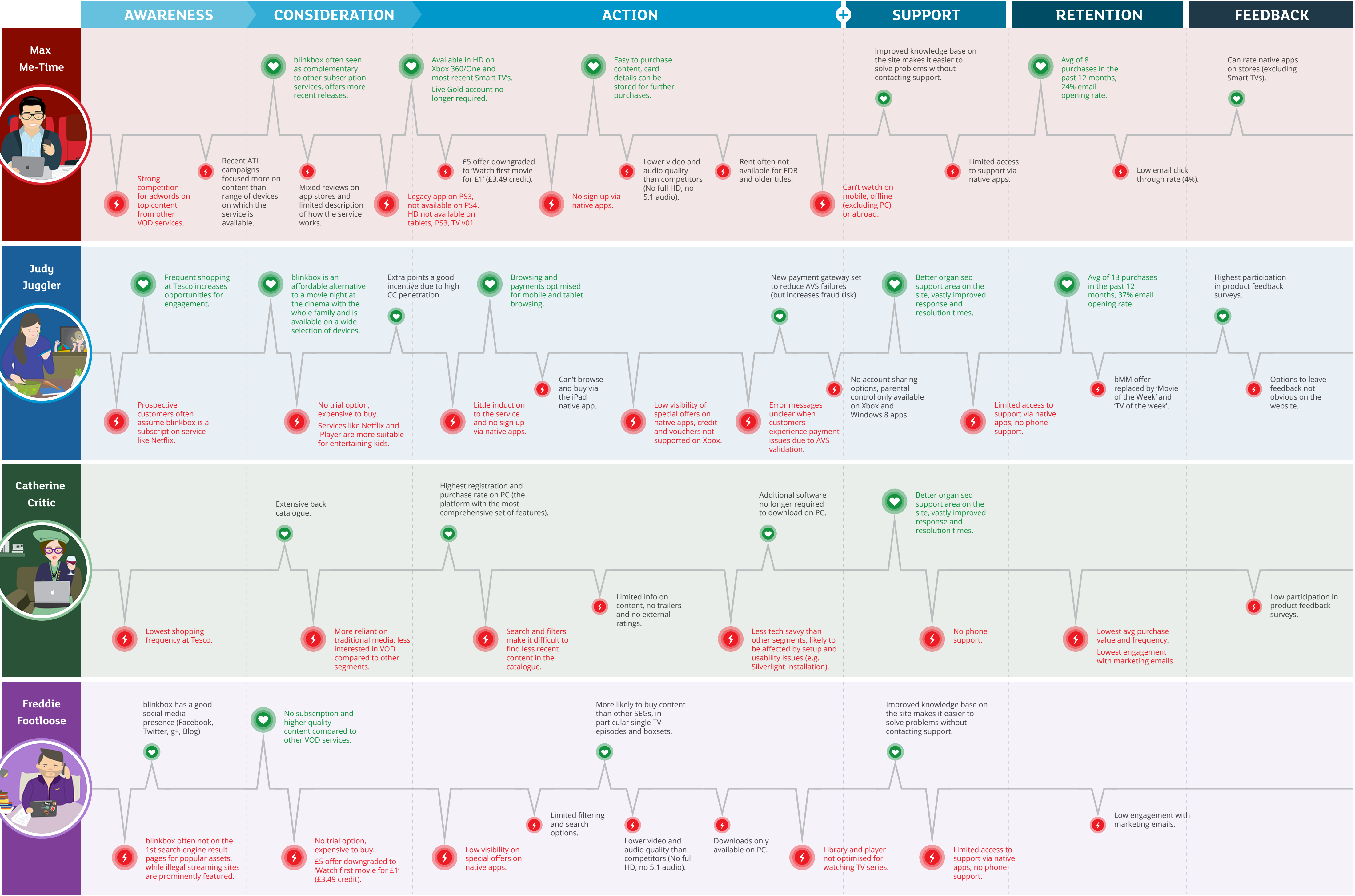
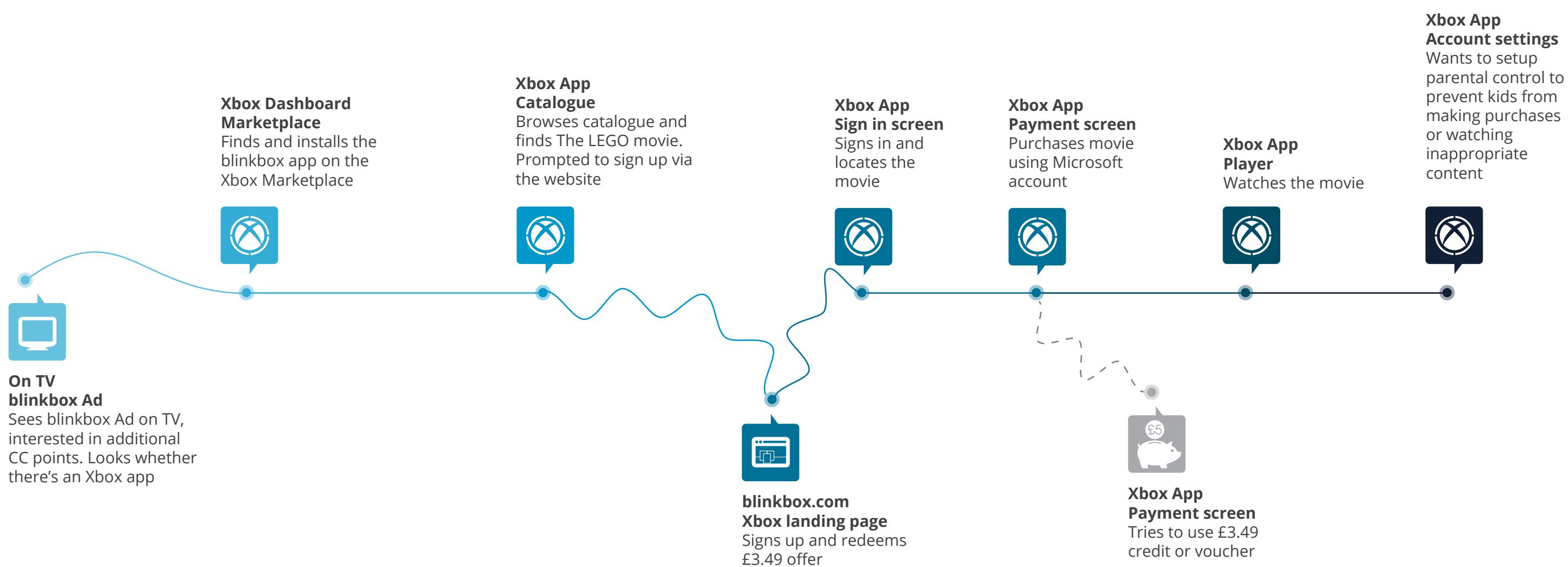


Pain Points and Highlights - By Segment

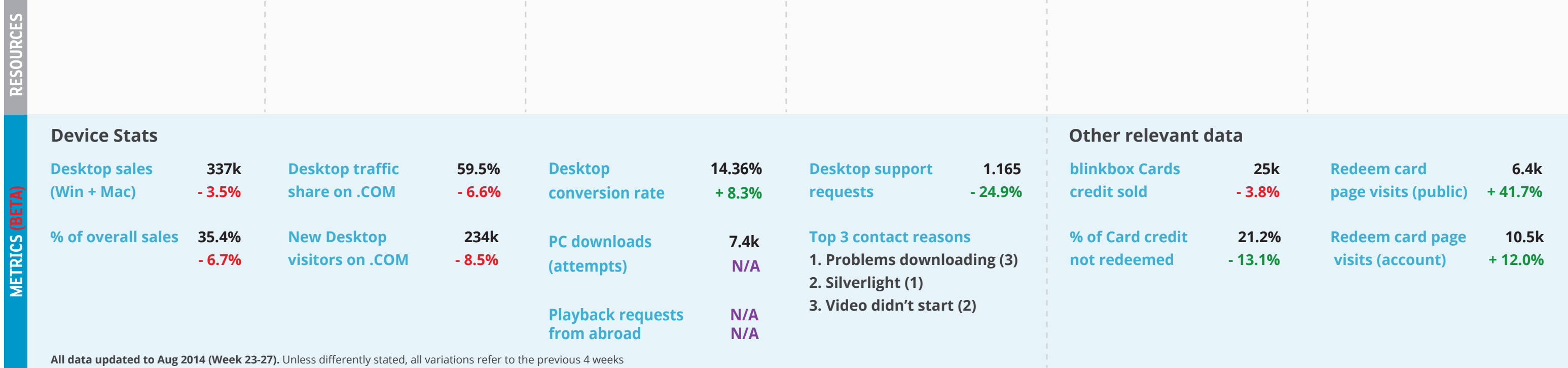


2. Watch a new release movie on Xbox

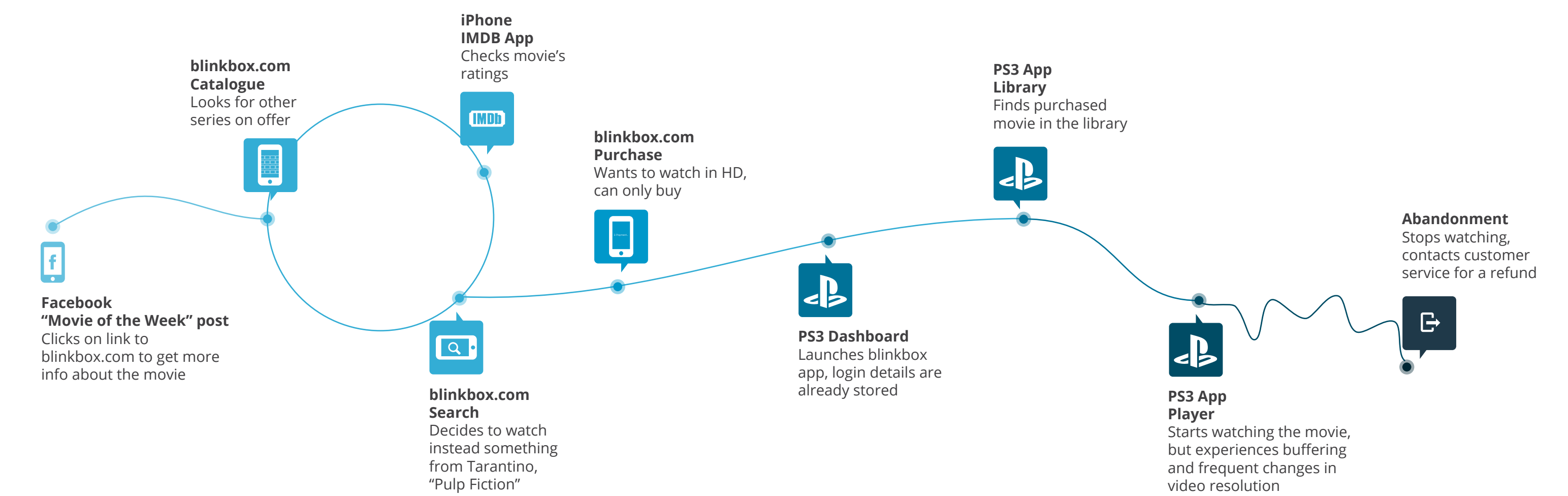
New user wants to watch The LEGO movie on Xbox 360 with family



	Hear about us	Install app	Find movie	Purchase content	Watch	Restrict access																										
KEY QUESTIONS	<ul style="list-style-type: none">• What is blinkbox?• What do they do?• How much does it cost?• Can I get it on my Xbox?	<ul style="list-style-type: none">• Is the app free?• How long will it take to download?• Is it available on Xbox One?	<ul style="list-style-type: none">• What is the difference between rent and buy?• Can I watch in HD?• Why do I have to sign up via the website?	<ul style="list-style-type: none">• Why I can't use my credit?• Once I purchase it, is it going to stay on my Xbox?	<ul style="list-style-type: none">• Where else can I watch?	<ul style="list-style-type: none">• Can other people make purchases with my account?• Can I prevent kids from accessing inappropriate content?																										
