


**Comparison of online DVD rental players in India.**

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Feature	Seventymm.com	ClixFlix.com	CatchFlix.com	Madhouse.in	CineSprite
Location	Website says Bangalore and Delhi only. However, registration form has option to choose Maharashtra, Tamil Nadu, Andhra Pradesh, West Bengal also as residing states.	Mumbai only	Bangalore, Hyderabad, Delhi-NCR, Chennai	Chandigarh	Delhi - NCR
Launched	March 2006	October 2004	May 2006	May 2005	N/A
Pricing	199/- for 4 movies a month, 549/- for unlimited Registration Fee, Refundable deposit separate	Varies: 399/- for 6 movies a month to 999/- for unlimited movies 1500/- to 3000/- Refundable deposit separate	99/- for 1 dvd, 149/- for 2 DVDs, 189/- for 3 DVDs max 3 day rental Security deposit: 350/- to 700/-	199/- for 5 movies a month, 349/- for 10 movies a month, 499/- for unlimited	Varied plans for 1 or 2 movies out at a time. 199/- for 4 movies a month, 399/- unlimited movie (1 at a time) Activation fee separate
First impression of the website. For several people (me included), look and design are a crucial factor in judging if the site is trustworthy. (Rating is relative)	Best of the lot – professional and appealing. Rating: 10/10	Seems like a rip-off from Netflix. Rating: 5/10.	Decent. Looks very similar to design of seventymm. Rating: 6/10	Bad. The design needs to be completely overhauled. Rating: 3/10	Good use of technology (AJAX). Design can be improved though. Rating: 7/10
Movie collection	Very good collection of Hindi, English and several regional language movies	Found about 237 Hindi titles. They seemed to focus more on English movies	Found a total of 1512 movie titles.	5112 total titles with significant overlap across genres. Minus the overlap, they should have about 1700 – 2000 titles (**)	Pretty good diverse collection of movies in English, Hindi and several regional languages

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Browsing/ Searching for movies	Browse by language, genre, actor, director, year movie was released and movie ratings. You can also combine multiple criteria, which is a savior while browsing a genre in a particular language. You can also combine the above criteria while doing an 'Advanced Search'.	Browse by genres. Hindi occurs as a genre on this site. Hence, no ability to browse for a particular genre in a particular language. Only when you do an 'Advanced Search' will you be able to combine different criteria and search for movies	You can browse for movies by language and then limit the scope by genre. However, searching for movies is miserable. No ability to search based on multiple criteria. Only possible to search based on keyword related to the movie. Also, lots of movies don't have the thumbnail image associated with them. Looks very unprofessional for a site based on e-commerce revenue.	Browse by genres. They seem to have ability to limit browsing by language (Hindi and English), but it did not work for me. Ability to search for movies is miserable.	Browse by language, genre and alphabetical list. Similar to seventymm, you can browse genre of movies in a particular language. You can also search for movies by title, director, actor and release date.
Movies can be queued in your account?	Yes.	Yes	Because of pricing scheme, no queue system – but they do have a watchlist	Yes	Yes.
Ability to rate movies?	Yes. However, when I tried to rate movies, it did not work correctly.	They are taking the end user for a ride with their rating system. Although you see rating stars at the bottom of each movie, you cant actually rate the movie. It is just an image they display instead of link that can be clicked. so, each movie has the rating of 3.5 / 5. Here's the image they use as rating for each movie: 	No ability to rate movies.	No ability to rate movies	Yes
Any method of recommending movies to the user?	Based on a user's Rating pattern for movies, other movies will be recommended (still in the works) No 'Top 100', No 'New releases', No 'Award Winners' List	They do have 'Top 50', 'New Releases', 'Featured Releases'	There is a 'You may also like' feature – but it sucks. When I selected the Hindi comedy movie ' Hungama', they recommended me the following movies: 'The Doors', 'Forget Paris', 'Terms of Endearment', 'The Devils Advocate'. Delving more into the recommendation system, I found that every time I click on a movie (irrespective of the genre / language), pretty much the	They have a 'New Arrivals' section.	A 'More Like This' feature when you click on a movie. Gives a fairly decent recommendation of movies in context to the movie you've clicked on. They also have a very good 'Viewer's Pick' and 'Latest Addition' section. Another useful section 'Award winners' is in the works

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			Same movies are recommended to me. So much for the 'recommendation system'.		
Ability to write movie reviews / linked to movie reviews?	Users can write a review	Users can post a review	Users cant write a review. Links to Yahoo Movie Reviews whenever one exits	No review system.	Users can post a review
Schedule a pickup	Schedule pickup online / phone / SMS	Schedule pickup online / email / SMS	Based on their membership scheme, pickup will happen after three days. So, no scheduling pickup. If for some reason you weren't able to watch the movie – too bad – the pickup is still scheduled.	Schedule delivery / pickup online / email / phone / SMS	Schedule pickup online / phone / SMS
Overall Impression	Amongst the pack, they seem to be doing the best job by far in terms of execution. They have a well designed website, good collection of movies and the largest membership.	Their movie collection is not that great. Besides, they could focus on overhauling the design of the site as well.	Their subscription plan is very simple. They have a decent design but in terms of usability, they could definitely do a better job (add ability to write review, rate movies, missing thumbnails of movie titles)	Just one suggestion – 'Hire a professional web designer'.	They seem to have a good collection and fairly good implementation in terms of technology. If they refine / polish their design a little bit, it would work out very favorably for them.