

Alex Korjeski  
Flash Research: Digital Ecosystem  
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## Digital Movie Theatre

I propose we create a digital movie theater in which we cut out the middle man (movie theaters) and provide our customers with the newest movies streamed to their homes. This service allows customers twenty-four hours of access to their selected content. Going to a theater for a movie experience can be expensive, whereas our service will allow viewers to enjoy the same movies without the theater venue.

The digital movie theater is delivered over the internet through a secure network. The content offered to our customer will be straight from movie production companies such as Warner Brothers and New Line Cinema. Movies are now made in digital format, making access to the content simple. Customers will use a Netflix-like user interface to navigate through offered titles, being able to make a payment and stream their selected film easily.

This service will be offered in two different formats: single serve and subscription. The single serve option will allow our viewers to stream a new film for \$15. With the subscription, viewers sign up for ten movies a month for \$50. This business model allows us to advertise the subscription plan at a \$150 value priced at \$50.

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Prepare a diagram which describes this ecosystem.

Envision a new digital product or service that can be delivered via this ecosystem. Prepare a 1 page paper that describes this product or service, explains how it will be delivered using this ecosystem, and describes the business model which surrounds this new product or service.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.