HIGHLIGHTS		<p>App is easy to find on the store, now available for Xbox One</p> <p>Paid Live Gold subscription no longer required</p> <p>Easy to browse, search has auto completion for titles</p>		<p>Easy to sign up via the site on desktop, tablet or mobile. £1 offer available</p> <p>Purchase process is straightforward</p>	<p>HD playback supported</p>	<p>Parental control and purchase restrictions can be set from the Xbox Dashboard</p>																										
PAIN POINTS	<p>Proposition</p> <p>Recent above the line campaigns focused more on range of content than devices.</p> <p>Most affected SEG</p> <p>Jugglers and Me-Timers are the most likely to purchase on devices other than PC/Mac.</p>	<p>Proposition</p> <p>No explanation about how the service works within the app.</p> <p>Most affected SEG</p>	<p>Usability</p> <p>Special offers are not highlighted in native apps. Extra benefits like CC points or merchandising are not displayed.</p> <p>Most affected SEG</p>	<p>Touchpoint switch</p> <p>Can't sign up in app.</p> <p>Most affected SEG</p>	<p>Usability</p> <p>No orientation back to the app after sign up.</p> <p>Most affected SEG</p> <p>Inability to use vouchers/credit forces customers to switch to other platforms to take advantage of promotions - 10% of Xbox users mentioned this issue in the console survey.</p>	<p>Platform constraints</p> <p>Can't use free credit, vouchers or redeem gift cards.</p> <p>Most affected SEG</p> <p>1/2 customers started using blinkbox via the £1 promotion, 1/10 with a voucher (across all SEGs).</p>	<p>Missing Feature</p> <p>No Full HD, 5.1 audio, subtitles.</p> <p>Most affected SEG</p> <p>Me-Timers and Footlooses are the most tech focused segments - more likely to care about video and audio specs.</p>	<p>Missing Feature</p> <p>Limited account management functionality</p> <p>No visibility on available blinkbox credit.</p> <p>Most affected SEG</p> <p>Multiple profiles and parental controls are particularly relevant for Jugglers.</p>																								
RESOURCES																																
