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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

Analysis Of Netflix Case Study

Hernández-Santaolalla, Víctor, Barrientos-Bueno, Mónica

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Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies Hernández-Santaolalla, Víctor, Barrientos-Bueno, Mónica, 2020-04-24 As media evolves with technological improvement communication changes alongside it In particular storytelling and narrative structure have adapted to the new digital landscape allowing creators to weave immersive and enticing experiences that captivate viewers These experiences have great potential in marketing and advertising but the medium's methods are so young that their potential and effectiveness is not yet fully understood Handbook of Research on Transmedia Storytelling Audience Engagement and Business Strategies is a collection of innovative research that explores transmedia storytelling and digital marketing strategies in relation to audience engagement Highlighting a wide range of topics including promotion strategies business models and prosumers and influencers this book is ideally designed for digital creators advertisers marketers consumer analysts media professionals entrepreneurs managers executives researchers academicians and students 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 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 AWS Certified Big Data | Specialty (BDS-C01) Cybellium, Welcome to the forefront of knowledge with Cybellium your trusted partner in mastering the cutting edge fields of IT Artificial Intelligence Cyber Security Business Economics and Science Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT Al Cybersecurity Business Economics and Science Each guide is

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Strategic Analysis of Netflix in India. Possible Strategies and Recommendations 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 **Mastering Business** Analytics: Transforming Data into Strategic Insights Aayushi Singh, V.K Singh, Rudra Rameshwar, Sumanjeet Singh,

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analysis time series forecasting decision trees and neural networks highlighting how these models can be applied to Big Data to solve real world challenges These methodologies are essential for applications ranging from demand forecasting and fraud detection to personalized marketing and healthcare diagnostics Data preparation plays a pivotal role in predictive analytics and this book will delve into the critical process of cleaning transforming and normalizing Big Data to ensure accurate and reliable predictions Additionally we will explore the implementation of machine learning algorithms such as supervised and unsupervised learning which form the backbone of many predictive models used in modern business applications One of the core themes of this book is to demonstrate how predictive analytics is not just a tool for data scientists but a crucial component of decision support systems helping organizations make informed choices across various departments including marketing operations and finance The book will also address the challenges that come with predictive analytics such as data quality overfitting and model interpretability providing solutions to these common obstacles Through detailed case studies particularly in the financial retail and healthcare sectors this book highlights the transformative impact of predictive analytics in Big Data By the end of this book readers will not only gain an understanding of the core principles of predictive analytics but will also be equipped with the knowledge to apply these techniques in their own organizations to drive meaningful business outcomes We hope this book serves as both an academic resource and a practical guide empowering professionals researchers and students to fully leverage predictive analytics in the context of Big Data Authors Dr Mehraj Ali Usman Ali Dr Shakeb Khan How to Do Growth Hacking - A Practical Guide Samuel James, AI - ChatGPT, How to Do Growth Hacking A Practical Guide is more than a book it s a growth companion Whether you re just starting your growth hacking journey or looking to refine your existing strategies this book offers the practical knowledge ethical guidance and innovative insights you need to thrive in today s business environment It's not just about growing fast it's about growing smart sustainably and ethically Make this guide your trusted partner in that growth journey How This Book will Help Solve Your Problems Whether you re struggling to acquire new customers retain existing ones or scale your business this book serves as a problem solving toolkit The step by step guidance on topics like customer acquisition Chapter 4 retention strategies Chapter 6 and scaling up Chapter 14 ensures that you have a roadmap tailored to your unique challenges Practical Help for Real world Challenges Unlike generic business guides How to Do Growth Hacking A Practical Guide is designed with real world applicability in mind The hands on worksheets case studies and actionable insights are crafted to provide solutions to the challenges you face in your daily business operations 1 Comprehensive Coverage of Growth Hacking Essentials From the foundational mindset of a growth hacker to the future of AI and machine learning in growth hacking this guide offers 18 comprehensive chapters that cover every facet of growth hacking This isn t just a theoretical exploration each chapter provides practical insights tools and methods that you can apply immediately 2 Hands On Approach with Dedicated Worksheets Chapter 18 is dedicated to worksheets that are designed to help you translate theory into action These exercises

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The Routledge Companion to Marketing Research Len Tiu Wright, Luiz Moutinho, Merlin Stone, Richard P. Bagozzi, 2021-06-27 This single volume reference provides an alternative to traditional marketing research methods handbooks focusing entirely on the new and innovative methods and technologies that are transforming marketing research and practice Including original contributions and case studies from leading global specialists this handbook covers many pioneering methods such as Methods for the analysis of user and customer generated data including opinion mining and sentiment analysis Big data Neuroscientific techniques and physiological measures Voice prints Human computer interaction Emerging approaches such as shadowing netnographies and ethnographies Transcending the old divisions between qualitative and quantitative research methods this book is an essential tool for market researchers in academia and practice

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