Abstract

Analyzing Comcast and Netflix marketing strategies we found out that Comcast is much more business to business oriented where Netflix is business to consumer oriented. 10k reports produced evidence that Comcast had been investing in more infrastructure and innovation while Netflix is investing in advertising and marketing. From our five forces analysis we saw that one of the major risks that both Comcast and Netflix are facing is cyber security. Following with the information we obtained we asked an IT specialist from a payroll service company called Cast and Crew about the security threats. The greatest threat to the industry for cyber security is human error.

Research

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 platforms1. 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.5 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. 6

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?

* Threats – Phishing email scams where emails are disguised as credible sources and lack of technological experience from employees.
* Tools used to analyze – Specific spam recognition software that catches some or most of the scam emails.

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

* Automation – rapidly taking over technologies that an IT would normally interact with. Programming scripts and algorithms are getting increasingly good at fault prevention.

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

* Ticketing systems that would take advantage of gathering as much information about the problem and from there interaction is escalated based on problem complexity.

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

* Interactions come from ticket system unless there is a larger infrastructure problem. Again broken into different tier systems to be managed by different level of experience technicians.

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

* Initially the employee facing the issue would try to solve it with the end-user. If issue persisted it would continue up the chain through IT experts until network engineers are called out to location of issue.

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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