

## Video Rental Market Case Study

### Outstanding Concept Combining n-DVD & ARccOS



**Video Publisher Eagle Pictures uses Sony DADC's n-DVD platform and ARccOS to protect and promote their movies in the rental market. First title of ten was "SAW – L'ENIGMISTA"**

#### Client:



Eagle Pictures, movie "SAW – L'ENIGMISTA"

Eagle Pictures produces and distributes international movies in Italy.

#### Client Need

In many countries, rental stores burn illegal copies of original DVD-videos to rent them out to their customers. This results in tremendous financial damage for video publishers. To prevent further abuse and reward renters and buyers of original products, Eagle Pictures of Italy, sought a solution which would:

- Provide maximum protection against copying through leading copy control
- Establish a user friendly means with which to collect and analyse data directly from end-consumers
- Enable customers to easily distinguish between pirated copies and originals

#### Solution

Eagle Pictures needs were satisfied by an unrivalled technology platform which seamlessly blends the world's first dynamic digital copy control system, ARccOS with n-DVD, Sony DADC's own interactive marketing platform.



Users placing an original n-DVD into an internet connected PC gain access to an exclusive bonus Web page via the n-DVD Secure Web Link. This web page offers downloadable screensavers, ring tones and wallpapers, online video streams of additional movie scenes as well as online competitions.



n-DVD was developed as an all-embracing bonus concept to prevent rental stores from profiting from renting pirated copies. It is the only available technology which ensures that paying customers receive exclusive access to exciting and special features. Users of illegal copies miss out!

The entire web-based infrastructure and the bonus content was created by Sony DADC's multimedia division and generated only from the publishers input master. No time or effort was invested by the publisher.

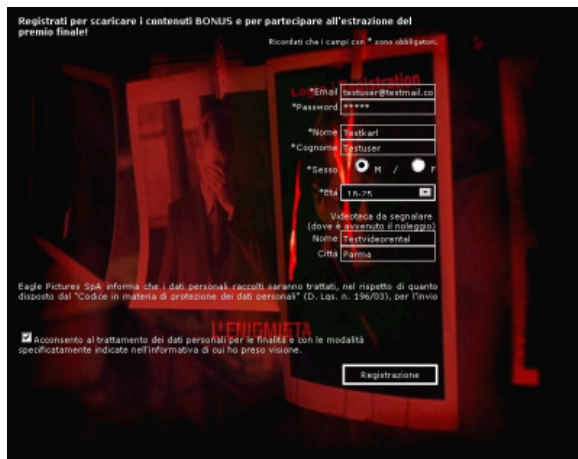
To build a successful fan community and retrieve valuable information on customer behaviour and their attitudes, n-DVD was developed as a ready to use customer registration system. An inbuilt lottery module, only accessible after successful user registration, stimulates customers to sign up. During registration the end-user also specifies the rental station he got the DVD from, an essential piece of information for the Eagle Pictures. So the publisher on a finger tip is able to identify best selling rental partners to build a substantiated business-to-business evaluation and reward system.

Solutions by **Sony DADC**

## Results

- After the first 3 weeks, 18% of all users accessed the exclusive n-DVD accessed website
- 35% of users registered their details online for the lottery and were added to the customer database for further promotional activity.
- Eagle Pictures received an outstanding 7% marketing response rate for their marketing initiative

Due to this initiative, sales of Eagle Pictures' DVD-videos have risen considerably. Less users are satisfied with illegal copies and they are receiving the full quality and benefits of an original DVD.



Registrazione

Registri per scaricare i contenuti BONUS e per partecipare all'estrazione del premio finale!

Ricordati che i campi con \* sono obbligatori.

\*Email testuser@testmail.com

\*Password \*\*\*\*\*

\*Nome testuser

\*Cognome testuser

\*Sesso  M /  F

\*Eta 18-25

Videoteca da segnalare (dove è avvenuto il miraggio)  
Nome (la sede espositiva)  
Citta Parma

Eagle Pictures SpA informa che i dati personali raccolti saranno trattati, nel rispetto di quanto disposto dal "Codice in materia di protezione dei dati personali" (D. Lgs. n. 196/03), per l'invio

Accordo al trattamento dei dati personali per le finalità e con le modalità specificatamente indicate nell'informazione di cui ho preso visione.

Registrazione

Convinced by the positive effects for their market, Luisa Bonalumi and Riccardo Sacchi of Eagle Pictures had this to say:

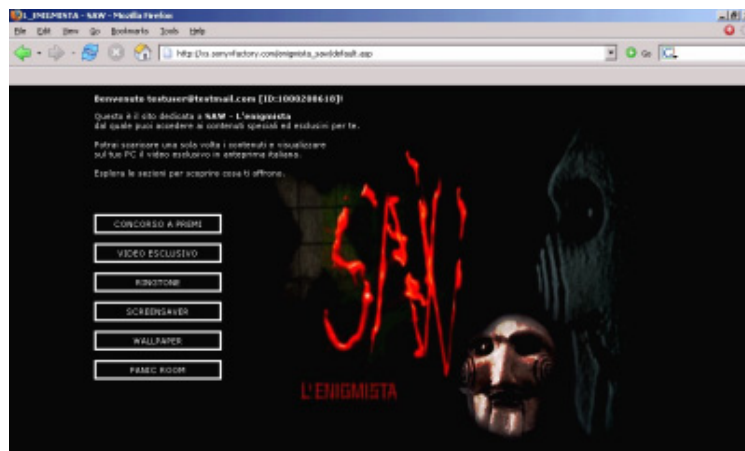
"n-DVD is a solution that requires no extra work for our developers and allows us to concentrate on other projects. We carefully watched the market after the release of our first n-DVD title SAW – L'ENIGMISTA and can definitely say, that the n-DVD features offer a serious value enhancement. Because the n-DVD application is also a standardized, easy to apply protection and marketing solution, we will be using n-DVD on our future titles!"

Eagle Pictures, as a result have decided to produce ten further n-DVD based titles .

By taking advantage of the benefits of an original DVD with n-DVD concept, the customer is less willing to settle for the inferior pirated copies. Before n-DVD was introduced to the market end-users were not able to distinguish if a rental disc was an original or an illegal copy. With n-DVD he is now in the position to identify unauthorized copies and demand the original he has paid for.

Furthermore, n-DVD provides a platform for one2one customer communication via personalized online features, facilitating the customer's identification with the product and publisher's business. Fan communities are easily established and loyalty programs created. Data generated through n-DVD, e.g. demographic information or shopping preferences can now form the basis for specific and successful marketing campaigns.

Thanks to the innovative n-DVD solution, the consumer value of original DVD-Videos rises enormously, compared to inferior pirated copies.



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