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| **Business Case** | | |
| Netflix aims to level up the entertainment experience by adding live streaming to its platform for its global consumers. Imagine watching live shows, concerts, sports, and other exciting events on Netflix, like on TV, YouTube, or Twitch, and accessing Pay Per View events such as UFC. Thus, fulfilling the goal of entertaining the world and being the best global entertainment service. | | |
| **Project Objectives** | |  |
| 1. Launch a live-streaming feature and attract 15 million new users within 6 months of launch and entertain the world through robust technology and delightful content partners. 2. To increase Netflix subscribers' average content watch time from 3.2 hours per day to 5 hours per day in one year with its diverse live-streaming personalized and unparalleled entertainment. | |  |
| **In-Scope** | **Out-of-Scope** | |
| 1. Launching a live-streaming feature on the Netflix platform. 2. Build partnerships and secure content rights. 3. Making live content accessible to the global audience. 4. Implementation of user engagement features – Live chat, sharing, likes, comments, and donating. 5. Integrating live streaming smoothly into Netflix's existing user account. 6. Strict community guidelines for a safe and secure environment. | 1. Netflix produces live content. 2. Live streaming adult content, hate speech and harassment, gambling, and many others. 3. Live stream to utilize physical spaces or venues for events. 4. Sell products or services using the live-streaming platform. 5. Content creators misuse the platform to promote their products/services | |
| **Project Team & Key Stakeholders** | | |
| **Project Team:** PM -> Ashish Bachuwar; Project Lead -> Rekha Rani; Developer -> Keming Cui  **Key Stakeholders:** Customers; Content creators & partners; Technology team; Investors; Regulatory authorities; Ad partners; Content licensing agencies; Project sponsor; Marketing/Sales/Product/Finance team and Senior management. | | |

**Project Charter  
Project Name: Netflix Live-Streaming**

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| **Key Deliverables** | **Milestones** |
| 1. Develop and launch a live-streaming feature. 2. Establish content partnerships from across the world. 3. Development and support of user engagement features. 4. Integrating live streaming into Netflix’s platform. 5. Document for community guidelines and ethics. 6. Develop an analytics dashboard to track user engagement and other metrics. | 1. Approval from key members of Netflix to start the project. 2. Infrastructure development to launch live streaming. 3. Signing agreements and collaborations with content partners before the feature's launch. 4. Beta testing the live-streaming feature with a small group. 5. Successful test and launch of live interactive features. 6. Official launch of the product on a global scale. |
| **Costs** | |
| Infrastructure Development - **$150 million**; Content licensing and Partnerships - **$250 million**; Feature Development & Integration - **$150 million**; Monetization Setup **- $100 million**; Quality Assurance and Testing **- $100 million**; Marketing & Product Launch - **$150 million**; Customer support & Maintenance **- $50 million**, and Contingencies - **$50 million**.  **Total Estimated Cost (Bottom-up Approach): $1 billion** | |

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| **Risks** | **Constraints** | **Assumptions** | **Dependencies** |
| Streaming in select countries may hinder Netflix's goal. | Licensing problems in some countries can limit live-streaming categories. | Assuming content creators swiftly adopt live streaming, attracting users. | Building strong content partnerships, matching Netflix's benefits. |
| Users may not adopt the live-streaming feature as expected. | Achieving substantial user adoption for the new feature. | Assuming users will eagerly embrace Netflix's new feature. | User feedback and meeting recommendations determine project success. |
| Legal aspects of content licensing and regional laws pose risks. | Adhering to changing regional regulations and content standards can limit. | Assuming marketing campaigns and ads will attract and engage users. | The effectiveness of a marketing campaign depends on the budget allocated. |
| Technical issues from bugs and buffering may impact streaming quality. | Fixing all issues quickly isn't always feasible, limiting known fixes. | Adapting infrastructure for unexpected surges in live streaming. | Scalability, tech expertise, monitoring, and redundancy are vital for service reliability. |