



CE Noticias Financieras English

The 'Netflix of the metaverse' raises \$60 million in investment round

425 words

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Business in the nascent metaverse continues to grow. The company Everyrealm, formerly known as Republic Realm, has managed to raise \$60 million in an investment round to create an interface for navigating the metaverse. The company has assured that its project will connect conventional users with the Web3 ecosystem, in a similar way that Google does today with the Internet. Tech investment giants Andreessen Horowitz, Lightspeed Ventures and Coinbase Ventures, as well as celebrities such as Paris Hilton, soccer player Mario Götze and musician Gene Simmons, have participated in the round.

"We are building the Netflix of the metaverse," Everyrealm CEO Yanine Yorio told Cinco Días. The executive points out that her company wants to do something similar to what search engines did for the Internet: "We are generating the necessary infrastructure to distribute this interactive content to a general global audience". The executive adds that in addition to connecting with the metaverse, her company will also create content that allows users to enjoy it.

Everyrealm is known for shattering all real estate sales records in the metaverse, as well as for its extensive holdings in platforms such as Sandbox and Decentraland. Some of his major projects include Realm Academy, the metaverse's premier online educational campus and GFT Shoppe, a retail concept that sells NFTs inspired by cult brands such as Atari. He has also developed more than 100 metaverse real estate projects, owns more than 3,000 NFTs and manages an e-sports gaming guild. Yorio has also indicated that his company is currently working on new entertainment, art and fashion projects, including bringing the NARCOS series franchise into the metaverse.

Digital land trading has taken off in the last year and now moves hundreds of thousands or even millions of dollars monthly, especially since Mark Zuckerberg changed the name from Facebook to Meta. Companies such as Adidas, Binance or Atari, the Hong Kong newspaper South China Morning Post, The Walking Dead and Smurfs franchises, and the rapper Snoop Dogg are some of the references that already own land on these platforms to develop projects.

It should be recalled that Microsoft has recently invested 60,000 million euros in buying Activision Blizzard (owner of games such as Call of Duty, Guitar Hero, World of Warcraft or Candy Crush), as part of its commitment to create content on these platforms. Likewise, the Chinese technology giant Tencent raised 1 billion dollars in 2021 to develop "its strategic vision on the metaverse".

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Hastings Is Right - **Netflix's** Biggest Competitor Really Is **Gaming**

Daniel Frankel

347 words

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Broadcasting & Cable

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English

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Hub study shows whopping 11% decline in the share of leisure time Americans spend watching TV over the past two years ... and a corresponding massive increase in time spent gaming

Reed Hastings has said on numerous occasions that his company's biggest competition doesn't come from [HBO Max](#) or [Disney Plus](#) or any other subscription streaming service as much as it does other consumer pastimes, notably video gaming.

According to the latest Hub Entertainment Research report, the [Netflix](#) co-CEO is right.

The share of leisure time spent by American consumers watching movies and TV shows declined 5% from 2020 - 2021, and was down a whopping 11% from 2019 -2021. Meanwhile, the share of time consumed playing video games was up 4% from 2020-2021.

[Click to view image \(Image credit: Hub Entertainment Research\)](#)

How could that be, when other research suggests that folks are watching more TV than ever before? Well, Hub is only measuring time spent on leisure activities ... and its assumption seems to be that folks are spending the pandemic era doing more leisure activity in general -- the overall pie is expanding.

Hub said it conducted its study among 2,179 U.S. consumers aged 13-74 back in December.

As you might expect, younger consumers are driving the phenomena. The 13-24 cohort spends only 13% of its time watching "TV," while those age 35 and older throw 45% of their leisure time at the activity.

[Click to view image \(Image credit: Hub Entertainment Research\)](#)

Notable also is the time younger consumers spend watching "non-premium" online video. Consumers age 13-24 spend almost as much time watching content on TikTok and other online video platforms than they do "premium" TV.

[Click to view image \(Image credit: Hub Entertainment Research\)](#)

Also, 51% of the 13-24 cohort said they're spending less time watching TV because of "other screen options" vs. only 19% for consumers 35 and older.

[Click to view image \(Image credit: Hub Entertainment Research\)](#)

[Family watching TV \(FreePik\)](#)

Document BDCTCA0020220208ei28000jk

International

Netflix expanding its gaming line-up, adds Riot Games

244 words

2 February 2022

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English

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San Francisco, Feb 2 (IANS) Streaming service Netflix is expanding its gaming line-up with the launch of two more titles, which is all set to roll out globally.

Among the new addition is Riot Games' 'Hextech Mayhem', a League of Legends story, which is also available through other gaming platforms and marketplaces, including Nintendo Switch, Steam, Epic Games Store, and GOG.com, where it is offered as a paid download of \$9.99, reports TechCrunch.

The other new title, 'Dungeon Dwarves', comes from Canadian developer Hyper Hippo, a company founded by Club Penguin co-founder Lance Priebe in 2012.

Both of the titles represent new gaming partnerships for Netflix.

Netflix noted that Hextech Mayhem, a fast-paced rhythm runner, had already soft-launched in test markets in Poland, Italy, Spain and Brazil, but is now launching for global subscribers.

Notably, this is a fairly new game that just became available to other gaming platforms in November 2021. It also represents the first major gaming franchise to come to the Netflix games collection.

However, it is not the first Netflix game that's sold elsewhere. Recently added 'Arcanum: Rise of Akhan' is also a premium title available on other platforms, as per the report.

The dungeon crawler 'Dungeon Dwarves', meanwhile, is just now becoming available to Netflix members. It is the first and only idle game to launch on the Netflix service.

--IANS

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Document HNIANS0020220202ei2200bt1

Corporate: Tech: Microsoft bets big to become the Netflix of cloud gaming

By Assif Shameen

1,968 words

24 January 2022

The Edge Malaysia (Weekly)

EDGEWK

English

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Flush with cash, the biggest global tech giants — iPhone maker Apple Inc, software behemoth Microsoft Corp, search heavyweight Google's parent Alphabet Inc, e-commerce giant Amazon.com Inc and social media Goliath Facebook's owner Meta Inc — have long pondered whether their days of growing by making bolder transformative acquisitions are over. A hostile Congress and President Joe Biden have repeatedly made their distaste for mega mergers known. Last May, Amazon announced it would buy MGM Studios, which owns the James Bond franchise among others, for US\$8.45 billion. That deal has been stalled as both the US Department of Justice and US Federal Trade Commission are opposed to it. If Amazon can't buy MGM, can Big Tech get any major deal done?

On Jan 18, Microsoft announced plans to acquire Activision Blizzard Inc, a video game development studio that has been roiled by claims of workplace sexual misconduct, in an all-cash deal valued at US\$95 a share or US\$68.7 billion (RM287.7 billion) — the largest technology acquisition in history. The deal, if it is approved by regulators in the US and Europe, would dramatically expand the software heavyweight's already sizeable video game footprint, adding an array of popular game franchises including Call of Duty, World of Warcraft and Candy Crush to Microsoft's Xbox console business and its own games like Minecraft, Halo and Doom. It will also catapult Microsoft to become the world's third-largest gaming company by sales, behind China's Tencent Holdings Ltd and Japan's Sony Group Corp, and way ahead of current No 3 player, Kyoto-based Nintendo Co Ltd.

Ostensibly, the move was intended to "accelerate the growth in Microsoft's gaming business across mobile, PC, console and cloud" and "provide building blocks for the metaverse". "Gaming is the most dynamic and exciting category in entertainment across all platforms today and will play a key role in the development of metaverse platforms," Satya Nadella, CEO of Microsoft, said when announcing his company's largest-ever acquisition. The acquisition combines gaming software or content produced by Activision and Microsoft, access to a 400 million-strong gaming community and Microsoft's expertise and hefty footprint in the cloud as well as its experience as the biggest subscription-based software-as-a-service (SaaS) player, to herald a new era in cloud gaming.

To understand the boom in mobile video gaming and the advent of cloud gaming, you need to look at the big picture. There are 7.9 billion people on earth. Five billion of them are internet users. Over 95% of internet users also have a smartphone, which gives them access to mobile internet. Over the past year, nearly three billion people at one point or another played some form of a video game, from fairly simple ones like Angry Birds to more mentally challenging ones like Activision's Starcraft II.

Video gaming globally is now a US\$260 billion industry, if you add in all the related services and peripherals. People spent more on video gaming than they did on movies and music combined last year. Indeed, the video game industry is now bigger than the entire global sports industry, including all the sponsorships. The ubiquity of mobile devices has lowered the barriers to entry and made everyone a potential gamer. Little wonder, then, that Walt Disney Co, Netflix Inc as well as all the big five tech players — Apple, Microsoft, Amazon, Alphabet and Meta — want a piece of the video gaming action.

Mobile is now the largest segment in gaming, with over 95% of all players globally playing games on their devices like smartphones or tablets, though hardcore gamers still prefer game consoles such as PlayStation 5, Xbox Series X and Nintendo's Switch or games on PCs. That has led to a race to develop content or software that can be streamed across platforms — mobile devices, PCs and consoles, the way we can watch movies on cinema screens, TVs, tablets or our smartphones. The popularity of mobile games, most of which are only accessible through apps on smartphones, has put game developers in a bind. Just two players — Apple and Google's Android — dominate the smartphone space and collect 15% to 30% toll on app purchases, though both platforms have plenty of free games for casual gamers.

Apple's App Store generated US\$60 billion in revenues in 2021, Apple said in a statement two weeks ago. Gaming apps account for around 70% of total App Store revenues. According to testimony in Apple's court

case against gaming developer Epic Games Inc last year, gaming apps on the App Store have gross margins of over 75%.

Not surprisingly, Microsoft, Amazon.com, Sony, Tencent, Epic Games and a number of other players are trying to change the game by taking the games to the cloud and focusing on recurring revenues from selling cloud-based subscriptions that bypass Apple and Google. Ironically, Google and Apple are developing their own cloud-based gaming platforms so they don't lose too much of the revenues. Nadella said earlier last week that one reason why Microsoft was so keen on building its own video content empire was because it wants to bypass toll collectors like Apple's App Store and the Google Play Store.

Subscriptions the Holy Grail

The big opportunity is in cloud gaming and the Holy Grail of cloud gaming is gaming subscriptions. Just as cloud-based SaaS powered by subscriptions or recurring revenues was the key driver of the software boom over the past five years, cloud gaming has the potential to be the next big thing. Microsoft is moving to cloud gaming just as video games sales are now mostly digital. Two-thirds of total games software revenues are now digital downloads and within a few years, if you still have an old console that only takes discs, probably the only place you might find games would be on eBay.

So what is Microsoft getting for nearly US\$70 billion? The software firm will get its hands on nearly 400 million monthly active players with its purchase of Activision. At least 250 million of them play games on their smartphones. Microsoft has a Game Pass gaming subscription service with over 25 million players. One reason it is buying Activision is to woo a large enough portion of Activision users to its Game Pass service. Microsoft's Xbox Cloud Gaming service is smaller than its Game Pass but its strategy is to combine Game Pass and Cloud Gaming and come up with something akin to a Gaming-as-a-Service.

If you find all this a little overwhelming, let me explain: Cloud gaming is an emerging technology that allows people to stream games using nearly any internet-connected device with a screen, just like how they stream videos on Netflix, Amazon Prime, AppleTV+ or other platforms. Streaming games is more challenging, though, because games are interactive and require a lot more data to run smoothly. While Netflix moved into mobile games last year, it has so far offered only a handful of games that subscribers must download to an Android or iOS device — not games that can be streamed via the cloud. But Netflix's cloud gaming offerings are coming. Netflix CEO Reed Hastings has identified gaming as the biggest threat to his streaming service and wants to be one of the leading players in cloud gaming.

Cloud-game services raked in US\$3.7 billion in consumer sales in 2021. Omdia, a video games research firm, estimates total cloud-games revenues will exceed US\$12 billion by 2026. Barclays Research in a recent report estimates that total cloud gaming revenues are likely to grow 32% from an estimated US\$4.03 billion last year to US\$5.3 billion this year. In 2024, Barclays forecasts it would touch US\$7.9 billion. Microsoft with its xCloud is a dominant player with more than half of the total market, but others like Google's Stadia as well as Amazon have been growing market share. Both Facebook and Apple have cloud gaming ambitions and several large game developers like Epic Games and Roblox are eyeing the opportunities in the cloud space as well.

From radio to filmed entertainment in cinemas to TV and streaming, what we watch and hear to entertain ourselves has dramatically changed over the past century. As the metaverse evolves, gaming is likely to have a transformative impact on entertainment. Video games are continuing to change the way we entertain ourselves. Adaptations of video games into movies and TV shows have picked up momentum in recent years. Sony is reportedly working on three movies and seven TV shows based on its PlayStation video games. Netflix has already adapted or is working on adapting a number of video game titles into TV shows and movies such as The Witcher, Assassin's Creed, Minecraft, Resident Evil, Cyberpunk and Dota.

Under scrutiny

Will the Microsoft-Activision deal get Washington's seal of approval or will it be blocked to send a message to other tech giants about what is permissible and what is not? The chances of the deal going through are said to be 50-50. Until Biden took the helm a year ago, America had almost outsourced tech regulation to Europe where Margrethe Vestager, the Commissioner for Competition, has imposed hefty billion-dollar fines and called out Facebook, Google, Amazon and Apple for using their power to skirt the rules. Because of the Danish politician's crusade against Big Tech, Brussels, not Washington, DC, is the global capital of tech regulation. Even with Biden in charge, the US government had shown little interest in Microsoft when it came to reining in its expansion. But the Activision deal is different. US regulators are likely to scrutinise it and even if they do somehow approve it, the deal is likely to be blocked by European regulators.

For its part, the software giant is likely to argue that the video gaming industry is very competitive, and that it is essentially using the acquisition to beef up its own gaming IP (intellectual property) portfolio. Microsoft already owns a smaller game development studio, the Xbox Game Studios. In 2020, Microsoft bought

ZeniMax Media, the parent company of Doom and Fallout studio Bethesda Softworks, in a US\$7.5 billion deal. But that was a small deal and done before Biden took office.

What does it all mean for Microsoft's stock? Regular readers of my Tech column will recall the piece I wrote on the software behemoth exactly three years ago when the stock was languishing around US\$96. The key to how successful Microsoft would be was how much traction it had in the cloud space, I wrote then. Not just as a competitor to Amazon's AWS cloud infrastructure unit but also its ability to move everything else it was offering to the cloud, including gaming. So, what's the scorecard? Consider this: The stock has more than tripled since my late-December 2018 column. That's how successful the market thinks Microsoft's cloud push has been.

Over the next three years, how well Microsoft does will depend on whether it remains on regulators' radar. One reason the software giant has done well is that regulators have been laser-focused on the parent companies of Facebook and Google or, to a lesser extent, Amazon and Apple. Whether the Microsoft-Activision Blizzard deal goes through over the next 18 months, one thing is certain: Cloud gaming is the game in town and every player wants to be the Netflix of gaming.

Assif Shameen is a technology writer based in North America

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Tech: Microsoft bets to become the Netflix of gaming

By Assif Shameen

1,861 words

24 January 2022

The Edge Singapore

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English

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Flush with cash, the biggest global tech giants — iPhone maker Apple, software behemoth Microsoft, search heavy-weight Google's parent Alphabet, e-commerce giant Amazon.com and social media Goliath, Facebook's owner Meta — have long pondered whether their days of growing by making bolder transformative acquisitions were over.

A hostile US Congress and President Joe Biden have repeatedly made their distaste for mega mergers known. In May last year, Amazon announced it would buy MGM Studios, which owns the James Bond franchise among others, for US\$8.45 billion (\$11.38 billion). That deal has been stalled as both the US Department of Justice and US Federal Trade Commission are opposed to the merger. If Amazon cannot buy MGM, can Big Tech get any major deal done?

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Over the next three years, how well Microsoft does will depend on whether it remains on the regulator's radar. One reason the software giant has done well is that regulators have been laser-focused on the parent companies of Facebook and Google or to a lesser extent, Amazon and Apple. Whether the Microsoft-Activision Blizzard deal goes through over the next 18 months, one thing is certain. Cloud gaming is the game in town and every player wants to be the Netflix of gaming.

Assif Shameen is a technology and business writer based in North America

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Netflix gaming service: release date rumours, leaks, and the latest price news

Joe Svetlik
1,559 words
24 January 2022
What HI·FI?

HIFIW

English

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Now Netflix has moved into gaming, what can we expect from the streaming giant's online service?

There's a new online gaming service on the horizon, and it's coming courtesy of [Netflix](#). Considering Netflix is the biggest and arguably the [best streaming service for movies and TV shows](#) in the world, a move into gaming is big news indeed.

Netflix [confirmed its new strategy in July](#), and has since [launched a handful of titles on Android](#). So should Sony, Microsoft, Apple, Google and anyone else with a finger in the gaming pie be worried? Will it launch a full gaming service? If so, what would it offer? When will it launch? And how much will it cost?

We'll answer all these and more with the latest leaks, rumours and industry news, and will keep this page updated with all the new information as and when we get it.

Netflix gaming service: launch date news

[Click to view image \(Image credit: Netflix\)](#)

Netflix has taken an uncharacteristically cautious approach to gaming. As the world's biggest TV and movie streaming service, it has massive budgets at its disposal – The Crown is said to be the most expensive TV show ever made. Yet its gaming endeavours launched with more of a whimper than a bang when they went live in November 2021.

Instead of unveiling a games service stacked with A-list titles, it launched just five standalone games, two of which are based on its Stranger Things original series. It also launched initially only on Android, though the titles have since come to iOS.

So could a fully-fledged games service still be on the cards? Sources think so, and it could be closer than you think. According to a [Bloomberg](#) report from mid-April, the service will launch within the next year – the report cites as its source a "person familiar with the situation".

So when exactly will it launch? Netflix could choose to launch at one of the big trade shows, such as the Games Developers Conference (GDC) (scheduled for 21-25 March 2022) or the big one, E3 (no date set for 2022, but it usually takes place in June). That would effectively park its tanks on PlayStation and Xbox's lawn, and certainly grab the industry's attention.

If the service is ready, and people are still stuck at home due to the pandemic, it could launch in the winter months, which is traditionally boom time for the gaming industry. Netflix saw big subscriber numbers due to lockdowns and people forced to isolate during the pandemic, and adding a gaming arm to its offering would undoubtedly boost those numbers even higher. You need something to do during self-isolation, after all.

Netflix gaming service: price news

[Click to view image \(Image credit: Netflix\)](#)

Streaming has exploded in popularity in recent years. Just as with music and movie streaming, more people are happy to pay a monthly fee for the convenience of accessing their games online. The benefits are obvious: you can access more titles for an all-in fee, you don't need to take up valuable space on your device by storing your content locally, and you can access the same content across all your devices.

The downside? The costs soon add up. Once you factor in one or two TV/movie services, another couple for music, and one for gaming, you could easily be looking at £40 (\$40) a month.

But, according to the Bloomberg report, Netflix isn't planning on charging any more for it. Instead, your monthly Netflix subscription will include gaming at no extra cost.

The mobile games it has already launched are currently free for existing subscribers.

Here are the current Netflix price plans:

* Basic (watch on one screen, download to one device, no Full HD or 4K): £5.99/\$9.99/AU\$10.99

* Standard (watch on two screens at once, download to two devices, Full HD, no 4K): £9.99/\$15.50/AU\$15.99

* Premium (watch on four screens at once, download to four devices, Full HD and 4K):
£13.99/\$19.99/AU\$19.99

Considering that Xbox Live Gold costs \$59.99 for a year's access (\$4.99 per month, or \$10.99 a month if paying monthly), the Netflix price looks tempting.

However, while the firm might not charge extra for gaming, it has to recoup its costs somehow. As things stand, Netflix is no stranger to price rises, so expect to see your monthly fee increase in the coming years (they went up again in January 2022 for US customers). Which could be irritating for anyone not interested in gaming.

Netflix has confirmed its games won't carry adverts, and there won't be any in-app purchases. So it's not trying to make money those ways.

Netflix gaming service: features

[Click to view image \(Image credit: @SteveMoser\)](#)

The streaming giant's initial push is focused on gaming for mobile devices. This was revealed in a letter to investors, which also suggested that the streaming service will take inspiration from its previous dabblings in interactive content.

The letter reads:

"We're also in the early stages of further expanding into games, building on our earlier efforts around interactivity (eg, Black Mirror Bandersnatch) and our Stranger Things games. We view gaming as another new content category for us, similar to our expansion into original films, animation and unscripted TV. Games will be included in members' Netflix subscription at no additional cost similar to films and series. Initially, we'll be primarily focused on games for mobile devices. We're excited as ever about our movies and TV series offering and we expect a long runway of increasing investment and growth across all of our existing content categories, but since we are nearly a decade into our push into original programming, we think the time is right to learn more about how our members value games."

Netflix could even create its own games. The service recently extended its deal with producer/screenwriter Shonda Rhimes (Grey's Anatomy, Scandal) to include feature films and gaming content – this could be original gaming titles or spinoffs from existing Netflix series.

So what kinds of games can we expect? Obviously, Netflix is keeping its cards close to its chest, but one recent appointment is telling. In July, [the firm hired Mike Verdu](#), formerly of Electronic Arts and Facebook.

Verdu was Facebook's vice president in charge of working with developers to bring games and other content to Oculus virtual reality headsets. He also had a hand in popular mobile games at Electronic Arts, including The Sims, Plants vs. Zombies and Star Wars franchises. He serves as Netflix's vice president of game development.

Netflix is also advertising more 'game-like' interactive development positions on its [website](#). So expect its gaming team to grow.

The streaming giant might also have a rather large partner in tow in the form of Sony PlayStation. Certain PlayStation-identifiable images were [spotted](#) in the source code of Netflix's iOS app, suggesting that Netflix will partner with one of the giants of the gaming world.

The images in question? One of two stylised PlayStation 5 controllers floating among bubbles, and another depicting the lead character of the PlayStation-exclusive game Ghost Of Tsushima. There's no Netflix branding on either image, but the fact they would appear within the Netflix iOS app, and both are tied so closely to PlayStation, is certainly intriguing.

[Click to view image \(Image credit: @SteveMoser\)](#)

There's even a potential name included in the same bunch of images from the same source. A logo reads 'N Game', suggesting Netflix could opt for that, or Netflix Game as the name of its service. All very interesting...

Netflix gaming service: verdict

Netflix has over 200 million subscribers worldwide, so its gaming service could automatically become the world's biggest at launch. The idea of offering gaming for no extra fee should worry the big boys of the gaming world – Apple Arcade, Google Play, Xbox Game Pass and PlayStation Now they will all need to up their game [ahem] in order to stay competitive.

With the [PS5](#) and [Xbox Series X](#) both still in short supply, gaming without the need for an expensive, hard-to-find console looks appealing right now. But more than that, it could give Netflix a real edge compared to other movie/TV streaming services such as [Disney+](#), [Amazon Prime Video](#) and [Apple TV+](#).

No others offer gaming as part of the same package, so Netflix would be providing a service without precedent. Which could help it pull even further ahead of the competition.

This is definitely one to watch and could upend the twin worlds of both gaming and streaming simultaneously. We'll update this feature as we get more – stay tuned!

MORE:

Staying in tonight? See [15 of the best movies on Netflix right now](#)

We weigh up the masters of on-demand video in [best streaming services: Amazon, Disney+, Netflix compared](#)

Still trying to grab yourself a PS5? Check [best PS5 deals: savings on consoles, accessories and bundles](#)
[Netflix gaming service: release date rumours, leaks, and the latest price news \(@SteveMoser\)](#)

Document HIFIW00020220124ei1o0005I

Business

The goal? Be Netflix of gaming

Navneet Alang Contributing Columnist Navneet Alang is a Toronto-based freelance contributing technology columnist for the Star. Follow him on Twitter: @navalang

906 words

22 January 2022

The Toronto Star

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English

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Occasionally, as I sit vacant-eyed in front of a TV, video game controller hand, a sense of sheepishness creeps into my mind. I think it must be a hangover of growing up in the '90s, when video games were still things for nerds.

At those times, I like to console myself - no pun intended - by remembering just how big a business digital games actually are.

Consider: This week, Microsoft dropped a cool \$68.7 billion (U.S.) on Activision Blizzard, the maker of hugely popular video games including "Call of Duty," "World of Warcraft" and dozens more.

It is an astounding figure, and one that also completely overshadows Microsoft's other acquisitions. Even professional powerhouse LinkedIn was worth a comparatively paltry \$26 billion - barely more than a third of what was paid for Activision Blizzard.

What is it then that makes the world's second most valuable company not only spend so much on a gaming outfit, but one like Activision Blizzard, which has recently been rocked by scandals involving a workplace culture rife with misogyny and toxicity?

As with any acquisition of this scale, the answer has both obvious and near-term answers, and slightly murkier motivations that look further out. Microsoft is betting that as its Windows brand fades in importance, its Xbox and gaming focus will become the primary mode of its consumer-facing business.

In a more immediate sense, the clearest reason for the Activision Blizzard acquisition is that Microsoft is dead set on becoming the Netflix of the video game world.

For decades, the way to play video games was to purchase them individually: first as cartridges, then as discs and, more recently, as digital downloads. But in 2017, Microsoft introduced Game Pass, a service with a monthly subscription fee that offered a catalogue of games one didn't own, but could play to one's heart's content - as long as you kept paying for the service.

Just like Netflix, the appeal lies not so much in the quality or draw of individual titles, but that one has access to so many that quality doesn't matter as much as sheer choice.

While the service started slowly, its subscriber base has grown from 10 million users in April 2020 to 25 million subscribers in 2022. With users paying somewhere between \$10 and \$15 (U.S.) a month, a quick, back-of-the-napkin calculation reveals that Microsoft is currently pulling in about \$3.5 billion in revenue a year through Game Pass - and given such growth recently, there is headroom for a lot more.

That kind of recurring, service-based revenue is what big tech lives for. Not only does it bolster quarterly results and shareholder sentiment, it also disrupts the way the video game industry traditionally worked in which companies like Sony and Nintendo sold a gaming box at below or near-cost, and then made up profit on blockbuster game sales.

Microsoft is instead aiming to simply have people subscribe monthly and play wherever - on their Xbox, on their computers, on their phones, wherever. And just as Netflix will spend billions on content creation in order to churn out material that keeps people paying their monthly fee, Microsoft's acquisition of Activision Blizzard increases its capacity to make games people will want to play, and pay for.

It's true, Activision Blizzard has been struggling lately, not just because of the shocking workplace scandals, but also that its core titles appear to have suffered as a result. Being absorbed into Microsoft may allow a

chance for a reset, particularly if embattled - and frankly, ineffective - Activision CEO Bobby Kotick is pushed out after the deal. So, as big as the cheque was, Microsoft sees it as a way to cement its position in the lucrative world of gaming.

Still, nearly \$70 billion is an enormous sum, even if we assume Microsoft's Game Pass service ends up dominating the gaming industry. What is thus lingering at the edge of this acquisition is the recent fever over the metaverse - the assumed next phase of tech in which we will interact, connect and even shop in a virtual world composed of digital avatars.

Whether or not that actually comes to pass is far from certain, but with Facebook pushing the idea hard, and much of Silicon Valley lined up behind it in some fashion, Microsoft also needs its own virtual world.

With Activision Blizzard running "World of Warcraft," an extremely popular persistent online game that has captured users for years, Microsoft is also likely looking at the acquisition as a defensive play if the metaverse in fact turns out to be the next big thing.

It is a major risk, and until very recently Microsoft's track record with acquisitions - think of Skype or Nokia - has been less than stellar. Still, video games and the increasing importance of their underlying technology to a more virtual world can no longer be denied. And if one still thinks games are just child's play, the sheer size of the cheque Microsoft wrote is a sign that games are now a very grown up affair.

Navneet Alang is a Toronto-based freelance contributing technology columnist for the Star. Follow him on Twitter: @navalang

Document TOR0000020220122ei1m000ee

Spot for Gaming Title 'Grid' Chases Netflix Bingers

Stephen Lepitak

441 words

21 January 2022

Adweek

ADWE

English

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The merging of reality and gaming is at the heart of the development racing [game series](#) Grid, an ambition a spot to promote the fifth installment aims to match.

Created by [Codemasters](#) and EA, the latest entry called "Grid Legends," released on February 25, includes a new story mode feature with the inclusion of both real actors and live-action cut scenes--with the aim of creating a "fly-on-the-wall" feel.

To promote the release, 20something, Kode Media and Codemasters teamed with actor Ncuti Gatwa in the driving seat to develop the game's narrative to attract a new audience who may prefer to spend their nights box-set binging over gaming.

<figcaption class="p-2 mb-2">Grid/20something</figcaption>

Hannah Jones-Walters, business director for 20Something, explained that after two years of pandemic restrictions around social activities, where people had watched series such as Sex Education on Netflix, featuring Gatwa, viewers have become familiar with these actors and their characters.

"Ncuti's starring role in the latest Grid Legends game, with its access-all-areas storyline and larger-than-life dramas, will be a great draw for this new audience--offering them an alternative to a Netflix binge but with all the highs and lows they'd expect from one," she continued.

The aim was to develop a narrative featuring Ncuti within the film that dramatized the concept of 'the racing driver' and his character's off-track passions--in this case, dancing--which the viewer learns when he drops some Afrobeats within his race car and dances along to the track "Drive n Motion" by Team Salut.

The sport was directed by Laurence Dunmore and co-produced by the late Anthony Taylor. Dunmore described the creative process for the shoot as "beautifully collaborative," which he cited Taylor for helping create.

<section class="section section--teaser section--teaser_partners section--teaser_partners--horizontal px-0 py-4">

Lamborghini Lays Rubber Into the Esports Phenomenon With a Virtual Race

</section>

CREDITS

EA Codemasters:

Director of Integrated Communications: Shaun White

Brand Director: John Merchant

Associate Brand Manager: Catrin Price

20something:

Creative/Head of Copy: Elliott Starr

ECD: Will Thacker

Account Manager: Amy Greasby

Business Director: Hannah Jones-Walters

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Strategy Partner: Frances Docx

Production Company: Kode Media

Director: Laurence Dunmore

EP: Jack Goodwin

Producer: Anthony Taylor

Producer: Adam Farley

DOP: Thomas Hole

Production Designer - Zoe Klinck

Music: Team Salut

Sound Design/Mix: Harvey Gunn

Document ADWE000020220122ei1I0000I



CE Noticias Financieras English

Netflix continues to expand its **gaming** presence and launched the second season of DOTA Dragon's Blood

470 words

18 January 2022

CE NoticiasFinancieras

NFINCE

English

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The anime adaptation inspired by the Dota 2 universe, DOTA: Dragon's Blood, launched its second season early Tuesday morning. From the studio responsible for animating The Legend of Korra, Ashley Edward Miller's show based on Valve's MOBA is available in full on Netflix. The first season premiered on March 25, 2021 and was met with an overall positive reception with action-packed scenes and introduction of characters with unique backstories and defining personalities.

The story follows the chaotic journey of Davion, better known as Dragon Knight, as he discovers an unprecedented evil and becomes involved in a life-changing encounter. On his adventure, Davion will encounter iconic video game characters, forge friendships and meet fearsome enemies, all while unraveling a new conflict that helps unravel the world of DOTA. The series is aimed at a mature audience of 16+ due to the rawness of its scenes. All of this takes place in a fantasy world with gods, dragons, demons, elves, magic and all the elements typical of the renowned MOBA.

Ashley, showrunner of the series, detailed in an AMA (ask me anything) on the Dota 2 reddit that the development of the series was a "great collaborative experience" together with Valve. He also acknowledged that the video game's lore represented a big challenge: "It's not designed to be adapted in this way to achieve what I'm trying to do. That's why I started small and slowly add the pieces, usually by finding the ones that connect organically and making them fit together."

The western anime had a positive impact on the community, to the point of leading Valve to feature designs taken from the same anime and even introduce Marci as a playable hero, a character who came into the universe through the series. This is yet another reason that entices fans to continue the adventure in the second season, while looking for new familiar faces and more never-before-seen characters that could make it into the video game.

There are more and more successes linked to adapted video games with series such as Castlevania, The Witcher or the great global success achieved by Arcane, the animated series inspired by League of Legends. These are excellent examples that reflect care for the final product and stories capable of maintaining sufficient fidelity to their original universes, while presenting a unique and well-executed look.

CONTINUE READING:

CSGO, Dota 2, Apex Legends, PUBG and Rainbow Six: the esports titles that went Platinum on Steam.

Valve canceled the first Dota 2 Major and refloated the complaints of the scene's benchmarks

Arcane obtained nine nominations in the Annie Awards, the most important animation awards

Document NFINCE0020220118ei1i00c26



Extra

Take-Two's mobile gaming ambitions; 2021 box office performance, Netflix stock

Mark Anthony Gubagaras

513 words

17 January 2022

SNL Financial Extra

SNLFE

English

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Here are the editors' top picks from S&P Global Market Intelligence's technology, media and telecommunications news and Kagan research during the week ended Jan. 14.

Advertising

T-Mobile's Octopus buy complicated by pandemic

While T-Mobile US Inc.'s acquisition of a ride-sharing ad network gives the carrier the arms to reach a sought-after demographic of young, high-income earners, the deal comes at an awkward time.

Capital markets

Netflix shares slide as streamer tees up Q4 earnings

While some analysts still believe Netflix Inc. can shake off the naysayers and generate growth amid the highly competitive shift from traditional TV to streaming video, other analysts and many investors increasingly believe the company is overvalued.

Film & TV programming

2021 box office rebounds to nearly double 2020

The 2021 box office year started out slow before picking up steam in summer. Total gross ended at \$4.33 billion, growing 98.3% over the \$2.18 billion grossed in 2020.

Internet & OTT

Take-Two sets sights on lucrative mobile gaming market with record deal

Take-Two Interactive Software Inc.'s cash-and-stock bid values FarmVille-maker Zynga Inc. at \$12.70 billion, in the most expensive gaming deal to date. The deal follows years of disappointing attempts by Take-Two to grow its mobile business organically.

Price wars in India: Disney+ Hotstar vs. Amazon Prime Video vs. Netflix

Streaming competitions in India intensified as Netflix reduced its subscription fees in the market for the first time on Dec. 14, 2021, the same day Amazon.com Inc. raised its Prime membership rates by about 40% to 50%.

M&A

Deal tracker: December closes doubling of infotech deal values for 2021

The stratospheric growth in deal volumes through 2021 slowed in December, but the month still saw significant headline transactions, ending a record-crushing year of information technology deals.

Technology

Take-Two's deal for Zynga would boost its mobile revenue 6x

Take-Two would go from being an also-ran in the mobile gaming space to a top 10 player with the acquisition of Zynga, based on an analysis of pro forma revenue compared with Kagan's quarterly gaming revenue tracker.

Q3'21 global smart TV shipments show slight uptick vs. pre-pandemic averages

The third-quarter 2021 smart TV market stumbled year over year as demand cooled and supply chain issues persisted, but shipment volumes were running slightly higher than the 2017-to-2019 average.

TV networks

NFL games rebound with 10% average audience gain during 2021 regular-season

ESPN's "Monday Night Football" packages led the network gains with a 14% average viewership advance during the league's inaugural 18-week, 17-game campaign.

Regional sports network carriage further localized going into 2022

DISH Network Corp. has dropped New England Sports Network (US) after failed negotiations. The satellite provider continues to take a firm stand against the traditional regional sports network model and has removed all RSNs from their programming lineup.

Document SNLFE00020220118ei1h000ji

Best cheap VPN deals 2022: for Netflix, gaming, Fire TV and more

Dan Sung

954 words

7 January 2022

What HI·FI?

HIFIW

English

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The best VPN deals for the best VPN services - stream live sports and TV shows; unlock blocked websites.

The best VPNs are a must in a modern internet toolkit. A VPN will maximise your online privacy, unblock location-restricted websites, and help you stream live sports and TV shows. 2022 is a great time to buy, too, thanks to VPN deals on NordVPN, ExpressVPN, Surfshark and more – all great for accessing your Netflix library wherever you are.

Beware, though, when it comes to choosing a VPN, the best free VPN is not always the best answer. Thankfully, with prices starting from just a few dollars a month, the spend is small - especially as there are always VPN deals to be had!

A VPN or Virtual Private Network is a piece of software which encrypts the data that you send back and forth between your connected device and the internet. It routes it straight through their servers. So, if you don't want your ISP, or anyone else, seeing what you're doing or even knowing what country you're in, then a VPN is a great option to keep your information as secure as possible.

The best VPN services have apps for all kinds of different devices, meaning that you can stream video and live sports straight to whatever platform you choose, without having to go via a PC. VPN apps for smart TVs, Xbox, PlayStation, Apple TV, Amazon Fire Stick, Roku TV and Chromecast are all included.

If you're not already signed up to a VPN, then you might find the jungle of companies offering their services quite overwhelming. Security is serious business, so we've only included deals on the VPN providers that we feel you can trust with your information.

So, whether you want to access blocked websites, watch domestic live sport when you're away from home or just keep your browsing private, you'll find the best VPN prices below.

Best VPN deals

* PureVPN: [88% saving on 5-year plan, \\$1.13 a month](#)

* NordVPN: [72% off 2-year plan, \\$3.29 per month](#)

* Surfshark: [81% off 2-year plan + 3 months FREE, \\$2.50 per month](#)

* IPVanish: [76% discount on 1-year plan, \\$2.62 per month](#)

* ProtonVPN: [75% off 2-year Plus plan, \\$4 per month](#)

[toCheeeek](#)

ExpressVPN [49% off | £5.02/\\$6.67 per month | 15 months](#)

Arguably the best VPN service, ExpressVPN is stacked with VPN apps dedicated to just about any piece of kit you might. On-site how-to guides are excellent as are the speed and 30-day money back offer. Many cheaper, few better.

