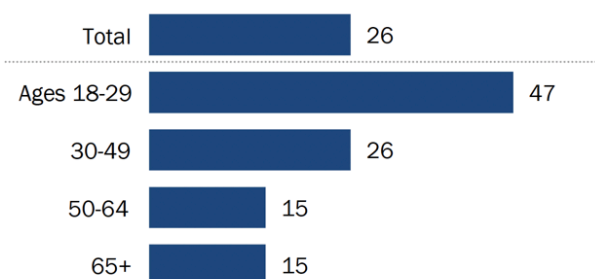
Note: Data from Pew Research Center 83% of US Adults use Streaming Services, 2025

Figure 6

Pew Research Center statistic depicting the percentage of age groups in the U.S. who participate in password sharing.

About half of streaming service users ages 18 to 29 use someone else's password

% of U.S. streaming users who say they use the password to a streaming service from someone outside of their household



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.

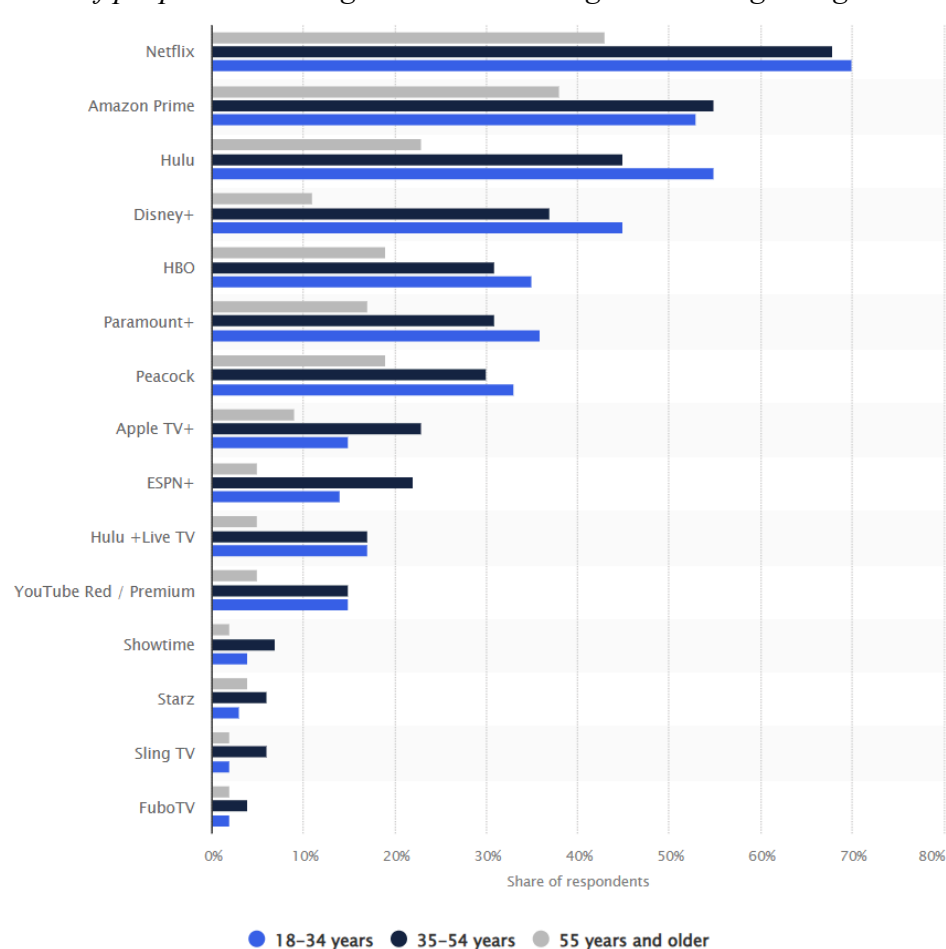
Source: Survey of U.S. adults conducted April 14-20, 2025.

PEW RESEARCH CENTER

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

Figure 7

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 8

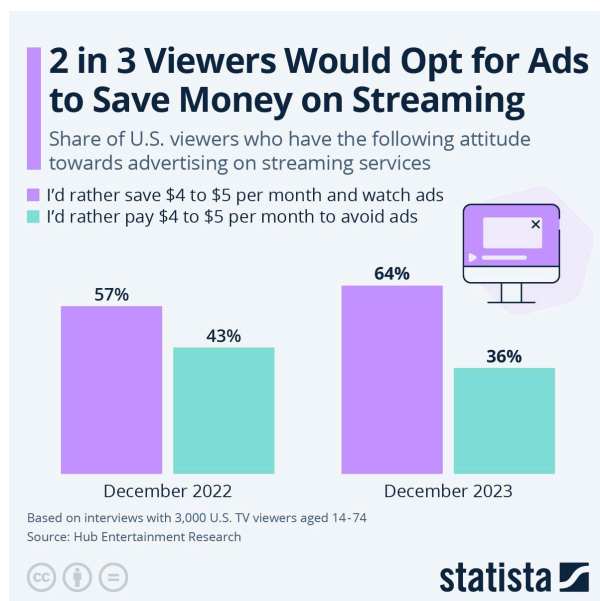
RokuRental logo



Note: Design from Katelyn Blanford's logo design on Canva, 2025

Figure 9

Statista graph depicting how 2 in 3 viewers would opt for ads to save money on streaming.



Note: Data from Statista *2 in 3 Viewers Would Opt for Ads to Save Money on Streaming*, 2024