

DVD Kiosk Comparison

“By the end of the year, kiosks will likely be our #1 competitor as video stores fall...There are already more kiosks in America than video stores.”

-Reed Hastings, CEO Netflix



1. Location Commissions	10%	6-9%
2. Exclusivity Opportunities	Yes	No
3. Rents Blue-Rays & Video Games	Yes	No
4. Revenue/Commissions from Ads	Yes	No
5. Downloadable Options- SD, USB, PSP & other digital devices	Yes	No
6. Online Rentals	Yes	Yes
7. TV on Kiosk for Previews/Trailers	Yes	No
8. Email Marketing to generate traffic	Yes	Yes
9. Lead time to order place 25 units	1-2 Months	1-2 Years
10. Managed, insured, and serviced by operators, not by locations.	Yes	Yes
11. Loyalty Card Programs	Yes	No
12. Special Request/Order options	Yes	No
13. Footprint size.	2' x 2' (less than 4sf)	2.5' x 2.5' (approx. 6sf)
14. Unit Capacity	700	630
15. Option for monthly subscriptions	Yes	No
16. Return by mail option	Yes	No
17. Countertop Model Option	Yes	No
18. Movies for sale online & kiosk	Yes	Yes
19. Touchscreen Interface size	22"	Approx. 15"
20. Late Fees	No	No
21. Option to own a rented DVD	Yes	Yes