[toCheeeek](#)

NordVPN [72% off | £2.44/\\$3.29 per month | 2-year plan](#)

Save 70 per cent on this deal from another excellent VPN provider. NordVPN has a strict no activity logging policy and allows you to connect up to six devices simultaneously. There's AES-256 encryption, ad-blocking, malware protection and a torrenting profile too.

[toCheeeek](#)

Surfshark [81% off | £1.84/\\$2.50 per month | 24 months](#)

Surfshark is the cheapest trustworthy all-round VPN on the market. It's got apps for the majority of devices, malware protection and a handy Camouflage Mode to prevent even your ISP from knowing that you're connected to a VPN. A relatively new player but well worth trying.

[toCheeeek](#)

StreamLocator VPN router [\\$5.83 per month](#)

StreamLocator is a wireless router which plugs into your network hub. It broadcasts a dedicated VPN of its own for all your devices (smart TVs, media streamers, games consoles, etc) to connect to, bringing seamless access to the likes of Hulu, Peacock TV, HBO Max and from abroad.

[toCheeeek](#)

PrivateVPN [77% off | £1.85/\\$2.07 a month | 24-month plan](#)

Good for Netflix, Hulu, BBC iPlayer, HBO GO and Amazon Prime Video - there aren't as many dedicated apps but the levels of encryption and the price are both very solid. Like many, buyers are protected by a 30-day money back guarantee.

[toCheeeek](#)

CyberGhost [84% off | £1.59/\\$2.16 per month | 26 months](#)

Get three free months on top of this super-low monthly subscription. CyberGhost offers simultaneous access from seven devices and apps for consoles, Fire TV, Apple TV and smart TVs as well as mobile and computer operating systems.

[toCheeeek](#)

IPVanish [Save | \\$12.99 per month | includes storage](#)

There's only a 7-day money back option here but the service is solid. What's more, there's 250GB SugarSync cloud storage included with the deal. There's no apps for streaming boxes apart from Fire TV but you can install straight onto your router.

[toCheeeek](#)

ZenMate [85% off | £1.44/\\$1.64 per month | 3 year plan](#)

Best for watching Netflix in another country, ZenMate is a strong budget choice. It's available for Fire TV, Apple TV and smart TVs and sticks with a strict no-logging policy and offers unlimited simultaneous access. It's cheap and very effective.

[toCheeeek](#)

PureVPN: [5-year plan | \\$6.65 \\$1.13 a month | Code 'TECH15'](#)

Save a huge 88% and offering readers an exclusive additional 15% off using the discount code TECH15. That brings the monthly rate down to essentially \$1.13, paying a one-off \$67.96 with your VPN sorted for the next five years.

MORE:

- * How to watch the [Premier League 2021/22 live stream](#)
- * How to watch a free [F1 live stream](#) from anywhere in the world
- * How to watch every [Champions League 2021-22 fixture](#) in 4K
- * How to watch [Amazon Premier League football fixtures](#) for free

[Best VPN deals and services 2022 \(Getty Images\)](#)

Document HIFIW00020220107ei17000be

'West Side Story': Critics love it; film makes just \$10.5M Golden Globe nominations: Netflix takes the lead this year Gaming: NBA 2K22 new Season 3 Domination set is here You're cordially invited to Betty White's 100th birthday party

1,184 words

24 December 2021

Deseret News

DN

English

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Steven Spielberg's "West Side Story" remake swept critics off their feet but their reviews couldn't convince moviegoers to go. On the movie's opening weekend, the Disney and 20th Century Studio's ambitious remake made just \$10.5 million in its domestic debut, a small number for the scale and scope of the movie, even by pandemic standards, missing the prerelease hope of \$25 million by 40%, according to The New York Times. According to Variety, the movie carried a \$100 million budget and faces a profitability battle. The movie needs to generate \$300 million globally to break even. Despite the low numbers, moviegoers who did see the movie appear to like it. Ticket buyers gave the film an A grade in CinemaScore exit polls. The audience sentiment "all bode well for the long run ahead through the upcoming holiday season," Disney said, according to The New York Times. The movie has a 93% critics score and a 95% audience score on Rotten Tomatoes.

Disney has high hopes for the rest of the holiday season for the movie since musicals often get a slow start, but word of mouth and awards can gather a lot of attention. "West Side Story" has already received a Golden Globes nomination for best motion picture for musical or comedy category, according to CNN. These numbers pose a bigger question: Does Hollywood have room for movies that aren't a part of an ongoing franchise or don't have insane visual effects? - Gitanjali Poonia

The Hollywood Foreign Press Association announced nominations for the 79th annual Golden Globe Awards. Winners will be announced on Sunday, Jan. 9. Recent nomination Golden Globe controversy: Actors and filmmakers who receive nominations often express delight but these awards are submerged with controversy. The association has been called out for its lacking diversity in a 100-person organization and for allowing unethical practices, according to Variety. The outrage led NBC to cancel the telecast of the 2022 award ceremony, with studios and stars also following the lead and pushing for reforms. This year, the group diversified its ranks, redid the bylaws, banned gifts and restricted paid travel, per the report. The show this year will focus on philanthropy, said association president Helen Hoehne. "For the past eight months, we have worked tirelessly as an organization to be better," she added, per the report. "We also have 21 new members," Hoehne said. "The largest and most diverse in our 79-year-old history. Not only have they brought in a fresh perspective, but ideas that will help us continue to evolve." Golden Globe nomination highlights: Even amid the controversy, the Golden Globes are a big recognition for those in the film industry. This year includes a mixed bag of actors and projects. X Netflix is leading with 17 nominations, including movies like "The Power of the Dog," "Tick, Tick... Boom!" and "Don't Look Up." X Apple TV's "Ted Lasso" and "The Morning Show" both earned four nominations. X "Squid Game," a Netflix Korean drama, earned two nominations for stars O Yeong-su and Lee Jung-jae. X "The Power of the Dog," "King Richard" and "Belfast" dominated the drama category, while "West Side Story," "Licorice Pizza" and "Don't Look Up," took over the comedy-musical category. - Gitanjali Poonia

NBA 2K22's MyTeam mode has added a new set of Domination challenges. Domination games challenge gamers to play against all 30 NBA teams - along with three all-star teams - to earn rewards. Most of the rewards are tokens that players can spend in-game on rewards, or new players that gamers can use when competing. Is there a new Domination mode for MyTeam Season 3? NBA 2K22 announced that the third season of MyTeam will bring a new Domination mode about midseason with the Pink Diamond reward as the prize for completing the set of challenges. Per 2K's blog: "Similar to last year, you will NOT need to complete the Current, All-Time, and NBA 75 Dominations to compete in this fourth set of 33 games." Season 3 Domination set rewards: On Dec. 15, NBA 2K released the new set of Domination challenges, which can earn you a Pink Diamond Manu Ginobili card. The mode is packed with tokens and new badges that you can earn, too. You can compete on pro, all-star or superstar difficult to complete these challenges. Winning the entire mode requires earning 99 stars, which can only be done by winning on superstar mode. Rumors of Season 3 Domination It was unclear when the Domination set would drop as of Dec. 14. The MyTeam community generally thought Domination would drop before Christmastime. But some suggested it would make sense for the mode to drop after Christmas since so many fans pick up the game on Christmas Day as gifts. A source with knowledge of NBA 2K22 told me that no official date for the new Domination set would be announced. This was not an official statement from NBA 2K. "We don't give specific dates for these adds

into the game because if it's held up for some reason, we don't want to upset our fans that are waiting on a specific day," the source said. "So officially, to get the latest on the upcoming Domination tier, please stay tuned to the NBA 2K MyTeam Twitter." - Herb Scribner

Betty White is inviting her fans to celebrate her 100th birthday with her on the big screen. "Betty White: 100 Years Young - A Birthday Celebration" will be available in 900 movie theaters nationwide on Jan. 17, 2022, according to Variety. The movie, distributed by Fathom Events, will screen at 1 p.m. and 7 p.m. local times. Tickets cost \$13.38 and are available for purchase. Per USA Today, the 1-hour and 40-minute film features White's friends - including Ryan Reynolds, Tina Fey, Robert Redford, Lin Manuel-Miranda, Clint Eastwood, Jimmy Kimmel and others. It will also highlight the actress' milestones on television in shows like "The Golden Girls," "Hot in Cleveland," hosting "SNL," an archival episode of White's first sitcom and her award-winning Super Bowl commercial. According to Variety, filmmakers Steve Boettcher and Mike Trinklein were given exclusive access to make this movie, which is why fans will get a closer look at the star's life behind the scenes. "Who doesn't love a party?!? This one is gonna be great," White said in a statement, per the report. White, known as "America's sweetheart," was inducted into the Television Hall of Fame in 1995 and has won eight Emmys. When speaking on her longevity, White told People last year, "I am blessed with good health, so turning 99 is no different than turning 98."

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Feature

WHY **NETFLIX** CAN DO BETTER THAN **GAMING**

EDDIE YOON, CHRISTOPHER LOCHHEAD, NICOLAS COLE

1,145 words

4 December 2021

The Australian

AUSTRALIAN

Australian

43

English

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The streaming service needs to rethink its latest strategic move Story by Eddie Yoon, Christopher Lochhead and Nicolas Cole

In July, Netflix announced plans to offer gaming on its streaming platform. In November, the first live games launched on Android. The games are included alongside movies and TV offerings and bundled within the same monthly price. Netflix hired a gaming executive with experience at Zynga and Electronic Arts to lead the effort.

The move from movies and TV shows into gaming is an example of an adjacency strategy. Will it succeed? Probably not.

Whether or not an adjacency strategy succeeds is a function of why the company is doing it. This “why” tends to fall in three buckets: to defend the current core business, cross-sell the current core business, or create an entirely new core business.

All three can add value, but the first two tend to yield timid offerings that are anchored in the past, whereas the last strategy yields bold, differentiated offers that are a much bigger bet on the future.

In particular, adjacency strategies that defend the core often occur at companies with successful and strong core businesses. These companies have overwhelming incentives to focus on protecting their golden goose. They also lack the skills to really put their best talent and resources into a new adjacency, and often end up with copycat offers.

Netflix’s adjacency strategy is clearly a “defend the current core business” strategy. It is offering new benefits to existing customers at no incremental charge. (If Netflix charged more to add gaming, it would count as category cross-selling.) The hope is that the higher variable cost Netflix will bear to add gaming will be offset by lower churn and increased time spent on the platform. This may ultimately set the stage for future price increases, which is an important part of Netflix’s strategy. Netflix has 214 million subscribers, but subscriber growth has been slowing.

These trends suggest price increases will be increasingly important to drive future revenue as new subscriber acquisition becomes more difficult.

By giving away gaming for free, Netflix is signalling to customers that its gaming offering is a timid one that will likely be good, but not great nor different. Netflix should have been bolder by charging for games, given consumers are more than willing to pay for amazing new games and gaming related content. According to one study, 71 per cent of Millennials game and of those, they spend \$112 per month on gaming content.

Adjacency strategies that aim to cross-sell the core business tend to be more successful, as the new offers must be different and worthy enough to warrant incremental spending by customers.

When Apple launched the iPod as “a thousand songs in your pocket,” it was only a matter of time before it got into selling music itself. Apple generated \$4.1 billion in streaming-music revenue in 2020.

Netflix could aim higher by either building or buying its way into a gaming offer that is differentiated enough to be worthy of an incremental price premium. But the ideal adjacency strategy is to create an entirely new category. Here’s what it should do: # Stay anchored to the core benefit of the streaming service. Netflix offers a huge variety of stories that we can “lean back” and watch, often while multi-tasking. According to 2018 Nielsen data, 45 per cent of consumers are on their phones or a second screen while watching TV. This is why gaming is an odd fit for Netflix, as gaming is a “lean-forward” activity. Netflix should look for adjacencies that are a better fit with the “lean back” nature of passively engaging in world-class storytelling.

Follow its superconsumers' passion for stories. Superconsumers are the top tier of consumer. A superconsumer of one category tends to be a superconsumer of nine other categories. For instance, Squid Game is on its way to being the most-watched show on Netflix.

What does a Netflix superconsumer do after bingeing all nine episodes in a single day? They look for more background content on the show, like reviews, Easter eggs, "the making of" content and background on the actors and directors. Much of this is ceded to amateurs on YouTube, but Netflix could create extra content about a hit show that could be as engaging as the show itself.

Gaming supers don't just play games; they watch hours of other people playing video games. Gamers 18 to 25 years old spend 77 per cent more time watching others game online than watching broadcast sports. Netflix could create the ESPN of video gaming and bet big on the future of esports media.

#Create new categories worthy of a price premium. When Netflix dropped an entire season of House of Cards for the first time, it created the category of binge watching. When Netflix made streaming nearly ubiquitous on phones and tablets, it enabled asynchronous solo viewing. This left a gap in social viewing, which is another category ripe for Netflix to create.

Creating a new category requires three key ingredients: a breakthrough offer, a breakthrough business model and a breakthrough data flywheel.

In this case, the breakthrough business model could be many things. Netflix could create a separate set of channels within the existing platform, unlocked by a premium subscription.

Netflix could acquire a messaging/community platform like Discord, where gamers currently congregate to connect and talk about gaming and organise communities of superconsumers to connect. It could acquire Patreon, where creators share and monetise content, and use it to allow actors, directors and show runners to connect directly with superconsumers. Superconsumers could help improve the quality of the Squid Game Korean-to-English translations. All of these would easily warrant a price premium atop the current subscription.

"Content about the content" plus community-based platforms like Discord or Patreon would allow Netflix to fuel the passion of superconsumers who love its content and build new revenue streams to augment core business. Best of all, these business models throw off massive amounts of data about consumers. This can solve one of Netflix's core data gaps – who within the household is actually watching what content. This knowledge is highly predictive of what other content to create, further separating Netflix from any would-be competitors.

These strategies would also be more ambitious than attaching some games to its existing platform.

If Netflix really aspires to find growth opportunities beyond its movie and TV show content, these sorts of adjacency strategies are more likely to help drive it.

Eddie Yoon is founder of Eddie Would Grow; Christopher Lochhead is host of Follow Your Different podcast; Nicolas Cole is founder of Digital Press Copyright Harvard Business Review 2021/Distributed by New York Times Syndicate

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CE Noticias Financieras English

Netflix redoubles its commitment to video games by incorporating a benchmark of mobile gaming

668 words

25 November 2021

CE NoticiasFinancieras

NFINCE

English

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A few weeks ago Netflix officially launched its new video games section, available to all users subscribed to the service offered by the streaming platform. Now the company has taken a new step in its goal of expanding into this area of the entertainment industry by incorporating Amir Rahimi, who has a great trajectory in the mobile games area, to its team.

Netflix Games had its presentation to the general public with an initial catalogue of five mobile games: Card Blast, Shooting Hoops, Stranger Things: 1984, Stranger Things 3: The Game and Teeter (Up) that was immediately available to all those who already had a membership of the streaming service.

"Whether you're in the mood for a casual game that you can start from scratch or an immersive experience that lets you dive into your favorite stories, we want to start building a catalog of games with something for everyone. This amazing gaming experience is an adventure that's just beginning and we're thrilled to have you be a part of it," said Mike Verdu, VP of Game Development, at the time of the section's launch.

He will now be joined by Amir Rahimi as VP of Gaming Studios and will report directly to Verdu. Rahimi has the great background of having been president of Scopely, the publisher of mobile games. In this way, Netflix takes a more than concrete step to strengthen an area they clearly decided to bet on.

"It is a pleasure to welcome Amir to Netflix where he will develop our game studio team and the content of our Netflix Games catalog. His extensive experience in the gaming industry will be key as we expand our catalog of games for our subscribers around the world to enjoy," said Verdu.

Netflix's relationship with gaming couldn't be going from strength to strength. In addition to incorporating it as a specific axis with its own gaming section, the series that adapt different titles also generate a positive impact on the audience, attracting historical fans as well as new audiences that did not previously know the games or had never been involved in depth.

In the last few days an iconic case was added with the premiere of Arcane, the series that adapts the universe behind League of Legends. Through the show's social networks it was learned that the final act of the first season was ranked as the most watched English content on the platform, demonstrating the potential of this type of product and setting a great precedent not only for future seasons, but for the next productions that decide to move the games to a new format.

Netflix Games is available in all the same countries where the streaming platform has a presence and they were launched with the goal of reaching as many people as possible, because the titles in the catalog have a large number of languages to choose from. In addition, they applied the same criteria as for the rest of the contents of the service: the maximum number of devices using the service simultaneously cannot be exceeded and the games can be accessed even when there is no internet connection.

After the first approach with the initial five titles and thanks to additions such as Rahimi, it is expected that the streaming giant will continue to expand its presence in this sector of the entertainment industry that in recent years knew how to grow by leaps and bounds and show itself as one of the most profitable and dynamic areas, with new players and opportunities that are constantly being added.

CONTINUE READING:

Fortnite Chapter 2 announced its definitive end with an event coming very soon

Street Fighter V dated its last downloadable character and is already thinking about its next installment

Dragon Ball: The Breakers revealed a trailer full of news and confirmed the date of his closed test

Document NFINCE0020211125ehbp008j0

Press Release

"Arcane" Skyrockets In Global Demand, Highlighting Netflix Gaming Strategy [Parrot Analytics]

Parrot Analytics

434 words

24 November 2021

23:21

Scoop.co.nz

SCCONZ

English

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Netflix's Arcane, a League of Legends prequel, is the streaming giant's latest video game adaptation to take the world by storm, lending credence to Netflix's long term gaming strategy and highlighting the success of their partnership with Riot Games.

As of November 21, Arcane - which has already been renewed for a second season - was the third most in-demand series in the world across all platforms. Globally, Arcane had 67.1x more demand than the average show worldwide, trailing only Amazon Prime Video's The Wheel of Time (74.8x) and HBO's Game of Thrones (70.7x).

Audience demand for the show has grown exponentially since it debuted - up 629% with global audiences and 228% with American audiences between its debut on November 6 to November 21, the last day of data available for this analysis.

Its hybrid release schedule - dropping batches of three episodes each on the last three Saturdays - has successfully built demand for the show over time, in contrast to most Netflix series which are binge released and which peak in demand after two to four days of availability before dropping off.

During the last full week of data (November 13-19), Arcane became the number one digital original series with American audiences, beating out perennial frontrunners such as Stranger Things and The Mandalorian.

<figure class="image"></figure><h2>Netflix and Gaming</h2>

Netflix seems to have cracked the code of adapting popular video game IP into globally in-demand TV, with Arcane just the latest successful video game adaptation for the streaming giant.

Other high profile examples include Castlevania and The Witcher, the later of which peaked at an incredible 152.4x global demand after its series premiere nearly two years ago.

Successfully adapting video game IP is important for Netflix for two reasons.

First, it can turn previously niche content mainstream virtually overnight by bringing the massive Netflix audience into a pre-established world. In this case, casual Arcane viewers are being introduced into the immensely popular League of Legends franchise.

Second, Netflix can bring more hardcore gamers who might not otherwise have a need for an SVOD service into the Netflix ecosystem. Renewing Arcane for a second season will keep them coming back for more.

With Netflix Games already available on Android and iOS, bringing in the fanbase of one of the most popular gaming franchises in the world onto the Netflix platform should be seen as their latest powerful salvo in the longterm contest for 21st century consumer attention.

Document SCCONZ0020211125ehbo0000x

League of Legends spinoff hints at **Netflix Gaming**'s plans for more show tie-in games

David Lumb

1,307 words

21 November 2021

TechRadar

TECHR

English

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League of Legends spinoff Hextech Mayhem, coming to Netflix Gaming, hints at what other show tie-in games might come.

If [League of Legends](#) fans enjoyed getting a mobile version of the game, [Wild Rift](#), earlier this year, they're probably overwhelmed by the explosion of new content following the release of the Netflix series [Arcane](#) (based in the same universe starring its most famous characters). Among them is Hextech Mayhem, a new game that's available now on Nintendo Switch and PC – which is also coming to Netflix.

Hextech Mayhem is a bit of a hybrid: a side-scrolling runner featuring rhythm-like mechanics, which sees players jumping and diving to the beat of the soundtrack. The beat prompts, in whimsical League of Legends fashion, are explosions: players control the tiny but chaotic Ziggs as he bombs his way through the industrial city of Piltover while trying to evade the orderly and naysaying Heimerdinger.

[Click to view video](#)

Both characters are among the hundred-plus champions in the original League of Legends, but take center stage in Hextech Mayhem, which is one of several spinoffs currently being produced by Riot Forge, the publishing arm of Riot Games. And while there's no date set for its release on Netflix, Hextech Mayhem gives us an idea of what the streaming giant's plans are for expanding into gaming. In short: what makes a Netflix Game?

The answer isn't clear-cut, at least right now. Rather, it seems Hextech Mayhem has several qualities that ended up fitting Netflix Gaming's appeal: it draws from the world of an already-established IP with a tie-in show on Netflix, and has casual gameplay that likely appeals to streaming service subscribers.

In other words, both giant companies are reaching to frontiers of entertainment that are new to them, and it shouldn't be a surprise that their demographics overlap. Streaming content fans are also gamers – especially if the show they're watching has a tie-in game playable without leaving the app.

[Click to view image \(Image credit: Riot Forge / Choice Provisions\)](#)

Riot's publishing arm, a partner studio, and a less serious League of Legends

Riot Forge selected Choice Provisions for its project that would become Hextech Mayhem, noting the studio's work on the BIT.TRIP series of lauded rhythm-based auto-runner games. While there's clear influence of the latter in Hextech Mayhem's gameplay, Riot Forge Creative Director Rowan Parker assured that the publisher worked with Choice Provisions but allowed the studio to find their own way to interpret League of Legends to its gameplay.

"The game wasn't decided when we first met though, it was after a long period of discovery that we eventually arrived at Hextech Mayhem, which translated perfectly to some good light-hearted fun," Parker told TechRadar over email. "The result in Hextech Mayhem is something that stays true to League's universe and champions, but has the heart of a Choice Provisions game."

That 'heart' involves taking simple core gameplay – auto-running and rhythm prompts – and making it compelling without making it more complex. The studio has "historically taken casual genres and 'hardcore' them," as Choice Provisions Co-Founder and Design Director of Hextech Mayhem Alex Neuse put it. Over email to TechRadar, he and the studio's other co-founder Mike Roush, Creative Director of Hextech Mayhem, explained what went into making the new game – including implementing some key parts of old games. The Quake III rocket jump, one of Roush's favorite mechanics, inspired the bomb jump used by players to navigate and engage the rhythm system of Hextech Mayhem.

Not that Neuse would call Hextech Mayhem a rhythm game – it's more accurate to call it a 'Music Game' tying your inputs to the melody, verses, and more, as he explained in a featurette:

Go behind the scenes with developers @TotallyChoice and sneak a peek at the musical madness that went into crafting Hextech Mayhem, plus get some bomb gameplay tips while you're at it!
pic.twitter.com/MExMj7w9K5[November 16, 2021](#)

See more

The studio also found their muses among League of Legends' roster of colorful characters. While Netflix's Arcane tells a more somber story rife with betrayals and tragic backstories, Choice Provisions pitted two of the sillier stars of Riot's MOBA against each other for the right whimsical tone they wanted for their auto-runner...which is also the tone around Choice Provisions.

"Our studio also has an aesthetic that leans cute and wacky. Ziggs fit into this mold perfectly with his explosive nature and stunning personality. Heimerdinger is of course part of the package, being the antithesis of Ziggs," Roush said. "Having Ziggs come up from Zaun to Piltover to basically troll Heimerdinger gave us a lot of opportunities to expand their relationship and I think fans are going to love it."

"We also wanted to expand the League of Legends oeuvre to include forays into less serious territory. If we're expanding the universe, let's go where it has never gone before, you know?" Neuse said.

Let the Games Begin Tomorrow, Netflix Games will start rolling out on the Netflix mobile app. First on Android, with iOS on the way. It's early days, but we're excited to start bringing you exclusive games, with no ads, no additional fees and no in-app purchases. pic.twitter.com/ofNGF4b8At[November 2, 2021](#)

See more

Riot's multiplatform ambitions and Netflix's gaming overlaps

A game like Hextech Mayhem seems like such an obvious fit for Netflix's nascent gaming platform, which [launched](#) in early November, that it must have had the service in mind since its creation. But the game was already in development when discussions started with Netflix, according to Leanne Loombe, Head of Riot Forge – and talks started in the same way the studio began them with Microsoft, Sony PlayStation, and Nintendo.

"It's very important to talk to the platform holders early and often so we can understand which platforms the games make sense to release on based on the type of players that play each type of game. Ultimately, our games will go wherever players are playing, including PC, Console and Mobile," Loombe told TechRadar over email, noting that not every game would be released on all platforms. "We aim to ensure that each of our games is designed with the right platform in mind for the best possible player experience."

The streaming platform has been in talks with Riot and Riot Forge over the past year, a Netflix spokesperson told TechRadar over email. The timing is auspicious: Netflix gaming launched with only five games, two of which are tie-ins to Stranger Things, one of the streaming platform's most popular original series. It's not clear when Hextech Mayhem will be added, but it's the only other game we know is coming to Netflix Gaming.

Netflix did say that its gaming offerings won't all be spinoffs of its popular shows, though they do hope to find more opportunities for fans to engage with content they love. Given Netflix Gaming is only available on Android (and soon iOS) phones and tablets, there's little likelihood you'll be able to play them via remotes on a smart TV or Apple TV. We can probably expect more games that play well on smaller screens with simple yet compelling mechanics, like Hextech Mayhem – and there are plenty of other Netflix shows we can imagine fans would love to explore in tie-in games.

* [League of Legends movies could be on the way, as ex-Netflix exec joins Riot Games](#)

[Hextech Mayhem \(Riot Forge / Choice Provision\)](#)

Document TECHR00020211121ehbl0018j

Why Netflix is seeking a slice of the gaming pie

462 words

16 November 2021

Deccan Herald

DECHER

English

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The reason for the company's move to secure a slice of the gaming pie may be a bit deeper than just boosting subscriber counts each quarter

Last week, Netflix announced that it was releasing its first mobile games on its platform and on the Google and Apple app stores.

The company started with [five mobile games](#) - Stranger Things: 1984 (BonusXP), Stranger Things 3: The Game (BonusXP), Shooting Hoops (Frosty Pop), Card Blast (Amuzo & Rogue Games), and Teeter Up (Frosty Pop).

"...We're excited to take our first step in launching Netflix games on mobile to the world. Starting today, members everywhere can play five mobile games... We want to begin to build a library of games that offers something for everyone," the company said in a post to launch its first games.

The company had announced its foray into gaming in July as a move to boost its growth.

The reason for the company's move to secure a slice of the gaming pie may be a bit deeper than just boosting subscriber counts each quarter.

According to the Statista Digital Market Outlook, video was the second-largest revenue maker in 2020 at over \$75 billion in value, a number that utterly dwarfed music and e-publishing, which clocked in at \$21 billion and \$25 billion respectively. However, video was overtaken heavily by video games, which clocked in a revenue of \$134 billion - more than all the other three put together.

It is easy to see why Netflix would want to break into the market - the company had a revenue of \$20 billion last year, giving it nearly one-third of the total video revenue of 2020. However, that is a far cry from some of the biggest games of the year - PUBG Mobile, for example, earned \$2.6 billion in 2020 alone, with over 50 million players logging into the game daily.

Netflix has a subscriber count of 214 million worldwide. 2020 proved that gaming was a behemoth as when people locked in their homes due to the pandemic, over 2 billion players logged into their favourite games, and well over 31 billion hours were spent on the activity worldwide. The prospect of converting its subscribers - or indeed gaining more subscribers - is highly tempting for the company.

It has openly said it aims to compete with hit games such as Fortnite for people's online entertainment time, and analysts suggest offering games could help attract new subscribers. "Just like our series, films and specials, we want to design games for any level of play and every kind of player," Netflix said, though time will tell if its first steps into the market will prove successful.

Watch latest videos by DH here:

Document DECHER0020211116ehbg000p3



Netflix Cozying Up To Apple By Letting It Have A Share Of Gaming-Revenue Pie, Says Mark Gurman

Shivdeep Dhaliwal

440 words

15 November 2021

08:07

Benzinga.com

BNZNGA

English

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Users of some Apple Inc (NASDAQ: [NFLX](#)) devices got a taste of Netflix Inc (NASDAQ: [NFLX](#)) gaming last week — but in a move termed “surprising” by journalist Mark Gurman, the streaming giant has cozied up to the iPhone maker.

What Happened: Gurman said that Netflix is allowing its users to sign up for subscriptions inside of its games through Apple's in-app purchase system.

“That gives Apple up to a 30% cut. Even more surprising is that those subscriptions also work in the main Netflix video streaming app,” Gurman wrote in his weekly newsletter.

Gurman said that this is a signal that tensions between Apple and Netflix “seem to be cooling.”

See Also: [How To Buy Apple \(AAPL\) Shares](#)

Why It Matters: The development surrounding in-app payments is notable, according to Gurman, because Netflix stopped letting its customers subscribe through Apple's service in 2018.

“Now it's providing a new way to sign up that lets Apple take a cut again,” said Gurman.

Netflix has yet to reinstate in-app purchases through its main app. Gurman said he does not anticipate that happening, terming the games concession a “major change.”

“I'm curious to see what this is a precursor to. Perhaps Netflix will ask Apple for an exemption to the ban on all-in-one gaming apps, letting the streaming giant provide a more streamlined offering to its customers.”

Last week, Netflix [launched 5 games](#) for iPhone and iPad users through an app available on the App Store marketplace.

Gurman noted last week that the Tim Cook-led company was a roadblock in Netflix [achieving success in gaming](#) as it ultimately will have to transition the gaming service to a cloud-based one. Apple has previously prevented similar cloud-based services from listing on the App Store.

Price Action: On Friday, Apple shares closed nearly 1.4% higher at \$149.99 in the regular session and fell almost 0.2% in the after-hours trading. On the same day, Netflix shares rose 3.81% in the regular session to \$682.61 and declined 0.35% in the after-hours trading.

Read Next: [Apple Working On Privacy Glasses For iPhones That Will Block Others From Peeping Into Your Screen, Heres How](#)

Latest Ratings for AAPL

| Date | Firm | Action | From | To |
|----------|----------------|-----------|------------|--------------|
| Oct 2021 | | | | |
| | Morgan Stanley | Maintains | Overweight | |
| Oct 2021 | Barclays | Maintains | | Equal-Weight |
| Oct 2021 | Oppenheimer | Maintains | | Outperform |

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Apple causing trouble for Netflix's new gaming strategy

Arthur Sants

834 words

11 November 2021

15:51

Investors Chronicle - Magazine and Web Content

INVR

English

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* Games launched on Android and soon to come out on iPhone

* Subscriber growth at Netflix has been slowing

Last week, Netflix (NFLX) launched five games through the Android Google Play Store, including two linked to its hit show Stranger Things. All the games are available to users with Netflix subscriptions and there are no ads, additional fees or in-app purchases, which are usually profit drivers in the sector.

Netflix will extend its games to iPhones and eventually plans to "build a library of games that offers something for everyone". However, Apple's (AAPL) reluctance to provide cloud gaming services through the App Store means it will not be possible to play the games seamlessly through the Netflix app on iPhone or iPad, according to a Bloomberg report, adding hurdles for customers who are keen to dive in to the 'Upside Down', the spooky world in Stranger Things.

Lots of overlap

p

Netflix's subscriber growth has been falling after a pandemic-induced surge. In the last quarter, year-on-year membership grew just 9.4 per cent to 214m, significantly lower than the 23.3 per cent growth this time last year. However, revenue was up 16.3 per cent due to a 5 per cent year-on-year rise in average revenue per member, and the company forecasts a quarter-on-quarter sales uptick for the last months of 2021 as well.

But with growth slowing, Netflix is looking at ways to justify raising subscription fees. "Gaming won't give [Netflix] a massive wave of new users, it is more about increasing positive sentiment amongst the existing user base," said Karol Severin, gaming analyst at Midia Research.

Mobile gaming is very popular with Netflix users already. Surveys by Midia show that 71 per cent of mobile gamers subscribe to Netflix compared with just 43 per cent of the wider population. In the UK it is even more pronounced, at 70 per cent and 34 per cent respectively.

As well as there being a lot of overlap in the user base, Severin also thinks it's smart to target mobile games because it doesn't risk cannibalising their existing video content. "It is possible to play a game on your phone with the TV on. This isn't the case with console games which generally take more focus," he explained.

Not everyone is sold on this approach. Eddie Yoon, a tech expert and author of the book Superconsumers, said Netflix had picked a "timid" strategy.

"Its move into gaming looks to primarily be focused on defending its core business... versus cross-selling to a new category," he said. Trying to develop a new core business – potentially turning into a major games platform, for example – would be the most aggressive (and expensive) approach.

But while it is currently a defensive play there could be opportunities for Netflix to monetise the games further down the line.

"If the library reaches a few hundred games then it will become a driver of growth," said Piers Harding-Rolls, research director at Ampere Analysis.

"At that point, they are leaving a lot of money on the table if they don't include in-app purchases."

App Store creates distribution issues

An issue for Netflix is the games currently can't be accessed on the app. Instead they must be downloaded from the Google Play Store as separate apps. If the aim of the new games is to keep users within the Netflix ecosystem, then all its content should be seamlessly available on the same platform.

Gaming cloud services such as Xbox Cloud Gaming, Nvidia GeForce and Google Stadia all provide this on Android.

But it is Apple where greater problems lie. The tech giant has a ban on all-in-one services that would see a game able to be offered within the existing app. Last year, Apple denied Microsoft from launching its xCloud gaming app through the App Store and although it approved Facebook Gaming, it was only after Facebook owner Meta Platforms (FB) agreed to strip out its library of playable games.

According to code discovered by developer Steve Moser and shared with Bloomberg, Netflix will release all its games on the App Store individually, like it has just done on Android. However, unlike with Android, it won't be possible for Netflix to launch a cloud service in the future, unless Apple changes its rules.

This space is currently in some flux: Apple is under pressure to ease restrictions and lower the fees in its App Store due to a legal challenge by Epic Games. The Fortnite developer sued Apple for violating anti-trust law and although judge Yvonne Gonzalez Rogers sided with Apple in concluding it wasn't a monopoly, she did rule that developers should be able to add links to external payment options within their games. This will go ahead next month after an Apple appeal on the specific timing failed earlier this week.

Document INVR00002021111ehbb0002t

Technology

Netflix releases mobile gaming service for iOS users merely a week after Android release; Everything to know

Bulbul Dhawan

534 words

10 November 2021

Financial Express Online

FIEXON

English

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Netflix Games for iOS: Merely a week after it was released for Android users, Netflix' mobile gaming service has been released for iOS users as well. It was anticipated that the service would come to iOS users soon, especially since Netflix had earlier stated that it was working on an iOS version of it, but it wasn't expected to happen after a gap of just a week. Nonetheless, it is something exciting for the iOS users to look forward to. The update to the Netflix app will let iOS users play games via it along with watching movies and television. Playing the games would not attract any additional fees or even ads like is the case with most games, but users would need to have an active Netflix subscription to be able to use the service. The games can be played through the Netflix app on both iPhones and iPads.

Also read | With Apple's App Store policies making it difficult, what options does Netflix have for its gaming service on iOS?

The games initially available through the service would not be accessible from the Kids' profile in the app since they would be limited to adults. Moreover, children would also not be able to play any of the games added through Netflix on a device if adults have set up a PIN to prevent children from having access to the adult profile.

The announcement regarding the release of the service for iOS users was shared on Twitter on Tuesday night, and the feature would start being rolled out to users worldwide starting Wednesday, the OTT platform has said.

<https://platform.twitter.com/widgets.js>

At present, five games have been brought to the mobile users. These are Stranger Things 3: The Game, Stranger Things: 1984, Shooting Hoops, Teeter Up and Card Blast.

In case you are interested in how this will work, here's a gist. Basically, these games are being offered by Netflix, but they cannot be played within the Netflix app itself. They are merely available through the app. So in case you go to the Netflix app and want to play, say, Stranger Things: 1984, what it will do is redirect you to Google Play Store to download the game the first time you choose, and then subsequently, clicking on the game in the Netflix app will cause the game to open, where you can play it. The same thing will also happen in iOS devices, only here, the games would need to be downloaded via the Apple App Store. Since these games are being offered by Netflix, the OTT platform can make sure that a PIN set up for adult profiles is also activated for games suitable for adults, which is why kids would not be able to access these games without the PIN even though they are downloaded separately.

The updated version of the app will be rolling out soon everywhere, including in India, but Financial Express Online did not see the updated version of the app in the App Store till the time of the publication.

Document FIEXON002021111ehba0001a

Lifestyle

China's gaming giant hits double whammy with Netflix debut and record tourney; The successes have sent Chinese esports stocks surging amid a crackdown on the country's games industry

456 words

10 November 2021

TimesLIVE

TLIVE

English

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Tencent Holdings pulled off a pair of successes for its League of Legends franchise over the weekend, with a raucous esports tournament that drew more viewers than ever before and the strong debut for a new video series on Netflix.

