GRÖNT = KLART

OVERALL

1. How well does the essay meet the criteria of consisting of maximum 4 pages (excluding references and appendix) in the IEEE 2-column template? (Note: This is a strict requirements for the final version. Essays that do not meet this requirements will not be graded.)

**It does follow the IEEE-format but it is too long (over 4 pages) and is missing "key words" under abstract.**

**The essay in its current form surpasses 4 pages which will need to be corrected. Otherwise the IEEE format seems to be followed correctly.**

2. How well does the title capture the content of the essay? Tip: Use the title as a poster headline (löpsedelsrubrik) that in a consise way communicates the main topic. ???

**Maybe it could be a little more descriptive so the reader knows that it is an analysis, but basically it works.**

**The title is attention grabbing but does not really give any hints to the essay being about analyzing it from a business perspective and it could be about anything that has to do with netflix.**

3. How well does the Abstract summarise and provide a brief overview of the content of the essay? A good structure for Abstract is: Problem - Method - Novel outcome - Contribution or Application of this outcome

**The abstract is good but could maybe add something about the outcome of the essay and not what is planned to be written.**

**I think it works.**

4. Contribution statement: Is it clear who has done what and to what extent each author has contributed

**Yes**

5. Does the essay use correct and good English, e.g. spelling, no colloquialism (slang), complete sentences?

**I noticed some spelling errors throughout the text. Also some "don't", change this to "do not"!**

**The essay has good English and overall good flow**

6. How well can the different sections be read and understood by simply reading the topic sentences?

**The topic sentences introduce the segments well and you get a good grasp of what is to come.**

**It could use some more, and a bit more concise topic sentences.**

7. Consistency: How well does the essay flow throughout; per section, between sections? Is the message consistent or are there contradictions, incomplete arguments etc?

**Yes, there is consistency**

INTRODUCTION

8. Consider the territory and niche used in the opening paragraph. How well does this paragraph introduce the essay by proving context (territory), main topic (niche) and contents (how you fill the niche)? As a reader, can you grasp this just by reading the introduction - how come / why not?

**The opening paragraph works well from the use of top down writing starting with you choosing the streaming service to later narrowing down to Netflix itself giving a good insight to what it is about and what the niche is.**

**Maybe the niche could be explained a little more, it's hard to tell since almost everyone already knows about Netflix.**

9. Consider the OSS & SECO overview figure. Can you as a reader understand what the surrounding business ecosystem is by merely looking at this figure? Does the figure depict the main actors, involved OSS communities, and relationships? What info is missing and how can the figure be improved?

**I think the figure is quite clear. Only thing I can think of is to reverse the arrow to investors so that investors invest "into" Netflix.**

**The overview figure works well and you get a good understanding of their SECO and OSS communities. If something could be added it would be their rights management since it connects to OSS.**

10. How well does the text describe the business connections and stakeholders of the ecosystem related to the analysed system? Are there unnecessary technical details that could be removed?

**I think the explanation is sufficient and adding more technical details would be overflow so it is good as it is.**

**You need to scale down something in order not to break the 4 page limit. (Maybe the section with Shruti Lall could be removed).**

11. Consider the involvement of user data in the ecosystem. How does the essay described who contributes user data,and whom gains from this?

**Netflix receives massive amounts of user data from the use of their site, which they gain from by adapting their AI and contribute with big data to their OSS community.**

**The essay explains this well and about how Netflix gains from this by example using it for their recommendation system.**

12. How well is the system/service described from the end-user perspective? For example, are the main features and categories of users mentioned?

**I think it is described enough and the features such as the recommendation system are mentioned**

**I think it is well described, anyone can watch Netflix so there isn't really much to say about their features. Categories of users are mentioned.**

13. What other systems & services are involved in the ecosystem? Which are the main ones that the analysed system/service interacts with?

**The movie production aspect which is tied together with Dreamworks and Warner Bros. etc.**

**The main contributors and sources that Netflix interacts with are described well. Examples of this can be the content producers that produce the overall content of Netflix as well as the different platforms they collaborate with such as Amazons AWS cloud service.**

14. What OSS communities are involved, and how? Is the analysed system/service a platform or does it build on an OSS platform?

**In the introduction no specific projects are named except their recommendation system Cinewatch but areas such as cloud based deployments, systems that optimize performance and security, analyzation of big data and many more that exist but are not mentioned in the essay as specifics.**

**I'm not sure which specific communities are involved. Netflix's OSS seems to be a platform from which, others can build their own services or products.**

15. How are peer-reviewed references used to discuss (i.e. not merely back up facts) OSS and business ecosystem aspects? Are the references, appropriately placed in relation to statements, clearly described, objectively used, provide a good coverage of important points?

