

Analyzing drivers of digital home video success

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Abstract

The home video market gives consumers a wide choice of digital channels, but research into movie success has focused only on cinemas and DVDs. With a sample of 1,402 movies released between 2013 and 2019, this study defines success drivers in the fragmented market, where digital and physical versions are simultaneously available. Here, a successful theatrical release increasingly affects video-on-demand (VoD) sales. Among higher budget movies, box office exerts a weaker impact on VoD success, and this impact is not affected by release windows. VoD success is sensitive to release timing and aligns better with amateur than with expert ratings.

Keywords: *movie success; video on demand; digital purchase decision*