

Movie Rental Scenario

Billy is looking to rent a movie for him and his friends to watch on Friday night. He is 21 and has a credit card, but he isn't sure which of the movie rentals would be the best price for him. He wants to be able to keep renting movies every week or so and then send them off to get a new one. Billy doesn't have a car, but he does have internet connection for the TV and computer. Please help Billy find the perfect movie rental for him and his friends.

Blockbusters

#1

- \$9.99/month (1 movie minimum and 3 movies maximum)
- Movies are mailed 1 one at a time and you can only get 3 movies per month
- Unlimited in-store exchanges
- Many new releases available 28 days before Netflix and Redbox
- Games & Blu-ray included
- Must be 18 year or older
- Credit card needed

Netflix

#2

- Instantly watch as many movies as you want
- \$7.99/ month (unlimited movie rentals)
- Streaming instantly over the internet to your computer or TV only
- Unlimited TV episodes & movies instantly over the internet
- Games and Blu-Ray included
- Must be 18 years or older
- Credit card needed

Redbox

#3

- Rent at Redbox for \$1.00 per night
- 18 years or older
- Credit card
- Can hold movies online & pick up at a location

Time Warner Cable Movies

#4

- Each movie is individually priced
- As low as \$0.99 and as high as \$6.99 per movie
- Unlimited renting through TV ONLY
- Credit card needed
- 18 years or older
- TV cable subscription required

Movie Rentals Placing & Reasons

Placing: 2 – 1 – 3 – 4

2- Netflix

- Instantly watch as many movies as you want
- \$7.99/month (unlimited movies)
- Streaming instantly over the internet to your computer
- Unlimited TV episodes & movies instantly over the Internet
- Must be 18 years or old
- Credit Card needed

I placed 2 first because Billy could get unlimited movies to his TV and he wouldn't have to drive anywhere or he could get the movies sent to him by mail and still not have to leave his home.

1-Blockbuster

- 1-3 movie rentals by mail
- Unlimited in-store exchanges
- Many new releases available 28 days before Netflix and Redbox
- Games & Blu-ray included
- Must be 18 year or older
- Credit card needed
- 1 Disc-3 Disc - \$9.99

I placed 1 second because 1 was more expensive than 2 by \$2.00 per month and was limited to 3 disc and Billy could only get the movies through the mail or go to the store, whereas in 2 Billy could get them instantly to him.

3- Redbox

- Rent at Redbox for \$1 per night
- 18 year or older
- Credit card needed
- Can hold movies online and pick up at a location

I placed 3 third because granted 3 was the least expensive movie rental of the class, I criticize that Billy would have to drive every time to the Rebox to get his movies.

4-Time Warner Cable Movies

- Each movie costs different for renting

- As low as \$0.99 and as high as \$6.99 per rental
- Credit card is needed
- Must be 18 year or older
- Must have TV cable subscription

I placed 4 last because 4 would be, in the long run, the most expensive rental of all the products in this class because the movies all cost different amounts to rent them. Also Billy would have to get Timer Warner cable service to get the movies.