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Figure 1.A.U.Th. logo. Retrieved from
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Journal article presentation: Netflix streaming service example

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Anders Fagerjord & Lucy Kueng (2019):

Mapping the core actors and flows in streaming video services: what Netflix can tell us about these new media networks,

Journal of Media Business Studies,
DOI: 10.1080/16522354.2019.1684717

The article observes recently emerged streaming services and platforms. The notion includes but not limited to the listed below:

Netflix (switched to streaming service in 2007)

Spotify

Hulu

Standalone
businesses

Amazon Video

Youtube (launched in 2005)

HBO Now

Divisions of large
conglomerates

Streaming services compete with:

- **national linear broadcasts (radio and television),**
- **services for downloading and saving media content (iTunes),**
- **purchase of media content (CDs, boxed sets).**

Netflix

- Founded in 1997 as an online DVD mail-order rental service, Netflix is now a global movie and TV series entertainment network, offering streamed content on a subscription basis on any internet-connected screen (Finn, 2017)
- Netflix has expanded internationally progressively and now operates in 190 countries, reaching 125 million subscribers worldwide as of April 2018
- In 2018 it plans to spend \$8 bn on content which will include 700 original TV shows, including 80 non-English language original productions from outside the US.

- It invests heavily into content acquisition
- It bids for exclusive rights to SVOD rights against cable and broadcast networks and online suppliers, typically buying multi-year exclusive SVOD licences. At the time of renewal, it evaluates viewing, as well as number of similar titles, to determine whether it will rebuy and how much it is willing to pay. Payments are fixed and not scaled according to number of subscriptions or viewership figures.
- It produces its own content (House of Cards)
- In the US, over half of all households subscribed to a paid streaming service and Netflix has half of it

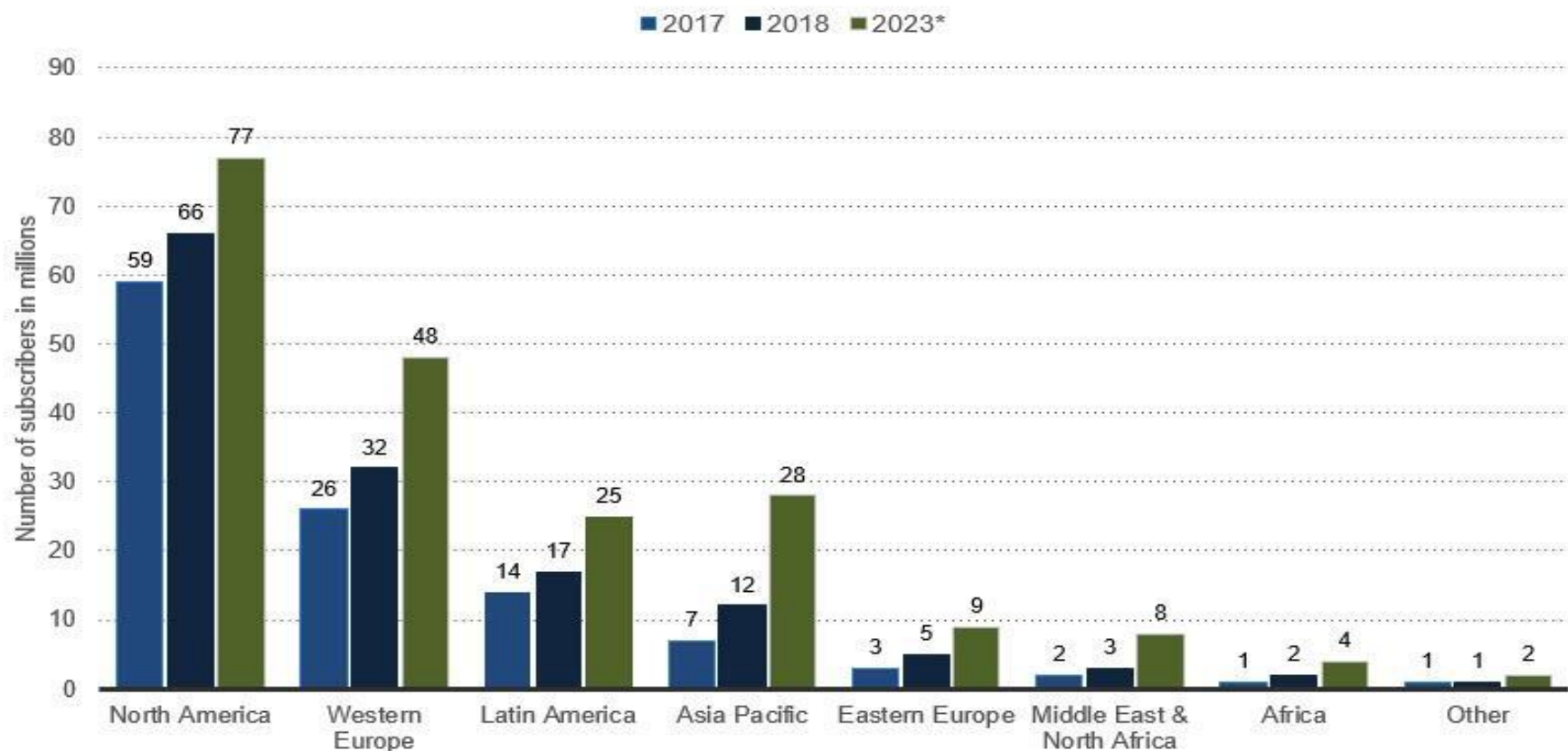
Computational Resources - Amazon AWS

Distribution - Content Delivery Networks (CDN) & “Last mile” Internet Service Providers (ISP)

“Netflix alone is reported to account for over a third of all internet traffic”

“is financed through long-time debt”

Number Of Netflix Subscribers Worldwide From 2017 to 2023 By Region (in millions)



References:

1. Fagerjord, A., & Kueng, L. (2019). Mapping the core actors and flows in streaming video services: what Netflix can tell us about these new media networks. *Journal of Media Business Studies*, 1–16. doi:10.1080/16522354.2019.1684717
2. Figure 1.A.U.Th. logo. Retrieved from <https://www.auth.gr/en/logo>
3. Chart 1. Number of users. Retrieved from <https://www.forbes.com/sites/louiscolumbus/2018/07/12/10-charts-that-will-change-your-perspective-of-netflixs-massive-success-in-the-cloud/#508936e42303>