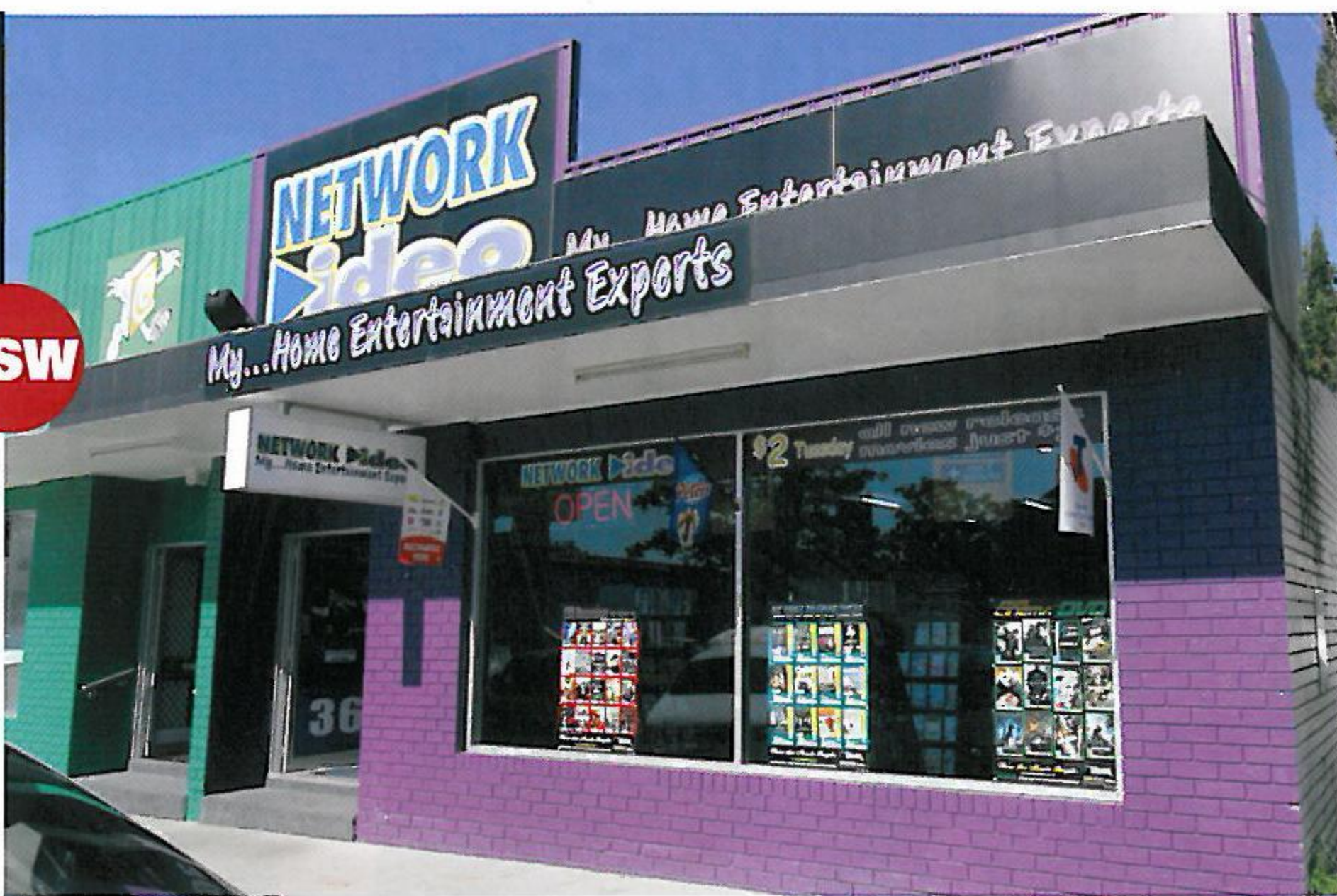


NETWORK VIDEO
Coffs Harbour

NSW



At the Counter

The sub-tropical city of Coffs Harbour is around 4-5 hours drive south of Brisbane, and has a population approaching 71,000. No less than the CSIRO has labelled the city home to Australia's most livable climate. The area is also famous for being home to the Big Banana, spectacular unspoiled beaches, and actor Russell Crowe. Local Network Video store owner Jason Seeco keeps his store stocked with 15,000 or so films to keep the locals and the massive influx of tourists the city sees each summer (around 30,000), busy during their downtime.

Q&A

What promotions that bring people through your doors?
Our biggest promotion is our \$2 Tuesday. We started it from the day we took over and it runs every Tuesday rain, hail or shine and on PUBLIC HOLIDAYS.

I have only been in the industry for 12 months but I could almost write a book already with these. Bizarre seems to be the new normal for me everyday.

Which title rents/sells its pants off?
Probably my biggest gross rental i.e. gross profit would have to be *The Human Centipede*. It's a messed up movie but once it was previewed on JJJ I had bookings for weeks ahead.

Is Blu-ray strong for you?
Not really. I went through a faze of buying tonnes of it, some only hire it, some don't care.

What's your most popular genre?
Horror for the teenagers, action for the guys, chick flicks (drama) for the ladies.

Best non-disc related sales product?
I would love to tell you but my competition may read this so I will say chocolate.

Have you had any celebrity customers?
Although Russell Crowe lives in our area, he must be tooooooo busy making movies to rent them lately. However I must admit one of my best customers made a guest (unscheduled) appearance on RBT.

Is piracy a problem in your region?
I don't know as people don't walk in and say 'I download'. I think some will go that way no matter what, some will stay away from it as it's internet, and I still believe that the majority of people will always want to look at the cover and touch feel before they buy or rent.

What's been your most bizarre behind the counter experience?



Business breakdown

Who are your customers (demographic)?
We have so many of these. They start at six years and come in and grab the movie while mum waves from the car to elderly ladies I help up the one step we have so they can have the weekly fix.

How has the rental market been performing over the last 12 months?
I keep reading and hearing the industry is struggling but I have an advantage this year as we took over a struggling business and have made a lot of changes.

What's been the key to your store's success?
Two things. Number one is marketing. We promote, promote, promote. It's in my nature, and we only promote one thing..... Number two, we keep on investing in the business, buying more and more and more - of everything.

Do you have a business strategy that supports this?
Over the past 18 years I've seen a lot of people fail and a lot succeed, so I took everything from the successful ones and keep trying to improve on these.

What advice do you have for other store owners?
Start investing back in your business, it's what pays the bills. Your customers don't come to you, you go and get them (as my son just said be proactive). And last but not least the one piece of advice I've given to every person that has ever worked with me or for me if you don't enjoy what you are doing, find a new opportunity.

About the Owner

Jason Seeco started in radio at the age of 16, and stayed in media for 21 years. "That was enough", Seeco says. During that time Seeco worked in various jobs, but prior to purchasing his store 12 months ago he was a Radio and Television salesman for an area 2 times the size of Tasmania. "I'm very lucky I have a wife that has a great job (although she has to travel 1h 15 min to get to work each day and then back) and 3 kids that try and keep me in touch with the under 18's," says Seeco. "We bought the store as we saw an opportunity to grow a business that had been neglected of late. I must say I love our staff. They are what help make our business successful. We could spend money to improve the shop but if your staff are s*%t it doesn't matter what changes you make in-store."



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