

NETWORK VIDEO

Booval

OLD

At the Counter

The town of Booval lies 38 minutes South West of Brisbane, if you're travelling from the state capital down the Ipswich motorway.

According to local Network Video store owner Tina Gianotti the town is 'flat and unit heavy', an attribute that complements her business' proximity to the local train station, and the store's library of 18,000 titles.

Business at the 600 square metre store has been reasonably solid this year, despite the economic downturn and flooding that affected the area in January.



Q&A

What promotions bring people through the door at your store?

We've always got promotions on our DVDs, but otherwise we're always running confectionery promos so that when people are in store that encourages them to purchase more. We are located near a train station, so that's good for us as well.

The weekends are obviously the better trade, but really anything that we can do to help pick trade up helps.

Which title rents/sells its pants off?

Pirates Of The Caribbean: Dead Man's Chest on DVD, and on Blu-ray it's *Inception*.

Most popular genre?

It would have to be action.

Celebrity customers?

No-one really, though we do get a few (Brisbane NRL) Bronco players.

Most bizarre behind the counter experience?

We get a lot of strange excuses for bringing discs back late - having been mysteriously in and out of

hospital, deaths in the family, that sort of thing. Sometimes those excuses are real, but when they happen a bit too often you become suspicious.

Is Blu-ray strong for you?

The ratio of DVD to Blu-ray has definitely grown. We're buying two thirds DVD, and a third Blu-ray now. A year ago it was very different.

Best non-disc related sales product?

It's still the movies that are drawing people in here. Because we're on a busy road heading to the train station, we put poster displays out so that people know what product is coming out. That's one of the hardest things compared to past years when there was always a lot of advertising from the distributor and retailers combined. You rarely see an ad now.

Is piracy a problem in your region?

I'm sure it is everywhere. I'm sure we get it here too - people often come in on the date of a new title's release and say "I've seen it already." It's definitely a problem.

Business breakdown

Who are your customers (demographic)?

To break it down by age group, I'd say twenties through to mid thirties.

How has the rental market been performing over the last 12 months?

For us we've been travelling not too bad, this half of the year's been a bit quieter, but only say 2% down. If you wanted to include the last six months of last year we're travelling about the same or up. We had a lot of customers lose their houses in floods in the early part of the year as well.

What's been the key to your store's success?

Always keeping up to date with everything happening. Updating the paint, changing things around. We still hire games as well, but there's been more of a drop off there than with DVDs - that would be a piracy issue there as well.

What advice do you have for other store owners?

Keep it simple, and really work on the customer service and just keep your place looking good. Everyone likes going into somewhere that looks really good - that's vibrant and happening. It's basic stuff.

A lot of stores around us have shrunk in size, but we're running out of room with 600 square metres. That has such a negative impact on their business.

About the Owner

Tina Gianotti has worked in video stores since the age of 14 - beginning her career as a schoolgirl in 1985 (a era when there were no computers Gianotti points out).

After high school the business

owner was employed by the Plains Video head office, and used to help them with opening new stores.

Gianotti has owned her current store for 20 years this year. "We bought into this store here and another family business in WA as well in 1991."

MICHAEL WELCH (TWILIGHT) SARAH HABEL AND DAVID KEITH

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