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Rising internet usage and consumer awareness to drive Online Movie Rental in India, finds Netscribes

Netscribes (India) Pvt. Ltd. launches a report on the Online Movie Rental Market in India 2011 as part of Netscribes' Media & Entertainment Industry Report Series.

Mumbai, India – March 7, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Online Movie Rental Market in India 2011*. In India, entertainment today is homeward bound and people are spending more time and money on home entertainment. The online movie rental market is growing at a steady pace and has tremendous potential to scale new heights.

The report begins with a market overview section that provides an insight into the existing market as well as the estimated market size and growth. The size and growth of the subscriber base has also been added. This is followed by the business model section which delves into the analysis of the operational model of such businesses along with their basic cost and revenue structure.

An analysis of the drivers explain the factors for growth of the industry including increasing number of movies released annually, increasing penetration of TV's and DVD players, rising income levels, rise in internet usage, increasing credit card usage, rising movie ticket prices and cost sensitive consumers and willingness of people to spend on entertainment. The key challenges of the market include stiff competition from the unorganized sector, easy availability of movies, capital intensive industry, low pricing of VCDs and DVDs and reach restricted to metro cities. Key trends in the market have also been analyzed which includes emergence of different operation modes, high-end customer service and promotional activities and offline counters to leverage on brand value.

The competition section provides an overview of the competitive landscape in the industry and includes a detailed profile of the major players in the market including their product line and offerings. Key developments in this sector have also been highlighted.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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