

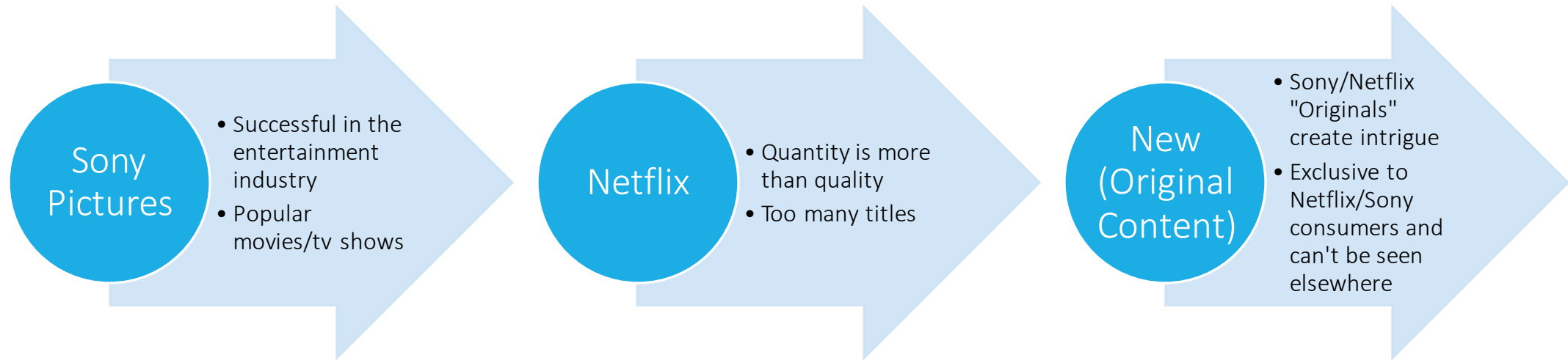
GROUP GAMMA

By: Chandler, Christian, Irma and Ragavi

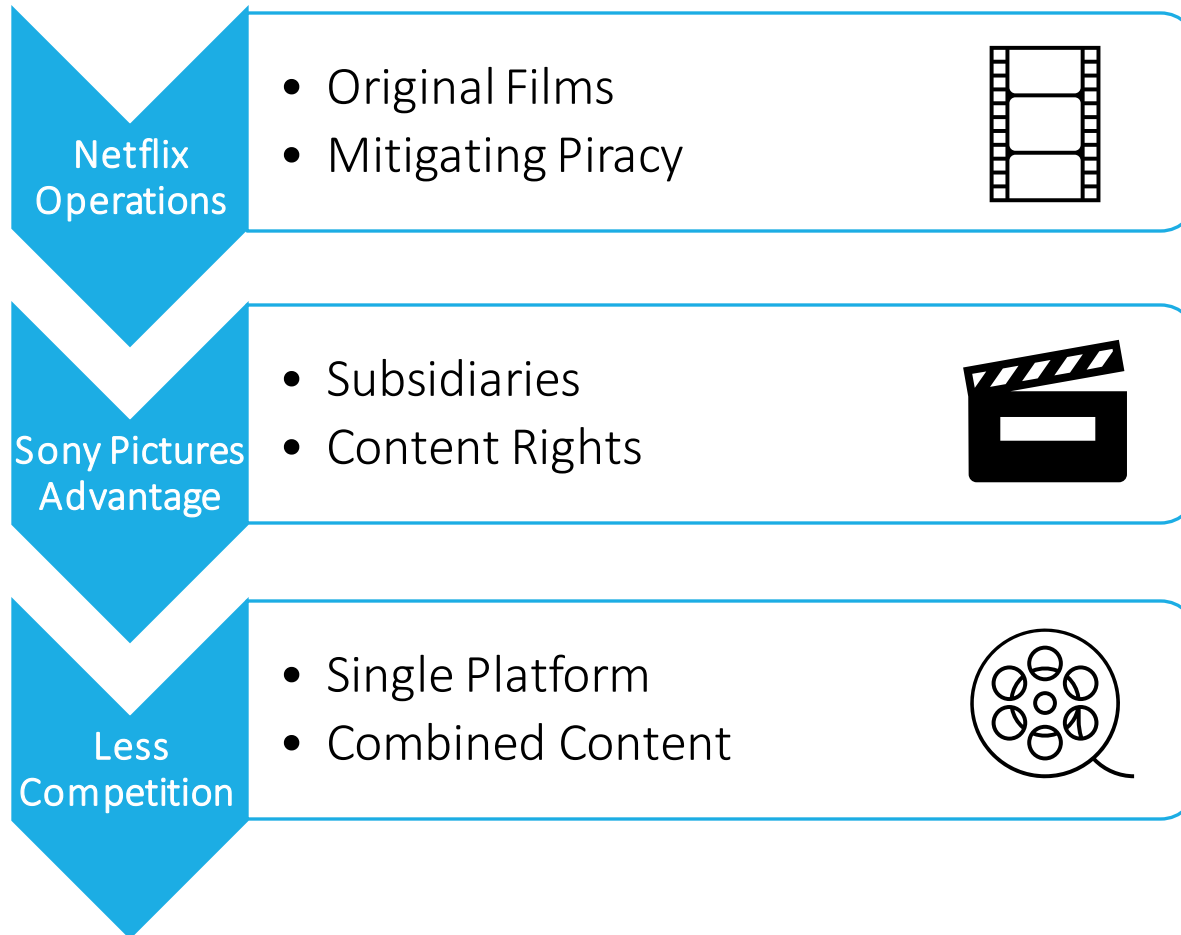
Content

A thin, vertical blue line is positioned to the right of the word "Content", extending from the top of the text to the bottom of the page.

Acquiring Sony Pictures will assist Netflix in creating more quality original content and will bring more intrigue to the platform