METRICS (BETA)	<p>Device Stats</p> <table><tr><td>Xbox 360 sales</td><td>119k + 19.2%</td><td>Xbox 360 app installs</td><td>1.2M N/A</td><td>Xbox 360 avg app rating</td><td>386k t</td><td>Xbox support requests</td><td>328 - 5.5%</td></tr><tr><td>Xbox One sales</td><td>34k + 31.4%</td><td>Xbox One app installs</td><td>N/A N/A</td><td>Xbox One avg app rating</td><td>386k N/A</td><td>Top 3 contact reasons</td><td></td></tr><tr><td>% of overall sales (360 + One)</td><td>16.1% + 8.7%</td><td></td><td></td><td></td><td></td><td>1. Couldn't login (1) 2. Close my account (13) 3. Video stopped (4)</td><td></td></tr></table> <p>All data updated to Aug 2014 (Week 23-27). Unless differently stated, all variations refer to the previous 4 weeks</p>	Xbox 360 sales	119k + 19.2%	Xbox 360 app installs	1.2M N/A	Xbox 360 avg app rating	386k t	Xbox support requests	328 - 5.5%	Xbox One sales	34k + 31.4%	Xbox One app installs	N/A N/A	Xbox One avg app rating	386k N/A	Top 3 contact reasons		% of overall sales (360 + One)	16.1% + 8.7%					1. Couldn't login (1) 2. Close my account (13) 3. Video stopped (4)						<p>Other relevant data</p> <table><tr><td>Customers who redeemed £1 offer</td><td>N/A N/A</td></tr></table>	Customers who redeemed £1 offer	N/A N/A
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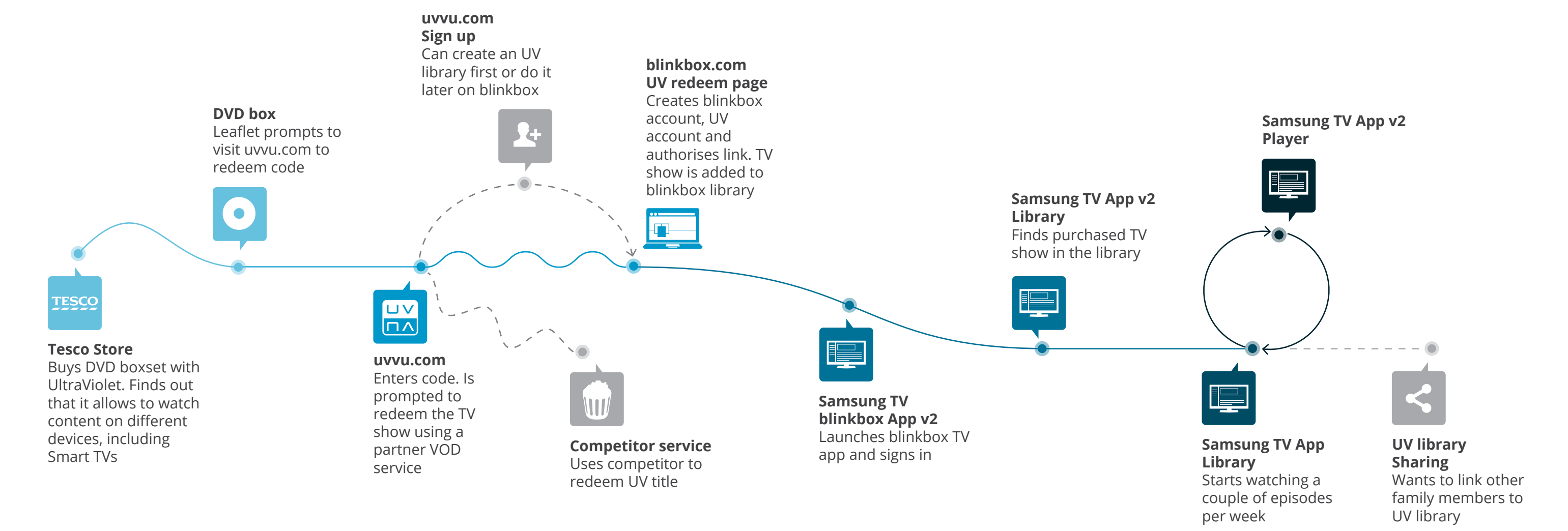
Returning user on iPhone wants to find something to watch later on PS3



	Hear from us	Find content	Purchase content	Launch PS3 app	Watch	Ask for refund	
KEY QUESTIONS	<ul style="list-style-type: none">• What other movies are on offer?• Where can I find more info about them?	<ul style="list-style-type: none">• Are movies on offer any good?• Do they have movies from Tarantino?• What are his best films?	<ul style="list-style-type: none">• Why can I only buy?	<ul style="list-style-type: none">• Where can I find the movies I just purchased?	<ul style="list-style-type: none">• Why the app is slow and unresponsive?• Why the quality is so low for HD?• Why there is so much buffering?• Is it a broadband or service issue?	<ul style="list-style-type: none">• Can I stream the movie from another device?• How can I get a refund?	