Arcane, an anime series based on the League fantasy universe, premiered to an overwhelmingly positive response, garnering 130million views in China within a few hours and becoming the most searched show on Tencent's streaming site. Globally, the show — cocreated by the Tencentowned game maker Riot Games — is streamed on Netflix's service as well as Amazon.com's Twitch.

Riot's promotional push around Arcane included a live premiere event in Los Angeles and advertisements posted at bus stops around the city. Epic Games, also partly owned by Tencent, even debuted a League hero in its hit Fortnite game.

Earlier in the weekend, the League of Legends World Championship hit a record of more than 4million concurrent viewers, according to Esports Charts. That was without including audiences in China, which provided the winning team for this year's event and where a replay of the match has been watched more than 11million times on Tencentbacked Bilibili. The streaming service said cumulative views of the finals night grew 20% from the previous year without disclosing the exact number.

The successes come after Beijing imposed a broad crackdown on the country's games industry, hurting the stocks of Tencent and other companies. In August, authorities said children could play video games just three hours a week in most cases.

Long dominant as the goto games publisher and platform within China, Tencent has invested heavily in expanding that lead into a wider entertainment ecosystem. The company is funding talent agencies, streaming sites — including its own version of Twitch for global markets, called Trovo Live — and tournament organisers to create the infrastructure necessary to turn pro gaming from a niche into an instrumental part of its growth.

Key to the strategy is the mutually reinforcing effects of shows like Arcane benefiting from a huge builtin audience to gain notice and then using that notoriety to introduce more people to the game. League of Legends has more than 100million players globally. Riot Games is also making clips from Arcane available for people to remix and create fresh online content with, effectively harnessing the game's fan base to extend the promotional reach.

— Bloomberg News. More stories like this are available on [bloomberg.com](https://www.bloomberg.com)

IN HI-TECH SPIRITS Fans attend the League of Legends (LOL) World Championship Finals in Shanghai.

Document TLIVE00020211110ehba0002w



Why This Expert Sees Apple As A Major Roadblock In Netflix's Gaming Foray

Shivdeep Dhaliwal

415 words

8 November 2021

16:17

Benzinga.com

BNZNGA

English

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Technology journalist Mark Gurman sees a roadblock in streaming giant Netflix Inc (NASDAQ: [NFLX](#)) achieving success in its video gaming foray —Apple Inc (NASDAQ: [AAPL](#)).

What Happened: The expert on the Tim Cook-led company noted that Netflix rolled out its video gaming service on Alphabet Inc (NASDAQ: [GOOGL](#)) (NASDAQ: [GOOG](#)) subsidiary Google's Android alone and that too not as an “all-in-one” offering.

“While you can load up a Games tab in the main Netflix app, the games are actually installed individually via the Google Play Store and operate as stand-alone apps,” the journalist noted.

Gurman said that the “ideal approach” would be to let users find, download, and access content within the Netflix app, however, that would mean taking a cloud-based approach.

“I expect Netflix to eventually upgrade its gaming service by turning it into a cloud-first platform.”

See Also: [How To Buy Netflix \(NFLX\) Stock](#)

Why It Matters: Netflix — should it launch a cloud-based gaming service in the form of an iOS app — would hit a wall in the shape of Apple's App Store rules, said Gurman.

Gurman pointed out discoveries by developer Steve Moser which indicate that Netflix would release its games individually on the App Store and let users launch the games through its own app.

“To be a true all-in-one service on iOS, Netflix will have to make its move to the cloud—and Apple will need to change its rules or grant Netflix an exemption,” wrote Gurman.

“That leaves the ultimate success of Netflix's service in the hands of Apple, a longtime partner but also a growing rival.”

Apple [previously prevented](#) Microsoft Inc's (NASDAQ: [MSFT](#)) game streaming service xCloud, Google's Stadia, and Facebook Inc's (NASDAQ: [FB](#)) [service](#) from taking a cloud-based gaming approach on the App Store.

Price Action: On Friday, Netflix shares closed almost 3.4% lower at \$645.72 in the regular session. On the same day, Apple shares closed almost 0.4% higher at \$151.28.

Read Next: [Netflix's Video-Gaming Foray Could Put It At Odds With Apple](#)

Latest Ratings for NFLX

| Date | Firm | Action | From | To |
|----------|-------------------|-----------|------|------------|
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| Oct 2021 | Wolfe Research | Maintains | | Outperform |
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Digital Turbine Inc. - Mobile Monday: New Paths to Attribution, Netflix Enters Into Gaming, and The Metaverse

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LCDVP

English

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Mobile Monday: New Paths to Attribution, Netflix Enters Into Gaming, and The Metaverse

Mobile Monday

Every week, Digital Turbine, AdColony, and Fyber are teaming up to give you the latest news and insights in the mobile world. In this edition of Mobile Monday, Digital Turbine explains Google and Facebook's different approaches to attribution, AdColony explores Netflix's entrance into the gaming space, and Fyber gives a rundown on the metaverse and why it's important. Learn all about these stories in this week's Mobile Monday!

Attribution Wars

We've long believed that Apple's privacy changes would end up creating changes that were positive for the industry - and one area that needed an overhaul was with measurement. And sure enough, both [Google and Facebook finally went away from their "much derided" Last Touch Attribution methodologies to new models](#). The reason for the change is simple. With enough users opting out of ad tracking, the big tech companies could no longer effectively track iOS users and conversion events.

An interesting development is both Google and Facebook strategically took different positions in their new attribution models. Since Google's owned and operated properties have a large reach, they adopted a multi-touch attribution model - using touchpoints from YouTube, Google Search, and their ad network. Facebook, on the other hand, has chosen an open-source marketing mix modeling solution.

As Big Tech makes changes to deal with the changing tide of the mobile ad world, it always should be watched with a skeptical eye. The changes by Google and Facebook, as the article explains, are done with their own best interests in mind - which is why you have such different choices to solve similar problems. Ultimately though, advertisers should still be wary of the accuracy of any 3rd party attribution data. The best solution is still to mobilize their own data and find their own attribution models that take into account all their different mobile touchpoints.

Where Netflix Goes, the Rest Will Follow

As promised earlier this year, Netflix has now officially entered the gaming space with the launch of five new games for Android devices with iOS to follow in later months. Among these games includes two based on its popular Stranger Things series along with casual games, Car Blast, Shooting Hoops, and Teeter Up. For Netflix users on Android, upon logging in, they will have the option to choose the games tab and download and play one of these five games for free.

The [Adweek](#) article also mentions how this is just the beginning for Netflix's move into gaming. They acquired Night School Studio earlier this year and have plans to develop more games for people of all ages and interests. Eventually, Netflix hopes to be able to recommend certain games and personalize this tab to the user, just as they do with their streaming content, according to [TechCrunch](#). With this push into gaming, Netflix is acknowledging that streaming platforms cannot consistently capture all audience attention and that more must be done to enlarge their user base.

This announcement comes as no surprise as more brands are realizing the potential gaming has to reach a wide variety of audiences. As most Americans are mobile gamers, there is a huge opportunity for companies and brands to capitalize on this passtime to engage users and create connections. Netflix will be the first of many companies to move into the gaming industry in order to remain relevant and increase growth. This

announcement should be a wake-up call to any brands or advertisers who have yet to look into mobile gaming - now is the time to invest in this space as a powerful tool to reach a wide range of audiences.

The Metaverse: What is it, who's in it, and why does it matter?

The gaming industry has grown massively in recent times. And it's about to get even bigger. The topic of the "[metaverse](#)" has landed and spiked in popularity. So what is it, who's in it, and why does it matter? Let's take a brief look.

What is it: The metaverse is a virtual universe that seamlessly blends physical and digital environments. Seen as the future of human communication and interaction, or according to Mark Zuckerberg, founder of Facebook (now rebranded as Meta) - as the "next frontier," people can teleport as holograms from work to events, and use cryptocurrencies to buy and sell goods. Imagine teleporting from work to a concert, making purchases - all from a headset, or glasses. The metaverse is a microcosm that has the power and potential to truly change how people live, work, and connect, forever.

Who's in it: While nobody is quite sure what the actual level of immersion in the metaverse will be, Roblox and Fortnite have already been crafting metaverse experiences. So far, it takes integrating audience aggregation, a 3D engine, and a low-code live development stack. Zuckerberg admits that building the metaverse will take creators and companies of all sizes and together deliver an experience where users are present with each other.

Why does it matter: Roblox has 7 million people actively building content - and it's only going to expand. Despite the disruption it will invite, this microcosm opens up opportunities to people who could never have made a game or real time experience before. The tools and platform are extremely capital efficient, requiring almost no upfront investment. This matters because it's essential for every game developer to understand that their competition will include solo creators and teams with this level of simplicity, agility, and capital efficiency. Those who don't do so will be at their own risk.

About Mobile Mondays

Mobile Monday examines the latest news, trends, and developments in mobile apps, tech, and advertising. Do you have a story to share for the next Mobile Monday?

About FyberFyber, part of Digital Turbine's independent Mobile Growth Platform, develops innovative ad monetization solutions trusted by top mobile game and app publishers. Fyber's product suite offers publishers a trusted, unconflicted alternative that drives superior results by creating an optimal connection between mobile audiences, top global brands, and mobile-first advertisers across over 40Bn daily ad opportunities. Fyber's FairBid mediation, Fyber Marketplace, and Offer Wall Edge are all built with performance, scale, and transparency in mind. To dive deeper into how their monetization solutions put app developers first, check out their [blog](#).

About AdColonyAdColony, part of Digital Turbine's leading independent mobile growth and monetization platform, helps brands, agencies, and apps expand their reach and results with the power of mobile. AdColony is known globally for its award-winning video advertising marketplace, with ad engagement innovations like Instant-Play™, Aurora™ HD Video, Playables, and more. Looking for more insights on apps and mobile games? Find out more on their [blog](#)!

Join the Conversation

Have any story ideas for Mobile Monday? Tweet [@AdColony](#). For the latest Digital Turbine mobile news and updates, follow [@DigitalTurbine](#) on Twitter, [like us on Facebook](#), or [connect on LinkedIn](#).

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DEADLINE

Animation -
'Arcane' Showrunner Calls Netflix Series A "Love Letter" To 'League Of Legends' IP & Gamers; Riot Boss Shares Gaming Company's Next Steps

Alexandra Del Rosario

1,028 words

6 November 2021

Deadline

DLINE

English

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The red carpet has come to Runeterra as Riot Games takes its first major plunge into entertainment with Arcane, an animated series based on the widely popular video game League of Legends.

Launched in 2009, League of Legends is a MOBA (multiplayer-online battle arena) game that sees two teams of five players battle for power and land through different types of playable characters, called Champions. League has since transformed into a staple in the Esports world and an IP that has spawned music videos, cinematics, comics and lore – a lot of it. For its television debut, Riot is starting from the top – exploring the origin stories for several of League's notable Champions. Set in the utopian region of Piltover and the underground of Zaun, Arcane follows sisters Jinx and Vi, voiced by Ella Purnell and Hailee Steinfeld respectively, and the dramatic chain of events that made them into some of the most powerful Champions of Runeterra. While the sisters seek to reunite, a dark power brings about violence and chaos, threatening to keep them apart.

"I think we've always had this dream of creating a bigger experience where it's not just a show and you drop it, but it's really something where we can create a conversation piece for people that have loved this IP and the characters for such a long time," Arcane co-creator and showrunner Christian Linke told Deadline.

Linke, also a creative director at Riot, said he and co-creator Alex Yee, came into Arcane without any prior knowledge of creating a television series. The "extremely challenging task" of adapting the beloved IP for TV started, as most projects do, with a central focus. Linke and Yee, who both have been at Riot for over a decade, saw their connections to the flagship game and the sister Champions as a jumping-off point. Arcane proved a chance to delve deeper into the complicated sister-turned-rival dynamic, Linke said.

In addition to channeling his own relationship and understanding of the characters' histories, he said the siblings' origin stories felt like a strong enough entry point for those unfamiliar with League to connect with the series. The older Vi cares deeply about her sister, but finds it difficult to balance obligation with her own values when a fatal incident tests their bonds.

"I don't think it matters whether or not you've seen the backdrop, or, the MacGuffin that they're fighting over, before," he added. "I think it just needs to have substance, and that's what we just tried so hard to find."

Beyond a dramatic sibling-driven narrative spine, the nine episode-series touts a vibrant, painting-like animation style, from Fortiche Productions, that both feels "authentic" for devoted players and helps the series achieve its edgy tone. For Linke and the rest of the Rioters behind the series, "it was very important that the story takes the audience seriously." Animation has a track record of doing just that while also inviting audiences into fully-fleshed out imaginary worlds, Linke said, citing Studio Ghibli and anime titles Your Name, Akira and Cowboy Bebop.

Through Fortiche's style, Arcane conveys the gravitas of living in Zaun delinquency, the unlimited ambitions and pristine order that define Piltover aka the City of Progress, and the tension that arises when the two collide.

While Arcane certainly seeks to entertain, the Netflix series also provides an opportunity for Riot to "combine all of the muscles that we've built over the years," Linke said. With TV-sized animation, dialogue performed by a voice cast and a definite look of the land, Arcane lifts the burden of imagination off League players, providing them with a tangible, more decisive presentation of Runeterra and the Champions.

"It struck me that we had never seen any of our characters talk, because with our game you don't get that angle," he said. "[Arcane] lets us explore things and sides from our characters we've never gotten to. There's these questions of where do they sleep? What do they eat? It's all those little things that I think make a human, human."

Arcane may be an example of yet another Hollywood take on a beloved gaming IP, but Linke said it was crucial that the animated series be more than just an adaptation of gameplay, but also a celebration of the characters and the realm that have catered to more than 600 million players over the past decade, per Riot.

From the get go, the League community was always top of mind, Shauna Spenley, Riot's Global President of Entertainment told Deadline.

"The whole strategy for Arcane specifically is [to] celebrate, [to] give our players more to love," Spenley said. "But when I look at the 10 year strategy, the holistic one is how do we continue to do things that feel like we're creating a more immersive Runeterra and a more expansive League of Legends."

Arcane, which will be released in three chapters featuring three episodes, may be Riot's first major step into entertainment, but the gaming company is just testing the waters of TV and film content for now, Spenley added. With no current intentions to create a full business unit dedicated to launching a slate of film and TV projects right off the bat, Riot's just focusing on the "constant sense of reinvention" that has been at its core and engaged players for years. Of course, Riot will eventually dabble in live action, film and interactive content, Spenley added.

As the series launches on Netflix, Linke and the Rioters revel in the idea that Arcane is "this love letter to the IP... to animation and to every craft that's involved," from music, sound design, voice acting and more.

"I really feel confident in the statement that everyone that works on these things feels like they're working on the most important thing they've ever done in their craft," Linke said.

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CE Noticias Financieras English

Netflix announces full schedule for 'Stranger Things Day' virtual event

206 words

5 November 2021

CE NoticiasFinancieras

NFINCE

English

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The official profile of the series 'Stranger Things' announced this Friday (5) the full schedule of 'Stranger Things Day', virtual event organized by Netflix that will take place next Saturday (6). The contents will be released by Twitter and the official YouTube channel.

Throughout the day, several exclusive content will be revealed, as videos of the cast and information about the fourth season, which will be released in 2022. Information will also be revealed about a new comic called 'Stranger Things: Erica the Great!', focused on the adventures of Erica, a supporting character, Lucas' sister, who was very successful with the public last season.

In the Brazilian time zone, the grid will start at 4 a.m. and provides for new features until 8 p.m. Check it out:

4 a.m.: Opening

11 a.m.: One Word: California

1 p.m.: Explore Hawkins

3 p.m.: Enter the Title Teaser

5 p.m.: The Itinerant Curiosity Shop Journey with Randy Havens

6 p.m.: How We Stranger Things Day

8 p.m.: Cast Transformations

consider yourselves booked for tomorrow. #strangerthingsday pic.twitter.com/F0Im5r5Cr0

Stranger Things (@Stranger_Things) November 5, 2021

Document NFINCE0020211105ehb5009cf

Science

Netflix moves into **GAMING**! Five free games launch on the Android app, including two that are **Stranger Things**-themed

Sam Tonkin For Mailonline

788 words

3 November 2021

15:08

Mail Online

DAMONL

English

Copyright 2021

* Netflix is offering subscribers five free mobile games to play on Android phones

* The media streaming giant is trying to break into the game subscription market

* Among the five games are two linked to Netflix's popular Stranger Things series

* Company also hopes to roll out games to Apple customers in the coming months

Netflix is trying to break into the game subscription market by offering subscribers five free mobile games to play on Android phones.

They were launched worldwide yesterday, with two of the games based on Netflix's hit series Stanger Things and the other three billed as basic card or skill games.

The Silicon Valley-based company is promising more to come and also hopes to make the games available to Apple customers by rolling them out to iOS devices 'in the coming months'.

No adverts or in-app purchases feature in the games, unlike with many other mobile games.

LET THE GAMES BEGIN! HERE ARE NETFLIX'S FIVE GAMES AND HOW YOU CAN PLAY THEM

Netflix is trying to break into the game subscription market by offering subscribers five free mobile games to play on Android phones.

They are:

Stranger Things: 1984

Stranger Things 3: The Game

Shooting Hoops

Teeter Up

Card Blast

All you need to access them is a Netflix subscription — there's no ads, no additional fees and no in-app purchases. You will need an Android device for now but Netflix hopes to roll out the games to Apple customers in the coming months.

The games can be seen through the streaming giant's Android app, which will then direct them to a download link in the Google Play Store.

While some mobile games may require an internet connection, others will be available to play offline, Netflix said.

They are not available on Netflix profiles for children.

'We're excited to take our first step in launching Netflix games on mobile to the world,' the company said.

'We want to begin to build a library of games that offers something for everyone.'

It added: 'While this is just the beginning of a long journey, we're excited to provide a gaming experience that is differentiated from what is available today — exclusive mobile games with no ads, no in-app payments, included with your Netflix membership.'

The games are now available for download on Android smartphones and tablets worldwide, including the UK and US, but had already been released in Italy, Poland, and Spain.

They are:

- * Stranger Things: 1984
- * Stranger Things 3: The Game
- * Shooting Hoops
- * Teeter Up
- * Card Blast

Netflix subscribers can access the games through the streaming giant's Android app, which will then direct them to a download link in the Google Play Store.

They will then appear within the Netflix app, as well as on a user's device home screen.

The games are not available on Netflix profiles for children.

The move follows tests in a few countries, as the company looks to bolster its offering in face of intensified competition in the streaming space.

Netflix aims to eventually release the games to iOS devices despite Apple having previously resisted attempts by other companies to put 'stores inside stores', especially around gaming.

The company said the initial games, which have relatively simple graphics, were in the very early stages, but it ultimately plans to create ones 'for every kind of player'.

It recruited video game veteran Mike Verdu, who previously worked at games giant EA and later at Facebook on augmented and virtual reality, to head up its gaming team.

'Whether you're craving a casual game you can start from scratch, or an immersive experience that lets you dig deeper into your favourite stories, we want to begin to build a library of games that offers something for everyone,' said Verdu, Netflix's vice president for game development.

'Just like our series, films and specials, we want to design games for any level of play and every kind of player, whether you're a beginner or a lifelong gamer.'

'We're excited to continue improving our mobile gaming experience and adding to our entertainment offering in the months ahead.'

Netflix had indicated its intention to venture into video games in July, eyeing potential hits based on the storylines of popular television series.

It has openly said it aims to compete with hit games such as Fortnite for people's online entertainment time, and analysts suggest offering games could help attract new subscribers.

The global gaming market now exceeds \$300 billion (£220 billion), according to a study this year by consulting firm Accenture.

Document DAMONL0020211103ehb3003sd

Netflix Launches These Free Games To Disrupt Gaming Industry; But Free For Which Users?

Sheetal Bhalerao

Distributed by Contify.com

426 words

3 November 2021

Trak.in

ATTRAK

English

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The streaming giant Netflix started rolling out its first mobile games on Tuesday further pushing into a new business as it aspires to look for additional ways to gain and keep subscribers.

Netflix Game Launch

The streaming giant is launching its first games worldwide as it seeks to break into the game subscription market.

Starting from 2nd November, Netflix will roll out updates to its Netflix app on Android smartphones, now these games are available for download.

Which Games Are Available On Netflix?

Initially, five mobile games are included for Netflix subscribers.

Although, the company is promising more to come in future that too with no adverts in the game and no in-app purchases like those common in other mobile games.

Interestingly, out of the five games launching with the service, two are linked to the streaming giant's popular Stranger Things series, the names are listed below.

A New Beginning For Netflix

Netflix said, "While this is just the beginning of a long journey, we're excited to provide a gaming experience that is differentiated from what is available today - exclusive mobile games with no ads, no in-app payments, included with your Netflix membership,".

Initially, these games have relatively simple graphics and casual gameplay.

So, Netflix explained that it is in very early stages, but plans to eventually create games "for every kind of player".

The company's head of game development, Mike Verdu wrote, "Whether you're craving a casual game you can start from scratch, or an immersive experience that lets you dig deeper into your favourite stories, we want to begin to build a library of games that offers something for everyone,".

Soon For Apple

According to Netflix , this week's release is only for Android phones and tablets .

These games would come to iOS devices "in the coming months".

So far, Microsoft has become the dominant figure in the game subscription market to date despite the delay in reaching Apple customers.

As we know, its Xbox Game Pass service includes most of Microsoft's own game studio releases on the day they go on sale.

Most of them can be played on an Xbox, a gaming computer, or streamed over the internet to phones and tablets.

Tens of millions of subscribers are estimated to pay between 7.99 and 10.99 a month, depending on the features they need.

Stranger Things: 1984Stranger Things 3: The GameTeeter UpCard BlastShooting Hoops

Document ATTRAK0020211104ehb30000b

Stranger Things titles lead Netflix's global roll-out of first gaming slate

jordanpinto871443

309 words

3 November 2021

C21 Media

C21MD

English

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Netflix has launched a slate of five mobile games, including two set in the world of its science-fiction drama Stranger Things, as the US streamer goes global with its expansion into gaming.

The slate of games, which are available to Netflix subscribers on Android devices, also features three titles that aren't related to existing Netflix IP: Shooting Hoops, Card Blast and Teeter Up. The Stranger Things games are called Stranger Things: 1984 and Stranger Things 3: The Game.

The games have no ads, additional fees or in-app purchases. On Android mobile phones, Netflix users see a dedicated games row and games tab where they can select games to download. On Android tablets, a dedicated games row allows users to select games from a drop-down menu to download and play. Games are not available on Netflix kids profiles.

The global roll-out comes three-and-a-half months after Netflix confirmed it was branching out into gaming, following its hire of executive Mike Verdu, who was previously the VP of augmented reality and virtual reality content at Facebook.

In August, the California-based streaming giant began testing the games in Poland, where it released both Stranger Things titles.

"Whether you're craving a casual game you can start from scratch or an immersive experience that lets you dig deeper into your favourite stories, we want to begin to build a library of games that offers something for everyone," said Verdu, announcing the global launch.

"Just like our series, films and specials, we want to design games for any level of play and every kind of player, whether you're a beginner or a lifelong gamer," he added, noting that Netflix will continue to make additions to its gaming offering in the months ahead.

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Netflix forays into mobile gaming with launch of 5 games for Android users

444 words

3 November 2021

Asian News International

HNASNI

English

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Washington, Nov. 3 -- : Popular streaming giant Netflix has launched the first collection of games available for Android users worldwide.

Netflix subscribers can now play five mobile games. These include 'Stranger Things: 1984', 'Stranger Things 3: The Game', 'Shooting Hoops', 'Card Blast', and 'Teeter Up'.

The rollout started on Tuesday with the Netflix games available to download on the Google Play app store for all members on Android mobile and tablet devices globally. The mobile games will now begin slowly rolling out on the Netflix app for Android.

Android users will be able to pick them through the dedicated games row or games tab available on their mobile devices. Users can also look at these games from a drop-down menu on tablets, and then download the games via Google Play Store. Once downloaded, the games will be available for access directly through the Netflix app for its subscribers.

As per Variety, the games on Netflix are included as part of the overall subscription -- with no extra fees, ads or in-app purchases. Some of the games can be played offline too. There is a limit on the number of devices users can play on but Netflix has not specified the number yet.

Just two of the initial batch of five games titles are tied to a Netflix original, the popular 'Stranger Things' series.

'Stranger Things 3: The Game' developed by studio BonusXP, is a companion game to Season 3 of the show, letting you play through familiar events from the series while also "uncovering never-before-seen quests, character interactions, and secrets!" according to its description.

'Stranger Things: 1984' is described as a stylized, retro action-adventure similar to the arcade games from the '80s, letting players solve puzzles and collect Eggos and gnomes along the way.

The games on Netflix are available in many languages. This means that users can get the games even in Indian languages including Hindi, Bengali, Punjabi, Marathi, and Tamil, among others.

These games are not available on the Kids profile on Netflix so users will be required to enter the PIN they have set for child prevention to play games on their devices.

Netflix announced its plans of entering the gaming market earlier this year in July. However, the games are not available for iOS users yet. Netflix is planning to roll out support for games on iOS in the next few months.

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CE Noticias Financieras English

From Streaming to **Gaming**: **Netflix** Games Now Available to All Subscribers

642 words

3 November 2021

CE NoticiasFinancieras

NFINCE

English

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After a fairly brief test phase in some territories, Netflix officially launched its video games section, accessible to all users subscribed to the streaming service. Netflix Games continues the company's self-imposed mission to entertain its audience through a wide variety of content and is now available around the world.

"Whether you're in the mood for a casual game you can start from scratch or an immersive experience that lets you dive into your favorite stories, we want to start building a catalog of games with something for everyone. This incredible gaming experience is an adventure that's just beginning and we're thrilled to have you be a part of it," explained Mike Verdu, VP of Game Development, in the official announcement of the platform.

The catalog is not overflowing with titles, but has an initial selection of five mobile games: Stranger Things: 1984, Stranger Things 3: The Game, Shooting Hoops, Card Blast and Teeter (Up). Aside from the fact that more additions are expected in the coming months, it's also very likely that more than one studio will be interested in relying on Netflix's broadcasting power to promote their titles, which bodes great things for the platform in the years to come.

To access these games, all you need is a Netflix membership. All of the streaming service's plans give full access to the catalog and the ability to enjoy the various video games without ads, additional charges or in-app purchases. For now, this new section of Netflix is available on devices with Android operating system, including tablets. The Netflix app has been updated to show a row of downloadable titles.

The new features are not only available in all territories where Netflix is available, but also the games have many languages to suit the language preferences chosen by each user. In addition, they clarified that the games are accessible to all profiles of all accounts, just like the rest of the content in the Netflix catalog. In the same way, if there is a number of active devices that exceeds the number allowed by the subscription, a warning will appear.

Netflix also stressed that profiles for children will not be able to access this content. You will only be able to use Netflix Games from an adult profile and the security PIN that is present on the platform since its inception also serves to keep blocked this new gamer section in any account.

The video games will work in the same way as the episodes downloaded on Netflix, that is to say that they will not require a constant internet connection, but they will be able to be enjoyed at any time and in any place. This is going to hold true for all titles that are added that do not, by their nature, require an active internet connection to play.

"As with our series, movies and specials, we want to design games for any level of difficulty and for all styles of play, whether you're a beginner or a lifelong gamer," said the platform, ensuring that this is something that has just begun and that will have many new features in the future.

In September Netflix acquired the company Night School Studios, responsible for Oxenfree, but they anticipated that they will not buy every studio that crosses their path, but they will have a more "opportunistic" approach, evaluating what a studio can offer to make the most of its capabilities.

READ ON:

RiotX Arcane anticipates animated series premiere with themed events and collaborations on many video games

Harry Potter: Wizards Unite, the title from the creators of Pokemon GO, will be shutting down its servers

All the free video games coming to subscription services in November

Document NFINCE0020211103ehb3001fl

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Netflix forays into gaming with five mobile games

349 words

3 November 2021

Business Today Online

BTDYON

English

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Netflix announced on Tuesday that it has forayed into mobile gaming with five new offerings. The streaming giant has launched Netflix games with Stranger Things: 1984 (BonusXP), Stranger Things 3: The Game (BonusXP), Shooting Hoops (Frosty Pop), Card Blast (Amuzo & Rogue Games), and Teeter Up (Frosty Pop).

"Whether you're craving a casual game you can start from scratch or an immersive experience that lets you dig deeper into your favorite stories, we want to begin to build a library of games that offers something for everyone. We're in the early days of creating a great gaming experience," stated Mike Verdu, VP of Game Development.

Verdu pointed out that Netflix games are available on Android everywhere. Android phone users will see a dedicated games row and games tab where they can select any game to download. Android tablet users will see a dedicated games row or be able to select games from the categories drop down menu to download and play.

There will be no ads, additional fees or in-app purchases in these games. Your Netflix subscription is your all-access pass, stated the company.

Additionally, the games are available in multiple languages. They will automatically default to the preference set in the profile. If you have not set a language preference, then it will default to English.

Like the subscription format, you can play these games on multiple mobile devices on the same account. Netflix will inform you if you hit the device limit.

"These games are not available on kids profiles. If you've set up a PIN to prevent kids from having access to adult profiles, that same PIN will be required in order to log in to Netflix and play the game on a device," stated Netflix.

Some games might require an active internet connection but others will be available to be played offline.

Also read: [OTT platforms like Netflix, Prime Video and others to have 650 million users by 2025: Bain & Co.](#)

Also read: [Squid Game's worth is nearly \\$900 mn, estimates Netflix](#)

Document BTDYON0020211103ehb300001

Netflix Takes First Steps into Mobile Gaming

195 words

2 November 2021

Investing.com

INVEN

English

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Investing.com -

By Sam Boughedda

Investing.com —Netflix Inc (NASDAQ:NFLX) said Tuesday it is taking its first steps into mobile games by launching Netflix games worldwide.

The video streaming powerhouse is offering five mobile games to members: Stranger Things: 1984 (BonusXP), Stranger Things 3: The Game (BonusXP), Shooting Hoops (Frosty Pop), Card Blast (Amuzo&Rogue Games), and Teeter Up (Frosty Pop).

Netflix's VP of Game Development Mike Verdu said the company wants to build a library of games that offers something for everyone.

All users will need to access the games is a Netflix subscription and Android device, with some games available to play offline. However, there was no mention of the games being available over Apple devices.

Netflix shares spiked to \$681.81 on the news, before quickly falling back. They are trading down 0.19% as of mid-afternoon, at \$679.90, but off of the \$673.86 low of the day.

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Document INVEN00020211102ehb2000rt



Netflix's Gaming Section Launches Globally With 'Stranger Things' Titles

J. Clara Chan

500 words

2 November 2021

Hollywood Reporter

HLYW

English

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Netflix has released its first slate of mobile games to all subscribers worldwide on Android, Mike Verdu, Netflix's vp game development, said on Tuesday.

The slate includes two [Stranger Things](#) titles — Stranger Things: 1984 and Stranger Things 3: The Game — that were [first launched on Android](#) in Poland in August. Other mobile games available to subscribers are Shooting Hoops (Frosty Pop), Card Blast (Amuzo & Rogue Games) and Teeter Up (Frosty Pop).

Users who log on to their Netflix accounts on their mobile Android devices will see a dedicated games row where they can select games to download and play. The games will automatically switch to whichever language the user has set on their Netflix profile, though the language option will default to English if the desired language is not available yet.

The mobile games will only be available on adult Netflix profiles, so accounts that are marked as kids' accounts will not have access to games. Parents and guardians have the option to set up a PIN number for access to the games and other content on Netflix.

<figure class="o-figure aligncenter wp-image-1235040722 size-full lrv-u-max-width-100p" style="width:1000px">

[Click to view image.](#)

<figcaption class="c-figcaption lrv-u-padding-tb-025">

Netflix's gaming section.

Courtesy of Netflix

</figcaption>

</figure>

"Whether you're craving a casual game you can start from scratch or an immersive experience that lets you dig deeper into your favorite stories, we want to begin to build a library of games that offers something for everyone," Verdu said in a [post](#) announcing the games. "We're in the early days of creating a great gaming experience, and we're excited to take you on this journey with us."

The five games are expected to be available on iOS "soon," a Netflix spokesperson told The Hollywood Reporter, but the company has not announced any official dates yet.

Tuesday's games announcement comes nearly four months after Netflix first [hired Verdu](#) to lead its gaming expansion. Since then, Netflix has [acquired an indie game developer](#), Night School Studio, though Netflix executives have repeatedly said the company is still in the early stages of its gaming ambitions.

"We're creating all these amazing universes and worlds and characters and storylines, and we can attach to the passion and fandom that our members have on viewing those on the video side with game experiences and allow them to go deeper," Netflix's chief product officer, Greg Peters, said during the company's Q3 earnings interview on Oct. 19. "Over time, we'll try and bring those closer together and sort of let those two worlds more influence each other and have a more direct connection. But again, that's something that is years in the making. ... None of us know exactly what that will look like because we'll have to sort of find our way as we go."

Document HLYW000020211102ehb20000b

Sport

The new Netflix: how Ladbrokes Coral owner is embracing brave new world; Industry editor Bill Barber on Entain - the betting giant heading in a new direction 'This convergence will have a profound impact on the future of sports betting and gaming'

Bill Barber

2,350 words

13 October 2021

The Racing Post

RACEPO

1; National

8,9

English

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UNSUSPECTING television viewers might recently have stumbled across an advert featuring a group of office workers indulging in a game of

'keepy uppy' with a balloon. I m p r o b a b l y , t h e b a l l o n somehow escapes the office and is eventually chased across a city by what turns into a

horde of pursuers.

Only at the very end does the viewer discover the advert is promoting Ladbrokes Casino, although the BeGambleAware

logo in the corner of the screen

g i v e s an indication it has something to do with gambling.

What is clear is that all this is markedly different in tone to previous efforts by the brand, s u c h a s t h e c o n t r o v e r s i a l 'Ladbrokes Life' campaign. It is a small, but telling, indication of wider changes at the bookmaker's parent company Entain.

T h e r e h a s b e e n s o m e considerable upheaval over the last 15 months at Entain, one of t h e g i a n t s o f t h e g l o b a l gambling industry but one which appears to be at a crossroads in more ways than one. New direction The Ci ty is w a i t i n g t o s e e whether DraftKings will make a

formal bid for Entain having made a \$22.4 billion approach last month. However, while takeover talk swirls around the FTSE 100-quoted company, it already appears to be heading down a fresh path under its n e w c h i e f e x e c u t i v e J e t t e Nygaard-Andersen.

Founded in 2004, Entain - or GVC Holdings as it was known - w a s l e d f o r m u c h o f i t s existence by Kenny Alexander, who, after joining the company in 2007, oversaw its rapid expansion with a series of swashbuckling deals, including the one that led to the acquisition of Ladbrokes Coral in 2018.

But in July last year Alexander's reign came to an abrupt and surprising end when he stepped down to be replaced by chief operating officer Shay Segev.

The upheaval did not end there as it was announced in January, while Entain was in the midst of another takeover approach from MGM Resorts International, that Segev was s e t t o j o i n g l o b a l s p o r t s streaming platform DAZN as co-chief executive.

Nygaard-Andersen, who had joined the Entain board as an

independent non-executive director in December 2019, was soon announced as the operator's next chief executive.

She strikes a very different figure to Alexander, a Scot who was one of the last old-school l e a d e r s i n t h e g a m b l i n g industry, a keen punter himself a n d p r o m i n e n t r a c e h o r s e owner. In contrast, Nygaard- Andersen, a Dane who has a degree in business, finance and economics from Copenhagen University, came to the job with more than 20 years' experience in the media industry and no background in gambling.

While a change in the company's direction had started under her predecessor, Nygaard-Andersen has in recent weeks been outlining her vision for Entain.

"With my background I can see that we have an opportunity to do something new and different as media, entertainment, technology and gaming converge," she told Entain's investor day in August. "This convergence will have a profound impact on the future of sports betting and gaming." Change of focus A clue as to where the company might be heading came in November last year when GVC Holdings was rebranded as Entain, and that marked change in emphasis was illustrated by Nygaard-Andersen's keynote speech at the recent

SBC Summit Barcelona conference. "At Entain we are first and foremost in the business of entertainment," she told the audience. "We are a global entertainment company and we exist to bring those little moments of excitement to millions of people across the globe every single day."

Nygaard-Andersen said Entain had been attracting "a much more recreational and

casual audience" in the last couple of years, adding: "There is a huge opportunity for us and for the industry to start engaging with a wider community of people that are just interested in playing games whether it's for real money, or whether it's skill-based or whether it's free to play."

The chief executive has spoken of Entain as being a "disruptive" technology company, drawing comparisons with the likes of Netflix or fitness brand Peloton, but that is not to say she is ignoring the traditional business on which Entain was built.

"Our core is, and will continue to be, sports betting and gaming but as I have done in my previous roles I know that we can think more creatively around that," she told investors and analysts in August.

"Technology and changing consumer behaviours open up new opportunities and ways to think about our business."

One new avenue for the business is Entain's tie-up with global media and technology company Verizon Media, the parent of Yahoo and AOL, "to develop new opportunities across interactive sports and entertainment".

The first manifestation of this brave new world stemming from the alliance with Verizon is due to be piloted before the end of the year in what Entain describes as the "first virtual reality 'sports club' entertainment experience", a product available free on a virtual reality headset, enabling users to play games individually and with friends.

Nygaard-Andersen told investors it would be a place "where customers can meet and hang out with friends, watching sports, play against

each other in virtual games, engage with new and unique games as well as place bets".

