

Competitive audit

Competitive audit goal: Compare the aspects of the trailer-browsing and/or ticket purchasing experiences of each competitor's app.

General information

	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
IMDb	Direct	Online	Free movie database	Free	www.imdb.com	Large	Anyone interested in information about a film	Offers a wide range of information about films.
Fandango	Direct	Online	Movie tickets bought online in advance for any available movie theater	\$	www.fandango.com	Large	Younger audience who wish to book movie tickets in advance	Offers online tickets to most movie theaters.
AMC Theatres	Indirect	Cities around the world	Movie tickets bought online in advance for any AMC theatre	\$	www.amctheatres.com	Large	Younger frequent AMC movie-goers who book tickets in advance	Offers membership programs with different levels and different rewards.