HIGHLIGHTS	<div>Good social media presence (Facebook, Twitter, g+, Blog)</div>		<div>Purchase process optimised for mobile</div>	<div>Coming Next PS4 app with HD support</div>			
PAIN POINTS	<div>Proposition bMM promotion discontinued, replaced with “Movie of the week” Most affected SEG 26% of Jugglers have used bMM codes, 4 times more than other segments.</div>	<div>Usability Search only works with exact titles and actor/director name, no auto completion. Most affected SEG Despite the extensive back catalogue, Critics might struggle to find content they like due to limited search engine.</div>	<div>Touchpoint switch Customers need to find their way to purchased content on the app. Most affected SEG 8% of Me-Timers and Jugglers purchase on PS3 vs 3.5% of other segments.</div>	<div>Missing Feature No in app sign up for new customers. No PS4 app. Most affected SEG In a recent customer survey, 20% of customers stated they have already upgraded to a Next Gen console. PS4 came on top of preferences.</div>	<div>Performance/ Usability PS3 app based on TV App V01, slower and less usable compared to apps on other platforms. Most affected SEG</div>	<div>Missing Feature No HD playback on PS3 and Smart TVs using TV app v1. Most affected SEG Me-Timers and Footlooses are the most tech minded segments, more likely to care about the tech specs of the service.</div>	<div>Support No in app support. Most affected SEG</div>
RESOURCES							
METRICS (BETA)	<div>Device Stats</div> <div>PS3 sales£52k+ 6.1%</div> <div>% of overall sales5.4%+ 3.3%</div>	<div>PS3 app installsN/AN/A</div> <div>Avg app rating4.5N/A</div>	<div>PS3 support requests182- 7.6%</div> <div>Top 3 contact reasons1. Video stopped (1) 2. Receiving CC points (3) 3. Promotion query (27)</div>	<div>Other relevant data</div> <div>% of Mobile traffic on .COM15.3%- 7.8%</div> <div>% of sessions with Search on .COM15.9%+ 6.0%</div>	<div>Facebook Likes98.3KN/A</div> <div>Twitter Followers15.4KN/A</div> <div>Twitter Followers1KN/A</div>		
All data updated to Aug 2014 (Week 23-27). Unless differently stated, all variations refer to the previous 4 weeks							

6. Buy physical, get digital

New user buys a DVD boxset at Tesco and wants to watch on Smart TV using UltraViolet



	Learn about UV	Redeem code	Sign up on blinkbox	Launch TV app	Watch series	Share UV library
KEY QUESTIONS	<ul style="list-style-type: none">• What is UV?• How does it work?• Where can I watch?• How is the video quality?• How do I redeem the code?	<ul style="list-style-type: none">• Where do I enter the code?• Why do I need another service to watch?• Which one is the best for me?	<ul style="list-style-type: none">• Is there a subscription if I sign up to blinkbox?• Why do I need to create two separate accounts?	<ul style="list-style-type: none">• Where can I find my UV titles?	<ul style="list-style-type: none">• Where can I find my show?• How do I control playback?• What's the last episode I've watched?	<ul style="list-style-type: none">• How can I add other people to my UV account?• Do they need to sign up to blinkbox too?
HIGHLIGHTS	<p>Opportunity to engage with customers who buy on physical supports, even if they use other retailers</p>		<p>All pages in the process adapt to mobile screens</p> <p>Once UV/blinkbox accounts have been created, further redemptions are straightforward</p>	<p>blinkbox app is preinstalled on popular Smart TVs models</p>	<p>HD now available on all recent Samsung and LG TVs (2012 on)</p>	<p>Link to UV preferences page available on blinkbox account settings</p>
PAIN POINTS	<p>Awareness blinkbox not mentioned on leaflet. Most affected SEG</p> <p>32% of customers across all SEGs still buy DVDs or Blurays at Tesco.</p>	<p>Proposition No incentive to use blinkbox to redeem vs other retailers. Most affected SEG</p>	<p>Usability Users need to create a separate account for each service and setup two passwords using very similar forms. Most affected SEG</p>	<p>Usability No UV redemption via native apps. Most affected SEG</p> <p>Usability Text input can be challenging with remotes. Most affected SEG</p>	<p>Usability No visual indicator of progress, repeated thumbnails for some TV shows and no episode synopses make it difficult to locate the last played one. Most affected SEG</p> <p>Boxsets purchases are the same across all segments (5%), but Critics and Footloosers are more likely to buy episodes (26% - 27% of purchases).</p>	
RESOURCES						
METRICS (BETA)	<p>Device Stats</p> <p>Smart TV & STB sales 198k + 12.9%</p> <p>% of overall sales 20.7 + 10.1%</p>	<p>Smart TV support requests 531 - 13.7%</p> <p>Top 3 contact reasons</p> <p>1. Video stopped (2)</p> <p>2. Video didn't start (1)</p> <p>3. Couldn't login (3)</p>	<p>Other relevant data</p> <p>UV redemptions N/A</p>			