



# Streaming Video Choices

Pricing Analysis

Per Sjöfors, CEO

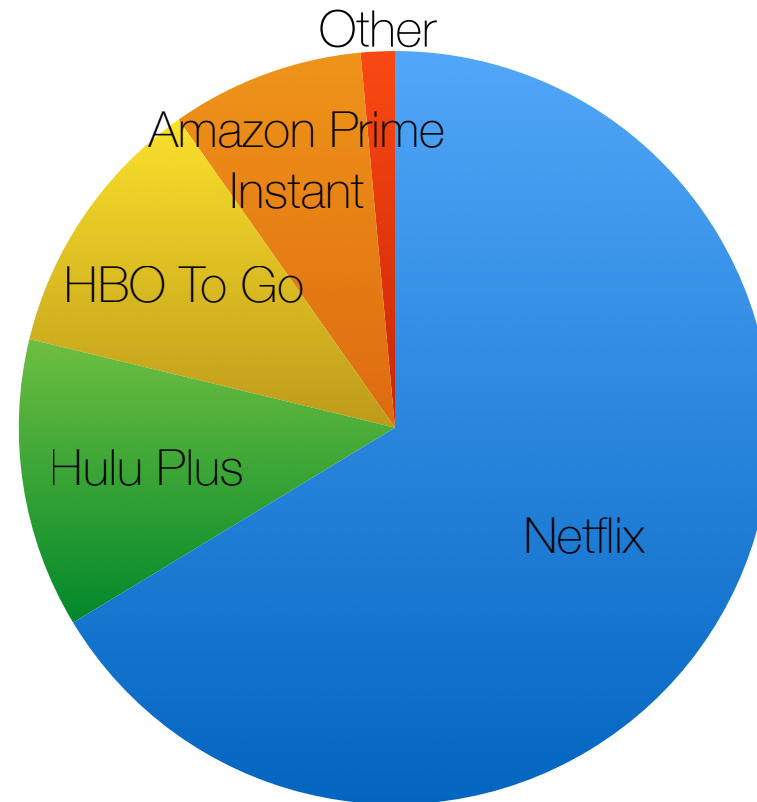
**“The single most important decision in evaluating a business is its pricing power. If you’ve got the power to raise prices without losing business to a competitor, you’ve got a very good business.”**

**-Warren Buffett**



# Which is your preferred subscription based video streaming provider?

The market shows a commanding preference for Netflix, with Hulu Plus, HBO To Go and Amazon Prime Instant with smaller and somewhat equal share.



# Relative marketshare vs subscription price

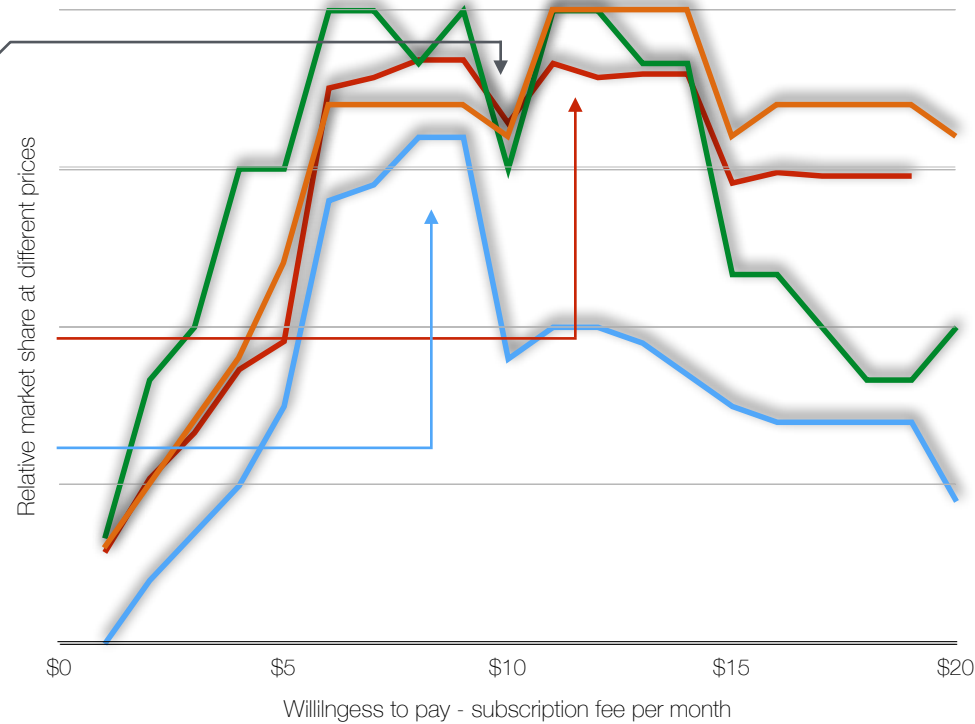
Amazon Instant Video has the highest willingness to buy at highest price

HBO To Go comes second

The dip in willingness to pay at \$10 indicates there are two markets; one market willing to pay higher prices, one market that are more price sensitive, and \$10 is the tipping point

Users who prefer Netflix has lower willingness to buy than those who prefer Amazon Instant Video or HBO To Go