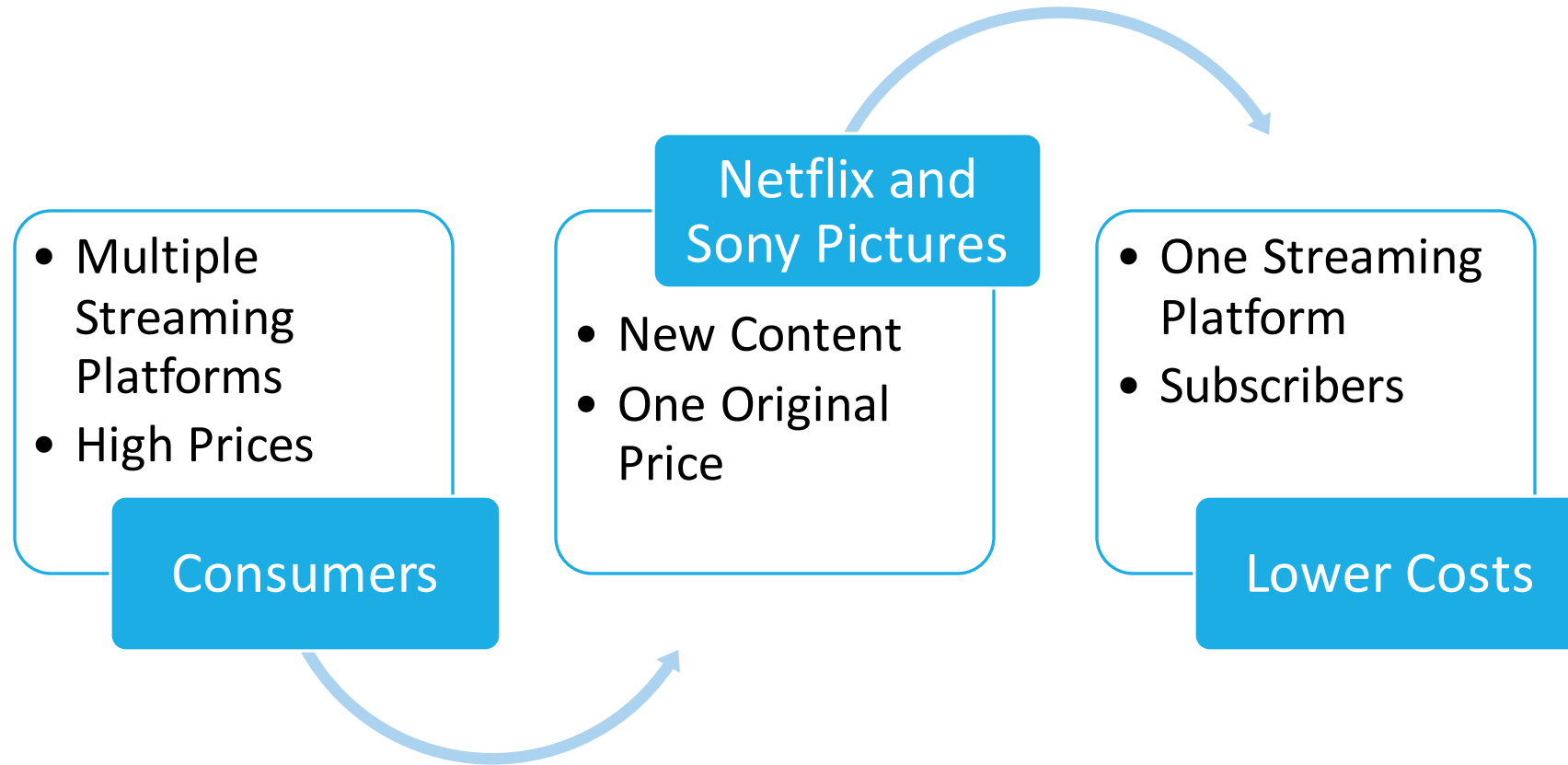


Acquiring rights to Sony Pictures will allow Netflix to release more exclusive content