Media and content is another area to which Entain is giving increasing attention. Last week it was announced that ITV and Coral had teamed up to launch a ten-part sports documentary series called Against The Odds this month, produced by ITV and funded by the bookmaker.

Expanding markets Entain already operates in markets which are overall worth around \$40 billion, but Nygaard-Andersen believes that figure could "easily" grow to \$160bn.

While the rapidly expanding market in the US and opportunities in areas such as Latin America would contribute to

some of that growth, Entain is also targeting what it describes as "interactive entertainment", a market worth a total of £20bn according to the company.

Entain believes betting on

esports - competitive video gaming - is set to play an important part in that. It is an area Nygaard-Andersen knows well having had a spell as chair of Danish esports organisation Astralis.

"We can engage a growing audience of the esports and casual gaming community," she told the Barcelona conference. "That opens up new opportunities amongst a huge community."

Entain describes esports as being a rapidly growing market with more than 450 million viewers, making it what it describes as a "mainstream

sport", particularly among 18 to 35-year-olds. To exploit that market, the company revealed in August it had agreed a deal to buy the technology platform, products and team of leading esports betting and entertainment media company Unikrn.

And in another demonstration of the new direction in which it is heading, Entain announced it had appointed a new head of esports in Justin Dellario, recruited from Twitch, the live streaming platform for gamers.

Entain has also identified what it believes are opportunities in the casual mobile gaming market such as social casino, which can drive customer acquisition and eventually revenues, but some industry observers are sceptical about the level of

opportunities such as are present.

Ivor Jones, an analyst with Peel Hunt, says: "The type of things that people bet on in high volumes and generate meaningful amounts of money take a short amount of time and have multiple possible outcomes - horseracing being the prime example. Esports, played over a prolonged period

and very engaging in itself for viewers, does not seem like an ideal game for betting."

As for social casino, Jones asks why such diversification has not happened previously while market leaders, not in the gambling sub-sector, established themselves.

He says: "They didn't have the right people? They didn't choose the right moment? There were only ever going to

be a few leaders? They didn't, for a variety of reasons. I think there is plenty of evidence of opportunity - and failure to exploit the opportunity - over a long period of time."

Warwick Bartlett, chief executive of the Global Betting & Gaming Consultancy, also raises questions about Entain's plans in interactive entertainment. "The move is not without issues," he says. "Esports has a younger audience; we have learned it on ly takes one person to circulate the software to get an account to cause the authorities to come down hard."

However, he adds: "Marketing is expensive and to be able to tap in to a new market of millions of gamers, even though they are low t a k i n g , i s g o o d f o r t h e company. Acquisition costs will be low, and margins high. If it works.

"We must remember that it is wrong to view the company only through the UK market; it is much bigger than that with brands across most continents." Asked whether Entain's strategy might be the start of a new trend, Bartlett says: "I think the industry will be watching closely to see how successful the new marketing programme will be. If it works then others will adopt similar

strategies but of course Entain will have first mover advantage." Ownership uncertainty How far Entain will travel in the long run along the new road Nygaard-Andersen has set out will depend on what happens in the short term with the company's ownership, with the deadline for DraftKings to make a formal bid due next week.

Although Nygaard-Andersen's presentation to investors came before the DraftKings bid was made public, at the time there was continued speculation that MGM, Entain's partner in the US business BetMGM, would return with another bid.

Jones believes Nygaard-Andersen was putting all Entain's cards on the table with that in mind.

"There are two ways of interpreting that," he says. "Perhaps cynically I thought they were trying to put in front of shareholders everything that a buyer ought to be paying up for.

"It is pretty rare for businesses to really set out a ten-year plan and enormous numbers like 160 billion. It felt like a recognition of the febrile M&A [mergers and acquisitions] atmosphere currently in the sub-sector."

That febrile atmosphere shows no signs of calming and uncertainty continues to cloud Entain's immediate future. But the company has set out a vision which is in many ways different to its roots in the traditional gambling industry, and it could be blazing a trail others in the sector will follow.

Document RACEPO0020211012ehad000p9

Netflix plays to gaming ambitions with Night School Studio acquisition

491 words

1 October 2021

This Day

AIWTHD

English

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Netflix is continuing to take measured steps toward its cloud gaming ambitions, this time adding a studio to the mix through its acquisition of Night School.

Night School, maker of Oxenfree, was founded in 2014 by Sean Krankel and Adam Hines, who'll be joining Netflix. Krankel said in the blog post that Netflix has shown the utmost care for protecting our studio culture and creative vision and said that his studio will continue working on Oxenfree II while cooking up new game worlds for the streaming giant's nascent cloud gaming platform.

We'll continue working with developers around the world and hiring the best talent in the industry to deliver a great collection of exclusive games designed for every kind of gamer and any level of play. Like our shows and films, these games will all be included as part of your Netflix membership with no ads and no in-app purchases. Stay tuned for more, Netflix said in a news release.

Night School is the first gaming studio acquisition for Netflix and it comes approximately two months after the company hired Mike Verdu, a former Facebook and Electronic Arts executive, as its new vice president of game development.

During Netflix's most recent earnings call, COO Greg Peters described his company's gaming plans as an extension of Netflix's core entertainment offering.

So just as we've continuously expanded the nature of our offering by adding new genres, unscripted, film, local language programming, animation, on and on, we think we have an opportunity to add games to that offering and deliver more entertainment value to our members through that, he said. And similar to what you've seen in that trajectory when we've added a new genre, that's what we expect will happen with games. So, this is going to be -- it's a multiyear effort. We're going to start relatively small. We'll learn. We'll grow. We'll refocus our investment based on what we see as working, and we'll just continuously improve based on what our members are telling us is working.

Peters said that gaming gives Netflix another way to tap into the IP it has been creating through its series and films and that Netflix's subscription model allows game developers working with the company to avoid common game monetization models like ads, in-game purchases and per-title purchases.

So, we're finding that many game developers really like that concept and that focus and this idea of being able to put all of their creative energy into just great gameplay and not having to worry about those other considerations that they have typically had to trade off with just making compelling games. So, those are some of the core things that we're excited about and think that can make this effort for us special even in the world of games, he said.

Document AIWTHD0020211001eha1000jh

Netflix acquires its first games studio, launches mobile gaming

Esat Dedezade

348 words

29 September 2021

What HI-FI?

HIFIW

English

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We could be in for an exciting big-screen gaming ride as Netflix reveals the first step to a new service offering

Netflix has acquired its first ever game developer as part of a push to diversify its offerings for subscribers.

The developer in question, Night School Studio, is best known for its narrative, story-driven titles like Oxenfree (pictured above), 1.51exfiltrati0n (a Mr. Robot tie-in), and Apple-exclusive Next Stop Nowhere.

The announcement follows the hiring of Mike Verdu (formerly of Oculus and EA) earlier this year, as Netflix looks set to offer games as long as its TV and film offerings.

"We'll continue working with developers around the world and hiring the best talent in the industry to deliver a great collection of exclusive games designed for every kind of gamer and any level of play," Verdu stated as part of the [announcement](#). "Like our shows and films, these games will all be included as part of your Netflix membership — all with no ads and no in-app purchases," he continued.

Nights School Studio's Sean Krankel stated that, "Netflix gives film, TV, and now game makers an unprecedented canvas to create and deliver excellent entertainment to millions of people. Our explorations in narrative gameplay and Netflix's track record of supporting diverse storytellers was such a natural pairing."

It's not clear what the first Netflix-exclusive game will be or what form it will take, but Night School Studio has confirmed that it will be continuing its work on Oxenfree II, as well as working on new game worlds. What that (and this announcement) means for the potential new world of gaming, remains to be seen, but colour us more than a little intrigued.

MORE:

These are the [best gaming headsets for any budget](#)

Looking for a new TV? These are the [best gaming TVs to buy in 2021](#)

A new Sony PS5 update could [make some games run faster](#)

[Netflix acquires its first games studio, Oxenfree \(Night School Studios\)](#)

Document HIFIW00020210930eh9t00005

Netflix Acquires Video Game Developer to Further Gaming Ambitions

Kelsey Sutton

524 words

29 September 2021

Adweek

ADWE

English

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After signaling to investors last quarter that it was in the "early stages" of [an expansion into video games](#), Netflix is making its ambitions official by acquiring a video game studio.

Top line

The streaming giant said Tuesday that it is acquiring Night School Studio, an independent video game developer best known for its critically-acclaimed debut, Oxenfree. The deal, financial terms of which were not disclosed, will mean that Night School Studio will begin creating games that will be available for free as part of a Netflix membership, in addition to completing its work on the Oxenfree sequel.

"Night School wants to stretch our narrative and design aspirations across distinctive, original games with heart," studio co-founder Sean Krankel said in a [statement](#) about the acquisition. "Netflix gives film, TV, and now game makers an unprecedented canvas to create and deliver excellent entertainment to millions of people. Our explorations in narrative gameplay and Netflix's track record of supporting diverse storytellers was such a natural pairing."

Between the lines

The acquisition of the video game studio is the first deal of its kind for Netflix, and it offers a hint as to the kind of ambitions the streaming service has in the video game space. Night School Studio's Oxenfree is a supernatural narrative-heavy supernatural thriller that features exploration and multiple endings; other titles in the Night School Studio portfolio include Afterparty, a similarly structured multiple-ending game with heavy dialogue options and a rich narrative.

The studio also has experience creating mobile games, including one set during the first season of the acclaimed USA TV series [Mr. Robot](#) and, [according to The Verge](#), a shuttered Stranger Things choice-based game.

"Their commitment to artistic excellence and proven track record make them invaluable partners as we build out the creative capabilities and library of Netflix games together," said Netflix vp of game development Mike Verdu, who joined the company earlier this year to help shepherd the company's gaming ambitions, in a statement.

Bottom line

The acquisition will help bolster Netflix's ability to forge ahead in gaming, which it has identified as the path to continued user growth and engagement as streaming usage continues to level out and as some consumers indicate a desire to [dial back their screen time](#).

Netflix will also "continue working with developers around the world and hiring the best talent in the industry to deliver a great collection of exclusive games designed for every kind of gamer and any level of play," Verdu said.

The streamer is already testing what a gaming experience on the platform will look like. In August, it [began testing mobile gaming](#) for users in Poland using Android devices, and just this week, it [expanded that test](#) to Netflix users on Android phones in Spain and Italy.

<section class="section section--teaser section--teaser_partners section--teaser_partners--horizontal px-0 py-4">

As Domestic Growth Stalls, Netflix Plots Video Game Expansion

</section>

Document ADWE000020210930eh9t0000i

Netflix acquires game creator Night School Studio to expand exclusive **gaming** on the platform

AnimationXpress Team

Distributed by Contify.com

373 words

29 September 2021

AnimationXpress

ATANIX

English

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Netflix has acquired video game developer company Night School Studio and have rolled out five different game titles for mobile in select European markets, the company said on Tuesday, as it looks to diversify revenue sources amid intensifying competition in the streaming space.

Night School Studio, is best known for its debut game, Oxenfree, has rolled out an official statement which reads "Night School wants to stretch our narrative and design aspirations across distinctive, original games with heart. Netflix gives film, TV, and now game makers an unprecedented canvas to create and deliver excellent entertainment to millions of people. Our explorations in narrative gameplay and Netflix's track record of supporting diverse storytellers was such a natural pairing. It felt like both teams came to this conclusion instinctively."The team is quite excited about the launch as they are the first studio to join Netflix however they will continue to do what they are best at .

"Not only do we get to keep doing what we do, how we like to do it, but we get a front-row seat on the biggest entertainment platform in the world. The Netflix team has shown the utmost care for protecting our studio culture and creative vision. We'll keep making Oxenfree II. We'll keep cooking up new game worlds," the official statement further reads. Netflix is in their early stages of creating great gaming experience for their members around the world in an official statement of the accusation Netflix shared "We're inspired by their bold mission to set a new bar for storytelling in games. Their commitment to artistic excellence and proven track record make them invaluable partners as we build out the creative capabilities and library of Netflix games together."

Netflix aims to continue working with developers around the world and hiring the best talent in the industry. Which will help Netflix to deliver bunch of exclusive games designed for every kind of gamer and any level of play. Similar to their shows and films, these games will all be included as part of your Netflix membership without ads and in-app purchases.

Document ATANIX0020210930eh9t00008



CE Noticias Financieras English

As part of its "gaming" strategy, Netflix is buying a video game studio for the first time.

250 words

29 September 2021

CE NoticiasFinancieras

NFINCE

English

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MADRID. (Portaltic/EP) - Netflix has announced the acquisition of video game developer Night School Studio, the first studio to become part of the streaming platform as part of its new strategy to include video games in its service.

The streaming platform, popular for its series and movies, is betting on video games and from Tuesday Spanish users can directly access the first five video games directly from the service on Android phones, without additional cost, ads or internal payments.

Netflix recognizes that it is in the "early stages of creating a great gaming experience", and has now announced the purchase of the video game studio Night School Studio, as reported in a statement.

Founded in 2014, Night School Studio is responsible for the video game Oxenfree, which launched on PC and Xbox One but later expanded to other consoles and Android and iOS mobile. The platform has highlighted its "bold mission to set a new standard for storytelling in games".

Night School Studio is the first video game developer bought by Netflix, but the company has hinted that it won't be the last due to its new focus.

"We will continue to work with developers from around the world and hire the best talent in the industry to deliver a great collection of unique games designed for every type of gamer and every level of play," Netflix has said.

Document NFINCE0020210929eh9t00af4

Netflix Gaming Launch Soon: Release Date, Trial Games, Free With Streaming Subscription

Vishal Aaditya Kundu

Distributed by Contify.com

584 words

29 September 2021

Trak.in

ATTRAK

English

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Netflix started to offer games as part of a trial in Poland. Two titles based on Netflix's own hit series, two games, *Stranger Things: 1984* and *Stranger Things 3* are now available to download and play to Polish subscribers. Netflix Gaming is available only on Android now. Netflix is building the gaming platform and going ahead Netflix Geeked Twitter account promises no ads, no in-app purchases and Netflix games will be included as part of the regular membership.

Netflix Gaming launch is said to happen as early as next year, and the Netflix video game streaming service will come at no extra cost.

So, you can get both Netflix Gaming and streaming service with the same subscription. The streaming giant is all set to enter the much sought-after segment, gaming. While other tech companies are somehow trying to get into the category either with online streaming or a platform to directly play games without a console, Netflix will be ahead leaps and bounds because of all its massive customer base.

The Netflix video game streaming service will be fully kicked off early next year. The games on Netflix will show up right alongside TV shows and movies, and the games will be available with the already available catalogues to Netflix subscribers.

Netflix Games will be free, and as per the report, the company is not planning to charge anything from its customers for the video games. If Netflix is able to play the cards right, it can become a major player in the online gaming segment.

So, Netflix Gaming will be a subscription-based video gaming service offering a premium experience as its streaming category.

Google tried its hand with Stadia, but till now have performed poorly. Netflix Gaming can help to offer to developers to let users play games on high-definition directly on their devices without a gaming console or any additional accessory, a direct blow to costly Nintendo and PlayStation. But again, a console offers a very different experience, and online gaming platforms till now have failed poorly, take Stadia.

Netflix Gaming subscription-based service would be similar to Apple Arcade. The global gaming market is growing massively and is stated to be around \$300 billion currently. With already a popular category under its nest, Netflix now has a very lucrative segment to explore and a huge revenue source.

It's no new for Netflix, the streaming giant has shown interest in video games previously. Netflix came up with interactive titles offering films in a video game format letting users choose in between the movie with whatever you want next. The interactive format was used in *Black Mirror: Bandersnatch*, where the viewer has the ability to make decisions.

Netflix also launched *You vs. Wild* in a similar interactive entertainment format. *Stranger Things* and *Casa De Papel*, popular titles by Netflix have been adapted for video games. Netflix Gaming release date, we can expect some update soon, and launch by early 2022.

While the company is yet to confirm any development, if Netflix is going ahead with the gaming section, it will directly take on Apple Arcade and Google Stadia. Amazon will probably come up with a similar platform with Amazon Game Studios. On the other hand, the already established players Sony, Nintendo and Microsoft will continue to grow strong with online subscription based services streamlining their offerings.

Document ATTRAK0020210929eh9t0002u



CE Noticias Financieras English

Portaltic.-Netflix buys a video game studio for the first time as part of its gaming strategy

249 words

29 September 2021

CE NoticiasFinancieras

NFINCE

English

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MADRID, 29 (Portaltic/EP) Netflix has announced the acquisition of video game developer Night School Studio, the first studio to become part of the streaming platform as part of its new strategy to include video games in its service. The streaming platform, popular for its series and movies, is betting on video games and from Tuesday Spanish users can directly access the first five video games directly from the service on Android phones, without additional cost, ads or internal payments. Netflix recognizes that it is in the "early stages of creating a great gaming experience", and has now announced the purchase of the video game studio Night School Studio, as reported in a statement. Founded in 2014, Night School Studio is responsible for the video game Oxenfree, released on PC and Xbox One but later expanded to other consoles and Android and iOS mobiles.

The platform has highlighted its "bold mission to set a new standard for storytelling in games." Night School Studio is the first game developer bought by Netflix, but the company has hinted that it won't be the last due to its new focus. "We will continue to work with developers from around the world and hire the best talent in the industry to deliver a great collection of unique games designed for every type of gamer and every level of play," Netflix said.

Document NFINCE0020210929eh9t004hy



Netflix acquires gaming firm Night School Studio

101 words

29 September 2021

Telecompaper World

TELWOR

English

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Netflix has acquired Night School Studio, a gaming company founded in 2014 by Sean Krankel and Adam Hines and best known for its debut game Oxenfree. Netflix said it is in the early stages of creating a new gaming experience for its members around the world. With Night School Studio, Netflix will further develop its service and library.

The firm wants to develop exclusive games for every kind of gamer and every level of play. The additional services will be included as part of the Netflix membership, with no ads and no in-app purchases.

Document TELWOR0020210929eh9t0002t

DEADLINE

Acquisitions -

Netflix Acquires 'Oxenfree' Game Developer Night School Studio As Part Of **Gaming** Push

Alexandra Del Rosario

536 words

28 September 2021

Deadline

DLINE

English

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Netflix's push for gaming is officially underway with the streaming giant acquiring indie gaming developer Night School Studios, most known for its debut title Oxenfree.

Night School Studios and Netflix shared the news on their respective blogs on Tuesday.

"We're inspired by their bold mission to set a new bar for storytelling in games," Netflix's VP of Game Development Mike Verdu shared in the blog post. "Their commitment to artistic excellence and proven track record make them invaluable partners as we build out the creative capabilities and library of Netflix games together."

Founded in 2014 by Sean Krankel and Adam Hines, alums of Telltale Games and Disney Interactive Studios respectively, Night School Studio made a splash in January 2016 with its mystery adventure game Oxenfree. The game follows a local islander named Alex who joins her friends to discover the mysterious secrets of her homeland.

Night School will drop the sequel, Oxenfree II: Lost Signals in 2022. The developer's additional products are Afterparty and Next Stop Nowhere.

"Night School wants to stretch our narrative and design aspirations across distinctive, original games with heart. Netflix gives film, TV, and now game makers an unprecedented canvas to create and deliver excellent entertainment to millions of people," wrote Krankel for Night School's blog. Our explorations in narrative gameplay and Netflix's track record of supporting diverse storytellers was such a natural pairing. It felt like both teams came to this conclusion instinctively.

Frankel continued: "Of course, it's a surreal honor to be the first games studio to join Netflix! Not only do we get to keep doing what we do, how we like to do it, but we get a front-row seat on the biggest entertainment platform in the world. The Netflix team has shown the utmost care for protecting our studio culture and creative vision. We'll keep making Oxenfree II. We'll keep cooking up new game worlds."

The transaction is one of only a handful of M&A deals ever executed by the historically go-it-alone Netflix, but the second in a week. Last Wednesday, the company said it paid more than \$700 million to acquire the catalogue of Roald Dahl, author of children's classics like Willy Wonka and the Chocolate Factory.

In July Netflix shared that original games would be included in the existing subscription cost, rather than an add-on.

"We view gaming as another new content category for us, similar to our expansion into original films, animation and unscripted TV," its July statement read. "Games will be included in members' Netflix subscription at no additional cost similar to films and series. Initially, we'll be primarily focused on games for mobile devices."

While this may be the first steps for the streamer's foray into game-making, Netflix has already taken the plunge into video-game related content. It's video-game inspired original title slate includes the upcoming Arcane animated series, the popular Castlevania anime and its upcoming spin-off, The Cuphead Show, DOTA: Dragon's Blood, the Resident Evil live-action series and many more.

Document DLINE00020210929eh9s0000b



CE Noticias Financieras English

Netflix launches its first virtual reality video game

136 words

24 September 2021

CE NoticiasFinancieras

NFINCE

English

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Netflix launched its first virtual reality video game. It's Eden Unearthed, a free title inspired by the platform's 'Eden' anime series, about a girl raised clandestinely by robots.

Its arrival has come as quite a surprise, as Netflix has been quietly working on the project and didn't officially announce it, reports specialist website UploadVR.

The video game was discovered on App Lab - where Netflix is listed as a publisher and developer -the company's Oculus online store, which stores and promotes titles in the testing phase and without a full review process.

The company, which is involved in the development of the game, is the manufacturer of the virtual reality VR glasses Oculus Quest 2, acquired by Facebook in 2014, says RT.

Document NFINCE0020210924eh9o001q5

Netflix Gaming Launch: Release Date, Trial Games, Will Be Free With Streaming Subscription

Vishal Aaditya Kundu

Distributed by Contify.com

585 words

31 August 2021

Trak.in

ATTRAK

English

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Netflix started to offer games as part of a trial in Poland. Two titles based on Netflix's own hit series, two games, *Stranger Things: 1984* and *Stranger Things 3* are now available to download and play to Polish subscribers. Netflix Gaming is available only on Android now. Netflix is building the gaming platform and going ahead Netflix Geeked Twitter account promises no ads, no in-app purchases and Netflix games will be included as part of the regular membership.

Netflix Gaming launch is said to happen as early as next year, and the Netflix video game streaming service will come at no extra cost.

So, you can get both Netflix Gaming and streaming service with the same subscription. The streaming giant is all set to enter the much sought-after segment, gaming. While other tech companies are somehow trying to get into the category either with online streaming or a platform to directly play games without a console, Netflix will be ahead leaps and bounds because of all its massive customer base.

The Netflix video game streaming service will be fully kicked off early next year. The games on Netflix will show up right alongside TV shows and movies, and the games will be available with the already available catalogues to Netflix subscribers.

Netflix Games will be free, and as per the report, the company is not planning to charge anything from its customers for the video games. If Netflix is able to play the cards right, it can become a major player in the online gaming segment.

So, Netflix Gaming will be a subscription-based video gaming service offering a premium experience as its streaming category.

Google tried its hand with Stadia, but till now have performed poorly. Netflix Gaming can help to offer to developers to let users play games on high-definition directly on their devices without a gaming console or any additional accessory, a direct blow to costly Nintendos and Play Stations. But again, a console offers a very different experience, and online gaming platforms till now have failed poorly, take Stadia.

Netflix Gaming subscription-based service would be similar to Apple Arcade. The global gaming market is growing massively and is stated to be around \$300 billion currently. With already a popular category under its nest, Netflix now has a very lucrative segment to explore and a huge revenue source.

It's no new for Netflix, the streaming giant has shown interest in video games previously. Netflix came up with interactive titles offering films in a video game format letting users choose in between the movie with whatever you want next. The interactive format was used in *Black Mirror BanderSnatch*, where the viewer has the ability to make decisions.

Netflix also launched *You vs. Wild* in a similar interactive entertainment format. *Stranger Things* and *Casa De Papel*, popular titles by Netflix have been adapted for video games. Netflix Gaming release date, we can expect some update soon, and launch by early 2022.

While the company is yet to confirm any development, if Netflix is going ahead with the gaming section, it will directly take on Apple Arcade and Google Stadia. Amazon will probably come up with a similar platform with Amazon Game Studios. On the other hand, the already established players Sony, Nintendo and Microsoft will continue to grow strong with online subscription based services streamlining their offerings.

Document ATTRAK0020210901eh8v0000m

Business

Navneet Alang: With Netflix entering gaming, will we ever sleep again?

Navneet Alang

854 words

30 August 2021

The Toronto Star

TOR

English

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Big corporations, especially the truly successful ones, are always thinking about their competition. Samsung always has Apple on its mind. So, too, does Google, but it also has Microsoft and Amazon forever in its crosshairs.

But Netflix, beyond just the looming presence of Disney, famously has another foe in its sights: sleep.

In 2017, CEO Reed Hastings suggested that the company is competing against anything that might otherwise occupy a consumer's time: games, sports — even slumber.

Perhaps that's why the company is now moving into video games. During its Q2 2021 earnings call, Netflix announced that it had hired its first gaming VP.

For watchers of the streaming giant, it doesn't come as a complete surprise. But for those unfamiliar with gaming, it also seems like a highly fraught endeavour — a move that not only carries a high risk of failing, but also reveals

the trouble with the global scale of tech companies.

Netflix's reasons for broaching the world of gaming are obvious. Subscriber growth is slipping internationally, and in its most important markets of the U.S. and Canada, it is losing customers. Gaming thus offers a growth opportunity.

Beyond that, Netflix has an obvious advantage in its existing streaming infrastructure and know-how. Gaming is undergoing a shift analogous to video: instead of physical games or downloads that one owns, there is a trend toward streaming things across the web.

Given the kind of hair-trigger reaction times games require, new kinds of technical capacity are required, and as one of the world's biggest users of internet bandwidth, Netflix has a head start.

Couple that with the company's brand recognition and global reach, and there is a certain strategic sense to the proposed expansion.

Yet even bigger companies have fallen flat on their faces after trying to make it in gaming.

Google had grand ambitions with its Stadia streaming service, but this year cancelled plans to make its own titles, and has drastically reduced hiring for gaming, mostly because it simply hasn't made anything truly compelling.

Amazon, too, wanted to enter into gaming and, despite trying for nine years, it has barely made headway; major projects like a "Lord of the Rings" game have been cancelled, and the company isn't even on most gamers' radars for anything except shopping.

The trouble with attempts to get into gaming is that it requires a vertically integrated set of competencies which the established players have in spades.

Sony, which has returned itself to profitability on the back of the wildly successful PlayStation 4 and now 5, not only makes its iconic hardware, but also has a stable of talented game studios that produce highly acclaimed games.

In a similar vein, Nintendo has innovated in both its adaptable Switch hardware, and also in its wide collection of intellectual property that has broad appeal across demographics.

Meanwhile, Microsoft also has hardware, its own studios, and also cloud tech to enable its Games Pass, which lets users stream games for a monthly fee — almost like, well, “a Netflix for games.”

It's true, incumbents are disrupted in tech all the time. Pre-existing advantages aren't a talisman that protect against being usurped by more nimble or smarter competitors.

But Netflix faces an uphill battle. One challenge is building out its own talent in the right way, focusing on both in-house content creation but also acquiring or licensing popular games; it seems unlikely to succeed without something people actually want to play.

The other is technical — of being able to use its engineering team to make a streaming service that matches or betters Microsoft's and others.

Yet for all the business challenges, there's also something vaguely symbolic about this need of Netflix to push into new areas.

Tech companies operate at such scale that they can never stay limited to one field. Just as Netflix must expand into gaming, so, too, must Facebook move into virtual reality, payments and photo sharing.

Microsoft must build hardware, a cloud business, and grow its education presence. Google must move into almost everything, dominating search, smartphones and more.

Put another way: why does Apple need a credit card? Because it can.

When you operate at the scale of billions of users, there is an inbuilt, quasi-monopolist incentive to capitalize on that enormous customer scale and capture new business with new offerings.

Yes, that is a normal part of capitalism — but that doesn't mean we should praise it.

To the contrary, it is another sign of what the unprecedented scale of big tech leads to: an increasingly consolidated, centralized and ubiquitous digital experience.

Perhaps Netflix will succeed in their aims, and maybe that will give gamers another choice.

But when a company is competing against any form of leisure — hoping to fill every last minute of the day with screens — that success may not be something to celebrate.

Navneet Alang is a Toronto-based freelance contributing technology columnist for the Star. Follow him on Twitter: @navalang

Document TOR0000020210830eh8u001uq

Netflix and gaming: How the Irish got through the pandemic

457 words

29 August 2021

The Irish Examiner

IRISEX

English

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Sitting at home during the Covid-19 pandemic meant becoming best friends with the likes of Netflix, but Irish people didn't rely on their PlayStations or Xbox consoles as much as their European neighbours.

According to data from the European Commission's statistics body Eurostat, just under three-quarters of EU internet users watched internet-streamed TV or videos in 2020. That doesn't even include programmes or videos downloaded and saved for later.

Contrary to the self-perception that we are glued to our watching devices, Ireland was around the EU 74% average, far behind the Nordic countries and Croatia and the Netherlands, all of which were in the 90% range.

It's perhaps not surprising how reliant our Dutch friends are on streaming, considering how good their internet access is.

'Almost universal internet access'

"Among the EU member states, internet access was almost universal in the Netherlands, covering 97% of all households in 2020. The share of households with access to the internet was at least 90% in 17 of 27 EU member states and was lower than 80% only in Bulgaria (79%)," said Eurostat.

More than 90% in Ireland have access, up from around 85% six years ago, it said.

Ireland's long-mooted national broadband plan, which has been an arduous, drawn-out process since it was first considered in 2012, is to connect over 500,000 hard-to-reach premises in the coming years, at a cost of over €3bn.

However, in the meantime, fellow EU member states have got to grips with similar broadband issues, shoring up their coverage since the middle of the last decade, said Eurostat.

"Some of the EU member states that had relatively low rates of household internet access in 2015 showed a fast expansion in connectivity rates during the past five years.

"Between 2015 and 2020, the share of households with access to the internet rose the fastest in Cyprus (by 22 percentage points), Bulgaria (by 20) and Romania (by 18)," it said.

Way to catch up

Ireland has a way to catch up to be as addicted to gaming as European counterparts.

Across the EU in 2020, some 34% of internet users aged 16 to 74 participated in gaming.

Unsurprisingly, 56% of the Dutch took advantage of near universal broadband coverage, followed by Danes and Maltese at 47%. Lithuanian, Slovakian, Polish, and Bulgarian citizens were the least bothered about gaming, while only around a quarter of Irish internet users played online.

Despite a decline in traditional media such as physical newspapers, the thirst for knowledge and current affairs remains steadfast, far more than music or gaming, according to the Eurostat findings.

[Click to view image.](#)

Document IRISEX0020210829eh8t0005o

Netflix gaming service: release date, leaks, price, rumours and all of the news

Joe Svetlik
1,548 words
27 August 2021
What HI-FI?

HIFIW

English

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Now Netflix has confirmed it is moving into gaming, what can we expect from the streaming giant's online service?

There's a new online gaming service on the horizon, and it's coming courtesy of [Netflix](#). Considering Netflix is the biggest and arguably the [best streaming service for movies and TV shows](#) in the world, a move into gaming is big news indeed.

Netflix [confirmed its new strategy in July](#), but should Sony, Microsoft, Apple, Google and anyone else with a finger in the gaming pie be worried? What exactly will a Netflix gaming service offer? When will it launch, and how much will it cost?

We'll answer all these and more with the latest leaks, rumours and industry news, and will keep this page updated with all the new information as and when we get it.

Netflix gaming service: launch date

[Click to view image \(Image credit: Netflix\)](#)

Netflix's gaming service could be closer than you think. According to a [Bloomberg](#) report from mid-April, the service will launch within the next year – the report cites as its source a "person familiar with the situation".

So when exactly will it launch? It's difficult to say. Service launches are harder to pin down than those for hardware devices because there are generally fewer leaks and no physical parts to be pictured in the wild. Could Netflix launch in time for Christmas? Possibly, but doubtful. Some of the leaks detailed below suggest the service is nearly ready, while others hint that we still have a while to wait.

Netflix could choose to launch at one of the big trade shows, such as the Games Developers Conference (GDC) (scheduled for 21-25 March 2022) or the big one, E3 (no date set for 2022, but it usually takes place in June). That would effectively park its tanks on PlayStation and Xbox's lawn, and certainly grab the industry's attention.

Though in a way, it has launched already. At the end of August, [Netflix launched two Stranger Things games through its Android app in Poland](#). Though the firm has admitted it's still a long way off offering a proper games service: "It's very, very early days and we've got a lot of work to do in the months ahead, but this is the first step," it said in a tweet.

If the service is ready, and people are still stuck at home due to the pandemic, it could launch in the winter months, which is traditionally boom time for the gaming industry. Netflix saw big subscriber numbers due to lockdowns and people forced to isolate during the pandemic, and adding a gaming arm to its offering would undoubtedly boost those numbers even higher. You need something to do during self-isolation, after all.

Netflix gaming service: price

[Click to view image \(Image credit: Netflix\)](#)

Streaming has exploded in popularity in recent years. Just as with music and movie streaming, more people are happy to pay a monthly fee for the convenience of accessing their games online. The benefits are obvious: you can access more titles for an all-in fee, you don't need to take up valuable space on your device by storing your content locally, and you can access the same content across all your devices.

The downside? The costs soon add up. Once you factor in one or two TV/movie services, another couple for music, and one for gaming, you could easily be looking at £40 (\$40) a month.

But, according to the Bloomberg report, Netflix isn't planning on charging any more for it. Instead, your monthly Netflix subscription will include gaming at no extra cost.

Here are the current Netflix price plans:

- * Basic (watch on one screen, download to one device, no Full HD or 4K): £5.99/\$8.99/AU\$10.99
- * Standard (watch on two screens at once, download to two devices, Full HD, no 4K): £9.99/\$13.99/AU\$15.99
- * Premium (watch on four screens at once, download to four devices, Full HD and 4K): £13.99/\$17.99/AU\$19.99

Considering that Xbox Live Gold costs \$59.99 for a year's access (\$4.99 per month, or \$10.99 a month if paying monthly), the Netflix price looks tempting.

However, while the firm might not charge extra for gaming, it has to recoup its costs somehow. As things stand, Netflix is no stranger to price rises, so expect to see your monthly fee increase in the coming years. Which could be irritating for anyone not interested in gaming.

Netflix has confirmed its games won't carry adverts, and there won't be any in-app purchases. So it's not trying to make money those ways.

Netflix gaming service: features

[Click to view image \(Image credit: @SteveMoser\)](#)

The streaming giant's initial push will be focused on gaming for mobile devices. This was revealed in a letter to investors, which also suggested that the streaming service will take inspiration from its previous dabblings in interactive content.

The letter reads:

"We're also in the early stages of further expanding into games, building on our earlier efforts around interactivity (eg, Black Mirror Bandersnatch) and our Stranger Things games. We view gaming as another new content category for us, similar to our expansion into original films, animation and unscripted TV. Games will be included in members' Netflix subscription at no additional cost similar to films and series. Initially, we'll be primarily focused on games for mobile devices. We're excited as ever about our movies and TV series offering and we expect a long runway of increasing investment and growth across all of our existing content categories, but since we are nearly a decade into our push into original programming, we think the time is right to learn more about how our members value games."

Netflix could even create its own games. The service recently extended its deal with producer/screenwriter Shonda Rhimes (Grey's Anatomy, Scandal) to include feature films and gaming content – this could be original gaming titles or spinoffs from existing Netflix series.

So what kinds of games can we expect? Obviously, Netflix is keeping its cards close to its chest, but one recent appointment is telling. In July, [the firm hired Mike Verdu](#), formerly of Electronic Arts and Facebook.

Verdu was Facebook's vice president in charge of working with developers to bring games and other content to Oculus virtual reality headsets. He also had a hand in popular mobile games at Electronic Arts, including The Sims, Plants vs. Zombies and Star Wars franchises. He will serve as Netflix's vice president of game development.

Netflix is also advertising more 'game-like' interactive development positions on its [website](#). So expect its gaming team to grow.

The streaming giant might also have a rather large partner in tow in the form of Sony PlayStation. Certain PlayStation-identifiable images were [spotted](#) in the source code of Netflix's iOS app, suggesting that Netflix will partner with one of the giants of the gaming world.

The images in question? One of two stylised PlayStation 5 controllers floating among bubbles, and another depicting the lead character of the PlayStation-exclusive game Ghost Of Tsushima. There's no Netflix branding on either image, but the fact they would appear within the Netflix iOS app, and both are tied so closely to PlayStation, is certainly intriguing.

[Click to view image \(Image credit: @SteveMoser\)](#)

There's even a potential name included in the same bunch of images from the same source. A logo reads 'N Game', suggesting Netflix could opt for that, or Netflix Game as the name of its service. All very interesting...

Netflix gaming service: verdict

Netflix has over 200 million subscribers worldwide, so its gaming service could automatically become the world's biggest at launch. The idea of offering gaming for no extra fee should worry the big boys of the gaming world – Apple Arcade, Google Play, Xbox Game Pass and PlayStation Now they will all need to up their game [ahem] in order to stay competitive.

With the [PS5](#) and [Xbox Series X](#) both still in short supply, gaming without the need for an expensive, hard-to-find console looks appealing right now. But more than that, it could give Netflix a real edge compared to other movie/TV streaming services such as [Disney+](#), [Amazon Prime Video](#) and [Apple TV+](#).

No others offer gaming as part of the same package, so Netflix would be providing a service without precedent. Which could help it pull even further ahead of the competition.