Those who prefer Hulu Plus have the lowest willingness to buy and to pay



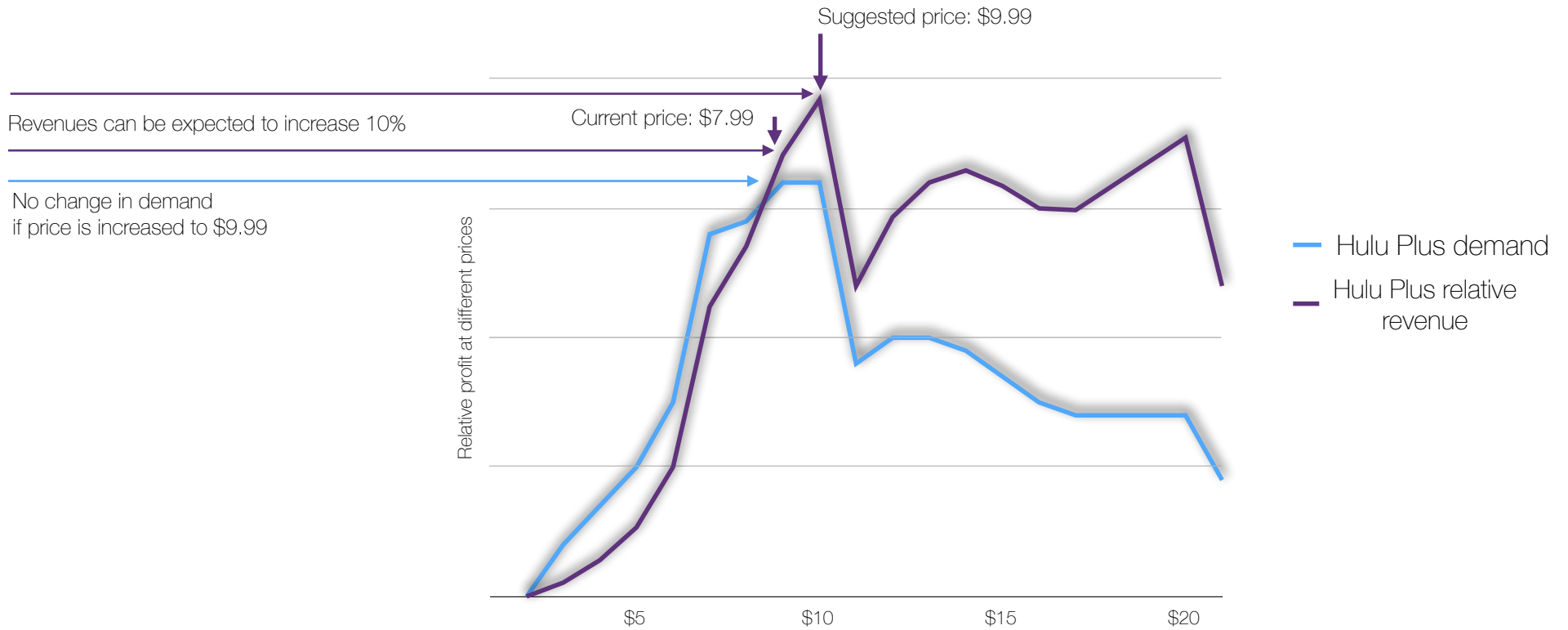
# Netflix: Relative revenues vs subscription price

No material change in demand if price is increased to \$14.99

Revenues can be expected to increase 40% - 50%



# Hulu Plus: Relative revenues vs subscription price

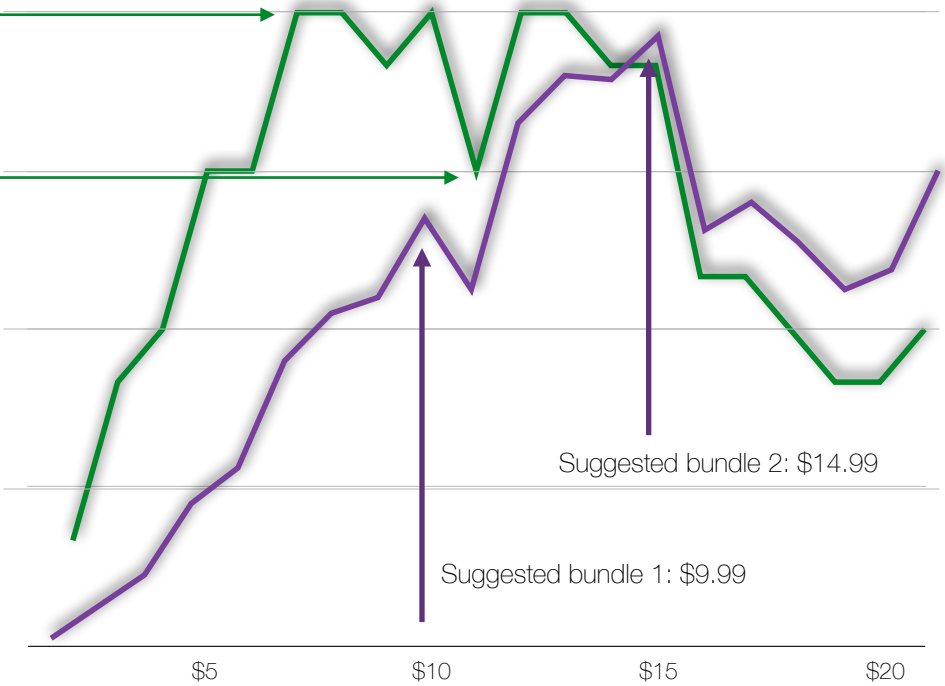


# HBO To Go: Relative revenues vs subscription

Three demand peaks at \$8, \$10 and \$13

Substantial demand trough at \$10 indicates two separate markets with likely different decision criteria, value drivers and willingness to pay

HBO To Go is currently an upsell by cable and satellite providers and is not yet sold separately



— HBO To Go demand  
— HBO To Go revenue

Suggested bundle 2: \$14.99

Suggested bundle 1: \$9.99

# Amazon Instant Video: Relative revenues vs subscription price

Demand peaks at between \$10 - \$15

Amazon Prime Instant Video is currently bundled with its Prime membership and it not yet sold separately





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