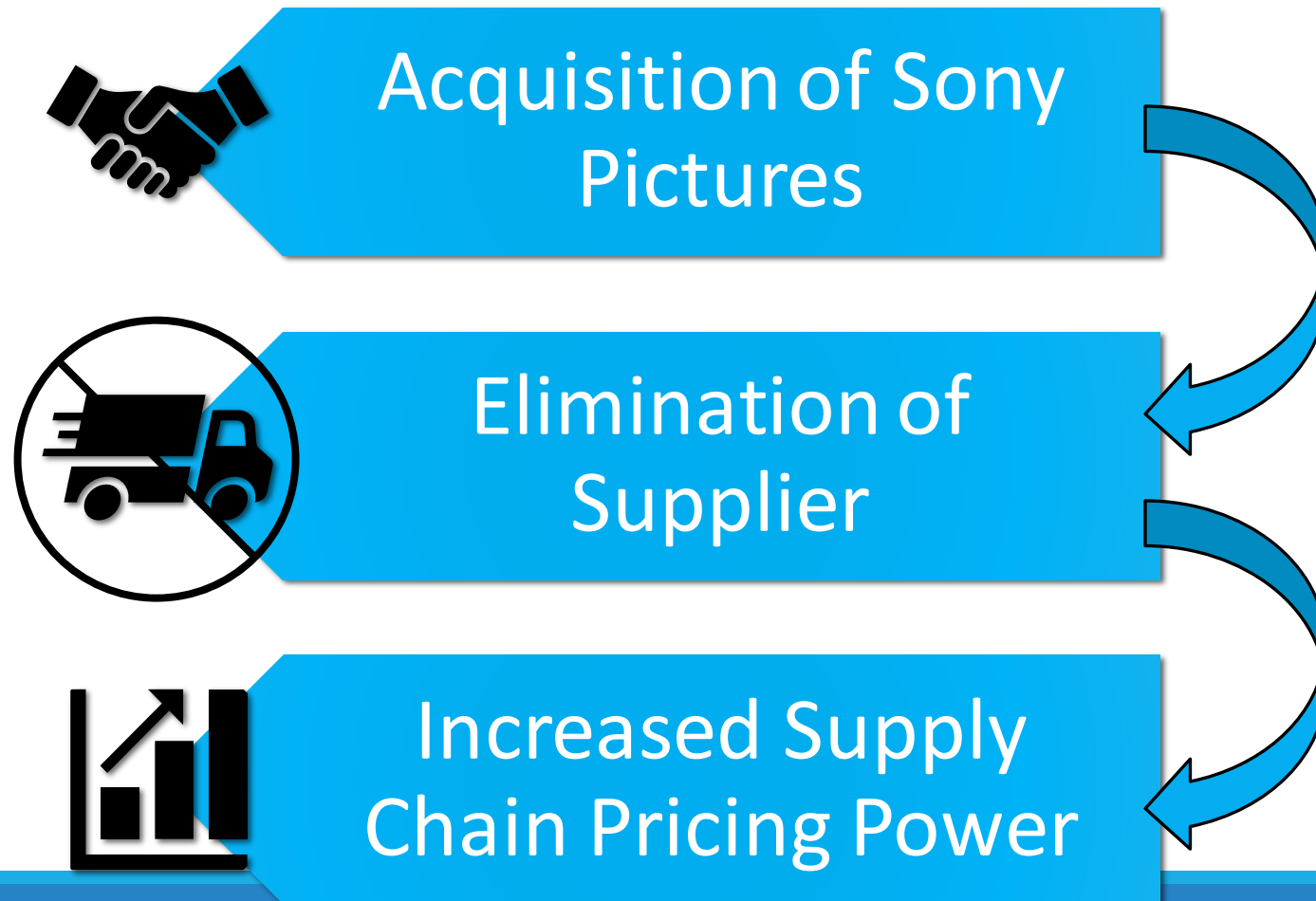


Increased Economic Gain

Consumers are happier with limited streaming platforms at lower costs