This is definitely one to watch and could upend the twin worlds of both gaming and streaming simultaneously. We'll update this feature as we get more – stay tuned!

MORE:

Staying in tonight? See [15 of the best movies on Netflix right now](#)

We weigh up the masters of on-demand video in [best streaming services: Amazon, Disney+, Netflix compared](#)

Still trying to grab yourself a PS5? Check [best PS5 deals: savings on consoles, accessories and bundles](#)
[Netflix gaming service: launch date, price, leaks, rumours and news \(@SteveMoser\)](#)

Document HIFIW00020210827eh8r0005p

online news

Netflixgaming kicks off in Android mobile app... if you're in Poland

390 words

27 August 2021

ETMAG.com

FMETMA

English

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Netflix announced that it's starting the first public tests of its foray into gaming. Subscribers in Poland can currently try out two games on Android at no additional cost. This is undoubtedly a small first step, but also a clue as to how Netflix plans to eventually build its gaming side up to scale.

A tweet from Netflix's official "NetflixGeeked" account made the announcement that the games Stranger Things: 1984 and Stranger Things 3 are available to Android users who have Netflix subscriptions in Poland, with no ads or in-app purchases. "It's very, very early days and we've got a lot of work to do in the months ahead, but this is the first step," Netflix writes.

Last month Netflix confirmed that its first steps into video games would be mobile and wouldn't cost anything extra on top of the current streaming subscription. The company plans to treat games as a new category like the movies and TV shows it already produces. Netflix may only be testing out mobile games now, but last month some data mining in the Netflix app did turn up information relating to the PlayStation 5's DualSense controller and Sony's own Ghost of Tsushima.

Earlier this month, TradeSmith, looking at Netflix's job openings, speculated the company is already moving towards trying to build its own game studios as opposed to buying them. Job listings show Netflix is already trying to recruit for a development studio. "This strategy matters because there isn't a threat that the company needs to issue new debt or take a hit by purchasing a company and eating into its cash position," TradeSmith said.

Netflix's opening for a producer, however, does indicate it wants to work with external studios and continue to license out its own properties to other developers, like it did with Stranger Things 3 developer BonusXP.

Amazon has famously struggled to get into gaming. Its upcoming MMO New World is finally about to enter open beta, but this comes after many more failures in the company's gaming initiative. Netflix's tests with mobile games indicates it might be planning to start small instead of trying to build AAA games right out of the gate.

Document FMETMA0020210827eh8r0000f



Netflix starts testing mobile gaming with 'Stranger Things' titles

380 words

27 August 2021

Asian News International

HNASNI

English

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Washington, Aug. 27 -- : Netflix's mobile gaming push has started in Poland with two 'Stranger Things'-themed games on Android called 'Stranger Things: 1984' and 'Stranger Things 3'.

As per Variety, the streaming giant launched the first test of its plan to use mobile games to boost its core streaming-subscription business, with the introduction of two 'Stranger Things' games for Android, available, for now, only to users in Poland.

Netflix subscribers in Poland will be able to download the two games via the Google Play Store and then play them on the Netflix mobile app. As with other content offerings on the streamer, the Stranger Things games will have no ads or in-app purchases.

In a statement, the company said it was "still very, very early days" for the streaming giant's gaming expansion, reported The Hollywood Reporter.

"We will be working hard to deliver the best possible experience in the months ahead with our no ads, no in-app purchases approach to gaming," the company said.

It is not immediately clear when Netflix will launch its mobile game offerings in other countries, including the US.

But the new releases come one month after Netflix hired its first vice president of game development, Mike Verdu, and executives told investors, amid announcing the company's latest quarterly earnings, that Netflix would be expanding into games.

"We view gaming as another new content category for us, similar to our expansion into original films, animation and unscripted TV," Netflix's shareholder letter in July stated.

"We're excited as ever about our movies and TV series offering, and we expect a long runway of increasing investment and growth across all of our existing content categories, but since we are nearly a decade into our push into original programming, we think the time is right to learn more about how our members value games," the letter continued.

Netflix plans to create games based on its original TV shows and films, as well as introduce completely new games and license some titles.

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Document HNASNI0020210827eh8r0006g

Gaming

Netflix Gaming Foray Begins With Two Stranger Things Games on Its Android App in Poland

Vineet Washington

472 words

27 August 2021

12:50

NDTV

NDTVIN

English

Copyright. 2021. NDTV Convergence Ltd., New Delhi, India.

Netflix has started its gaming venture with two games for its Android app, though only in Poland. The video-streaming service shared the development through a tweet and stated that it is at an early stage with gaming on its platform. Netflix has been showing interest in the gaming industry for quite some time now and, last month in its quarterly letter to shareholders, the OTT service announced that it's currently in "early stages" of expanding into gaming. Looks like the proof of concept is now out.

Back in June of 2019 at E3, [Netflix](#) had its first-ever keynote where it [announced](#) a free-to-play location-based RPG/ puzzler called [Stranger Things](#) for Android and iOS. The company over the years has been looking to expand into the gaming industry. Last month, it [hired](#) former Electronic Arts and Facebook executive, Mike Verdu, as its Vice President of Game Development. And later in the same month, its quarterly letter to shareholders [mentioned](#) that gaming will be a core part of its subscription offering. The first two games on its app for Android in Poland are called Stranger Things 1984 and Stranger Things 3. The latter has been previously available outside of the Netflix app on PC and consoles.

Netflix Poland shared the development through a [tweet](#) where it emphasised that the company is at an early stage of establishing gaming on its platform and that there is a lot of work to do in the coming months. In a follow-up [tweet](#), it shared that there will be no ads in these games as well as no in-app purchases. The games will also be a part of Netflix's existing subscription plans and will require no additional purchases.

From the screenshot shared by Netflix Poland on Twitter, it seems the Netflix app will show the option to install the game, which will then take the user to the [Google Play store](#). Following which the game will be playable via the Netflix app. This also suggests that the games will be downloaded to the device and not streamed like its movies and shows.

As of now, there is no information on when Netflix gaming will make its way to other markets — including India — and what its library will look like then. More updates can be expected from the company as the service further expands its gaming vertical. [Click here to view video](#) It's a John Cena double-header this week on [Orbital](#), the Gadgets 360 podcast, as we discuss The Suicide Squad, and later, Fast & Furious 9 (from 28:03). Orbital is available on [Apple Podcasts](#), [Google Podcasts](#), [Spotify](#), [Amazon Music](#) and wherever you get your podcasts.

[Click here to view video](#)

Document NDTVIN0020210827eh8r0008w

Plugged

Netflix begins its big **gaming** push with a small test in Poland; It's the beginning of a new age for **Netflix**

434 words

26 August 2021

The Next Web

NEXTWEB

English

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Games in Netflix have been a long time coming, but after months of speculation, rumors, and an eventual confirmation, we're seeing the first fruits of the company's expansion.

Specifically, the company is testing two games for members with Android devices in Poland: Stranger Things 1984 and Stranger Things 3 — so I hope you're a fan of that series.

Contrary to popular expectation, Netflix isn't streaming the games live, a la xCloud. Instead, it's simply functioning as a hub to let you download the games onto your own device, kind of like Steam on PC.

Let's talk Netflix and gaming.

Today members in Poland can try Netflix mobile gaming on Android with two games, Stranger Things: 1984 and Stranger Things 3. It's very, very early days and we've got a lot of work to do in the months ahead, but this is the first step. <https://t.co/yOI44PGY0r>

— Netflix Geeked (@NetflixGeeked) August 26, 2021

Nor are the games exclusive to the Netflix app; you can download them right from the Play Store for the time being, although you'll still have to log into your Netflix account to play. The company says its games will be included with your membership and feature neither ads nor in-app purchases. Compatibility with iOS is expected to roll out in the coming months.

Of course, anything can change by the time the service rolls out more widely. When it revealed its gaming expansion, the company said its intention was not just to compete against the likes of Hulu and HBO, but rather against games like Fortnite, which use up a lot of valuable screen time you could be spending in the Netflix app.

I wouldn't be surprised if the company eventually decided to increase prices for gaming-specific subscriptions, but it's too early to know how it'll play out.

So far, there isn't much exciting here unless you're a Stranger Things fan, but I'm a little surprised at how quickly the company has started its gaming rollout; it only confirmed games were coming last month. Netflix does note its still "very, very early days" and that "it's got a lot of work to do in the months ahead, but this is the first step."

Did you know we have a newsletter all about consumer tech? It's called Plugged In - and you can subscribe to it right here.

Document NEXTWEB020210915eh8q00018

Gaming -

Netflix just kicked off its gaming initiative with two 'Stranger Things' mobile games

Jacob Siegal

490 words

26 August 2021

Boy Genius Report (BGR)

BGR

English

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Earlier this summer, Netflix planted its flag in the gaming industry. The company made it clear that video games would be part of its plans to expand its platform. We weren't sure how long it would take for the plans to bear fruit, but the wait is apparently already over. On Thursday, Netflix announced a limited release for two mobile games on Android — Stranger Things: 1984 and Stranger Things 3. Unfortunately, the games are only available in Poland.

A minor correction: Stranger Things 3: The Game is technically already available everywhere. In fact, it's been out since 2019, and you can get it on PC, consoles, or any mobile device. The major difference is that you'll have to pay for it if you're outside of Poland. As Netflix said, all future games will be free to those who subscribe to its streaming service. That's why Netflix subscribers in Poland can download both of these games free of charge from Google Play. Netflix just released two mobile games in Poland Netflix Poland announced the arrival of the two Stranger Things mobile games on Twitter. A short time later, the @NetflixGeeked account shared the following message regarding the games: Let's talk Netflix and gaming.

Today members in Poland can try Netflix mobile gaming on Android with two games, Stranger Things: 1984 and Stranger Things 3. It's very, very early days and we've got a lot of work to do in the months ahead, but this is the first step. In a follow-up tweet, that account confirmed that Netflix's games won't have ads or in-app purchases. They will also be included with a Netflix membership. As you can see in the image that Netflix shared above, the games will even show up in their own section of the Netflix app. What's next for Netflix gaming? Netflix often tests new features without giving subscribers or the press any heads up. In this instance, it makes sense that Netflix would want to get ahead of the speculation, as it would have been difficult to hide. Additionally, Netflix has already confirmed its plans to make games. There's little to no chance that the company will opt to scrap the entire project before launch. If that's the case, then why not go ahead and offer updates while slowly rolling out the initial offerings.

With that said, we have no idea when Netflix will expand beyond two mobile Stranger Things games or the country of Poland. The fact that these two titles arrived so soon after the announcement gives us hope. But you might not want to hold your breath for The Witcher 4 dropping next month.

The post Netflix just kicked off its gaming initiative with two 'Stranger Things' mobile games appeared first on BGR.

Document BGR0000020210827eh8q00002



Netflix Tests Mobile Gaming With 'Stranger Things' Titles

J. Clara Chan

391 words

26 August 2021

Hollywood Reporter

HLYW

English

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Netflix's mobile gaming push has begun in Poland with two [Stranger Things](#)-themed games on Android called *Stranger Things: 1984* and *Stranger Things 3*, the company said on Thursday.

Netflix subscribers in Poland — the only test country at this point — will be able to download the two games via the Google Play Store and then play them on the Netflix mobile app. As with other content offerings on the streamer, the *Stranger Things* games will have no ads or in-app purchases.

In a statement, Netflix said it was "still very, very early days" for the company's gaming expansion. "We will be working hard to deliver the best possible experience in the months ahead with our no ads, no in-app purchases approach to gaming," the company said.

It's not immediately clear when Netflix will launch its mobile game offerings in other countries, including the U.S. But the new releases come one month after Netflix [hired its first vice president of game development, Mike Verdu](#), and executives told investors at the company's latest quarterly earnings that Netflix would be [expanding into games](#).

<figure class="o-figure aligncenter wp-image-1235003725 size-full lrv-u-max-width-100p" style="width:1000px">

[Click to view image.](#)

<figcaption class="c-figcaption lrv-u-padding-tb-025">

Netflix's 'Stranger Things' video games.

Courtesy of Netflix

</figcaption>

</figure>

"We view gaming as another new content category for us, similar to our expansion into original films, animation and unscripted TV," Netflix's [shareholder letter in July said](#). "We're excited as ever about our movies and TV series offering, and we expect a long runway of increasing investment and growth across all of our existing content categories, but since we are nearly a decade into our push into original programming, we think the time is right to learn more about how our members value games."

During Netflix's quarterly earnings call, Netflix COO Greg Peters also described the games expansion as a "multiyear effort."

"We're going to start relatively small. We'll learn, we'll grow," Peters said. "Really, we can do what we've been doing on the movie and series side, which is just hyper, laser focused on delivering the most entertaining game experiences that we can."

Document HLYW000020210826eh8q00005

Netflix takes first stab at mobile gaming in its Android app, but only in Poland

Joan E. Solsman

401 words

26 August 2021

CNET News.com

CNEWSN

English

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Netflix is testing out its first stab at mobile gaming within its own app at no extra cost, bringing two pre-existing Stranger Things games to its Android app -- but only in Poland.

The two games available in Poland -- Stranger Things: 1984 and Stranger Things 3 -- have been available for years off Netflix's app, having been released through a licensing partnership in 2017 and 2019 to coincide with the second and third seasons of the hit retro-supernatural show.

Let's talk Netflix and gaming.

Today members in Poland can try Netflix mobile gaming on Android with two games, Stranger Things: 1984 and Stranger Things 3. It's very, very early days and we've got a lot of work to do in the months ahead, but this is the first step. <https://t.co/yOI44PGY0r>

— Netflix Geeked (@NetflixGeeked) [August 26, 2021](#)

Last month, Netflix confirmed it plans to expand into video games, starting with ad-free games for mobile devices like phones and tablets available on its existing service at no added cost to subscribers. With broad ambitions to ultimately widen even to console games for Xbox and PlayStation, it represents its biggest expansion into a new kind of entertainment since Netflix started streaming in 2007 and released its first original show in 2012.

The move into gaming widens Netflix from its bedrock business of TV shows and movies as the world's biggest subscription video service. As Netflix has grown, it's long pointed out that its competition extends beyond the traditional TV and movie companies that go head-to-head with it now. The company has repeatedly called out gaming phenoms like Fortnite, as well as user-generated-video powerhouse YouTube, as some of its toughest competition because of the massive amount of entertainment hours they command worldwide.

Netflix games won't have ads, they won't include in-game purchases and you won't have to buy individual titles. Netflix games will be part of your overall subscription, in the same way that the company started making and streaming horror movies and reality TV shows alongside high-brow drama series as part of same Netflix membership.

[Click to view image.](#)

Netflix ported two pre-existing Stranger Things mobile games into its Android app in Poland. | Angela Lang/CNET

Document CNEWSN0020210826eh8q00061



Netflix Confirms Spatial Audio Launch On Apple Devices, Targets Mobile Gaming: TechCrunch

Anusuya Lahiri

164 words

20 August 2021

01:27

Benzinga.com

BNZNGA

English

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* On Wednesday, Netflix Inc (NASDAQ: [NFLX](#)) confirmed the launch of spatial audio support on Apple Inc (NASDAQ: [AAPL](#)) iPhone and iPad on iOS 14 after a Reddit user spotted the feature, TechCrunch reports.

* However, Netflix will not immediately roll out the feature.

* AT&T Inc (NYSE: [T](#)), HBO Max, The Walt Disney Co (NYSE: [DIS](#)), Disney+, and Comcast Corp (NASDAQ: [CMCSA](#)) Peacock have already launched the feature.

* Apple and Amazon.com Inc (NASDAQ: [AMZN](#)) also announced the availability of high-quality streaming music at no additional cost.

* Spotify Technology SA (NYSE: [SPOT](#)) also plans to launch a high-end subscription service, Spotify HiFi.

* Spatial audio is popular among video game players. Last month, Netflix disclosed its focus on mobile gaming apart from its original movies and television series.

* Price Action: NFLX shares traded higher by 4.11% at \$543.35 on the last check Thursday.

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Document BNZNGA0020210819eh8j001jm



A Huge Pension Fund Bought **Netflix**, Disney, Microsoft And This **Gaming** Stock In Q2

Rachit Vats

370 words

16 August 2021

16:44

Benzinga.com

BNZNGA

English

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Ontario Teachers' Pension Plan has significantly raised its exposure in Netflix Inc (NASDAQ: [NFLX](#)), Microsoft Corp (NASDAQ: [MSFT](#)) and Walt Disney Co (NYSE: [DIS](#)), regulatory filings revealed on Friday.

What Happened: The largest Canadian investment management firm with \$221.2 billion in net assets, sold Tesla Inc. (NASDAQ: [TSLA](#)) convertible notes worth \$502.82 million, at the end of the second quarter.

The pension fund slashed the bulk of the holdings in Tesla bonds that were due to mature in 2024 while the rest were due in 2022.

The money manager also raised its exposure in Netflix threefolds during the quarter, snapping up 411,745 shares in the online video streaming company, which lifted the total stake to 584,808 shares, worth \$308.9 million.

See Also: [This Investment Management Firm With \\$149B Portfolio Trimmed Tesla, Apple Stakes In Q2. Added Alibaba And This EV Stock Instead](#)

Netflix shares, which have fallen 4.60% so far this year, closed 1% higher at \$515.92 on Friday.

The institutional investor also increased its position in Microsoft by about 43% during the second quarter as it snapped 679,019 shares, lifting the total exposure in the Satya Nadella-led company to \$614.49 million.

Microsoft shares have risen 32% so far this year and closed 1% higher at \$292.85 on Friday.

The pension fund added 105,094 shares in Disney during the quarter, which lifted its stake in the entertainment conglomerate by 21.5% to a total of \$104.5 million.

Disney shares have been nearly flat so far this year but closed 1% higher at \$181.08 on Friday.

Ontario Teachers' Pension Plan nearly halved its exposure in the online gaming company Roblox Corp (NYSE: [RBLX](#)).

Shares of Roblox have risen nearly 21% since its listing in March this year and closed 1.58% higher at \$83.96.

The pension fund, which bought and sold shares worth \$8 billion in the second quarter, shed 707 shares in Roblox but still held 18,862 shares worth about \$1.69 million in the company during the period.

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Document BNZNGA0020210816eh8g000e1



CE Noticias Financieras English

How to watch Netflix movies or series in virtual reality?

582 words

14 August 2021

CE NoticiasFinancieras

NFINCE

English

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Netflix, a U.S. subscription service that operates globally, allows all its users to set up the account to enjoy the best movies and series in virtual reality.

According to the Netflix website and based on the portal "Popular Mechanics", to be able to enjoy virtual reality you need "VR Glasses".

It doesn't matter the person's budget as there are several options for them to access this type of experience. There are the more sophisticated ones like the Oculus Quest 2 and the HTC Vive Pro Eye.

People can even get something cheaper like Google Daydream View's system, which is discontinued but can still be found in some stores.

In order to start using this type of virtual reality, the user must have an active subscription on Netflix. In addition, Android devices (released in 2019 or before they can run the Daydream software) and Apple are accurate to get this feature up and running. The WiFi connection must be solid and the use of PC for this tool is optional.

To enjoy this experience on Android, the person must download the Netflix VR app from Google Play.

The person will open the Netflix VR app, select Headset and click on Daydream View for smartphones that are compatible with Android's Daydream software, Google Cardboard or scan the QR code for other electronic devices. Then, you'll log in to the account or create a new one.

By default, the experience will look like a copy "of your living room" with the Netflix platform on a TV within the VR environment. It is called "Lounge Mode" and is completed with a living room and windows overlooking snowy mountains. The user will also have the opportunity to go to settings and select the "Empty Mode".

Most Android devices work with Daydream. However, in 2019, Google abandoned its Daydream VR platform so newer phones aren't compatible. It should be noted that the application does not have good comments on Google Play, since they complain that it crashes or that it is difficult to make the controls work if they do not have specific virtual reality controllers.

The situation is a bit more complex with iPhones and iPads. There is no app dedicated to vr on iOS like Daydream, but the user can still watch Netflix on VR. It will simply require a little more time and work.

The person will have to use the function of transmitting images to achieve virtual reality. This way, you'll stream the movie or TV show using your PC's Windows software and transfer it to your Apple device's screen.

The user must download and run Trinus VR on the computer and then download the Trinus VR companion app on the iPhone or iPad. This way, you will have to make sure that the device and the PC are connected to the same WiFi network.

The person will then enter the app on the Apple device, enter the phone's IP into the app, and click "Start" on both devices. Then, it will open the browser of your choice on the PC, head to the Netflix website, log in, and select the content you want.

Venezuela: Nicolas Maduro says he cried over Messi's departure from BarcelonaUS: Biden announces virtual "democracy summit" on December 9 and 10Nurse cries of impotence due to Delta variant aggressiveness: "We are intubating young people" (VIDEO)

Document NFINCE0020210815eh8e0009x



Netflix in gaming; issues with solar panel supply; neurological drugs licensing

Muhammad Hammad Asif

1,405 words

3 August 2021

SNL Financial Extra

SNLFE

English

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Welcome to Next, a weekly newsletter highlighting some of our unique news and research on how technology is reshaping the future of industries across global markets. As part of our expanded cross-sector tech coverage, we will curate some of our best insights and features on topics such as artificial intelligence, internet of things, cybersecurity, 5G, smart cities, autonomous vehicles, clean energy, telehealth and financial technology.

Subscribe now!

Top News

Source: Netflix

A week after hiring former Electronic Arts and Oculus executive Mike Verdu, Netflix confirmed that it will start offering games in its existing subscription plans at no extra cost. The company provided few details about the initiative, except for comments from Netflix COO Greg Peters, who said it will be a multiyear effort that would start "relatively small" and initially focus on mobile games. With this new initiative, Netflix enters a turbulent market that Big Tech companies including Amazon and Alphabet have failed to dominate despite some well-funded efforts. However, Netflix's strategy to approach gaming at a smaller scale initially may allow the company to carve a more stable path to building a userbase than its larger competitors' ambitious efforts, according to analysts.

On the energy side, China's LONGi is exposed to possible human rights violations through its supply chain. LONGi buys polysilicon, a key ingredient in most solar panels, from at least three producers that source their raw material from Hoshine Silicon Industry, according to a recent report from the Helena Kennedy Centre for International Justice at Sheffield Hallam University in the U.K. Analysts say Hoshine sells metallurgical-grade silicon, or silicon metal, to the world's biggest polysilicon producers, and an aggressive crackdown by the U.S. government could cause major disruptions in the country's solar market.

Meanwhile, drugs for neurological disorders attracted increased interest from Big Pharma in the second quarter of 2021, while cancer deals continued to dominate the licensing landscape. Biogen, which in June received the first-ever U.S. regulatory approval for a drug to treat Alzheimer's-related decline, was behind three of the nine licensing deals for neurological therapies in the quarter. These included paying \$15 million and \$5 million up front to Capsigen and Ginkgo Bioworks, respectively, for their adeno-associated virus vectors designed to deliver gene therapies for neuromuscular and central nervous system disorders.

Chart of the Week

Microsoft set to maintain pandemic-fueled growth spurt – analysts

The pandemic-driven shift to remote work has accelerated the demand for cloud computing, productivity apps and gaming, all of which are key areas where Microsoft has invested.

Tech, Media and Telecom

Netflix must overcome past Big Tech mistakes to make it in gaming – analysts

Although Netflix's expansion into video games faces substantial obstacles, analysts said the company should glean lessons from past failures by other Big Tech players as it attempts to chart a more sustainable path forward.

Amazon, Facebook push to move FTC antitrust cases to federal court – experts

Both Amazon and Facebook recently filed requests with the Federal Trade Commission for the recusal of agency Chair Lina Khan over concerns of bias, essentially saying the antitrust scholar is not objective. The

move is a strategy by Big Tech companies to ensure any existing and future antitrust cases are tried against them in federal court where the companies may receive a more favorable result, policy experts say.

Pandemic drives record European data center investment

As Europe's major cloud providers seek to future-proof their server capacity amid surging demand, data center investment in the region is reaching record highs. In the first three months of 2021, data center operators sold 92 MW of power in Frankfurt, London, Amsterdam and Paris, making it the highest quarter on record, according to data from real estate consultancy CBRE.

'Black Widow' lawsuit challenges new distribution strategies, streaming profit

Scarlett Johansson's lawsuit alleging Disney's hybrid streaming and theatrical release strategy cut into her compensation for "Black Widow" could set a precedent for the compensation of talent under new distribution models.

Consumer

Amazon stock falls on sales miss, weaker Q3 guidance amid slowing e-commerce

Amazon's second-quarter sales were impacted by slowing e-commerce growth as consumers emerged from their homes and spent time offline while vaccinations increased, CFO Brian Olsavsky said on a July 29 conference call.

After Q2 Street beat, Shopify expects e-commerce to grow at slower pace in H2

Canadian e-commerce platform Shopify expects online activity to grow at a more tempered rate in the back half of 2021 as various markets loosen pandemic restrictions and more consumers return to in-person shopping, CFO Amy Shaperro said during a July 28 second-quarter conference call.

Energy

Solar-panel supplier's links to alleged abuses in China imperil US climate goal

LONGi Green Energy Technology, a major supplier of solar panels to the U.S., buys polysilicon from at least three suppliers that source raw material from a company the U.S. government has linked to alleged labor abuses in western China

CNX says it is carbon negative, but some challenge its assertion

Experts on the energy industry's climate impact said the CNX findings did not cover all of the natural gas producer's emissions, but analysts commended the company for containing a potent greenhouse gas.

Healthcare

Biogen leads uptick in neurological disorder drug licensing deals in Q2'21

The biotechnology company, which received the first-ever U.S. approval for a drug to treat clinical decline from Alzheimer's, was behind three of the nine licensing deals for neurological therapies in the second quarter.

Fintech

Fintech heavyweights still opting for IPOs over SPACs

The special purpose acquisition company frenzy has stolen the spotlight for many public market debuts in recent months, but the traditional IPO is still luring some of the highest-profile financial technology companies.

Top Research

Few fintech bright spots beckoning on China's IPO horizon

Financial technology startups in China seeking to go public may run up against growing regulatory scrutiny, but at least two companies are poised to successfully navigate these headwinds.

From Panjiva, a business line within S&P Global Market Intelligence:

TSMC, Intel expect tight supply chains into 2022 as GM trims output again

The imbalances in global semiconductor supply chains seen during the first half of 2021 are continuing and may take months, if not years, to fully resolve.

Tesla's 9-day buffer faces more port congestion, chip shortage risks in H2'21

Tesla delivered a near-doubling of revenues despite a shortage of semiconductors and port congestion. The former could take until 2022 to clear, while the latter has increased the company's costs and may be driving a further supply chain shift.

From Kagan, a media research group within S&P Global Market Intelligence:

Buffet-style cloud gaming services draw more subs than a la carte models

Kagan's analysis of content across six of the top cloud gaming services, which combined catalog over 2,500 titles from nearly 300 publishers, indicates that bigger game libraries do not directly correlate to more subscribers.

Global Q1'21 small cell revenues grow 31% with unabated 5G momentum

Overall small cell market growth remained robust in the first quarter as operators worldwide continued to invest in large-scale wireless network upgrades and footprint expansions.

Want to hear more?

Click [here](#) to listen to the latest episode of "MediaTalk," an S&P Global Market Intelligence podcast. In this edition, TMT editor Joyce Wang interviews 451 Research's Melanie Posey, Cox Communications' Nneka Chiazor and Collective Moxie's Julie Ann Crommett, each of whom speak about how the COVID-19 pandemic has impacted diversity and inclusion in tech and media.

Click [here](#) to listen to the latest episode of "Next in Tech," a weekly podcast featuring 451 Research and other areas of S&P Global Market Intelligence. Data privacy is an area where there are many concerns, a lot of confusion and a bunch of new regulation. Paige Bartley, senior research analyst, joins host Eric Hanselman to discuss the importance of understanding differences in data security and privacy and the complexities that both consumers and enterprises have in getting either right. Security gets a lot of focus, but working out the privacy and governance parts correctly can have benefits for digitized businesses beyond happy customers.

Document SNLFE00020210804eh83000ru



Inside Netflix's 'Army of the Dead' Virtual Reality Experience: "It's a Massive Undertaking"

Chris Gardner

828 words

2 August 2021

Hollywood Reporter

HLYW

English

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[Zack Snyder](#) revealed in May that the apocalyptic, zombie-infested world he created in [Netflix's Army of the Dead](#) would be hitting the road this summer with a "truly immersive" virtual reality experience. Snyder teased that fans of the film — or anyone with a penchant for picking off hyper-speed, blood-crazed undead — would have a chance to board a Sin City Tacos truck and join the Las Vengeance team to bring back some survivors. That time is now and the first place to host the traveling Viva Las Vengeance experience is the 5th-floor rooftop of Westfield Century City.

Presented by Netflix with partners Pure Imagination Studios, Fever and The Stone Quarry, Viva Las Vengeance opened to the public July 28, a day after a preview for VIPs and press. The 30-minute experience offers participants a chance to select an avatar and firepower before boarding one of two tactical taco trucks on site. Each group (up to six at a time) is then presented with a brief virtual introduction to the mission from crew member Cruz, played by Ana de la Reguera. After that, it's time to take a position in the motorized truck, put on a VR headset, grab a gun and try to survive the ride.

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[Click to view image.](#)

<figcaption class="c-figcaption lrv-u-padding-tb-025">

Viva Las Vengeance: A VR Experience

Andrew Toth/Getty Images for Netflix

</figcaption>

</figure>

Greg Lombardo, head of experiences at Netflix, said the streamer is "thrilled" to provide Army of the Dead fans the chance to experience zombie hordes in real life. "The zombie-infested world of Las Vegas Zack created is larger than life and it was only fitting to leverage the immersive power of VR to bring fans closer to the action and join the Las Vengeance crew," Lombardo explained. "We are always seeking new ways to immerse our fans in the stories they love. VR is certainly one way to do that."

The VR experience portion of the event is close to 12 minutes long and, after the game ends, participants can browse merch, pose in a photo booth and refuel at a concession stand with a menu by SBE's global tech-food platform C3 that features street taco-inspired items like Zombie Mulitas, Tacos Alphas and the Viva Burrito.

<script type='text/javascript'>

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{ "playlist": "https://content.jwplatform.com/vfeeds/9URWxKQk.json", "ph": 2 }

);

</script>

Pure Imagination Studios chief Josh Wexler compared it to bringing a theme park ride straight to the people. "It's a VR experience with a level of immersion that, honestly, compares to the best of what Disney and

Universal have out there,” he noted. “Zack built a fun, fantastical world and put a spin on the genre that hadn’t been seen before. Right out of the gate, it was something different, and as soon as we saw the armored taco truck, that’s when the bells went off.”

Plans started rolling in late 2019 but the COVID-19 pandemic threw a wrench into some of the blueprints, including the acquisition of necessary taco trucks. Demand for delivery-style vehicles soared, making it hard to acquire a fleet needed to build out the traveling experience that will post up in cities across the globe. Viva Las Vengeance remains in Century City through Sept. 12 with New York, Las Vegas, Washington D.C. and London opening in the weeks to come. “Future cities to be rescued” include Atlanta, Miami, San Diego, Boston, Minneapolis, San Francisco, Chicago, Orlando, Seattle, Dallas, Philadelphia, Houston and Phoenix with international locations planned in Berlin, Paris and Madrid.

“It’s a massive undertaking to pull off an experience like this in ordinary times. Add a pandemic and you are also facing supply chain challenges across the board—from taco trucks to microchips and battery packs,” Wexler said. “We built our own taco trucks.”

Now that they pulled it off, it would seem likely that the experience would find a permanent home, either at an existing theme park or a location in a major city like Las Vegas. But Lombardo wasn’t ready to discuss the future. “Our focus is on the tour and providing our members across the U.S. and Europe a chance to go toe to toe with the zombie hordes.”

More information about the event, ticketing and reservations can be found [here](#).

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[Click to view image.](#)

<figcaption class="c-figcaption lrv-u-padding-tb-025">

Viva Las Vengeance: A VR Experience

Andrew Toth/Getty Images for Netflix

</figcaption>

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Document HLYW000020210803eh8200011



Extra
Netflix's APAC growth trajectory; Tencent's gaming M&A boost

Shaoli Chakrabarty

798 words

29 July 2021

SNL Financial Extra

SNLFE

English

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TOP NEWS IN TECH

* After seeing a surge in streaming during the pandemic, Netflix Inc. could now be facing a growth problem. The company's Asia-Pacific regional segment accounted for the bulk of the company's second-quarter membership growth, but those customers generate less revenue and lower margins for Netflix. The U.S. and Canada saw a net loss of subscribers in the second quarter.

* As China's leading gaming company Tencent Holdings Ltd. steps up deal-making, analysts question whether it will be enough to capture the next generation of gamers — or whether more nimble competitors will get to them first.

* Although Netflix's expansion into video games faces substantial obstacles, analysts said the company should glean lessons from past failures by other Big Tech players, as it attempts to chart a more sustainable path forward.

TECH POLICY AND REGULATION

* China's nonbank payment companies face greater regulatory oversight on their IPOs and major expansion plans, although analysts say clearly defined rules will enable better compliance. Major data leaks will also need to be brought to the regulator's notice under the new rules, that will apply to some of China's biggest companies, including WeChat Pay and Alipay, the payment platforms owned by the country's tech players Tencent and Alibaba Group Holding Ltd., respectively.

* China's competition regulator on July 24 ordered Tencent Music Entertainment Group, or TME, to give up its exclusive music licensing rights within 30 days. The State Administration for Market Regulation also asked TME and parent Tencent Holdings Ltd. to stop requesting favorable terms from music suppliers by the deadline.

* India's Supreme Court dismissed a plea by telecom operators for the government to recalculate their dues, Reuters reported. The top court previously gave operators until 2031 to settle airwave usage and license fees owed to the government after the telcos failed to pay dues amounting to roughly \$13 billion before a January deadline.

* Beijing ByteDance Telecommunications Co. Ltd. unit TikTok Inc. will have to pay a fine of €750,000 for violating the privacy of young children, the Dutch Data Protection Authority announced July 22.

TECHNOLOGY

* The imbalances in global semiconductor supply chains seen during the first half of 2021 are continuing and may take months, if not years, to fully resolve.

* Apple Inc. saw June-quarter record revenues in every geographic region. Notably, China saw the largest gains, with net sales up over 50% to \$14.76 billion, from \$9.33 billion a year prior. Many of Apple's product categories benefited from expansion in China, including its iPad and Mac sales.

* Funds affiliated with DigitalBridge Group Inc.'s investment management platform, are acquiring the data center business of Hong Kong-based telecom services provider PCCW Ltd.

MEDIA AND STREAMING

* The NHL agreed to make an effort to return to the Olympics in its collective bargaining agreement with players last summer. However, negotiations continue between the players association and the International Ice Hockey Federation on outstanding issues, including COVID-19 insurance for NHL players in Beijing.

* NBCUniversal Media LLC's coverage of the pandemic-delayed Tokyo Olympics has gotten off to a very slow start, with the opening ceremony and first night of competition both reflecting steep audience declines from previous games.

* TikTok announced that it will open its first regional fusion center in Dublin, Ireland, designed to launch real-time responses to critical incidents.

* Tencent Holdings Ltd.-owned messaging platform WeChat temporarily halted the registration of new users in mainland China amid a technical upgrade "to align with relevant laws and regulations."

TELECOMMUNICATIONS

* Australian telecom operator Vonex Ltd. entered into a binding agreement to acquire part of MNF Group Ltd.'s direct business for A\$31 million. Vonex will fund the acquisition through a new A\$16 million debt facility from Longreach Credit Investors, existing cash reserves and an equity raise.

INTERNET

* The number of global internet outages fell 23% in the week of July 17, to 276 outages, ending three consecutive weeks of gains that began in late June, according to data from ThousandEyes, a network-monitoring service owned by Cisco Systems Inc. The proportion of business-hours outages in the Asia-Pacific region rose 8 percentage points to 52%.

* Singaporean online real estate service provider PropertyGuru Ltd. agreed to a business combination with special purpose acquisition company called Bridgetown 2 Holdings Ltd. at an enterprise value of roughly US\$1.35 billion.

Our weekly feature covers the latest technology developments in the Asia-Pacific region, spotlighting exclusive insights from news and research within S&P Global Market Intelligence. The weekly Asia-Pacific tech roundup has an editorial deadline of 7 a.m. Hong Kong time and is published every Friday.

Document SNLFE00020210731eh7t0005m



Cathie Wood Trims **Netflix** Stake Despite Being Bullish On **Gaming** Foray, Buys \$11.5M In Roblox Instead

Neer Varshney

252 words

28 July 2021

10:03

Benzinga.com

BNZNGA

English

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Cathie Wood-led Ark Investment Management on Tuesday trimmed its stake in streaming video-on-demand company Netflix Inc. (NASDAQ: [NFLX](#)) despite earlier this month spelling out a bull case for its gaming foray and loaded up some shares in pure-play gaming company Roblox Corp. (NYSE: [RBLX](#)) instead.

The investment management firm said in a note last week that even if Netflix managed to grab a "fraction" of the highly-competitive video-gaming market, it [would see a "meaningful increment"](#) in revenue.

Wood's firm sold 21,937 shares in Netflix via Ark Next Generation Internet ETF (NYSE: [ARKW](#)), estimated to be worth around \$11.4 million. The firm bought 151,161 shares, worth approximately \$11.5 million in Roblox via ARKW.