**They are used well**

BUSINESS ASPECTS

16. Consider what type of business model that surrounds the system/service (Freemium, Multi-sided platform, franchise, subscription, Razor and Blade, Direct sales, Consulting, User-generated content, etc.) How well is the business model described? Is any vital information missing, e.g. regarding value proposition, customer segments, channels?

**I found that there was no missing information and it is clearly described that their absolute main source of income is their subscription based revenue system.**

**The business model is very throughly described, however it is very difficult to scim read it.**

**It could use with some more division so that you can instantly find what value proposition they have for example.**

17. Consider the revenue model and the financial driving forces for / against the system/service. Are these sufficiently described, e.g. the main source of revenue, the type of investors that the system/service relies on?

**Since 99% of Netflix revenue is gained from their subscription based system not much more information is required, other than the information regarding this system which is described well. Their licensing which they also gain income for is also sufficiently described.**

**Yes.**

18. How does the business model relate to the business ecosystem? What aspects of the ecosystem provide benefits and gains from a business perspective (costs, resources, revenue channels etc)

**The business model connects to the ecosystem mostly by the costs they have to pay but in return connections and shows that they gain for their streaming platform.**

**The business model depends on the ecosystem since it provides investors, movie production opportunites etc and also all of its channels.**

19. How are peer-reviewed references used to discuss (i.e. not merely back up facts) business aspects? Are the references, appropriately placed in relation to statements, clearly described, objectively used, provide a good coverage of important points?

**They are used well**

ETHICAL ASPECTS

20. Consider which ethical issues or dilemmas that are described and discussed (at least 2). Is the connection to the analysed system/service clear? Are their any major issues missing, for example, integrity, responsibility? Is the discussion objective and backed by references?

**I think both ethical issues are well connected to the service and are both interesting and I find no real major issues missing. One of the issues is backed by references while the other is not.**

**There's nothing major missing, however the section Content freedom could use a peer-reviewed reference.**

21. How well are potential solutions to ethical dilemmas discussed, or are only problems described?

**The solutions are very simple and described.**

**Both the problem and the possible solutions for both dilemmas are discussed.**

22. How are peer-reviewed references used to discuss (i.e. not merely back up facts) ethical aspects? Are the references appropriately placed in relation to statements, clearly described, objectively used, provide a good coverage of important points?

**The references are properly used, placed and cover the important points in the text although there is probably a reference that could be used for ethical issue 2 as well backing it up with a reference.**

LEGAL ASPECTS

23. Consider the description of the OSS licences that are involved. Are the implications of this on the business model clearly described?

**I found the explanations very good and they are clearly tied to the business model and discussed why that is.**

24. Consider what other legal aspects that are described, and how objectively these are discussed. Are any major legal aspects missing, e.g. regarding patent, copyright, trademarks, or legal aspects surround user data, e.g. GDPR? Are their impact on the business model covered?

**Yes all of this is done objectively.**

**The legal chapter in the essay is very thorough and describes the legal aspects regarding Netflix very well. I feel like there is no major aspects missing and all areas listen in the question above are discussed as well as the correlation these have with the business model**

25. How are peer-reviewed references used to discuss (i.e. not merely back up facts) legal aspects? Are the references appropriately placed in relation to statements, clearly described, objectively used, provide a good coverage of important points?

**The peer-reviewed references are used very well in this chapter and clearly describes and helps bring good insight and information about the delivered message and backing of facts in this part of the essay.**

SUMMARY

26. How well does the Summary section (Section 6) reconnect to the niche in the Introduction, and outline and summarise the main conclusions for the essay regarding business, ethical and legal aspects?

**It could explore little more on business plan and legal aspects. I think it is missing some main conclusions you have made in the essay, basically it is a bit too brief.**

**I think the Summary works well and no more information is needed without being to long.**

REFERENCES

27. Are all references correctly denoted and formatted and used in the text? I.e. can you tell by just reading the reference list which are published in peer-reviewed forums, and which are not?

**Yes they are and it is easy to see which are from peer-reviewed forums and which are not by looking at the reference list.**

**From what I can tell. only a few references are peer-reviewed while the majority is just fact-checking.**

28. Are URLs used appropriately in the reference list, i.e. only when no named publication forum can be given? Or are URLs also given for references that are, e.g. journal or conference articles?

**Some URLs are unneccessary; Like in the first reference. That shouldn't have a URL.**

**Yes they are.**