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Eun Kim, Seongcheol Kim

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**Online Movie Success in Sequential Markets:
Determinants of Video-on-Demand Film Success in Korea**

Eun Kim^a and Seongcheol Kim^b

^{a, b}*School of Media and Communication, Korea University, Seoul, Republic of Korea*

^a Address: Korea University, Media Hall 307, 145 Anam-ro, Seongbuk-gu, Seoul, 02841, Republic of Korea | Telephone: 82-10-3801-4102 | E-mail: eeeunkim@gmail.com

^b Corresponding author.
Address: Korea University, Media Hall 404, 145 Anam-ro, Seongbuk-Gu, Seoul, 02841 Republic of Korea | Telephone: 82-2-3290-2267 | E-mail: hiddentrees@korea.ac.kr

Abstract

Despite the growing online movie market, attributes of digital films are inadequately studied. This study analyzes theatrical and post-theatrical determinants of film success on the video-on-demand (VOD) market of Korea through 226 films. Key results show that higher box office records and shorter holdback were found significant, while box office performance had a significant interaction with the impact of holdback on VOD performance. The importance of box office performance on online performance may be explained by quality signals, promotions, or “me too” behavior. This study provides implications for online movie distribution, in which theatrical performance remains critical in increasing performance across platforms.

Keywords: film industry, video-on-demand (VOD), film distribution, window strategy, online movies

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