Ark also [continued cutting its stake](#) in Chinese companies amid regulatory crackdowns in the country and concerns over United States-China relations [remaining strained](#).

Here're some of Ark's other key trades from Tuesday:

*

Sold 537,196 shares in Skillz Inc. (NYSE: [SKLZ](#)) via ARK Innovation ETF (NYSE: [ARKK](#)).

*

Bought 232,372 shares in Draftkings Inc. (NASDAQ: [DKNG](#)) via ARKW.

*

Sold 989,436 shares in JD.com Inc. (NASDAQ: [JD](#)) via ARK Autonomous Technology & Robotics ETF (BATS: [ARKQ](#)), Ark Fintech Innovation ETF (NYSE: [ARKF](#)), and ARKW.

*

Sold 909,091 shares in Pinduoduo Inc. (NYSE: [PDD](#)) via ARKF and ARKW.

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Document BNZNGA0020210728eh7s000ba



Extra

Sustainability-linked loans outpace green bonds; Netflix's gaming gambit

Tim Weatherhead

370 words

27 July 2021

SNL Financial Extra

SNLFE

English

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Welcome to The Daily Intel, a roundup of exclusive news and analysis from S&P Global Market Intelligence, curated by our journalists.

Editor's pick

Sustainability-linked loan supply outpaces green bonds and loans amid US surge

Global issuance of sustainability-linked loans has far surpassed that of green loans and bonds as companies in the U.S., including those in transition sectors, rapidly embrace the instrument as an alternative to traditional environmental, social and governance debt.

The product, which gives companies a discounted rate if they meet tailor-made sustainability targets, also continues to thrive in Europe, where uptake has been the highest to date.

Technology, Media & Telecommunications

Netflix must overcome past Big Tech mistakes to make it in gaming – analysts

Although Netflix's expansion into video games faces substantial obstacles, analysts said the company should glean lessons from past failures by other Big Tech players as it attempts to chart a more sustainable path forward.

Financials

3 of New Jersey's top community banks announce acquisitions in a month

New Jersey bank M&A has snapped back to life following a slowdown in 2020.

Insurance

Insurance industry raises \$1.86B from IPOs in Q2; Bright Health leads US

For the second straight quarter, a tech-driven health insurance provider recorded the biggest IPO in the U.S. for the insurance industry. Like Oscar Health before it, Bright Health's stock price has fallen since debuting.

Energy & Utilities

US House lawmaker wants to turbocharge FERC's profile, role in energy transition

U.S. Rep. Sean Casten, D-Ill., is on a campaign to "get people to care more about" the Federal Energy Regulatory Commission, an agency the congressman wants to play a bigger role in the clean energy transition.

At dawn of clean hydrogen era, industrial gas giants see new horizons

Already supplying the world with hydrogen, industrial gas companies are well-placed to capitalize on the clean hydrogen momentum. But with scale still years away, investors are wary of hype.

Want more sector-focused news?

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Document SNLFE00020210728eh7r000rv



Extra

Netflix faces obstacles in **gaming**; NBCU sees Olympics audience decline

Mohammad Shayan Javeed

405 words

26 July 2021

SNL Financial Extra

SNLFE

English

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The Daily Digest highlights top news and exclusive insights on the technology, media and telecommunications sectors.

Top news

Netflix must overcome past Big Tech mistakes to make it in gaming – analysts

Although Netflix Inc.'s expansion into video games faces substantial obstacles, analysts said the company should glean lessons from past failures by other Big Tech players as it attempts to chart a more sustainable path forward.

NBCU sustains significant Olympic audience erosion during first 2 nights

NBCUniversal Media LLC's coverage of the pandemic-delayed Tokyo Olympics has gotten off to a very slow start, with the opening ceremony and first night of competition both reflecting steep audience declines from previous games.

➤ Economics of TV & Film: KBOX Week 29: Summer box office passes \$1B

Weekly box office surpassed \$100 million for the fourth week in a row, reaching \$137.8 million in week 29, up significantly from the \$416,509 grossed in week 29 of 2020. The summer season passed the \$1 billion mark, landing at nearly \$1.02 billion at the end of week 29. The summer season now accounts for 70.7% of the year's total box office.

➤ Economics of TV & Film: Global Film Release Report, June 2021

The Global Film Release Report for June is now available. The data set, produced in collaboration with OpusData, showcases country-level box office revenues for films dating back to 2016.

Chart of the Day

The number of global internet outages fell 23% in the week of July 17, to 276, ending three consecutive weeks of gains that began in late June, according to data from ThousandEyes, a network-monitoring service owned by Cisco Systems Inc. U.S. outages also decreased, down 27% from the previous week, to 130.

M&A

Lumen to sell Latin American business to Stonepeak for \$2.7B

Lumen Technologies Inc. agreed to sell its Latin American business to alternative investment firm Stonepeak Partners LP for \$2.7 billion.

Personnel

Nexstar appoints CFO

Nexstar Media Group Inc. appointed Lee Gliha as executive vice president and CFO, effective Aug. 9.

Regulatory

FTC looks at ad tech, IoT, pandemic through privacy lens

The Federal Trade Commission will host its sixth annual PrivacyCon event on July 27, bringing together stakeholders in academia, research and government regulation to discuss new research and trends related to consumer privacy and data security.

Document SNLFE00020210727eh7q000xg

Gaming -

New leak hints that Netflix may team up with PlayStation for gaming

Jacob Siegal

418 words

25 July 2021

Boy Genius Report (BGR)

BGR

English

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During its latest quarterly earnings call, Netflix officially confirmed plans to bring video games to its service. Rumors about Netflix making games started spreading earlier this month after Bloomberg reported the company hired former EA and Facebook executive Mike Verdu to be the vice president of game development. Netflix eventually confirmed that report, and then revealed that it would soon start developing mobile games for subscribers. It's not really clear what Netflix's long-term plans are, but a new leak suggests it might involve teaming up with PlayStation.

Around the time of Netflix's announcement, data miner Steve Moser jumped into the app in search of clues. According to Moser, the gaming feature uses the codename "Shark," represented by the image in the tweet below. There is also a "Netflix Game" logo hiding in the app:

Ah, twitter's white image background bites me again. Here is the "N Game" logo. \$NFLX
pic.twitter.com/7STZYQ6I7m

— Steve Moser (@SteveMoser) July 15, 2021

Those are interesting discoveries, but there's more. Moser also found images of the PS5's DualSense controllers and the PlayStation-exclusive game Ghost of Tsushima. At the moment, there is no obvious explanation for why these images would be hiding in the Netflix app. Netflix and PlayStation teaming up makes sense. There are reasons to believe that a Netflix-PlayStation partnership could be in the cards. Back in April, Netflix signed a five-year deal that gives the streaming service exclusive rights to Sony films after they leave theaters and VOD. This includes upcoming movies such as Uncharted, Morbius, and the sequel to Spider-Man: Into the Spider-Verse. Sony and Netflix are already going to be working together for years to come. Why not expand that partnership to include games?

One thing that we do know is that Netflix's gaming initiative will not be separate from its streaming service. "We're a one-product company," Netflix co-CEO Reed Hastings said in a Q&A this week. When games do arrive they will be part and parcel of your subscription. And while mobile games will be the focus at first, the company made it clear that every device that supports the service could eventually offer games, which includes gaming consoles such as the PS5 and Xbox Series X.

The post New leak hints that Netflix may team up with PlayStation for gaming appeared first on BGR.

Document BGR0000020210725eh7p0002u

Netflix's gaming expansion to start with mobile

327 words

23 July 2021

This Day

AIWTHD

English

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Netflix recently revealed that it will expand into video games, starting with ad-free games for mobile devices like phones and tablets that it'll offer on its existing subscriptions at no additional cost.

As per The Verge, the company announced the news on Tuesday as a part of its second-quarter earnings report. The announcement comes just days after the company said it hired former EA and Oculus exec Mike Verdu to head up its gaming work.

"We're also in the early stages of further expanding into games, building on our earlier efforts around interactivity (eg, Black Mirror Bandersnatch) and our Stranger Things games," the company said.

"We view gaming as another new content category for us, similar to our expansion into original films, animation and unscripted TV. Games will be included in members' Netflix subscription at no additional cost similar to films and series," Netflix added.

"Initially, we'll be primarily focused on games for mobile devices," the company further said, revealing its plan of gaming expansion.

There are currently no details on what types of games will actually be available, though Netflix recently extended its TV deal with Shonda Rhimes to include feature films and gaming content. There's also no word on how games will be delivered to Netflix subscribers.

The company has acknowledged in the past that it competes with games for time and attention, with co-CEO Reed Hastings writing that "we compete with (and lose to) Fortnite more than HBO" in 2019.

COO Greg Peters discussed the company's interest in games in April (PDF) as part of its first-quarter earnings. And the company has already dipped its toes into gaming with experiences like Black Mirror: Bandersnatch and Carmen Sandiego.

But with the recent hiring of Verdu and the new information shared on Tuesday about its initial plans, now it seems like Netflix is more focused on games than ever.

Document AIWTHD0020210723eh7n000p2

MEDIANAMA

India fizzles out of **Netflix** earnings, as company forays into **gaming** and TikTok-esque feature

Aroon Deep

1,051 words

23 July 2021

MediaNama

HTMEDN

English

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Netflix said that it is not interested in any acquisitions this year and is instead, looking to increase user screen time, expand mobile-only plans, and invest more in gaming.

India has been reduced to a single mention in Netflix's earnings communications over Wednesday — a single offhand remark about the situation "tightening up" in the country in the previous quarter. Netflix seems to have put India on the back burner as it faces steep challenges in mature markets. The company has on more than one occasion (including this one) called TikTok a competitor, and now has a TikTok-esque short video tab on its mobile apps. It is also launching a gaming vertical, and has launched its mobile plan — first tested in India — in more countries. All this to say, the company is looking to keep its users engaged and stop them from leaving the service.

And leaving the service they are — Netflix lost 430,000 more subscribers than it gained in Q2 2021 in the US and Canada, a rare occurrence. The company also faced production troubles over the first half of the year, impacting the regular releases of content on its site. "The pandemic has created unusual choppiness in our growth and distorts year-over-year comparisons as acquisition and engagement per member household spiked in the early months of COVID," the company explained in its letter to shareholders.

That might explain why India isn't too high up the company's priorities — or case studies list — right now. Last quarter, Netflix [admitted](#) it was "still figuring things out" in India. It recently [fired](#) Srishti Arya, the international films originals head for India. Films account for a much [larger share](#) of viewing for Netflix in India, which is not usually the case for the company in other countries.

Consolidation a challenge

As Netflix's rivals in the US consolidate into bigger media giants that can take on the streaming pioneer, the company is starting to face an existential threat in its biggest markets. But the company said it didn't have any 'gotcha'; acquisitions in mind just yet:

The planned combination of Warner Media Group and Discovery and Amazon's pending acquisition of MGM are examples of the ongoing industry consolidation as firms adapt to a world where streaming supplants linear TV. The industry has consolidated materially over the years (Time Warner/AT&T, Viacom/CBS, Discovery/Scripps, Disney/Fox, Comcast/NBCU/Sky, etc.) and we don't believe this consolidation has affected our growth much, if at all. While we are continually evaluating opportunities, we don't view any assets as "must-have" and we haven't yet found any large scale ones to be sufficiently compelling to act upon. — Netflix Q2 2021 Letter to Shareholders

The company said its biggest priority was to increase the 7% of user screen time (measured by Nielsen) they currently account for. Saying that the shift away from linear TV to streaming was far from over, the company argued that it had a long runway to grow in this respect.

* Still early days: The company said that despite the impending competition from heavyweights, there was nothing but growth ahead. "Internet streaming has been amazingly consistent, prolific. As you get new competition in, you get validation, more reasons to get a smart TV or unlimited broadband. So, I think, for at least the next several years, the growth story of streaming as a whole is very intact," Netflix co-CEO Reed Hastings said. CFO Spencer Neumann pointed out, "And if you go overall, we're roughly 20% penetrated in broadband homes. And we talked in the last call that there's 800 million to 900 million, either broadband or PayTV households around the world outside of China." He added, "And then, if you look at the range from an APAC region where we're only roughly 10% penetrated, so clearly, early days."

* Mobile plan working out: The mobile plan that was first tested in India for a cheaper price than Netflix's other plans was working in the company's favour, Chief Product Officer Greg Peters said. "In the five markets where we had previously launched a mobile-only plan, we have found that the mobile only plan has been an effective way to introduce more consumers to Netflix while being roughly revenue neutral as the lower average revenue per membership is offset by incremental acquisition and generally better retention," the

Page 98 of 153 © 2022 Factiva, Inc. All rights reserved.

company said in its letter to shareholders. "What we're trying to do is, as we bring in lower price plan offerings that sort of decrease average revenue per member, we're also thinking about that from the calculus of expanding the funnel in a way that delivers total net positive revenue," Peters said.

* On gaming: Netflix said it would start efforts around gaming, building on smaller steps like interactive content (choose-your-own-adventure titles like Black Mirror: Bandersnatch). "Just as we've continuously expanded the nature of our offering by adding new genres, unscripted, film, local language programming, animation on and on, we think we have an opportunity to add games to that offering and deliver more entertainment value," Peters said. "So, this is going to be a multiyear effort." "We're going to start relatively small, we'll learn, we'll grow where we focus our investment based on what we see is working" and improve based on user feedback, Peters added.

* Cautious on sports: While Netflix has put out sports documentaries, buying rights for sports streaming is something the company isn't too keen on. "What's good about this for us is that we could apply those same kind of creative excellence to the storytelling behind those sports, the personalities behind those sports, the drama that happens off-camera," Co-CEO Ted Sarandos said.

[Letter to Shareholders](#) | [Earnings Call](#) | [Transcript thereof](#)

Also read

* [Netflix "Still Figuring Things Out" In India: Co-CEO Reed Hastings](#)

* [Fired Netflix Employee Alleges Tax Avoidance "Façade" In India And More](#)

* [Netflix Chooses Not To Release Anime Series Featuring Shiva In India, Refuses To Comment](#)

The post [India fizzles out of Netflix earnings, as company forays into gaming and TikTok-esque feature](#) appeared first on [MediaNama](#).

Document HTMEDN0020210723eh7n00008

Sunday
Slowing Netflix sees hope in gaming

365 words
23 July 2021
Shanghai Daily
SHND

English
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Netflix is facing a formidable challenge as it expands into video games to keep the attention of customers in the increasingly competitive world of streaming television.

The streaming television leader detailed its plans to move into games in its latest update confirming cooling growth even as it spins off hit shows.

Analysts said the move is not aimed at disrupting the expanding gaming market but keeping its own viewers interested by offering new content.

"Entertainment and tech brands are adding gaming because it is adjacent to their video products, which makes gaming a somewhat natural extension of what they already do," said eMarketer analyst Ross Benes.

"Adding gaming allows them to suck up more of people's time and become further embedded within their customers' daily habits."

Benes reasoned that Netflix games will give people impetus to stick with the service but are unlikely to significantly boost subscriptions.

Loup Ventures manager partner Gene Munster called Netflix's action a "smart move to retain and inch up paid subscriptions" noting there are some 2 billion gamers worldwide.

Wedbush Securities analyst Michael Pachter expected the Netflix move to have "zero" impact on the game world.

"We view the foray into games as an acknowledgement by management that the video content pipeline is flowing more slowly, with content costs continually on the rise," Pachter said in a note to investors.

"We also view games as a 'shiny new object' that might distract investors from what we perceive to be Netflix's slowing growth."

Chief product officer Greg Peters said during an earnings call that getting into video games will be a multi-year effort with Netflix starting small in the mobile games arena.

"We really see this as an extension of the core entertainment offering that we've been focused on for the last 20 years," Peters said.

"We're going to try a bunch of different games through a variety of different mechanisms to see what's really working for our members."

Netflix executives said they would play to the strengths of shows to create interactive fantasy worlds for fans, and that they are talking with game makers about licensing deals.

Document SHND000020210723eh7n0000o



Extra

Netflix hires gaming head; AMC Entertainment CEO adds chairman role

Frances Josephine Espeso, Mohammad Shayan Javeed, Mark Anthony Gubagaras

608 words

22 July 2021

SNL Financial Extra

SNLFE

English

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S&P Global Market Intelligence presents a weekly rundown of executive and board changes in the technology, media and communications industries.

Adam Aron Source: AMC Theaters

Top news

* Former Electronic Arts Inc. and Facebook Inc. executive Mike Verdu will join Netflix Inc. vice president of game development, Bloomberg News reported, citing a company confirmation and a source familiar with the matter. Verdu will lead the streaming platform's expansion efforts into video games.

* AMC Entertainment Holdings Inc. named its CEO and president Adam Aron as board chairman. Independent director Philip Lader will become the company's lead director, while Lin Zhang and John Zeng, senior executives of China's Dalian Wanda Group Co. Ltd., have stepped down from their board seats.

The Americas

* Cox Communications Inc. President and CEO Patrick Esser will retire at 2021-end. Executive Vice President and Chief Sales and Marketing Officer Mark Greatrex will succeed Esser as president.

* Univision Holdings Inc. restructured its corporate leadership in preparation for the integration of its media, production and content assets with those of Grupo Televisa SAB. Among various hires and promotions as part of the revamp, the company's CFO Peter Lori will remain in his role until Oct. 1, after which he will assume a yet-to-be-defined senior executive role in the combined entity. Televisa CFO Carlos Ferreiro will take over as CFO, effective Oct. 1.

* Frontier Communications Parent Inc. named Erin Kurtz, former senior vice president, communications of XPO Logistics Inc., as the company's chief communications officer.

* Entertainment and sports company Endeavor Group Holdings Inc. appointed Ursula Burns, former chair and CEO of Xerox Corp., to its board of directors.

* New York-based publishing company Scholastic Corp. tapped Peter Warwick, an independent director at the company since 2014, as its president and CEO, effective Aug. 1, Dow Jones Newswires reported. Scholastic also named executive Iole Lucchese as board chairman.

* Wireless connectivity solutions and technologies provider Airgain Inc. appointed Kiva Allgood to its board of directors.

* U.S. President Joe Biden will select antitrust lawyer Jonathan Kanter as assistant attorney general for the Justice Department's antitrust division.

Europe, Middle East and Africa

* Stephen Pusey resigned as a director of Netherlands-based telco VEON Ltd.

* U.K.-based satellite company OneWeb Ltd. named Nadia Hoosen as chief legal officer and group company secretary.

* Finnish telco DNA Oyj promoted Ville Virtanen to the role of chief technology officer, effective Sept. 1. Telenor ASA owns a majority stake in DNA.

* British telco Daisy Group Ltd. hired Neil Thompson as group CFO and a board member, Comms Business reported. Thompson will replace Steve Smith, who will move to a new role as the company's corporate development director.

Asia-Pacific

* Australian operator TPG Telecom Ltd. said its COO, Craig Levy, will move to the newly created role of group executive, new business development. Ana Bordeianu will assume the newly created post of group executive, customer operations and shared services, while former Vodafone Czech Republic a.s. executive Jonathan Rutherford is joining TPG Telecom as group executive, enterprise and government.

* Kittinut Tikawan and Rawat Chamchalerm resigned as directors of Thai operator True Corp. The company appointed Yang Xiaoping to replace Tikawan.

* The board of Taiwan-based contract electronics chipmaker Wistron Corp. reappointed Simon Lin as chairman and Robert Huang as vice chairman. Lin is concurrently Wistron's chief strategy officer, while Huang is also the company's president of new business.

Links are current as of publication time; we are not responsible if those links are unavailable later.

Document SNLFE00020210723eh7m000mc



Netflix Is Joining the Gaming Community

IAM Newswire

793 words

22 July 2021

19:56

Benzinga.com

BNZNGA

English

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Netflix Inc (NASDAQ: [NFLX](#)) has maintained a wide subscriber edge in an increasingly crowded streaming playground that includes rivals Walt Disney Co. (NYSE: [DIS](#)), Apple Inc. (NASDAQ: [AAPL](#)), AT&T Inc. (NYSE: [T](#)), Comcast Corp.(NASDAQ: [CMCSA](#)) and Amazon.com Inc. (NASDAQ: [AMZN](#)).

But after reporting worst quarter yet for new subscribers on Tuesday, the streaming giant revealed rebound won't be as fast as Wall Street expected as executives expect the undergoing quarter to have fewer additions than Wall Street saw coming. In after-hours trading, shares dropped 3% following the announcement but then bounced back close to even. The stock is up 1% so far this year, whereas the S&P 500 index gained 16.5%.

Second Quarter

While Netflix added fewer new subscribers, it made more money because it increased subscription prices. It earned \$1.35 billion which translates to \$2.97 a share, which is a great increase from \$1.59 a share a year ago. However, it came below FactSet-pooled expectations of \$3.18 a share. Revenue increased 19.4% to \$7.34 billion and managed to barely beat the estimates of \$7.32 billion. Co-chief executive Reed Hastings emphasized that keeping revenue growth at 20% is a success, elaborating that revenue growth was a result of increases on two fronts: 11% in average paid memberships and 8% in average revenue per membership.

COVID-19 Distorted Comparisons

1.54 million net new paid subscribers in the quarter was the company's lowest quarterly total yet. But it did manage to beat its own as well as the average analyst forecast. However, these gains came from overseas as its home base, US and Canada, subscriber total shrank for the second time since these figures started being reported. But these additions look even smaller when compared to last year's figures when COVID-19 pandemic kept people indoors, treating Netflix with than 10 million net new subscribers in the same quarter.

Outlook

For the third quarter, Netflix projected 3.5 million net new paying subscribers will join its userbase of 209.2 million and this is not what Wall Street wanted to hear. According to FactSet, analysts were aiming for 5.5 million new subscribers in the third quarter, wrapping the year with 9.64 million new subscribers in the final quarter.

Chief Financial Officer Spencer Neumann acknowledged a drag on user-acquisition growth but stated he expects a rebound in the fourth quarter for Netflix to end the year on a "normalized growth trajectory. Much of the optimism comes from the upcoming content which has been pushed back into the second half of this year and 2022. Netflix spent \$8 billion in cash on content alone during the first half of 2021. In simple words, it is saving the best for last as Gal Gadot, Dwayne Johnson, Ryan Reynolds, Leonardo DiCaprio, Jennifer Lawrence, Cate Blanchett, Jason Momoa and Meryl Streep are just some of the names that carry its repertoire. If anyone can make a home run for the once streaming king, it's these stars.

Gaming

Netflix recently welcomed Facebook's (NASDAQ: [FB](#)) vice president of augmented reality and virtual reality content Mike Verdu. Like its expansion into original films, animation and unscripted TV, Netflix is expanding its horizons. Potential games will be included in Netflix subscriptions at no additional cost, with the initial focus on mobile games.

Branching Out Beyond Its Traditional Offerings

It's clear Netflix is looking to grow and diversify its offerings, but like any major change, it will take some time. It's important to note that the company is facing pressure from tough YoY comparisons since last year Covid-19 pandemic created an unprecedented demand for in-home entertainment. 2020's explosion in user

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growth led to a massive pull forward in new subscribers and left Netflix to deal with difficult comparisons this year, throwing expectations out of whack as a result. What matters is that it is focused on improving its service for its members which is the best long-term strategy there is.

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The post [Netflix Is Joining the Gaming Community](#) appeared first on [IAM Newswire](#).

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Document BNZNGA0020210722eh7m000rz

online news

Netflix confirms preparations for video gaming roll out

509 words

22 July 2021

ETMAG.com

FMETMA

English

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Last week, HEXUS reported upon Netflix's hiring of gaming industry stalwart, Mike Verdu, as VP of game development. This was a very clear sign of things to come with a move into video gaming confirmed alongside the release of the firm's latest financials, yesterday evening. In addition to the usual paperwork and documents that are shared in a financial release, Netflix Investor Relations published a video interview with important executives talking about its plans, including gaming, going forward. The Covid-19 pandemic initially boosted Netflix's popularity as people isolated and WFH but over a year on, one could not expect that trend to continue, and it didn't. AP reports that in the first six months of this year, Netflix added 5.5 million subscribers – its weakest first-half performance since 2013. A year ago, the increase in subscribers recorded over the same period was 26 million.

While you can easily see the pandemic corralled folk as an obvious benefit for entertainment providing services like Netflix, there were some negative impacts. For example, production of new content slowed due to film making staff and actors having to isolate etc. Another negative has just been made apparent – growth looks lumpy now, with the dramatic slowdown in subscriber growth noted above.

Netflix is still the biggest entertainment streaming service, even though we have big name rivals now established from the likes of Walt Disney, HBO, Amazon, and Apple. Steady profits are still being made. It earned \$1.35 billion on \$47.3 billion income in H1. Those earnings are nearly double the reported earnings last year. However, bad news for shareholders is that Netflix posted a conservative outlook for Q3, during which it hopes to add 5.3 million subscribers. Moving onto the topic of video games, at last, they will be implemented as part of a multi-year expansion, according to the firm. The roll-out of games will begin with mobile games, but console and TV are confirmed to follow. Among the first games you will see available, most if not all will be tied to popular Netflix IP. Netflix management thinks that one day its video games might inspire TV and movie productions, but if it sticks to basing games on its own IPs, I'm not sure how it could reverse the creative flow.

We don't have a timescale for Netflix's confirmed gaming services roll-out, but it is claimed that the games will just be folded into existing subscription levels, not raising prices or requiring paid-for add-ons to your subscription.

So, now we await the first set of Netflix games releases. There is big potential here if things are done right, remember the gaming industry is the richest vein of the entertainment industry now. However, one wonders if Netflix can really use gaming to make a big difference to its subscriber count, or it is just trying to plug holes in the boat as its market saturates and numbers decelerate.

Document FMETMA0020210722eh7m0001c



Extra

Apple to launch all-5G iPhone lineup in 2022; Netflix confirms gaming expansion

Frances Josephine Espeso

829 words

21 July 2021

SNL Financial Extra

SNLFE

English

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TOP NEWS IN TMT

* Apple Inc.'s iPhones to be released in 2022 will all be 5G-capable, with the smartphone maker opting out of introducing any new 4G models, Nikkei Asia reported, citing sources familiar with the matter. The low-cost 5G iPhone is expected to go on sale as early as the first half of next year, according to the report.

* Netflix Inc. publicly confirmed its expansion into gaming in its second-quarter earnings release materials, and executives on a July 20 earnings call said the strategy is both incremental to its existing content initiatives and a potential source of high investment and multilateral partnerships in the future.

➤ Zoom's Five9 deal sets stage for long-term growth past pandemic – analysts

Analysts say that to continue growing and compete on a larger playing field, Zoom Video Communications Inc. must evolve from a pure-play video-conferencing provider to an all-purpose communication and collaboration platform — and the Five9 Inc. deal helps Zoom do exactly that.

➤ Consumer Insights: Who is sharing passwords on Netflix?

Recent Kagan survey data showed that three-fourths of Netflix login sharers came from households with no children, including more than one-third (37%) who indicated living in single adult households with no children.

TECHNOLOGY

* Alphabet Inc.'s Google LLC unveiled new security products for government use, which Google Cloud says will assist U.S. government organizations in implementing Zero Trust architecture in line with the Biden administration's executive order on cybersecurity.

* Web-based portfolio accounting services provider Clearwater Analytics LLC, which is majority-owned by Welsh Carson Anderson & Stowe, is considering an IPO at a potential valuation of over \$4 billion, Bloomberg News reported, citing people familiar with the matter.

* Cvent Inc. reached a deal to merge with special purpose acquisition company Dragoneer Growth Opportunities Corp. II at an enterprise valuation of over \$5 billion, including debt, The Wall Street Journal reported, citing sources familiar with the matter. The deal would see the event management software company returning to the public markets.

INTERNET AND OTT

* The European Union's General Court will decide on Google's appeal against a €2.4 billion antitrust fine Nov. 10, Reuters reported, citing sources familiar with the matter. The fine was imposed by the European Commission in 2017 after Google allegedly granted an unfair advantage to its own price-comparison shopping service over smaller rivals.

* The Austrian Supreme Court referred a privacy case filed by activist Max Schrems against Facebook Inc. to the EU's Court of Justice, Reuters reported. The civil case alleges that Facebook deprives users of rights under the EU's General Data Protection Regulation by "simply reinterpreting" users' consent as a contract for using their data for ad targeting.

* Google-owned YouTube LLC introduced its new Super Thanks feature, enabling viewers to pay content creators on the platform by buying Super Thanks for prices ranging from \$2 to \$50.

* Instagram LLC launched a new tool allowing users to control the amount of sensitive content appearing in the photo-sharing app's Explore tab. The new feature applies to content that does not necessarily violate Instagram's policies but may be potentially upsetting to some users.

* Twitter Inc. will start testing a new version of its TweetDeck dashboard that comes with "enhanced functionality," the social media company announced. Twitter is considering turning the TweetDeck feature into a subscription service, TechCrunch reported.

* Warner Media LLC's HBO Max will bring free episodes of some of its series to Snap Inc.'s Snap Minis platform, including the first episode of the new reboot of "Gossip Girl" and episodes of "Game of Thrones" and "Looney Tunes."

* Roku Inc. struck a partnership with NBCUniversal Media LLC to bring the latter's coverage of the 2020 Tokyo Summer Olympic Games to Roku's platform in the U.S.

* The Carlyle Group Inc. agreed to acquire live video streaming and remote production solutions company LiveU Inc. from Francisco Partners Management LP for an undisclosed sum.

MEDIA

* Production company Imagine Entertainment LLC is attracting interest from investors and potential buyers, including an undisclosed sovereign wealth fund from the Middle East, former executives of The Walt Disney Co. and international banks, Variety reported, citing sources familiar with the discussions. The valuation being floated for Imagine Entertainment is reportedly between \$800 million and \$825 million.

TELECOMMUNICATIONS

* AT&T Inc. is in early-stage negotiations to sell its ad tech unit XANDR INC. to India's InMobi Technology Services Private Ltd. in an effort to divest noncore businesses, Bloomberg News reported, citing a source familiar with the situation.

[Click here](#) for a summary of indexes on the MI platform.

The Daily Dose has an editorial deadline of 8 a.m. ET. Some external links may require a subscription. Links are current as of publication time, and we are not responsible if those links are unavailable later.

Document SNLFE00020210722eh7I000md

Netflix confirms gaming push as subs slow

Nico Franks

718 words

21 July 2021

C21 Media

C21MD

English

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Netflix has confirmed it will move into gaming having experienced a slowdown in subscriber growth in the past quarter, with subscription losses in North America.

The global streamer, which recently hired gaming industry veteran Mike Verdu as VP of game development, said it will soon offer its subscribers games based on its series and movies, with an initial focus on games for mobile devices.

Meanwhile, it blamed the pandemic for the "lumpiness" in its membership growth, with higher growth in 2020 and slower growth so far this year.

Netflix added a massive 10 million subscribers in the second quarter of 2020 as the Covid-19 pandemic hit, but in the same period in 2021 it added just 1.5 million.

This marks the slowest growth for the streamer for eight years, though it was half-a-million more than it had predicted for the period.

It comes after Netflix attracted two million fewer subscribers than it had projected for the first three months of 2021.

Netflix attributed the slowdown in subscribers to having less new content than expected because of production delays caused by the coronavirus pandemic and to the surge in new members in 2020.

The APAC region represented about two-thirds of the additional subs in Q2, while it lost 430,000 subscribers in the US and Canada (UCAN), which Netflix said it had expected.

"We believe our large membership base in UCAN, coupled with a seasonally smaller quarter for acquisition, is the main reason for this dynamic. This is similar to what we experienced in Q2 2019 when our UCAN paid net adds were -0.1 million. Since then we've added nearly 7.5 million paid net adds in UCAN," the streamer said in its letter to shareholders for Q2 2021.

Netflix finished the quarter with more than 209 million paid memberships, slightly ahead of its forecast, while revenue increased 19% year on year to US\$7.3bn and operating income rose 36% year on year to US\$1.8bn. Its closest competitor remains Disney+, which has attracted 104 million subscribers since launching in late 2019.

Netflix predicted it will add 3.5 million subscribers in Q3 2021, which is fewer than some analysts had forecast.

The global streamer highlighted the increased competition it faces following the arrival of numerous SVoDs backed by US media giants such as Disney, WarnerMedia, NBCUniversal and Discovery after a period of consolidation.

However, it shrugged off the idea that this consolidation has affected its growth and, while it is "continually evaluating opportunities," it said it hasn't been tempted to make a move for a major acquisition.

"We are still very much in the early days of the transition from linear to on-demand consumption of entertainment. The industry has consolidated materially over the years (Time Warner/AT&T, Viacom/CBS, Discovery/Scripps, Disney/Fox, Comcast/NBCUniversal/Sky, etc) and we don't believe this consolidation has affected our growth much, if at all.

"While we are continually evaluating opportunities, we don't view any assets as 'must-have' and we haven't yet found any large-scale ones to be sufficiently compelling to act upon," the streamer said.

Netflix added it also competes with the likes of YouTube, Epic Games and TikTok and committed to improving its service as fast as it could.

"If we can do that, we're confident we can maintain our strong position and continue to grow nicely as we have been over the past two-plus decades," it said.

Games will be included in members' Netflix subscription at no additional cost and the move comes after the streamer experimented with interactive episodes of some of its original series, such as Black Mirror, and games based on sci-fi drama Stranger Things.

Netflix said it views gaming as another new content category, similar to its expansion into original films, animation and unscripted TV.

"We're excited as ever about our movies and TV series offering and we expect a long runway of increasing investment and growth across all of our existing content categories, but since we are nearly a decade into our push into original programming, we think the time is right to learn more about how our members value games," the streamer said.

Document C21MD00020210721eh7l0002x



Netflix falls short on subscriber growth and confirms plans to get into gaming

By Frank Pallotta, CNN Business

471 words

21 July 2021

02:41

CNN Wire

CNNWR

English

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Netflix posted sluggish [subscriber growth](#) when it reported earnings Tuesday, and forecast bigger gains ahead. But Wall Street isn't satisfied.

The streaming service said it has 209 million subscribers globally after adding a little more than a million subscribers in the second quarter of 2021. That beat the company's own expectations for the quarter, even though it was a mostly low bar.

Yet Netflix's stock took an immediate hit in after-hours trading with its forecast for the third quarter coming in softer than the 5.5 million subscribers analysts were expecting. Netflix said its projecting a growth of 3.5 million for the next quarter.

The company's stock dropped as much as 3% after hours before leveling out.

Netflix's second quarter profit this year was \$1.3 billion, up from \$720 million in the year-earlier quarter. Its revenue jumped 19%, to \$7.3 billion.

Notably, roughly 430,000 subscribers in the US and Canada dropped their Netflix subscriptions in the second quarter. The company still has about 74 million members in those countries.

"The pandemic has created unusual choppiness in our growth and distorts year-over-year comparisons as acquisition and engagement per member household spiked in the early months of Covid," the company said in a letter to investors Tuesday.

The company added that it's "our belief is that as we steadily improve our service to better please our members, this will lead to continued growth in our membership base."

One way that Netflix is plans to better please its members: [video games](#).

The company confirmed Tuesday that it's in "the early stages" expanding into gaming.

"We view gaming as another new content category for us, similar to our expansion into original films, animation and unscripted TV," the company said.

Games will be a part of a member's regular subscription "at no additional cost similar to films and series" and that initially it will be "primarily focused on games for mobile devices."

With two quarters of less-than-spectacular subscriber growth, jumping into the world of gaming makes sense for the king of streaming.

Video games are a multibillion-dollar business, and offering games could help diversify Netflix's offerings. It could also attract new users, which could in turn help it compete against rivals like Disney.

"We're excited as ever about our movies and TV series offering and we expect a long runway of increasing investment and growth across all of our existing content categories," the company said. "But since we are nearly a decade into our push into original programming, we think the time is right to learn more about how our members value games."

By Frank Pallotta, CNN Business

Document CNNWR00020210720eh7k00ecp

online news

Netflix's new deal teases the idea of potential VR and gaming content for the streaming titan

615 words

19 July 2021

ETMAG.com

FMETMA

English

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Netflix has signed a new deal with the producer of Bridgerton, which has introduced the ideas of potential virtual reality and gaming content as well as live events and experiences. These products might be presented as only tangentially related but could be the foundational pieces Netflix requires to establish their foothold in the burgeoning market of remote attendance.

In the not-so-distant future, it is possible that you may be able to sign into Netflix and pop on your VR headset to remotely attend events that previously required a trek across America and an expensive hotel booking.

A new partnership between Netflix and Shondaland Media, "extending their creative content relationship," poses the potential of gaming and virtual reality content. This partnership also includes a merchandising deal that includes live events and experiences.

While Netflix has been wary in the past of VR, their CPO, Greg Peters, has previously explained their approach to the technology. At the annual Netflix Lab Days event held at their headquarters in 2018, Peters said he believes VR to be a medium suited more for gaming than the type of content that Netflix offers its customers.

Netflix's current co-CEO and co-founder, Reed Hastings, was on the other end of this equation in 2000 when Netflix was the bright young innovator, discussing the idea of selling to Blockbuster - and we all know how that turned out. It would be hilariously ironic if his company were to suffer the same fate as the giant they'd slayed by refusing to interface with the future and denying the power of new technologies.

Perhaps Netflix's leadership has begun to engage in futurist thinking, or maybe their hand has been forced by the heavy engagement in VR technologies by their primary rivals. Whatever the cause, this new announcement opens the floodgates of exciting extrapolation.

