I gathered more information about business strategy and business planning from the giants we had already analyzed. The business strategy remains clear for Netflix and Comcast; subscribers are the key; Comcast’s marketing strategy remains to be at the center on the innovation of business to business platforms^1. While Netflix maintains a consumer orientated agenda. Comcast has multiple outlets of media that are more traditional and just as relevant as Netflix. Comcast hosts magazines, television programs, streaming services, and more; but Netflix has the market majority of the streaming sector which has been a leader in market growth. Netflix has a total of 47 million subscribers followed by Comcast at 22.4 million subscribers. **^2** Despite the fact the Netflix has such a huge percentage of the market share, they are still investing in marketing and just last year had increased their marketing spending by 50% according to *The Motley Fool* **^3**. Which was apparent in our 10k reporting that we found Netflix had increased their expenditures specifically on marketing.

We had to follow the trail of money to get some in depth information as to how Netflix was attempting to reinvest their money and what marketing strategies they were following. The most recent marketing strategy that I could find was from 2014 and highlighted how they were dominating the DVD market and understood that this could face environmental challenges in the future. Their plan was to remove the need for DVDs and yet still get consumers the content that they wanted by producing a coherent and well-designed streaming service. They also highlighted that they wanted to improve their algorithms in determining the best possible movie match for the viewer stressing that you can watch what you want when you want. **^4**

Comcast was not as interested in streaming revenue as it was in continuing to expand its already 111.4 million broadband users.**^6** Instead Comcast focused on their business to business strategy; expanding VoIP, broadband internet, cable television, and lastly home security. We saw a major parallel between the two industries on how they approach innovation and also how they approached security. The outlier of these two industries were simply the market share that they were after. **^5**

Netflix and Comcast have both a firm understanding of what positions in the industry they want to pose for regarding consumer interaction. Comcast has much less of a business to consumer model than Netflix which is apparent in their investing. Comcast is not investing in marketing because it remains borderline monopoly status with its coverage of consumers of the United States. Since we could not obtain any security insight aside from level one customer support from Comcast; we obtained some answered questions from an IT professional in a Payroll service associated with major film and production studios.

Interviewee

Since two of the major three companies had focused so heavily on security concerns we thought about asking an expert of the IT field from Cast And Crew; a payroll service for the Movie production and film industry. This gave us the ability to answer a few key questions. Following Porter’s five forces, we asked questions involved with threats and security, innovation in technology, chain of command for problem-solution scenarios, and routine day-to-day protocol.

Service Desk IT Expert

What are your biggest threats for your company and what tools do you use to analyze these threats?

* Some of the biggest threats that we face at the company I work for are phishing emails. Emails that disguise themselves as “real” emails in order to obtain company or user information. The number one thing that we as a company try to do is educate our employees. Understand what to look for and what to expect from that type of threat can really go a long way. We have spam recognition software in place but sadly some of these phishing emails are so good at disguising information that for the untrained eye can really catch someone by surprise.

What are innovations in technology that you foresee playing a bigger role in the industry in the future?

* Automation is probably one of the technologies that is rapidly taking over the IT world. Having the ability to run a script that can update/upgrade/modify information with the least amount of manpower is vital in a fast paced environment. So many things need to happen now not 5 days from now. It's wonderful.

What tools do you use to form measurable objectives and performance targets. How do you craft a strategy to achieve those goals.

* For the most part we try and document all the work we do in our ticketing system. The more accurate our metrics the better we can determine the needs of the company and users.

What would be the routine, day to day business process and interactions with customers

* Our day definitely depends on the amount of tickets that come in. Some days can be really busy and some could be really slow. On the slow days we try and catch up on bigger projects that involve more time. Some users are pretty self-reliant but some need to be walk through everything. It just depends on the issue.

What would be the chain of command for interacting with a problem/solution scenario. From bottom up.

* As a Service Desk Support Specialist aka Help Desk technician we are the first line of defense. We try and solve all tier 1 tier 2 type of issues. If an issue goes beyond our ability we then approach our system admin or system engineers.

Results

Gathering the information from the IT professional it became very clear why security was such a big threat to these companies. As cloud based software becomes more and more apparent as years continue forward the day to day routine changes. It becomes less troubleshooting and more about the prevention of data mining or leaking thereof.

Since Casting and Crew is a payroll service, they themselves are the information system that some major Hollywood studios are currently subscribed. Most of the industry would be relying on services like these because as the company grows their need for professionals outside their specific industry become apparent. When cloud-based softwares become a strong integral part of a studio however the splitting of these two become virtually impossible and would require a long arduous process of restructuring the financial data that Casting Crew processes after working with a studio for a long time.

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