



# Netflix

# Business Model Canvas

## KEY PARTNERS

- Consumer Electronic
- Cable Companies and Broadcasters
- Media Producers
- TV networks
- AWS
- investors and regulators

## KEY ACTIVITIES

- Production and licensing
- Development of Netflix Platform
- Content creation
- running at high performance
- analysing and improving customer experience

## KEY RESOURCES

- the content library
- software developers
- filmmakers
- producers
- the recommendation algorithm
- the brand
- studios

## VALUE PROPOSITIONS

- Watch on demand entertainment, wherever and whenever you want
- Original and High Definition Q content
- Personalised lists and recommendation
- Entire season releases
- Possibility of binge watching
- User accounts, personalised profile.

## CUSTOMER RELATIONSHIPS

- Self service(discontinued)
- AI recommendations
- Customer interactions

## CHANNELS

- Netflix website
- Netflix app
- online and offline advertising

## CUSTOMER SEGMENTS

Fans of

- films
- series
- TV shows
- documentaries
- cartoons

Practically all ages, genres and preferences

## COST STRUCTURE

- Purchasing movies and rights
- Production and licensing
- Technology development
- AWS and technology
- Recommendations through AI
- Marketing and HR
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## REVENUE STREAMS

- Subscription Model
- Market Place Invasion
- Future Model - Premium Licensing
- Advertising (select countries)