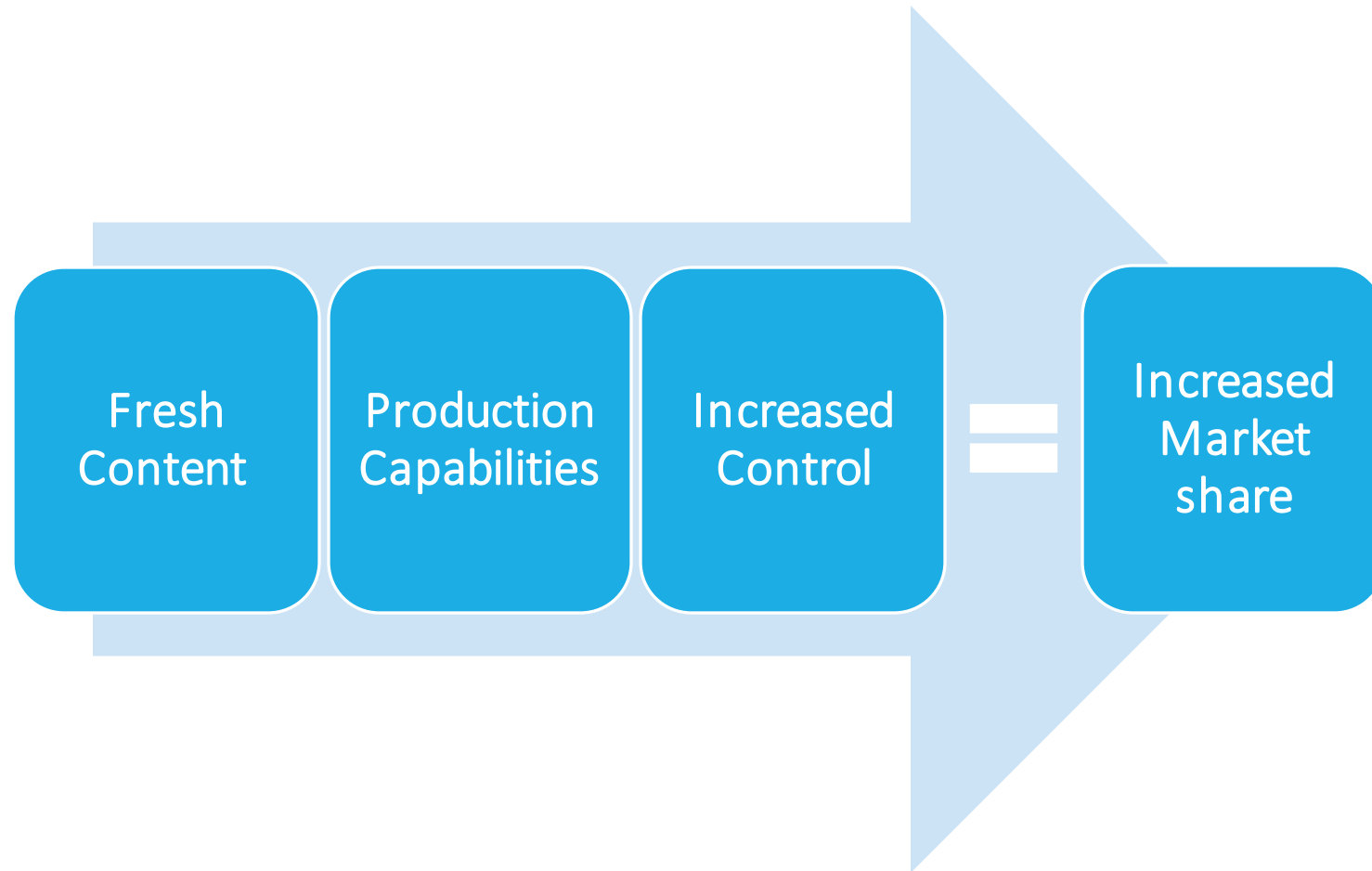


Eliminating a supplier like Sony Pictures will increase Netflix's supply chain pricing power

