



Netflix Case Study Analysis

NETFLIX CASE STUDY

Does Netflix have deep enough pockets to outbid its rivals for broad access to the studios' TV and movie content? Can it convince the studios that it is not a direct competitor?

Netflix has managed to evolve with the ever changing technology industry in such a way that their ability to keep up with the changes in the market, gives Netflix the competitive advantage to stay ahead of the competition such as Walmart and Amazon.com. Today's market is moved by technology where Netflix offers its subscribers the ability to utilize their online movie service virtually on any device from cell phones, tablets, iPods, computers, Blu ray disc players, to game consoles like Xbox 360, PS3 and Nintendo Wii. Read also about NETFLIX SWOT Analysis 2017

With the convenience of not having to set foot outside the comfort of their home, a wide variety of movie titles to choose from and with approximately 15 billion subscribers paying a monthly service fee ranging from \$8.99 to \$47.99, Netflix has the business model and numbers to revolutionize the movie rental business while continuing to provide better services than the competition. Netflix reported revenues of 3.61 billion in 2012, numbers that definitely give them deep enough pockets to outbid its rivals for broad access to studio TV and movie content. Netflix can convince studios just by demonstrating how their 2009 partnership with Vizio & LG as well as the one with Google TV in 2010 can be of more profit to both companies than competing against each other.

How much time should Hastings and his executive team devote directly to hiring? Should he and his executive team be directly involved, or is this something that he should delegate?

The time I would devote to hiring may vary depending on each individual situation but most definitely I would plan ahead and have a system set up in order to ensure the most effective process in assessing each individual considered for hiring. The hiring process is something that should be delegated and done through human resource which in turn will ensure a thorough background check on possible candidates in hopes of selecting efficiently.

What could be provided in way of pay, perks and company culture that will attract, inspire and motivate top talent to achieve organizational goals?

I would consider offering a more relaxed and enjoyable environment where my employees would feel they have control of their time rather than feel they have someone watching over their every move. This would lead them to have a sense of trust coming from top management. Set up a system where every employee has the opportunity to share their

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Jens Belner



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Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies

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Strategic Analysis of Netflix in India.

Possible Strategies and Recommendations Gabriel Socha, 2020-09-28 Case Study from the year 2020 in the subject Economics International Economic Relations grade 13 New York University Leonard N Stern School of business language English abstract The paper focuses on strategic issues of the management of Netflix in India pointing to the following key question How can the company adapt its business model to gain a foothold in the Indian market Should the company conduct acquisitions to deal with the situations Or should Netflix exit India and shift focus to other global markets instead Netflix a leading American online media streaming and production company expanded successfully across the globe in the 2010s However in India a very important market for Netflix due to its large population and strong demand for video streaming Netflix seems to be struggling Dominant competitors and specific customer requirements have made growth difficult for the firm In this case both Netflix and the Indian video streaming market are analyzed with several strategic options are compared The team of authors recommends purchasing local studios and production houses so that Netflix can continue to pursue its verticalization strategy and meet local consumer demands We also suggest Netflix adapt its price to appeal to more users as Indian users are generally more price sensitive While it might dilute Netflix premium brand we believe such risk can be mitigated by adopting a more bare bones lower cost subscription targeting the large number of Indian consumers who use their smartphones to access the internet

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Gabriel Socha, 2020-07-03 Seminar paper from the year 2020 in the subject Economics International Economic Relations grade 1 3 New York University Leonard N Stern School of business language English abstract The paper focuses on strategic issues of the management of Netflix in India pointing to the following key question How can the company adapt its business model to gain a foothold in the Indian market Should the company conduct acquisitions to deal with the situations Or should Netflix exit India and shift focus to other global markets instead Netflix a leading American online media streaming and

production company expanded successfully across the globe in the 2010s However in India a very important market for Netflix due to its large population and strong demand for video streaming Netflix seems to be struggling Dominant competitors and specific customer requirements have made growth difficult for the firm In this case both Netflix and the Indian video streaming market are analyzed with several strategic options are compared The team of authors recommends purchasing local studios and production houses so that Netflix can continue to pursue its verticalization strategy and meet local consumer demands We also suggest Netflix adapt its price to appeal to more users as Indian users are generally more price sensitive While it might dilute Netflix premium brand we believe such risk can be mitigated by adopting a more bare bones lower cost subscription targeting the large number of Indian consumers who use their smartphones to access the internet

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