The catalyst for this line of thought comes from both possible VR content and live events and experiences being included in the same announcement. Like the wave of workers choosing to quit their jobs instead of giving up their ability to work remotely, there is a push in the realm of media events to allow for remote attendance. The next step this form of media is going to take is moving into the VR space.

Those with increasingly accessible VR gear could see a world of possibility open up. The disabled, financially challenged, the socially inept, or just plain introverted could remotely enjoy events that have never even been on the table for them before. They could attend virtual watch parties for their favorite Netflix shows, watch sporting events in HD - right up in the action - or see their favorite game developer announce their newest titles in real-time.

Blizzard's Blizzcon was moved to a fully digital form for the second year in a row. The musical artists Marshmello and Travis Scott have hosted full concerts in Epic Games' Fortnite (the latter being a stunning event where a skyscraper-sized Travis Scott dances through a psychedelic, laser-blasted skybox. Man, that would have been really cool to see in VR). Movie theaters saw a drastic shift away from their businesses to at-home viewing.

While initially the abrupt shift to remote attendance was instigated by the Covid-19 pandemic, it is becoming clear that this upset to the status quo of media consumption has opened a Pandora's box that will leave the industry's leaders a simple choice: cater to this new form of media or lose some of their market share to the innovators that will.

Document FMETMA0020210719eh7j0000k

Is Netflix partnering with PlayStation for its gaming service?

439 words

19 July 2021

What HI-FI?

HIFIW

English

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The two tech titans could be teaming up to offer gamers a new 'N Game' service, according to leaked images.

Is Netflix partnering with PlayStation for its upcoming gaming service? That's the latest rumour concerning Netflix's much-anticipated move into games, and it's backed up by some potentially quite revealing images.

These come from the Netflix app for iOS devices, and were uncovered by [Steve Moser](#) from [The Tape Drive](#) (via [GameRant](#)).

First up is a picture of two PS5 controllers floating around in some bubbles. That's not proof, admittedly, but there's also a pic of the PlayStation-exclusive game Ghost of Tsushima – it's the cover art, featuring the main character, Jin Sakai. There's no Netflix branding on either image, but the fact they would appear within the Netflix iOS app, and both are tied so closely to PlayStation, is certainly intriguing.

There's also a possible logo – the Netflix 'N' next to the word 'Game'. Which suggests the service could be called N Game.

[Click to view image \(Image credit: @SteveMoser\)](#)

* Find out [where to buy a PS5](#)

* And the same for Microsoft: [Xbox Series X stock update: where to find the new Xbox](#)

Netflix [recently](#) hired former Electronic Arts and Facebook executive, Mike Verdu, to lead its push into gaming, and has even put the call out for more "game-like" interactive development positions on its [website](#). According to [Bloomberg](#), Netflix will launch its gaming service within the next year. It will apparently be very tightly integrated into its current offering – games will appear alongside TV shows and films, and Netflix won't charge extra for it.

Netflix's gaming service would be a massive launch, and a real rival to Apple Arcade, Google Play, Xbox Game Pass and PlayStation Now. (And we have to say, with the [PS5](#) and [Xbox Series X](#) still in short supply, gaming without the need for an expensive, hard-to-find console looks very appealing right now.) Can Netflix hit the same heights as its TV and movie streaming service? We'll bring you more news as we get it.

MORE:

See our pick of the [best gaming TVs 2021: 4K gaming TVs for PS5, Xbox Series X and all current consoles](#)

Not sure which streaming platform to add to your TV? Consult [best streaming services: Amazon, Disney+, Netflix compared](#)

Got a PS5 and want to get it singing? Read [how to get the best picture and sound from your PlayStation 5](#)

[Is Netflix partnering with PlayStation for its gaming service? \(@SteveMoser\)](#)

Document HIFIW00020210719eh7j0002t

Last week in telecoms: Ericsson faces China backlash, Netflix to try gaming and TIM bets on Italian football

765 words

19 July 2021

Telecompaper World

TELOWR

English

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The Q2 earnings season kicked off last week, when we should start seeing whether the pandemic effect is persisting more than a year later. Ericsson's Q2 figures showed it may be facing a backlash in China from Sweden's ban on Chinese network suppliers. The race to build up chipmaking infrastructure outside China also continued, with Intel reportedly looking at a bid for Globalfoundries. In the telecom services, TIM makes another attempt to relaunch its TV service with football rights, while Netflix is planning an expansion into the gaming market. WhatsApp remains under fire for sharing info with Facebook, while the latter is hoping to quash the FTC's competition investigation with a forced withdrawal of the regulator's new chair.

Corporate: Ericsson sees drop in China sales, Intel seeks foundry business

Ericsson reported a decent [set of Q2 results](#), helped by demand from North America and elsewhere for its 5G kit. However, the market share it's winning from Huawei may have a secondary cost: fewer contracts in China, the world's biggest 5G market. The company said this may be reciprocation for its home country Sweden banning Huawei and ZTE on 5G networks. While its Chinese revenues clearly took a hit in Q2, it's unclear what the future impact will be.

Intel meanwhile is hoping to reduce reliance on China with an acquisition of [GlobalFoundries](#). This is part of the chipmaker's plan to expand in contract manufacturing and also dovetails with the US push to raise domestic chip production.

Networks: end to 3G and wholesale mobile

In the UK, BT announced its [network upgrade plans](#) and made some gestures towards pursuing [open RAN](#) equipment, to meet government demands to diversify the supply chain away from risky Chinese suppliers. The operator is also the latest to announce a planned 3G shutdown, in 2023, while Greece's [Wind Hellas](#) will end 3G already in 2022.

In other network news, Mexico's Red Compartida, set up to share the 700 MHz band, [filed for bankruptcy](#). While the move shows the [difficulties of launching a wholesale mobile network](#) from scratch, the operator is continuing services and aims to make a restart with new capital.

In the US, the battle over broadband subsidies continues, as part of the wider negotiations in Congress on an infrastructure spending bill. An argument familiar to EU watchers is occurring, over whether a minimum speed should be set and if this [favours fibre](#) infrastructure. Several non-profit groups [kicked off a campaign](#) to highlight just how bad broadband is for some people in the country. They're [collecting data on quality and prices](#), an area President Biden is also hoping to tackle as basic broadband services easily pass USD 100 a month there.

Services: gaming and Italian football

Netflix appears to be pushing ahead with new gaming services, according to a [report of a new hire](#) in this area. It remains to be seen whether this will be a service to complement its popular programmes, like the earlier Stranger Things game or Bandersnatch show, or a new area to rival the likes of Google or Microsoft's streaming games services.

The question of whether telecom operators should get involved in football rights raised its head again in Italy. TIM is hoping to relaunch its video platform TIMvision as well as [revenue growth](#) through a deal with Dazn to show top football. However, the existing rights holder Sky is pushing back against the rivals, with [aggressive sales tactics](#) and a new regulatory fight ahead of the new football season.

On the enterprise market, Microsoft took the next step in its evolution to cloud provider with the [launch of Windows 365](#) for businesses. Bell Canada meanwhile is the latest telco to shift network infrastructure and services to the cloud, in a [deal with Google Cloud](#).

Regulation: WhatsApp, Facebook under fire again

The confusion over WhatsApp's new privacy policy continues. While a German regulator wanted the EU to block WhatsApp from sharing personal data with Facebook, the board of privacy watchdogs instead just [called for another investigation](#).

In the US, Facebook is trying to avoid a forced sale of WhatsApp, as called for by the FTC. The FTC suffered a setback already in court with its case against Facebook, and Facebook has asked its new chair, the vocal tech critic Lina Khan, to [recuse herself](#). This would leave the Commission's board tied 2-2, Democrats vs Republicans, and likely spell the end of the case.

Document TELWOR0020210719eh7j0002u

Netflix planning gaming service, and leaks hints at PlayStation collab

Dion Dassanayake

521 words

18 July 2021

20:24

[express.co.uk](https://www.express.co.uk)

EXCO

English

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NETFLIX are reportedly planning to expand into game streaming within the next year. And a new leak has sparked speculation of a potential gaming partnership with PlayStation 5 makers Sony.

Netflix looks set to launch its own Xbox Game Pass-style service, and it could have a little helping hand from Microsoft's big rival Sony. According to a new report from Bloomberg, within the next year Netflix will move beyond TV and movie streaming and expand into games. The streaming giant has already hired former EA and Facebook execs to help with their first foray into the world of gaming.

Related articles

One of these hires is Mike Verdu, who is joining Netflix as the vice president of game development.

Verdu has previously worked on hit series The Sims, Plants vs. Zombies and games based on the Star Wars franchise.

If you're an existing Netflix subscriber, the best news is Netflix reportedly won't charge any extra for the inbound gaming content.

Instead, it will merely be offered as an extra genre.

READ MORE

It's unclear whether existing franchises will be heading to Netflix, or what will be the scale of the games Netflix are making themselves.

But the streaming service has already started advertising for game development jobs on its website.

In the aftermath of this news emerging one leak has revealed something curious.

As highlighted in a post by journalist Steve Moser, the Netflix iOS app has some images hidden away in it that could reveal more about the forthcoming Netflix gaming feature.

Moser, the editor-in-chief at The Tape Drive and a writer for Mac Rumors, said these images included a potential logo for the Netflix Game feature, as well as a placeholder for the functionality which is codenamed 'Shark'.

Interestingly, these hidden features for the Netflix gaming service also included the PS5 DualSense controller and PlayStation exclusive Ghost of Tsushima.

Ah, twitter's white image background bites me again. Here is the "N Game" logo. \$NFLX
pic.twitter.com/7STZYQ6l7m

Moser posted on Twitter: "Netflix's gaming feature has a current working name of 'Shark' and is represented by this image in their iOS app: a shark fin. Could an image of PS5 controllers and Sony's Ghost of Tsushima indicate a partnership with SONY?"

If Sony were looking for ways to combat the threat of Xbox Game Pass and Xbox Game Pass Ultimate, then there's arguably no better partner than Netflix - given the huge amount of users the service has.

However, as with all rumours it's best to take it with a pinch of salt until official confirmation.

These pictures found in the Netflix iOS app could merely be placeholders. A test version of Verizon Gaming previously used an image of God of War but that PlayStation exclusive never made it to the service.

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Document EXCO000020210716eh7g002xl



News

Netflix looks to **gaming**

106 words

17 July 2021

NT News

NORTHT

NTNews

10

English

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NETFLIX has hired a veteran video game executive as the streaming giant eyes an expansion into gaming.

It comes after Amazon, Google and Microsoft made investments in online gaming, a growing and competitive market.

Mike Verdu will be vice-president of game development, Netflix has confirmed. Mr Verdu last worked at Facebook and has a background at gaming firms like Electronic Arts and Atari dating back to the 1990s. Bloomberg reported Netflix was considering adding video games to its streaming service, which would appear alongside the watchable content as a “new programming genre”. Netflix has played with games before, releasing interactive episodes.

Document NORTHT0020210717eh7h0001k



Is Now The Time To Buy Into Corsair **Gaming**, ContextLogic (Wish), Or **Netflix**?

Shivdeep Dhaliwal

470 words

16 July 2021

14:27

Benzinga.com

BNZNGA

English

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These stocks saw high retail investor interest on social media at press time early Friday.

Corsair Gaming Inc (NASDAQ: [CRSR](#)): On Thursday, the multinational gear and technology company's subsidiary Elgato announced the launch of "Facecam," a Full HD 1080p60 webcam with an "all-glass studio-quality Prime lens."

Other than the webcam, the company also launched gaming gear. The new hardware will be available through Elgato and Corsair's network of retailers and distributors around the world, as per a company statement.

CNBC host Jim Cramer in a tweet Thursday dubbed Corsair as a "big beneficiary" of Netflix Inc. (NASDAQ: [NFLX](#)) [foray into video games](#).

Corsair has established itself as a stonk and has been featured in [WSB discussions](#) since late last month. Since the year began, Corsair stock has fallen 16.4%.

On Thursday, Corsair shares rose nearly 1.1% in the after-hours session to \$30.60 after closing the regular session 0.33% lower at \$30.27.

ContextLogic Inc (NASDAQ: [WISH](#)): The e-commerce retailer does business under the brand Wish.

On Monday, [ContextLogic appointed](#) Farhang Kassaei, a former executive of Alphabet Inc (NASDAQ: [GOOG](#)) (NASDAQ: [GOOG](#)) subsidiary Google, as its chief technology officer.

See Also: [ContextLogic Finance Chief Steps Down](#)

ContextLogic shares are down 44.7% since the year began. On Thursday the company's shares closed 3.17% in the regular session at \$10.09 and rose another almost 1.7% in the after-hours session to \$10.26.

It continues to see high interest on the WallStreetBets forum and other social media.

AMC Entertainment Holdings Inc (NYSE: [AMC](#)): On Thursday, the company trended on WSB as [the second most discussed name](#) behind the exchange-traded fund S&P 500 ETF Trust (NYSE: [SPY](#)).

See Also: [Is AMC Entertainment Stock Building Power For Another Break?](#)

On Thursday, Television host Jim Cramer noted that AMC stock had been on a [downwards trend](#) ever since CEO Adam Aron announced that the company would not issue any more shares.

"If you are a short seller, that was the moment to pounce," Cramer said — adding, the "memesters" are struggling to find the money to keep the stock propped up.

AMC was on a rebound after falling for four straight days. The stock has lost more than 50% of its worth since its June all-time high of \$72.62.

On Thursday, AMC shares closed 7.72% higher at \$36 in the regular session. On the same day, the company's shares rose 5.83% higher in the after-hours session to \$38.10. Since 2021 began, AMC shares have shot up 721.9%.

Read Next: [Jeff Bezos Will Fly To Space Alongside An 18-Year Old Physics Student](#)

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Netflix Takes Aim at Gaming -- WSJ

1,220 words

16 July 2021

12:02

Dow Jones Institutional News

DJDN

B4

English

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Streaming giant hired a Facebook executive to helm new unit focused on making videogames

By Sarah E. Needleman and Joe Flint

Netflix Inc. co-founder Reed Hastings has often said he sees videogames as the streaming company's biggest competitor for customers.

Now, he wants Netflix to make its own videogames, and the company has tapped an industry veteran to oversee its strategy.

The move speaks to Netflix's desire to attract new customers and keep users on its platform for longer periods, and it comes as the company is facing its first serious challenges to its streaming business. New entrants, including Walt Disney Co.'s Disney+ and WarnerMedia's HBO Max, are making inroads, and deep-pocketed rivals such as Apple Inc. and Amazon.com Inc. are spending aggressively on content as well.

Netflix is still the dominant streaming service with more than 200 million subscribers world-wide, but its growth has slowed this year as pandemic-related shutdowns end. Investors have been watching closely to see if Netflix will diversify its revenue sources beyond subscriptions to support its increasing content budget.

Videogames could be a lucrative solution. Global consumer spending on game software is projected to reach \$175.8 billion this year and exceed \$200 billion by 2023, according to Newzoo BV. Mobile games -- the kind Netflix is expected to focus on -- are on track to make up roughly half of this year's haul.

Success is far from guaranteed, analysts say, as larger incumbents have at times struggled in mobile gaming and it can be a challenge finding the right content that lends itself to becoming a videogame.

Netflix's videogaming strategy is still a work in progress, according to people familiar with the company's thinking. The immediate focus will be on making mobile games, these people said, and they won't include advertising, as is the case with Netflix's entertainment operations.

Netflix is planning to make the videogames available to play in its app without an additional fee, one of the people said. The company didn't comment on whether users would also be able to download those games.

"They'll probably lower their churn," said Benchmark analyst Mike Hickey. "You can burn through a TV series in a day, but you can constantly engage with a game for months to years."

The company this week said it hired Facebook Inc. executive Mike Verdu as vice president of game development. Mr. Verdu joined Facebook in May 2019 and was responsible for bringing games and other content to the company's Oculus-branded virtual-reality headsets.

Bloomberg first reported the hire of Mr. Verdu, who has also worked at Electronic Arts Inc. and Zynga Inc.

At Netflix, Mr. Verdu will work alongside other executives with game-industry experience, such as board member Ann Mather, who spent more than 15 years as a director for "Kim Kardashian: Hollywood" maker Glu Mobile, a company recently acquired by Electronic Arts.

Jessica Neal, before being named Netflix's talent chief in 2017, worked as chief people officer at mobile gaming company Scopely Inc. And Netflix finance chief Spencer Neumann, who joined the company in 2019, was poached from Activision Blizzard Inc., one of the world's largest videogame companies. Activision Blizzard is suing Netflix over the matter. Netflix declined to comment on the lawsuit Thursday.

Netflix has increasingly signaled interest in the videogame industry. The company's recent deals with creative talent including "Bridgerton" producer Shonda Rhimes feature language regarding the creation of videogames based on content.

In April, Chief Operating Officer Greg Peters said games are "going to be an important part" of the Netflix experience going forward. "We're trying to figure out what are all these different ways that we can increase those points of connection, we can deepen that fandom," he said on an earnings conference call.

Netflix has had modest success in mobile gaming through a licensing deal with the Texas studio BonusXP Inc. Its \$4.99 title, "Stranger Things 3: The Game," is based on a popular Netflix property and has amassed about \$315,000 in consumer spending in Apple's and Google's app stores since launching in August 2019, data from Sensor Tower Inc. show.

That game, however, isn't streamed online or housed within Netflix's mobile app. It is available for download only. For Netflix to stream multiple games from inside its mobile app on iPhones and iPads, it would need approval from App Store operator Apple, which has previously rejected efforts by Microsoft Corp. and Facebook to go down the same path.

Mobile games are typically less costly and complex to develop than console and computer games. They also tend to be slower paced, making them easier to stream over the internet without delays. As their name implies, they are designed for playing on the go, as opposed to over a TV screen, though that appears poised to change. Microsoft recently said it is working with TV manufacturers to bake its Xbox Game Pass service into sets, which would enable users to stream games without a console.

The market is competitive, however, and even large industry players such as Electronic Arts, Take-Two Interactive Software Inc. and Ubisoft Entertainment SA have all struggled to stand out.

Other major movie and TV-show makers have tried breaking into videogame development, but those efforts didn't last. Disney abandoned its game studios a few years ago, as did Viacom more than a decade ago.

More recently tech giants such as Microsoft, Google, Facebook and Amazon have launched services that support the streaming of videogames over the internet.

The top 100 grossing mobile games in the U.S. last year made up more than half, or roughly 64%, of all player spending on such titles, according to Sensor Tower. Ten were based on TV shows or movies, an indication that the genre is popular. Netflix could lean on more of its own properties to develop games, but some analysts say it has few that would lend themselves to interactive experiences.

"Do you want to play 'Bridgerton' the game?" said Wedbush Securities analyst Michael Pachter, a longtime critic of Netflix. "They're going to fail miserably."

Mr. Pachter said his bearish stance also speaks to difficulties he expects Netflix to face in convincing people to play games through its TV app, where most users go to watch its selection of movies and shows. Consumers will need a game controller that can interact with all the major TV brands and connect to the internet, he said.

Still, there are potential upsides for Netflix moving deeper into videogames. Striking deals for games with third parties -- similar to its plan with "Stranger Things" -- would put less financial pressure on Netflix to quickly bulk up its library with original content, according to Mr. Hickey. "The biggest cost to game development is head count," he said.

Write to Sarah E. Needleman at sarah.needleman@wsj.com and Joe Flint at joe.flint@wsj.com

This article is being republished as part of our daily reproduction of WSJ.com articles that also appeared in the U.S. print edition of The Wall Street Journal (July 16, 2021).

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Business News: Netflix Takes Aim at Gaming --- Streaming giant hired a Facebook executive to helm new unit focused on making videogames

By Sarah E. Needleman and Joe Flint

778 words

16 July 2021

The Wall Street Journal

J

B4

English

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At Netflix, Mr. Verdu will work alongside other executives with game-industry experience, such as board member Ann Mather, who spent more than 15 years as a director for "Kim Kardashian: Hollywood" maker Glu Mobile, a company recently acquired by Electronic Arts.

Jessica Neal, before being named Netflix's talent chief in 2017, worked as chief people officer at mobile gaming company Scopely Inc. And Netflix finance chief Spencer Neumann, who joined the company in 2019, was poached from Activision Blizzard Inc., one of the world's largest videogame companies. Activision Blizzard is suing Netflix over the matter. Netflix declined to comment on the lawsuit Thursday.

Netflix has increasingly signaled interest in the videogame industry. The company's recent deals with creative talent including "Bridgerton" producer Shonda Rhimes feature language regarding the creation of videogames based on content.

In April, Chief Operating Officer Greg Peters said games are "going to be an important part" of the Netflix experience going forward. "We're trying to figure out what are all these different ways that we can increase those points of connection, we can deepen that fandom," he said on an earnings conference call.

Netflix has had modest success in mobile gaming through a licensing deal with the Texas studio BonusXP Inc. Its \$4.99 title, "Stranger Things 3: The Game," is based on a popular Netflix property and has amassed about \$315,000 in consumer spending in Apple's and Google's app stores since launching in August 2019, data from Sensor Tower Inc. show.

That game, however, isn't streamed online or housed within Netflix's mobile app. It is available for download only. For Netflix to stream multiple games from inside its mobile app on iPhones and iPads, it would need approval from App Store operator Apple, which has previously rejected efforts by Microsoft Corp. and Facebook to go down the same path.

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Extra

Netflix hires Facebook exec amid gaming push; TikTok hits 3 billion downloads

Hassan Aftab

802 words

15 July 2021

SNL Financial Extra

SNLFE

English

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TOP NEWS IN TMT

* Netflix Inc. hired Facebook Inc.'s vice president of AR/VR content, Mike Verdu, as vice president of game development amid the streamer's plans to expand into the video gaming business, Bloomberg News reported. Verdu was in charge of collaborating with developers to bring games to Facebook's Oculus headsets. A source with knowledge of the matter reportedly said Netflix intends to provide video games on the platform within 2022.

* TikTok Inc. is the first non-Facebook mobile app to reach three billion downloads worldwide across Apple Inc.'s App Store and Google Play, according to data from analytics company SensorTower Inc. In addition, consumer spending in the Beijing Byte Dance Telecommunications Co. Ltd.-owned short video app exceeded \$2.5 billion worldwide.

➤ M&A Replay: Universal SPAC deal among leaders in June media, telecom M&A

Universal Music Group Inc. may not have been the largest media and telecommunications transactions listed in June, but between name recognition and its special purpose acquisition company buyer, it certainly grabbed the lion's share of attention.

➤ Discovery plans multiplatform feeds, augmented reality with Tokyo Games coverage

Discovery Inc. will present more than 3,500 hours of Olympic coverage across various linear, digital and streaming platforms to viewers in 50 nations and in 19 languages as it aims to reach the largest European audience ever for the Summer Games.

➤ TV rights holders net strong deliveries with Euro Cup, Copa America finals

ESPN (US) and Univision (US) networks scored 9.4 million viewers for the Euro title match, while the Spanish-language programmer and FOX Sports 1 tallied a combined 5.3 million watchers for the Copa America final.

TECHNOLOGY

* International Business Machines Corp. agreed to buy Madrid-based enterprise software and technical services company Bluetab Solutions SL for an undisclosed sum. The deal, which is likely to be completed in the third quarter, is expected to help IBM advance its hybrid cloud and AI strategy.

* The U.S. Consumer Product Safety Commission said it filed an administrative complaint against Amazon.com Inc. to compel the e-commerce company to recall potentially hazardous products sold on its platform. The products include about 400,000 hair dryers sold without the required immersion protection devices.

* In more Amazon news, the company mulled the option to develop an Alexa-powered wearable device for children that would allow them to access Amazon's kid-friendly content and communicate with parents, Bloomberg News reported, citing company documents. Amazon is also poised to launch a wearable The Walt Disney Co. gadget called the Magic Band in 2021.

* Microsoft Corp. unveiled Windows 365, a cloud service that will help businesses store information in the cloud rather than on the device. Expected to launch for businesses of all sizes on Aug. 2, Windows 365 is meant to help organizations scale for busy periods more efficiently and securely while mitigating logistical challenges.

INTERNET AND OTT

* U.K. Prime Minister Boris Johnson met with representatives of Facebook, Twitter Inc., TikTok Inc., Snap Inc. and Instagram LLC, and warned that the companies may be fined 10% of their global revenue over failure to remove hate content from their platforms, Reuters reported, citing the prime minister's statement to the parliament.

* Facebook plans to spend \$1 billion to reward content creators through 2022 in a bid to attract more content makers to its businesses, The Verge reported, citing a post by CEO Mark Zuckerberg. The reward program is reportedly available to creators on an invitation basis at the moment, but Facebook plans to expand the availability later in 2021.

* Twitter is removing Fleets, a feature that allows tweets on the platform to disappear, on Aug. 3. The social media company noted that it is "working on some new stuff."

FILM AND TV

* Gray Television Inc. agreed to sell WJRT-TV, its ABC (US) affiliate for the Flint-Saginaw, Mich., TV market, to Allen Media Group LLC for \$70 million in cash. Deal closure is expected to take place in the third or fourth quarter before the closure of Gray's pending acquisition of the Local Media Group Inc. division of Meredith Corp.

* Nexstar Media Group Inc. sued Comcast Cable Communications LLC over its alleged failure to pay carriage fees for WPIX New York, nexttv.com reported, citing a court filing. The broadcasting company reportedly sought unspecified damages, interest and additional costs owing to a violation of the retransmission agreement.

[Click here](#) for a summary of indexes on the MI platform.

The Daily Dose has an editorial deadline of 8:00 a.m. ET. Some external links may require a subscription. Links are current as of publication time, and we are not responsible if those links are unavailable later.

Document SNLFE00020210716eh7f000p6

Netflix Video Gaming: Pros, Cons and Concerns

Mike Farrell

1,055 words

15 July 2021

Multichannel News

MULTN

English

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Analysts weigh in on impact of SVOD giant dabbling in video games

The fact that [Netflix](#) let it leak out that it is taking the first steps toward entering the lucrative video game market less than a week before it is slated to release its Q2 results, left some analysts cautiously enthusiastic. While the prospect of the SVOD giant entering yet another market that it could potentially dominate raised spirits, the timing caused some caution among those who suspected it could be a move to divert attention away from possibly lukewarm quarterly results.

Investors appeared on the fence as well, with Netflix stock closing at \$542.95 each on July 15, down about 1%.

Netflix hasn't released any details as to how it will attack the video game market, but has confirmed to several outlets that it has [hired former EA and Oculus executive Mike Verdu](#) to head up a game publishing team as VP of gaming development at the SVOD pioneer. While Netflix again has issued no details on its plans, Bloombergreported that the company will make video games part of its service as early as next year at no additional charge.

The idea that Netflix would eventually get into the video gaming business has been kicked around for years. In a research report earlier this week -- before news of Verdu's hire -- Canaccord Genuity analysts Maria Ripps and Michael Graham wrote that video gaming is a natural extension of the business, given that Netflix already has several content titles based on video games, and releasing downloadable games could help the company capture a bigger chunk of younger viewers. The analysts noted that the recent extension of its deal with producer Shonda Rhimesincluded potential gaming and virtual reality content.

Whatever the plan, the notion that a streaming service with more than 200 million paying customers worldwide is thinking about streaming video games, sent video game retailer GameStop's stock down 7% July 14, and down another 3% in early trading July 15.

In a research note, Bernstein media analyst Todd Juenger offered two pros, two cons and two concerns about the notion of Netflix entering the video game space. On the pro side, Juenger noted that adding video games to the product mix enhances Netflix's overall value.

"If your subscribers are sometimes/frequently choosing video games as an alternative to watching Netflix, then why not offer them that option within Netflix?," Juenger wrote.

Also on the pro side: an increased value proposition and increased engagement will drive higher penetration, higher ARPU and reduce churn.

On the con side, Juenger questioned the timing of the leak, a week before earnings, which most analysts expect to be weak, come out.

"The idea that, knowing Q2 results and the Q3 guide will be received as weak, Netflix leaked this story now (before reporting Q2 next week) in order to change the narrative, distract, divert attention from the core business," Juenger wrote. "Give everybody something else to focus on and talk about."

Also on the down side is that the move could be seen as a defensive one because Netflix sees that the market for SVOD is getting too crowded.

"Bears could view this expansion into a new product category as a tacit (or not so tacit) validation that management sees the core business reaching the point where growth significantly slows, and therefore the company needs to do something new/extra to keep growing," Juenger wrote.

As far as concerns, Juenger said moving into a new market could be a distraction for management, when one of the selling points for the stock has been its executives' laser focus on the core business. Video games

could force some to take their eye off the SVOD ball just when the market is filling up with competitors, all bent on gaining audience share.

"Now, having said that, it is possible to walk and chew gum simultaneously, and one could argue that the lines are already blurred between what constitutes on-demand video entertainment versus interactive video game entertainment," Juenger wrote. "And the IP works in both settings. On the other hand, the track record of legacy video entertainment companies developing their own video games is very poor."

Other reports have pointed to Google, which in February scrapped its own in-house video game studio -- Stadia Games and Entertainment-- after less than two years.

Juenger also expressed concern over pricing, adding that if Netflix included gaming as part of its SVOD service, it would probably eventually have to increase the price down the road, risking alienating subscribers who may not want to play video games. Making gaming a separately priced/a la carte option could solve that problem, but Netflix would lose some scale economics in that scenario.

Netflix could offer gaming as part of its Premium Tier only, but Juenger said that flies in the face of the company's edict that content remains the same across all versions of the product.

"All of these options raise the very common business tension of balancing flexibility versus simplicity," Juenger wrote. "The current Netflix pricing model is extremely simple. Three plans, three prices, the only difference is the number of simultaneous streams (and in some markets, a fourth option, one stream, mobile-only). To the extent Netflix tries to give consumers explicit choices and options around how to include video games, or not, in the service, and whether that includes a new form of in-game spending, all creates complexity to the offering which has a proven detrimental impact on adoption (the paradox of choice)."

Juenger added that on the positive side, Netflix has reams of consumer information on which to base its approach, and likely has anticipated and addressed most of the concerns around pricing and product design through countless focus groups and research. And in the end, if it doesn't work out, Netflix can just walk away from gaming.

"To its credit, Netflix has always erred on the side of choosing the risk of moving too fast and bold, rather than the risk of moving too slow and safe," Juenger wrote. "There is a rather high probability, frankly, that in hindsight, ten years from now, this idea will look like a no-brainer."

[Netflix's Amsterdam office \(Rinze Vegelen/Netflix\)](#)

Document MULTN00020210716eh7f00002

Lifestyle

No camping for Netflix as it adds buff to its content for magic points; Will the streaming service's foray into gaming see it pwning the platform, leaving its competitors ragequitting?

749 words

15 July 2021

TimesLIVE

TLIVE

English

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Netflix, marking its first big move beyond TV shows and films, is planning an expansion into video games and has hired a former Electronic Arts and Facebook executive to lead the effort.

Mike Verdu will join the company as vicepresident of game development, reporting to COO Greg Peters, the company said on Wednesday. Verdu was previously Facebook's vicepresident in charge of working with developers to bring games and other content to Oculus virtualreality headsets.

The idea is to offer video games on Netflix's streaming platform within the next year, according to a person familiar with the situation. The games will appear alongside current fare as a new programming genre, similar to what Netflix did with documentaries or standup specials. The company doesn't plan to charge extra for the content, said the person, who asked not to be identified because the deliberations are private.

Netflix has been seeking ways to keep growing, especially in more saturated markets such as the US. That's included building up its children's programming, opening an online shop to sell merchandise and tapping Steven Spielberg to bring more prestigious movies to its lineup. The company remains well ahead of streaming rivals such as Disney+ or HBO Max, but it added fewer subscribers than expected in its most recently reported quarter.

Pushing into games would be one of Netflix's boldest moves yet. In Verdu, the company has an executive who worked on popular mobile games at Electronic Arts, including titles in The Sims, Plants vs Zombies and Star Wars franchises. He also served as CEO for Zynga between 2009 and 2012.

Netflix will be building up its gaming team in the coming months, according to the person familiar with the matter. The company has already started advertising for gamedevelopment related positions on its website.

Video games give Netflix another way to lure new customers and also offer something none of its direct competitors currently provides. Walt Disney, WarnerMedia and Amazon.com all have access to live sports, but they don't have gaming within their main video services.

Video games give Netflix another way to lure new customers and also offer something none of its direct competitors now provides. Walt Disney, WarnerMedia and Amazon.com all have access to live sports, but they don't have gaming within their main video services.

Ultimately, the move may make it easier for Netflix to justify price increases in coming years. Games also serve the purpose of helping market existing shows.

Many of the largest tech companies do sell gaming options in addition to their video services. Apple has a platform called Arcade for games, as well as a TV+ service for original video projects. But it charges extra for the gaming.

Evidence of Netflix's plans to add games has already begun to appear in files hidden deep within the company's app, according to research conducted by iOS developer Steve Moser.

Netflix has previously licensed the rights to games based on its shows, including Stranger Things, but this new initiative is much larger in scope. The company has yet to settle on a gamedevelopment strategy, said the person. In typical Netflix fashion, the company may start with just a few games and build from there.

Netflix also has made earlier forays into interactive programming, such as chooseyourownadventurestyle shows. It created versions of programmes like Carmen Sandiego and Black Mirror in that format, which stops short of being a true video game.

Netflix coCEOs Reed Hastings and Ted Sarandos have shared their interest in pushing into gaming in recent calls with analysts. They've also identified the battleroyale shooter game Fortnite as a competitor for its customers' time.

Still, Hollywood studios have a checkered history in the videogame business. Some companies have had a lot of success licensing their movies or TV shows for games and Warner Bros has created a handful of hit titles inhouse over the years.

But Disney, the world's largest entertainment company, shut down most of its inhouse gaming operations after years of unsuccessful efforts. It has since focused on licensing Marvel and Stars Wars properties for games.

— Bloomberg News. For more articles like this please visit [Bloomberg.com](https://www.bloomberg.com).

EXPERIENCE POINTS A woman games at the Squad Core Gaming Lounge for women in Abu Dhabi.

Document TLIVE00020210716eh7f00004

INVESTOR'S BUSINESS DAILY®

Stock Market Today

Dow Jones Today, Stocks Slip Amid Powell Senate Testimony; Netflix Heats Up Gaming Space; Blackstone Buys Into AIG

ALAN R. ELLIOTT

1,435 words

15 July 2021

Investor's Business Daily

INVDAL

English

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Stocks opened lower Thursday, as Federal Reserve chief Jerome Powell began a second day of congressional testimony. China-based stocks traded high on the Nasdaq, with chips and biotechs weighing on early trade. On the Dow Jones today, UnitedHealth Group dived after reporting its second-quarter results.

The Nasdaq Composite dipped 0.2%, pulling back farther from Tuesday's new high. The S&P 500 retreated from a Wednesday record, down 0.3%. The Dow dropped 0.3% into the red, as Salesforce.com and UnitedHealth Group dragged at the bottom of the list.

JD.com, Pinduoduo and Baidu led the Nasdaq 100, up around 2% each.

Netflix climbed 1.2% after signaling a move into videogame development. The company announced late Wednesday it had hired Facebook gaming executive Mike Verdu, who is also a former Electronic Arts executive. A four-day rally has [Netflix stock](#) headed for a 563.66 buy point.

Insurer American International Group swung 2% higher, to the top of the S&P 500. The New York-based company announced the sale of a 9.9% stake in its life insurance and retirement business, for \$2.2 billion, to asset manager Blackstone Group. Blackstone, [an IBD 50 stock](#), rallied 2.7%.

Delta Air Lines jumped almost 3%, after Raymond James upgraded the stock to a strong buy.

Also on the S&P 500, Progressive dived 5.4%, despite beating analysts' second-quarter revenue and earnings targets. The insurers reported a steep increase in auto accident claims during the quarter.

Dow Jones Today: Honeywell, UnitedHealth

Honeywell International led the Dow Jones today, up 1.5% on news that it would join the Nasdaq 100 index beginning July 21. Honeywell will replace Alexion Pharmaceuticals.

Honeywell stock jumped back above its 10-week moving average this week. It is less than 3% from a 234.12 buy point in a seven-week [cup base](#).

Managed care provider UnitedHealth Group ground out a 1.2% decline, after reporting an [acceleration in revenue growth](#) and a smaller-than-forecast decline in earnings for the second quarter. The stock closed Wednesday less than 3% below a 426.08 entry in a 10-week [cup base](#).

Chips Mixed, Meme Stocks Slide

Chips felt some selling pressure, as Advanced Micro Devices shed its premarket gain and slipped a fraction. Taiwan Semiconductor fell 4.2%.

AMD rose following an upgrade to neutral, from sell, by Citi. The note raised the chip stock's price target to 95, from 17. AMD is trading just below what [IBD MarketSmith analysis](#) charts as a 95.54 buy point in a 26-week [cup-with-handle base](#).

Taiwan Semi dropped 2.8% after [reporting mixed second-quarter results](#). The company said it expects automotive industry chip shortages to begin to work themselves out in the current quarter.

TSM stock is working to climb the right side of a 22-week consolidation.

India-based information technology consultant Wipro jumped 3% after reporting first-quarter results. The stock ended Wednesday up more than 4% so far for the week. The gain placed shares back above their 50-day/10-week moving average, threatening to snap a four-week decline.

Small caps remained under pressure [after a tough day on Wednesday](#). The Russell 2000 opened to a 0.6% loss. Meme stocks improved sharply in early trade. Carver Bancorp spiked 17%, as it looks to stem a steep three-day sell-off. AMC Entertainment Holdings reversed premarket losses and rose 4%. GameStop dipped 1.4%.