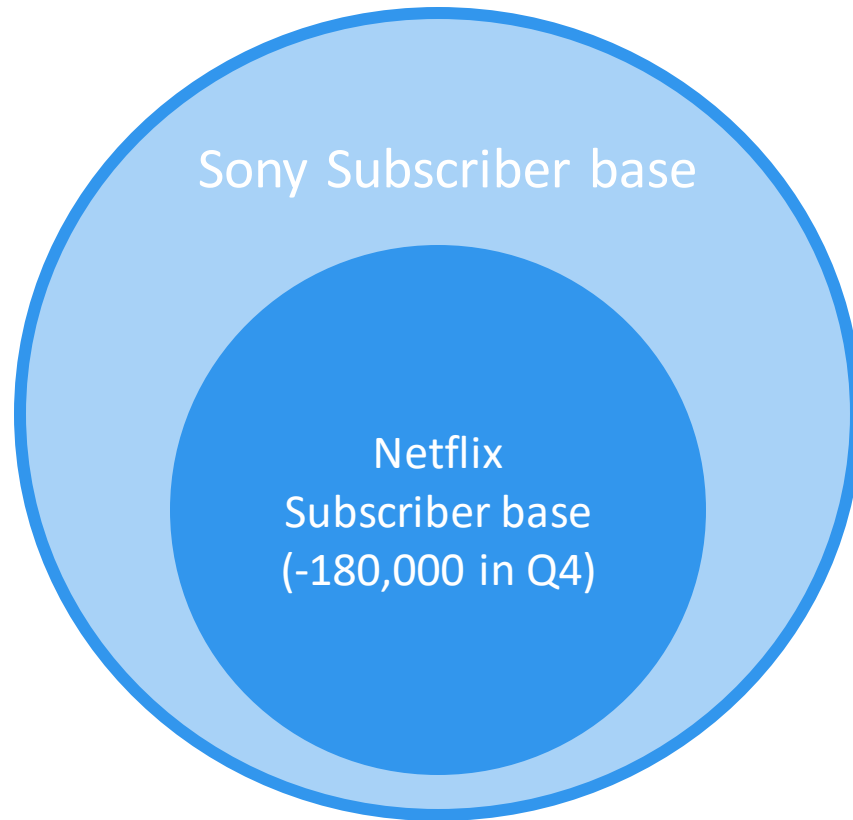


Market

Sony Pictures will increase Netflix market share and generate more revenue



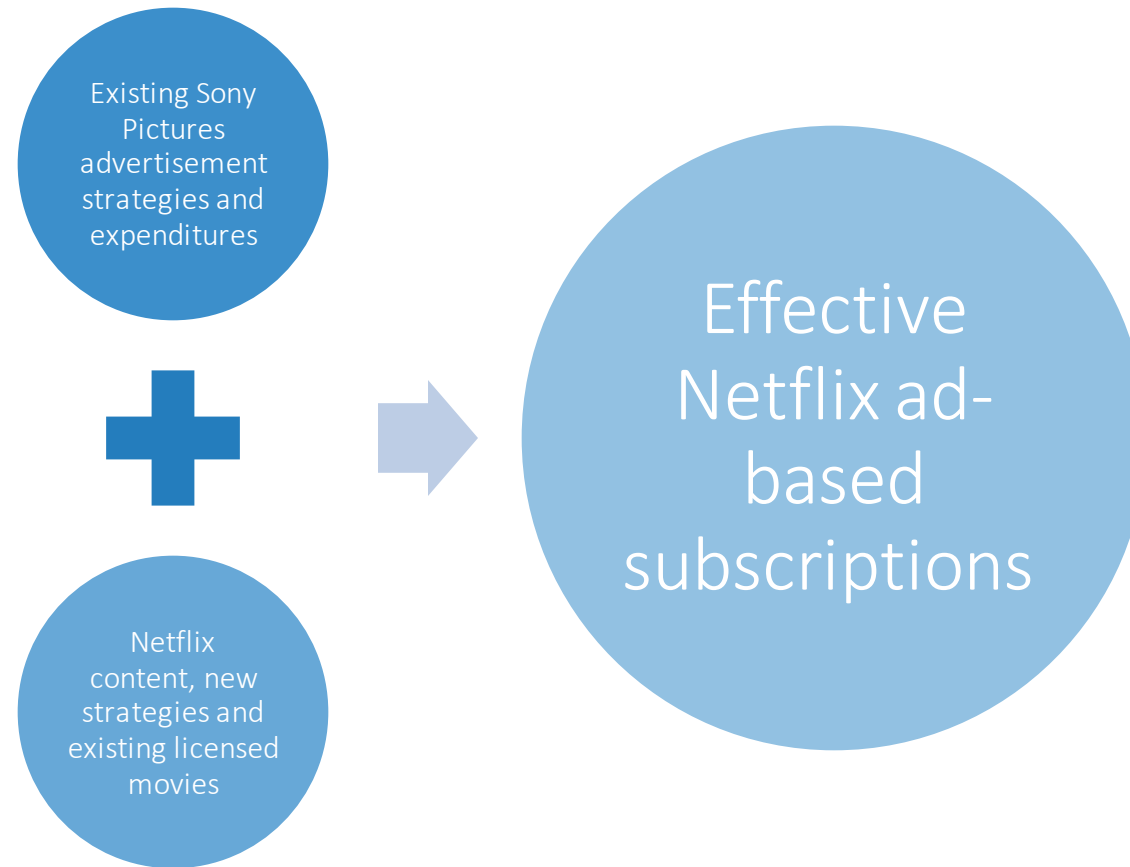
Implementing Sony Pictures in Netflix operations will Increase the small loss in subscribers in recent Quarters



