**Project Scope Document**

Project Name: Netflix Live-Streaming

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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 by utilizing a $1 billion budget in the next 2 years. 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 in the next 2 years with an estimated budget of $1 billion, by attracting 15 million new users within 6 months of launch and entertaining the world through robust technology and delightful content partners. | |  |
| 1. To successfully stream 300 live events in the first year of feature launch for the global audience in various categories from music, and sports to gaming by utilizing 50% of the total budget i.e., $500 million. | |  |
| 1. 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 by utilizing $500 million. | |  |
| In-Scope | Out-of-Scope | |
| 1. Launching a live-streaming feature on the Netflix platform. 2. Build partnerships and secure content rights with various entertainment industries from around the world. 3. Attract 15 million new users within 6 months of the feature's launch. 4. Making live content accessible to the global audience without any restrictions. 5. Implementation of user engagement features – Live chat, sharing, likes, comments, and donating. 6. Integrating live streaming smoothly into Netflix's existing user account along with online and mobile applications. 7. 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** | | |
| **Stakeholder** | **Description** | |
| Customers | Who would use the live-streaming features | |
| Content creators & Partners | Who streams live shows, concerts, etc., | |
| Technology Team | Who develops and maintains live stream | |
| Investors | Who financially invests | |
| Regulatory Authorities | Government agencies checking laws and regulations | |
| Advertising partners | Advertising content in between live shows | |
| Content Licensing Agencies | Who provides rights and licenses | |
| Project Sponsor | Who sponsors the project | |
| Marketing & Sales Teams | Branding and Revenue tracking | |
| Product Team | Integrates live stream into Netflix’s platform & works on features | |
| Finance Team | Monitors and manages financial aspects | |
| Senior Management | Leaders of the organization | |

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| Key Deliverables | Milestones |
| 1. Develop and launch a live-streaming feature for the global audience. 2. Establish content partnerships from industries across the world. 3. Development and support of user engagement features. 4. Integrating the live-streaming feature into Netflix’s platform and into user accounts. 5. Document for community guidelines and ethics. 6. Develop an analytics dashboard to track user engagement and other metrics. 7. Reach 15 million new users within 6 months of the live-streaming feature launch. 8. Increase average content watch time from 3.2 to 5 hours per day. 9. Streaming 300 live events in the first year from launch. 10. Marketing campaigns to promote shows continuously. 11. Hiring and training a new team to design, develop, and manage this business. | 1. Approval from key members of Netflix to kick off the project. 2. Infrastructure development of the technology required to launch the live-streaming feature. 3. Signing agreements and collaborations with content partners before the feature's launch. 4. Beta testing the live-streaming feature with a small group to gather feedback and resolve issues. 5. Successful test and launch of live interactive features such as live chat, comment, donate, etc., 6. Official launch of the product on a global scale. 7. Expand live-streaming capability to countries and regions across the world. 8. Provide reliable and uninterruptable live-streaming and track any emerging issues. 9. Establish key performance indicators (KPIs) to measure user engagement. 10. A fully trained team dedicated to managing the live-streaming part of Netflix’s business. |
| Costs | |
| |  |  | | --- | --- | | **Cost Type** | **Cost** | | Infrastructure Development | $150 million | | Content licensing & Partnerships  Feature Development & Integration | $250 million  $150 million | | Monetization Setup | $100 million | | Quality Assurance & Testing | $100 million | | Marketing & Product Launch | $150 million | | Customer support & Maintenance | $50 million | | Contingencies | $50 million |   **Total cost (Bottom-up Approach): $1 billion** | |
| Risks | Constraints |
| 1. Running live shows or streaming only in certain countries may jeopardize Netflix’s goal of entertaining the world. 2. Users may not adopt the live-streaming feature as expected. 3. Legal aspects such as content licensing, copyright issues, and regional laws are all a risk to the overall project's success. 4. Technical issues from bugs and buffering to not delivering high-quality video/stream can be a major backlash. | 1. Licensing issues in some countries can lead to limited live-streaming categories. 2. Achieving substantial user adoption for the new feature is a constraint. 3. Keeping up with the changing regional regulations and content standards may pose limitations. 4. The ability to fix every technical issue within minutes isn’t possible all the time which limits the known issues & ways to fix them. |

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| Assumptions | Dependencies |
| 1. Assuming content creators will quickly adopt live-streaming features on its platform and attract its user base. 2. Assuming that users would be keen to explore and get addicted to Netflix’s new feature. 3. Assuming marketing campaigns and ads will attract and engage users. 4. Adapting infrastructure for unexpected surges in live streaming. | 1. Establishing strong agreements and partnerships with content creators and industries along with comparable benefits Netflix has to offer. 2. User feedback and catering to their recommendations will decide project’s success or failure in the long run. 3. The effectiveness of a marketing campaign depends on the budget allocated. 4. Scalability, tech expertise, monitoring, and redundancy are vital for service reliability. |

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| Critical Success Factors | Project Acceptance Criteria |
| 1. **User Growth:** Achieving the goal of attracting 15 million new users within six months. 2. **Content Partnerships:** Successfully securing partnerships and content rights globally. 3. **User Engagement:** Ensuring active user interaction with live features. 4. **Seamless Integration**: Integrating live streaming smoothly into Netflix's platform. 5. **Safety and Compliance**: Maintaining strict community guidelines for user safety. | 1. **Feature Launch:** Successful launch of the live streaming feature. 2. **Content Agreements:** Signed agreements with content partners before launch. 3. **User Engagement Features:** Effective beta testing and implementation of engagement features. 4. **Global Launch**: Official global launch with reliable streaming. 5. **User Metrics:** Increasing daily content watch time from 3.2 to 5 hours. 6. **Event Streaming:** Streaming 300 live events in the first year. 7. **Marketing Campaigns:** Ongoing effective promotion of shows. 8. **Team Development:** Hiring and training a dedicated management team. |