Econ: Jobless Claims Dip, NY Data Spikes

First-time claims for unemployment assistance dipped to 360,000 in the week ended July 10, the Labor Department reported. The number was the lowest number since March 2020, falling from 386,000 claims in the prior week, and below economists' target of 368,000 claims.

Manufacturing activity slowed sharply in the mid-Atlantic region, while New York's regional manufacturing action accelerated.

The index for the Philadelphia Federal Reserve's Manufacturing Business Outlook Survey fell to 21.9 for July, down from June's 30.7 tally. Economists had projected a reading of 28.5. New orders and shipments decreased, while prices increased and 63% of firms reported plans to increase employment in the next six months.

Meanwhile, the New York Federal Reserve's Empire State Manufacturing Survey index surged to 43 — a record high — up from 17.4 and blowing past expectations for a readout of 18.3. The new orders and shipments indexes both posted powerful gains. Unfilled orders and delivery times increased, indicating businesses operating at capacity.

June industrial production numbers from the Federal Reserve are set for release at 9:15 a.m. ET.

[Why This IBD Tool Simplifies The Search For Top Stocks](#)

Federal Reserve Chairman Jerome Powell speaks to the Senate Banking Committee just as the market opens at 9:30 a.m. ET. Questions of rate policy were largely settled before Powell's House testimony on Wednesday. And markets will be anxious to glean any new information on Fed thinking with regard to altering its asset purchasing strategy, though Powell has made clear that the Fed will signal well in advance of any change in course.

Vital Signs: Oil Prices, Bond Yields

Oil prices continued to pull back, after a 2.8% drop on Wednesday. Reuters reported that Saudi Arabia and the United Arab Emirates had reached an agreement, potentially opening the door to an OPEC+ deal that would ease some of the current 5.8 million barrel-per-day curbs placed on Organization of Petroleum Exporting Country members and a group of partners, led by Russia.

West Texas Intermediate slipped 1.6% to trade at \$72 a barrel. WTI oil futures are tracking toward a second-straight weekly decline, after a six-week advance last week lifted prices on July 6 to their highest level since October 2014.

[Join IBD experts as they analyze actionable stocks in the stock market rally on IBD Live](#)

Bond yields also eased after snapping a three-day rally on Wednesday. The 10-year bond yield hit a four-month low on July 8, then rallied to above 1.41% on Tuesday. Early Thursday, the 10-year yield pulled back to 1.33%, down from Wednesday's settle above 1.35%.

S&P 500, Nasdaq Dow Jones Today

The S&P 500 and the Nasdaq pulled back after tapping out [more new highs this week](#). The S&P 500 is tracking toward a fourth-straight weekly advance, up 1.8% so far in July. The Nasdaq ended Wednesday down 0.4% so far for the week, threatening to snap its three-week advance. The Nasdaq has a 1% gain since the start of July.

For more detailed analysis of the current stock market and its status, [study the Big Picture](#).

The Dow Jones today opens less than 0.5% below its record high from May 10. The Dow gained 0.2% for the week through Wednesday, and has a 1.3% rise so far in July.

American Express and Goldman Sachs remain the Dow's two fastest movers for the year, up more than 42% each. American Express is extended after an April breakout and a June rebound from support.

Goldman Sachs is seated nicely at its 10-week moving average, 5% below a 393.36 buy point in a six-week [flat base](#).

The SPDR Dow Jones Industrial Average ETF Trust and the ProShares Ultra Dow30 are both in buy zones above double-bottom-base buy points.

China Rallies; Europe, Japan Slump

Overseas action was mixed, with China's markets staging a brisk rally after [second-quarter GDP data met expectations](#). The economy expanded 7.9% during the period, putting the country on track to meet its full-year target of 6% growth. Meanwhile, the Nikkei 225 in Tokyo closed down 1.15% after the U.S. dollar pulled back sharply on Wednesday.

Stocks in Europe dug deeper into losses entering afternoon trade as energy issues dragged on the market. Frankfurt's DAX dropped 1%. The CAC-40 in Paris slipped 0.8%. London's FTSE 100 was off 0.7%.

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Document INVDAI0020210715eh7f0006o



What This Analyst Thinks About Netflix's Potential Gaming Expansion

Adam Eckert

262 words

15 July 2021

21:04

Benzinga.com

BNZNGA

English

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Netflix Inc (NASDAQ: [NFLX](#)) may soon be entering the video gaming market after hiring former Electronic Arts Inc (NASDAQ: [EA](#)) and Facebook Inc (NASDAQ: [FB](#)) executive Mike Verdu as vice president of game development.

Although streaming video use has surged over the last year, gaming has outpaced it, LightShed Partners analyst Richard Greenfield said Thursday on CNBC's "Squawk Box."

"The growth and time spent on gaming has dwarfed the time spent on video," Greenfield told CNBC.

The transition into gaming is a natural extension for Netflix, he said, adding that it makes sense for the company to enter a market that is growing at such a rapid pace.

"Netflix already has your time and attention, this is a way to expand it," he said. Greenfield said he expects Netflix to enter the gaming market with mobile applications and then expand over time.

Greenfield has a Buy rating on Netflix and a price target of \$630.

Related Link: [Netflix Hires Former EA, Facebook Exec As Its Said To Plan Expansion To Video Games](#)

NFLX Price Action: Netflix has traded as high as \$593.28 and as low as \$458.60 over a 52-week period.

At last check Thursday, the stock was down 0.81% at \$543.54.

Photo by Tumisu from Pixabay.

Latest Ratings for NFLX

| Date | Firm | Action | From | To |
|----------|---------------|----------|---------|------------|
| Jul 2021 | | | | |
| UBS | Maintains | | Buy | |
| Jun 2021 | Credit Suisse | Upgrades | Neutral | Outperform |
| May 2021 | Jefferies | Assumes | | Buy |

[View More Analyst Ratings for NFLX](#)

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Phones & Gadgets,Tech,Gaming Releases,Netflix,PS5,Video Games,Xbox
QUICK FLIX Netflix is about to launch GAMING to rival PS5 and Xbox with no console

Sean Keach

490 words

15 July 2021

20:47

thescottishsun.co.uk

THESCOT

English

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NETFLIX is planning to offer video games alongside TV shows and movies.

It's a major change for the streaming app – and will put Netflix in competition with the PS5 and Xbox.

As part of the push, Netflix has hired a former EA and Facebook exec.

Mike Verdu is joining Netflix as Vice President of Game Design.

According to [Bloomberg](#), video games will begin appearing on Netflix “within the next year”.

They'll be listed as part of a new genre, living alongside existing offerings like documentaries.

Importantly, Bloomberg cites an insider as saying Netflix won't charge extra for the video games.

It's unclear exactly how the games will be delivered.

Most likely, games would be offered over the internet – streamed just like a TV show.

This is how existing online gaming services like Xbox Cloud Gaming and Google Stadia already work.

Rather than rely on expensive computer hardware in the home, cloud gaming lets you “borrow” the power from huge data centres.

It means you could play 4K games with stunning visuals on a laptop or TV – without the need for a games console.

The big downside is that you need a very good internet connection for game streaming.

But broadband and mobile connections are constantly improving, and so it's much easier to stream games than ever before.

There's no word on what sort of games Netflix will be offering either.

Netflix has experimented with interactive programming in the past with movies such as “Black Mirror: Bandersnatch” and “You vs. Wild”.

They enabled viewers to decide the characters' moves in the style of a choose-your-own-adventure book.

But this latest push will tread more firmly in video game territory.

However, we don't know whether Netflix will be making its own games, or offering existing games through a licensing deal.

Gaming tips and tricks

Looking for tips and tricks across your favourite consoles and games? We have you covered...

* Can you play PS4 games on PS5?

* PS5 vs Xbox Series X – which is better?

* Everything you need to know about Roblox

* Most popular Roblox games

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- * Best video games for 2021
- * How to tame a boar in Fortnite
- * Top 100 rated players in FIFA 21
- * Best FM21 wonderkids
- * How many people play Fortnite?
- * Full weapon tier list from Valheim

In other news, The Sun's favourite alternative to a games console is the Oculus Quest 2 VR headset.

Check out the wildly impressive Panasonic 65HZ1000 TV, which makes most tellies look rubbish.

And Dell's Alienware R10 Ryzen Edition is a gaming PC powerhouse that crushes both the new consoles.

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Document THESCOT020210715eh7f007pv

Chinese Growth, U.S. Jobless Claims, **NetflixGaming** - What's Moving Markets

961 words

15 July 2021

Investing.com

INVEN

English

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Investing.com -

By Peter Nurse and Geoffrey Smith

Investing.com -- China's growth slowed, but became more balanced, in the second quarter. U.S. industrial production data for June are due, as are weekly jobless claims. Netflix (NASDAQ:NFLX) gains on speculation over its ambitions for videogaming, and oil prices weaken as Saudi Arabia and the United Arab Emirates reportedly move closer to a deal on raising output. Here's what you need to know in financial markets on Thursday, July 15th.

1. China's growth slows

China's economy grew more slowly than expected in the second quarter, with GDP rising 7.9% from a year earlier, missing expectations for a rise of 8.1%. Rising commodity prices and new Covid-19 outbreaks weighed on the numbers.

At the same time, industrial output grew 8.3% in June from a year earlier, slowing from a 8.8% rise in May, while retail sales rose 12.1% from a year earlier, in a welcome sign of rebalancing toward domestic consumption.

China's economy has largely rebounded from the coronavirus hit last year, but recent data has suggested the recovery is losing some steam.

The People's Bank of China cut the reserve requirements for its banks last week, prompting speculation that it could cut its benchmark loan prime rate in the near future, just as other central banks are thinking about exiting their pandemic-era stimulus measures.

2. A heavy day for U.S. data; Powell reprise also eyed

It's a heavy day for U.S. data, with weekly jobless claims numbers and industrial production data for June topping the bill. Initial claims for benefits, due at 8:30 AM ET (1230 GMT), are expected to have inched down to 360,000 from 373,000 a week earlier. Such a development would harden suspicions that the improvement in the labor market is slowing down.

Industrial production data at 9:15 AM ET and will be scanned in particular for signs of progress on the issue of supply chain bottlenecks, which appear to have been a major factor behind the leap in producer price inflation this year. The New York and Philadelphia Federal Reserve's monthly business surveys are also due, while Federal Reserve chair Jerome Powell returns to Capitol Hill for the second day of his semi-annual testimony, this time facing the Senate banking panel.

In day one of his submission Powell reiterated that the current inflationary pressures, although stronger than he had expected, would still likely moderate shortly and that it was too soon to scale back the central bank's powerful monetary support for the economy. It's unlikely that Powell will stray much from the substance of these remarks during the second day of his testimony.

3. Stocks seen mixed; Netflix in focus

U.S. stocks are seen opening mixed Thursday, with investors readying themselves for more earnings reports as well as the release of key unemployment data.

By 6:30 AM ET, Dow Jones futures were down 142 points, or 0.4%, S&P 500 futures were 0.2% lower but and Nasdaq 100 futures climbed 0.2%.

Morgan Stanley (NYSE:MS) will be the last of the major banks to report quarterly results later. So far the big U.S. lenders have all reported a rebound in earnings, although some have also reported sluggish loan activity as stimulus-flush households kept borrowing low.

Earnings are also expected from the likes of U.S. Bancorp, UnitedHealth (NYSE:UNH), Cintas (NASDAQ:CTAS) and Progressive (NYSE:PGR).

Netflix stock will also be in the spotlight, as a recent hire strengthened hopes that it will incorporate video games into its streaming service.

4. Crypto stabilizes after hit from Powell; Binance banned in Italy

Cryptocurrencies have stabilized somewhat overnight but remain under pressure after Fed Chair Jerome Powell expressed openness to the idea of creating a digital dollar. In his testimony, Powell roughly endorsed arguments advanced by others on the Fed such as Lael Brainard that an official digital currency could bring meaningful improvement in handling transactions, without the latent volatility risk of private cryptocurrencies and so-called stablecoins.

By 6:15 AM ET, Bitcoin was up 0.6% at \$32,522, while Ethereum was up 1.8% at \$1,971 (it's still lost more than half its value from its peak two months ago). Dogecoin was down 0.6% at 19.3c.

Elsewhere, Italy's financial regulator became the latest to warn that crypto trading firm Binance has no license to operate in its jurisdiction.

5. Crude weighed by rising U.S. stocks, OPEC+ talk

Crude oil prices weakened Thursday, weighed by an unexpected rise in U.S. gasoline stocks as well as talk that OPEC+ is nearing an agreement on increasing production levels.

By 5:30 AM ET, U.S. crude futures were down 0.6% at \$74.82 a barrel, while Brent futures were down 0.5% at \$76.10 a barrel.

The Energy Information Administration reported late Wednesday an eighth weekly draw in U.S. crude stockpiles, but the market was surprised by a rise in gasoline inventories last week, particularly during the peak driving season.

Adding to the pressure were reports that Saudi Arabia and the United Arab Emirates were close to resolving the standoff that has prevented a group of top producers, known as OPEC+, from supplying the global market with the additional output needed to balance the growing demand as economies reopen after the pandemic shutdown.

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Document INVEN00020210715eh7f000ji

Netflix Gaming Plan Clashes With Meme Stock GameStop -- Barrons.com

1,754 words

15 July 2021

17:08

Dow Jones Institutional News

DJDN

English

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The trouble with meme stocks is that sometimes reality gets in the way.

Consider GameStop, which burst onto the investment scene in January and landed its champion on Reddit Wall Street Bets a starring role in a Congressional hearing, and potentially, a movie or two.

The videogame retailer was still trading north of \$167 per share at Wednesday's close. That's a far cry from the high of \$483 when GameStop mania was in full swing, but still gives it a valuation of 72 times cash flow for the unprofitable company.

Along comes the news that Netflix is branching into gaming, led by a former Electronic Arts and Facebook executive. At first blush, who cares -- the video quality of games streaming over Netflix would seemingly be quite rudimentary compared with the quality Xbox or Playstation users might expect. Alternatively, Netflix could bring games to mobile phones, but that is already an incredibly crowded market.

But it doesn't take such a big leap of imagination to imagine Netflix as the pipe delivering games, just as it does movies and television shows. That seems to be the role GameStop wants for itself, under the direction of former Chewy founder Ryan Cohen and the gaggle of former Amazon executives he's hired. GameStop shares dropped 6% in after-hours trade, while Netflix shares added 3% in the extended session.

Back to reality, and just to reiterate, there are no Netflix games yet, and there is not even a suggestion of a Netflix gaming portal. Maybe Netflix can become the meme stock now.

-- Steve Goldstein

*** In the latest episode of Barron's Streetwise podcast, columnist Jack Hough talks with the CEO of home generator company Generac, whose shares have shot up twice as fast as Tesla's. Listen here.

Inflation Running Faster Than Expected, But Fed Still Sees It as Transitory

Inflation has increased notably and is likely to remain elevated in the coming months until it cools off, Federal Reserve Chairman Jerome Powell told the House Financial Services Committee on the first of his two-day appearance on Capitol Hill.

- The last three monthly inflation readings -- including June's 5.4% one-month gain -- have been stronger than expected, as Powell acknowledged Wednesday. The Fed has said that inflation will rise this year, but the increase would be temporary.
- U.S. consumer prices continued to accelerate in June at the fastest pace in 13 years. The producer-price index, which tracks the prices businesses receive for their goods and services, jumped 7.3% in June from a year earlier.
- The Beige Book, a collection of observations on economic conditions from the Fed's 12 districts, pointed to strong demand for a variety of goods and services, including new and used cars, travel and tourism.

--

Larry Fink, CEO of the world's biggest asset manager BlackRock, told CNBC he doesn't believe inflation will be fleeting. "It is my view that

inflation is going to be more systematical," he said Wednesday. "Now we are saying jobs are more important than consumerism."

What's Next: Businesses told the Fed in the Beige Book that they're not sure when they can increase production to meet all the pent-up demand. They still can't get many supplies on time because of bottlenecks and jobs remain open, raising the costs of materials and labor.

-- Liz Moyer

China's Growth Slows But Shows Resilience in Second Quarter

The Chinese economic recovery slowed slightly in the second quarter of the year but appeared more resilient and balanced as domestic demand beat expectations.

-- China's gross domestic product rose 7.9% in the quarter ended in June, in line with forecasts, and nearly 13% in the first half, compared to the same period of 2020, when the Covid-19 pandemic hit.

-- Industrial output was up 8.9% in the quarter, exceeding forecasts, as did retail sales, which increased by 13.9%, the National Bureau of Statistics said Thursday.

-- China now looks largely on track to meet the government's official 6% growth target for this year, according to analysts. The Chinese central bank last week lowered its reserve requirements for the country's banks in order to help them support the recovery.

-- The country's customs office said earlier this week that imports in June had increased by 37%, a much faster pace than the 32% increase of Chinese goods exports.

What's Next: China's growth may seem to slow in the second half of the year because of base effects, when the economy's performance will be compared to the same period of 2020. But the current recovery looks more sustainable than forecast, possibly alleviating the need for further government or central bank stimulus.

-- Pierre Briancon

Facebook Joins Amazon in Asking FTC Chair to Recuse Herself

Facebook wants Federal Trade Commission Chair Lina Khan to recuse herself from participating in the agency's stalled antitrust case against the social media giant, arguing that her long history of criticizing it and other tech companies prevents her from being impartial.

-- Facebook petitioned for Khan's recusal two weeks after Amazon, which is facing multiple FTC investigations, asked Khan to recuse herself from its pending acquisition of film production and distribution company MGM Holdings and any other antitrust matters involving the tech giant.

-- Facebook cited Khan's journal articles, public statements, now-deleted Twitter posts, and her work on a 16-month congressional investigation into tech companies. "For the entirety of her professional career, Chair Khan has consistently and very publicly concluded that Facebook is guilty of violating the antitrust laws," it said.

-- When Khan was a legal director for the Open Markets Institute, a political advocacy group, it argued for the FTC to reverse its approval of Facebook's acquisitions of Instagram and WhatsApp. Those mergers are a large part of the FTC's lawsuit against the company.

-- The FTC didn't comment on Facebook's petition. Asked at her Senate confirmation hearing whether she would have to recuse herself from tech

company cases given her previous work, Khan said she did not have any financial conflicts that would be grounds for recusal under ethics laws.

What's Next: A federal judge on June 28 dismissed the FTC's lawsuit against Facebook as legally insufficient, but gave the regulator 30 days to rethink its arguments and amend its suit. Any amended litigation would be subject to a vote from an agency now under Khan's leadership.

-- Max A. Cherney and Janet H. Cho

Airlines Are Returning to Profitability After Pandemic

Airlines are getting back to profitability for the first time since the pandemic. Delta Air Lines on Wednesday was the first airline to report second-quarter earnings, posting a profit as domestic leisure travel rebounded.

-- Delta said that excluding special items, it earned \$1.02 a share in the quarter. The results beat consensus estimates, which called for a loss of \$1.33 a share.

-- Delta's stock lost 1.6% on Wednesday, and may have not reacted positively because its results weren't surprising. The airline predicted months ago that the second quarter would be a turning point for profitability, in anticipation of a robust summer travel season.

--

American Airlines Group also issued a positive update with a forecast for a "slight" second-quarter pretax profit. The airline also said it was profitable in June for the first time since December 2019, excluding special items.

-- While U.S. vacation travel has returned, a full recovery for airlines is long way off because business and international travel remain weak, The Wall Street Journal reported.

What's Next: Delta's outlook also was encouraging. It indicated that travelers are booking flights further in advance. Airlines including United Airlines Holdings are ordering new planes. Other carriers are set to report earnings in the coming weeks.

-- Mary Romano and Daren Fonda

U.S. Coronavirus Cases Have More than Doubled in Recent Weeks

The average number of U.S. Covid-19 cases has doubled to more than 23,000 cases a day from three weeks ago, per Johns Hopkins University. Health experts blame the increase on summer socialization, a lower vaccination rate in some areas and among younger people, and the Delta variant.

-- The more easily transmissible Delta variant accounted for an estimated 57.6% of new U.S. cases as of July 3, including about 87% of the new cases in the region that includes Iowa, Kansas, Missouri and Nebraska, according to the Centers for Disease Control and Prevention.

-- New cases in Los Angeles County recently exceeded 1,000 for three straight days for the first time in months. And in Missouri, new infections have spiked 63% in the past two weeks.

-- Ajay Sethi, an associate professor at the University of Wisconsin-Madison, said that even though the Delta variant is the most infectious strain, "there are areas of the country where too many people have not yet gotten vaccinated and wrongly believe that the pandemic is over."

-- In Tennessee, the state health department has stopped encouraging adolescents to get Covid-19 and other vaccines, and won't send postcards

reminding them about their second vaccine shots, amid pressure from Republican state lawmakers, The Tennessean reported. Cases there have doubled to an average of 418 per day.

15 Jul 2021 07:38 ET Netflix Gaming Plan Clashes With Meme Stock -2-

What's Next: Norwegian Cruise Line sued Florida over the state's prohibition against businesses requiring customer vaccinations, saying the law puts it in "an impossible dilemma" in trying to comply with state laws and CDC recommendations. Gov. Ron DeSantis's office called the suit meritless.

-- Janet H. Cho

I cover most of my parent's expenses -- what tax breaks am I eligible for?

Do you pay over half the cost of supporting a parent? If so, your parent is your dependent for federal income tax purposes. As such, you may be entitled to some meaningful tax breaks.

For unmarried individuals, a common (and expensive) error is filing as a single taxpayer when more favorable head of household (HOH) filing status is allowed. Compared to single taxpayers, heads of households are entitled to wider tax brackets and bigger standard deductions. So, using HOH filing status can save you significant bucks at tax return time.

[Read more here.](#)

-- Bill Bischoff

-- Newsletter edited by Liz Moyer, Stacy Ozol, Mary Romano, Callum Keown, Rupert Steiner

(END) Dow Jones Newswires

July 15, 2021 07:38 ET (11:38 GMT)

Document DJDN000020210715eh7f001rp

DEADLINE

Breaking News -

Netflix's Gaming Ambitions Get Even Realer With Hire Of Former Electronic Arts Exec

Peter White

205 words

14 July 2021

Deadline

DLINE

English

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Netflix has hired former Facebook and Electronic Arts exec Mike Verdu to bolster its move into gaming. He joins as VP of Game Development, Deadline has confirmed.

The streamer has been somewhat surreptitiously moving into the medium with the launch of a game around Stranger Things and last week's announcement of Shonda Rhimes' new deal including gaming.

As we reported in April, Greg Peters, COO and Chief Product Officer, to whom Verdu will report, CFO Spencer Neumann and co-CEO Reed Hastings all talked up gaming in their recent earnings call with the latter saying, "in ways, we're kind of in gaming now with Bandersnatch and we have some very basic interactive things."

Verdu was previously vice president of content for Facebook Reality Labs, where he worked on virtual reality games for Oculus Studios and has also worked at Electronic Arts as well as a number of other gaming companies.

It comes as Netflix starts to dabble further in all sorts of other entertainment verticals with the hire of former Apple exec N'Jeri Eaton to oversee its push into podcasts.

Bloomberg first reported the news.

Document DLINE00020210715eh7e00001

TV&Showbiz

Shonda Rhimes extends her massive deal with Netflix to include feature films along with gaming and VR content plus live events

Brian Gallagher For Dailymail.com

441 words

9 July 2021

06:29

Mail Online

DAMONL

English

Copyright 2021

Shondaland is getting bigger at Netflix, with the streaming service expanding the massive deal Shonda Rhimes first signed in August 2017.

The 51-year-old Grey's Anatomy creator is extending and expanding her overall deal with Netflix to include the development of feature films, gaming and VR content and even live events, according to a Netflix press release.

The expansion also includes Rhimes' longtime producing partner Betsy Beers and includes a merchandising and licensing agreement.

The streaming service is also investing in the, 'financial and technical infrastructure' for Rhimes to create Diversity, Equity, Inclusion, Accessibility (DEIA) programs to increase representation for underrepresented groups in the U.S. and U.K.

'When Ted (Sarandos) and I decided to break the traditional network TV business model to move Shondaland to Netflix, we were both taking a leap into the unknown,' Rhimes said in a statement.

'Today, Shondaland at Netflix is creatively thriving, profitable as an asset and engaging audiences around the world with stories that fearlessly challenge viewers and keep them highly entertained all at once,' she added.

'Ted, Bela (Bejaria) and the entire team at Netflix have been tremendous partners during every step of the process, supporting my creative vision and showing a continued dedication to the innovation that has made Netflix such a powerhouse. The Shondaland team and I are thrilled and excited to be expanding our relationship with our content partners at Netflix,' Rhimes concluded.

The deal comes on the heels of Netflix and Shondaland's remarkable success with Bridgerton, created by Chris Van Dusen, based on Julia Quinn's book, and executive produced by Rhimes and Beers.

The show's first season was watched by 82 Million member households around the world in its first 28 days, smashing Netflix records.

The show's second season is already in production, with Netflix also renewing the romance series for a third and fourth seasons.

Netflix is also expanding Bridgerton even further with a new spin-off exploring the origins of Queen Charlotte.

Rhimes will write and executive produce the series, which will also tell the stories of young Violet Bridgerton and Lady Danbury.

Rhimes also created the upcoming series Inventing Anna, which she executive produces alongside Beers.

The limited series stars Julia Garner, Anna Chlumsky, Katie Lowes, Laverne Cox and Alexis Floyd, with David Frankel directing the first episode.

Shondaland Media's Netflix documentary Dance Dreams: Hot Chocolate Nutcracker chronicling the legendary choreographer and director Debbie Allen premiered on Netflix in November 2020.

Document DAMONL0020210709eh790008f

Netflix just made its clearest move yet pursuing VR, gaming

Joan E. Solsman

405 words

9 July 2021

CNET News.com

CNEWSN

English

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Netflix has made its most public display of interest in expanding into [virtual reality](#) and [gaming](#), after years of batting away questions about pursuing VR and even more years of baby steps toward video games.

On Thursday, Netflix announced a [new deal with Shonda Rhimes](#), a powerhouse television producer whose *Bridgerton* exploded on Netflix to become what the company says is its [most-watched series ever](#). The deal tightens Netflix's relationship with Rhimes in several ways, like opening the door for feature films and investing in her company's programs to diversify Hollywood in front of and behind the camera.

But Netflix also said the Rhimes partnership includes the opportunity to exclusively produce and distribute potential gaming and VR content.

The opportunity to pursue potential games and VR is far from a full-throated commitment. But it's still the clearest public statement so far that Netflix is interested in broadening into video games, a major entertainment category, and [virtual reality](#), a fledgling one.

Netflix declined to comment.

The world's biggest streaming video service, with more than 207 million members, Netflix hinted recently that it would be interested in stepping up its pursuit of gaming. The company has flirted with games before through its interactive, choose-your-own-adventure-style programming like [Bandersnatch](#) and through some licensing and merchandising partnerships. But in April, Netflix's chief operating and product officer signaled that Netflix's interest in gaming may be advancing.

"We're trying to figure out what are all these different ways ... we can deepen that fandom, and certainly games are a really interesting component of that," Greg Peters said. "There's no doubt that games are going to be an important form of entertainment and an important modality to deepen that fan experience."

As for virtual reality, Netflix has been standoffish for years.

The format, which uses headsets to make viewers feel transported to an entirely different place, has gone through several cycles of hype as the next big thing, followed by doubt that it could ever become a mass media hit. Netflix executives have routinely expressed that the company wanted to [wait and see](#) how VR progressed before jumping in.

For VR and video games on Netflix, the wait isn't over yet -- but it may be closer than we realized before.

[Click to view image.](#)

| Angela Lang/CNET

Document CNEWSN0020210709eh790005y



WitcherCon **virtual event**; Advance Media Information; Future News Item; **Netflix** Inc

111 words

19 June 2021

Kantar Media - Forward Planner

AMEPLA

English

(c) 2021, Precise

Organisation: Netflix Inc

Description: WitcherCon, virtual event for fans of 'The Witcher' video game and Netflix TV series. Featuring interactive panels spotlighting those who created the game and series, exclusive behind the scenes and never-before-seen reveals from across the franchise and intimate looks into the creativity and production behind CD PROJEKT RED's games

Start Date: 2021-07-09

End Date: 2021-07-09

Web Site: <http://www.netflix.com>

Event Time: 19:00:00.0

Time Zone: CEST

Summary: WitcherCon virtual event

Event Type: Consumer Exhibitions

Event Type: Fortune 500

Event Type: Broadcast

Event Type: Virtual Events

Country: International

Document AMEPLA0020210619eh6j0001t

Forget about the Xbox: Microsoft is all-in on its 'Netflix for gaming' subscription service (MSFT)

feedback@businessinsider.com (Ben Gilbert)

674 words

14 June 2021

22:46

Business Insider

BIZINS

English

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Summary List Placement

During Microsoft's big annual Xbox presentation on Sunday, there was one clear message: If you don't already have a subscription to the Netflix-like game service Xbox Game Pass, you're going to want it sooner or later.

Both of the companies upcoming marquee games, "Halo Infinite" and "Starfield," will arrive on Game Pass at launch. You could drop at least \$60 apiece on those games, or you could sign up for Game Pass starting at \$10 per month.

That has become Microsoft's key argument for the Xbox brand, and the company cemented that during the presentation streamed on Sunday afternoon. Of the 30 games shown, 27 are coming to the Xbox Game Pass service, and many will arrive at launch.

Microsoft has been planting the seeds leading to Game Pass' wild success since it first debuted in 2017.

The service granted subscribers access to a curated library of over 100 games, and it cost just \$10 per month. Moreover, every major Xbox game published by Microsoft, from "Halo" to "Gears of War" to "Forza," would be published to the service at launch as part of the library.

If you're thinking, "That sounds sort of like Netflix," you'd be right, although with Game Pass you can download or stream games.

In the four years since, Game Pass has grown tremendously — it now boasts over 18 million subscribers across Xbox and PC, according to Microsoft. More than just its own games, the service offers a variety of major games from third-party game studios.

To that end, Microsoft made two major announcements on Sunday: "Back 4 Blood" and "Stalker 2" are among several upcoming third-party games that will launch on the service.

There was no talk of Xbox hardware or services, and no mention of upcoming operating system updates. The nearly 90-minute presentation was focused solely on games, the vast majority of which were punctuated with the same message: "Play it day one with Game Pass."

In just a few words, that phrase is sending a message: You'll get this game and dozens of others for just \$10 to \$15 per month, instead of paying \$60 or more to play this game on a PlayStation or PC.

It's a good argument, and one that applies to many more millions of people than just Xbox and PlayStation owners — anyone with a PC has access to Xbox Game Pass, and anyone with a smartphone is able to stream Game Pass games.

"There are 2 billion people who play video games on the planet today. We're not gonna sell 2 billion consoles," Xbox leader Phil Spencer [told Insider in a June 2018 interview](#). "Many of those people don't own a television, many have never owned a PC. For many people on the planet, the phone is their compute device. It's really about reaching a customer wherever they are, on the devices that they have."

And that's the point of Game Pass: to move beyond consoles and widen Microsoft's potential customer base beyond just console buyers. Sunday's Xbox presentation was the strongest demonstration yet of Microsoft's dedication to that mission.

Check out the full presentation right here:

Got a tip? Contact Insider senior correspondent Ben Gilbert via email (bgilbert@insider.com), or Twitter DM ([@realbengilbert](https://twitter.com/realbengilbert)). We can keep sources anonymous. Use a non-work device to reach out. PR pitches by email only, please.

NOW WATCH: [Sneaky ways stores like H&M, Zara, and Uniqlo get you to spend more money on clothes](#)

See Also:

* [The best deals on Xbox consoles, controllers, and games right now — including \\$20 off 'Halo: The Master Chief Collection'](#)

* [From a new 'Halo' game to the long-awaited 'Starfield,' Xbox just showcased a huge slate of new games coming to its consoles](#)

* [11 PlayStation exclusive games that make the PS5 worth buying](#)

Document BIZINS0020210614eh6e0010e

Netflix's Geeked Week **virtual event**: How to watch Day 5's livestream

Sean Keane

204 words

11 June 2021

CNET News.com

CNEWSN

English

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Netflix is running its first-ever [Geeked Week virtual event](#) June 7-11, and the streaming service teased The Witcher, The Cuphead Show and other reveals for Friday's livestream.

Wednesday brought some casting news for [Stranger Things season 4](#), but we still don't have a release date. On Thursday, we got to hear Star Wars star [Mark Hamill as Skelator in a new trailer](#) for Masters of the Universe: Revelation, a reboot of the He-Man animated series. Part one of the series comes to [Netflix](#) on July 23.

[Click to view video.](#)

How to Watch

It'll be available to stream on Netflix's [YouTube](#), [Twitter](#), [Twitch](#), [Facebook](#) and [TikTok](#) channels. We've also embedded the YouTube video above for your convenience.

When do I tune in?

It runs 9 a.m. PT/12 p.m. ET/5 p.m. GMT/2 a.m. AEST each day this week. There's also a daily replay at 6 p.m. PT/9 p.m. ET/11 a.m. AEST.

[Click to view image.](#)

Henry Cavill plays mutant monster-hunter Geralt of Rivia in Netflix series The Witcher. | Netflix

Document CNEWSN0020210611eh6b0005m

Netflix's Geeked Week virtual event: How to watch Day 4's livestream

Sean Keane

158 words

10 June 2021

CNET News.com

CNEWSN

English

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Netflix is running its first-ever [Geeked Week virtual event](#) June 7-11, and the streaming service teased Masters of the Universe, Resident Evil, Godzilla and other reveals for Thursday's livestream.

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[Click to view image.](#)

We got some Stranger Things details on Wednesday. | Netflix

Document CNEWSN0020210610eh6a0005p

Netflix's Geeked Week **virtual event**: How to watch

Sean Keane

263 words

8 June 2021

CNET News.com

CNEWSN

English

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Netflix is running its first-ever [Geeked Week virtual event](#) June 7-11, and [hyped it up with a trailer](#) last Thursday.

The colorful teaser didn't reveal much about the event, but hints at an '80s-inspired aesthetic and suggests that we'll get details about [The Witcher season 2's release date](#), season 3 of [The Umbrella Academy](#) and the [upcoming](#) Resident Evil [shows](#).

We can expect "exclusive news, new trailers, live art, drop-ins from your favorite stars" and other convention-style elements, the streaming service said last week.

Also highlighted are DC Comics adaptation Sweet Tooth, the live-action Cowboy Bebop, The Sandman, The Cuphead Show, Lucifer and Kevin Smith's upcoming He-Man show Masters of the Universe: Revelation.

No mention of Stranger Things, but we're overdue a release date for [season 4](#) and it feels like a show that'd fit well with this event.

[Click to view video.](#)

How to Watch

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[Click to view image.](#)

The Witcher season 2 might get a release date during Netflix's Geeked Week virtual event. | Netflix

Document CNEWSN0020210608eh680005s



CE Noticias Financieras English

New gaming service on the way? Netflix is keeping an eye on video games

258 words

8 June 2021

CE NoticiasFinancieras

NFINCE

English

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Netflix is planning to develop its own game service. Faced with a swell in the number of new video subscribers in the face of the launch of rival Disney+, Netflix is seeking new audiences and new sources of revenue.

The choice of video games will be justified by the growth in this market since the pandemic began. Although it is an old industry, confinement and the need for social distancing have leveraged the demand for this type of entertainment.

According to the North American edition of Forbes, video games have become the fastest growing entertainment category with higher revenues than the film and music industries combined.

The possibility of a new service, eventually called Netflix Gaming, was first pointed out by The Information, and takes into account the company's search for an executive with gaming skills.

As for content, the international press reports original Netflix games but also titles from independent studios – in the background, as with the streaming service.

Remember that other tech giants like Apple, Microsoft and Google have already tried to create a similar platform by offering unlimited access to games for a fixed monthly price. However, the entry of a specialized player on this type of platform may change the dynamics.

Looking at the numbers already this year, netflix's video streaming service subscriber base reached 200 million in early 2021, while Microsoft's Xbox Game Pass was no further than 23 million in April.

Document NFINCE0020210608eh68003c5

Netflix explores gaming partnerships

Arab News

214 words

3 June 2021

Arab News

ARNEWS

English

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Updated 11 sec ago Arab News June 03, 2021 16:34 [Follow @arabnews](#)

LONDON: Recent reports indicate that Netflix is approaching senior executives in the video game industry about partnering up with the platform to create a subscription-based game service.

In the past, Netflix has licensed some of its in-house productions, including "Stranger Things" and "The Dark Crystal," to game developers.

Netflix has also produced a wide range of interactive movies, including "Black Mirror: Bandersnatch" and "Unbreakable Kimmy Schmidt: Kimmy vs the Reverend," both of which employed simple game mechanics to allow the viewer to make certain choices about the narratives.

A Netflix gaming subscription will reportedly be similar to Apple's gaming service, Apple Arcade, which is exclusive to Apple's iPhones, iPads, Macs and AppleTV. Users pay a monthly fee of \$4.99 for access to a library of downloadable games.

Netflix's move comes amidst a dramatic slowdown in its number of subscribers, following record growth during the pandemic. In 2020, Netflix added 36 million new subscribers taking the company to more than 200 million subscribers worldwide.

However, in the first three months of 2021, Netflix added fewer than 4 million subscribers globally.

Document ARNEWS0020210603eh63001b9

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