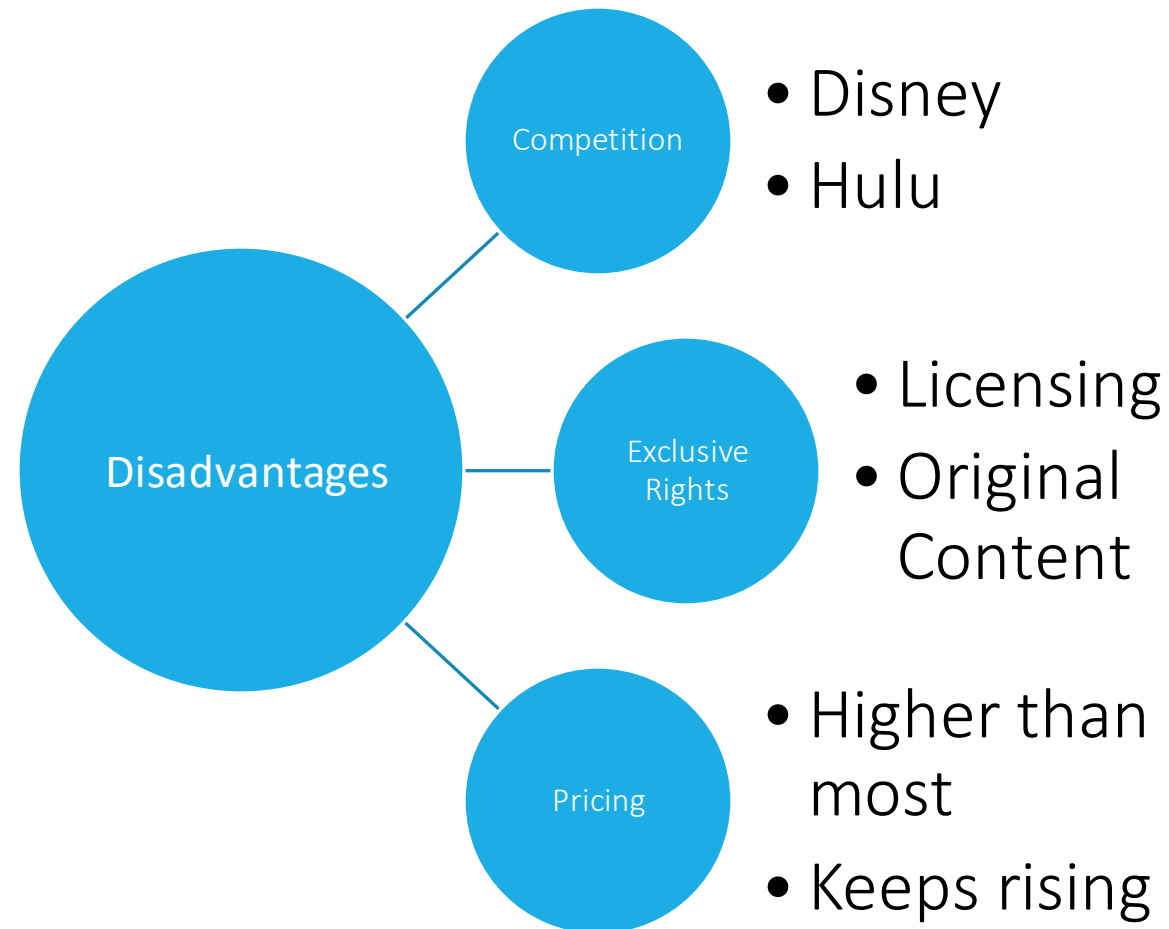
Decrease in
= Market
Saturation

External Relations

With newly incorporated Ad based subscriptions, Netflix will adopt Sony pictures advertising strategies and expenditures



Acquiring Sony Pictures decreases the risk of Netflix being taken over by a new/current streaming company



Conclusion

- Acquiring Sony Pictures will help Netflix retain its standing as one of the top entertainment companies in the world.
- Both Netflix and Sony Pictures have had success with mergers and acquisitions in the past aiding in all aspects of production.
- Netflix acquiring Sony Pictures will be beneficial for both the consumers and Netflix as a company
- Overall, the positives outweigh the negatives if Netflix were to acquire Sony Pictures

NETFLIX