

## 1. Competitive audit goal(s)

Compare the movie trailer experience in each app

## 2. Who are your key competitors? (Description)

The key competitors of our Movie Trailer app for movie theaters are IMDb, AtomTickets, and AMC Theatres.

IMDb is a one-stop information source for movie, TV and celebrity content, designed to help fans explore the world of movies and shows and decide what to watch.

AtomTickets is a social movie ticketing app and website. Atom streamlines the process of purchasing tickets and concessions from any iOS or Android phone.

AMC Theatres is the dedicated website and app for the movie theatre giant. It is your portal to everything AMC Theatres. Buy tickets, get info about the movies you want to see, access your AMC Stubs rewards and make A-list reservations.

IMDb and AMC Theatres are indirect competitors, AtomTickets is a direct competitor.

## 3. What are the type and quality of competitors' products? (Description)

The IMDb app is a source for all types of entertainment information which includes TV, movie, and celebrity news and data. There is definitely no shortage of movie trailers available on the app. However, because of all the information that it covers, the user may have to go through many searches, clicks and swipes before finding the movie trailer they are looking for.

The AtomTickets app is a slick, visually appealing app that is easy to navigate. It highlights current popular movies, and has a dedicated tab for movie trailers, and usually multiple trailers to choose from. Their current promoted movie (currently 'Air: A Story of Greatness') dominates the front page and shows up throughout the app as you navigate, which can be a bit irritating.

The AMC Theatres app highlights current theater-wide promotions for the movie theater giant. The app is visually appealing and well-organized. Users can purchase food and drinks along with their movie tickets, as well as premium membership benefits. Each movie has their main trailer included in the description, but alternate trailers may not be available for each film.

## 4. How do competitors position themselves in the market? (Description)



**IMDb positions itself as the world's most popular and authoritative source for movie, TV, and celebrity information. It targets not only movie-lovers, but also anyone who is looking for information on TV shows and celebrity information. The app description says it is appropriate for anyone teenaged and over.**

**AtomTickets positions itself as the fun, social, and easy way to search for movie information and purchase tickets. It does this by allowing users to engage other movie-goers through their built-in social features and friend referral promotions. Its target audience is anyone who loves movies regardless of age.**

**AMC Theatres positions itself as the portal to everything that is AMC. From spacious rocking seats to luxury recliners, innovative menus and premium offerings like IMAX, Dolby Cinema, and Prime at AMC, AMC Theatres offers a range of ways to get more out of movies. The app description says it is appropriate for anyone teenaged and over.**

### 5. How do competitors talk about themselves? (Description)

**IMDb is the world's most popular and authoritative source for movie, TV, and celebrity information. Watch trailers, get showtimes, and buy tickets for upcoming films.**

**Atom Tickets is your ticket to more. Buy movie tickets, watch trailers and pre-order snacks! Atom Tickets changes the way people go to the movies with its revolutionary social movie ticketing app and website. Atom streamlines the process of purchasing tickets and concessions from any iOS or Android phone.**

**AMC Theatres: Times, Tickets, Food, Rewards. The AMC Theatres App is your portal to everything AMC. Buy tickets, get info about the movies you want to see, access your AMC Stubs rewards and make A-list reservations.**

### 6. Competitors' strengths (List)

**IMDB's strengths include:**

- comprehensive information on film credits, actors, etc.
- many different categories to search from

**Atom Tickets strengths include:**

- Slick looking interface and smooth navigation
- Social aspect, friend referral program

**AMC Theatres strengths include:**

- Strong branding and membership promotions, premium perks and deals
- Good visuals and user interface, sortable movie categories



## 7. Competitors' weaknesses (List)

**IMDb's weaknesses include:**

- too much information makes it cluttered and confusing to search
- May be difficult to read and see for vision impaired due to clutter and small text

**Atom Tickets weaknesses include:**

- only available in English
- promoted movie is featured too much throughout app

**AMC Theatres weaknesses include:**

- only available in English
- many films in the app only offer one available trailer

## 8. Gaps (List)

**Some gaps we identified include:**

- Accessibility options are limited. Most apps only offer products in English, and are not conducive to screen reader technology
- Movie trailer options are limited in some apps. Ways to search for trailers and trailer categories can be improved
- Apps do not have intuitive ways to learn the users' preferences and behaviors when watching and searching for trailers

## 9. Opportunities (List)

**Some opportunities we identified include:**

- Address accessibility throughout the app. Include multiple languages for each movie trailer, and each area of the app. Offer screen-reader available technology for the vision-impaired. Offer closed captioning for the hearing-impaired.
- Include all available trailer options of any duration or format. Offer a thorough and user-friendly way for users to search, sort and categorize their trailers.
- Build a smart and intuitive app (perhaps by incorporating Artificial Intelligence) that can learn the users' preferences and habits over time. This will enable the user to save time and effort when searching and watching their favorite movie trailers.

