The Business Strategy Analysis of Netflix

Yu-Hao Hsiao *

The Peter J. Tobin College of Business, St. John's University, New York, United States of America

* Corresponding author: Yuhao.hsiao23@my.stjohns.edu

Abstract. Netflix has undergone some actual revolution since its founding in 1997. This article introduces the way the strategic development of Netflix has turned it into a giant of streaming services from a simple form for renting DVDs. Utilizing a variety of theoretical frameworks and industry analyses, the paper analyzes Netflix's subscription-driven revenue model, innovation in original content investments, globalization efforts, and technology-driven innovation. The paper will discuss the international expansion strategy of Netflix, involving the need for localization of content and acquisition of content at the entrance of the company in the foreign market, and further appraises technological innovations at Netflix, such as AI and machine learning, VR and AR, and how they contribute to improvements in service outcomes and enhancements in engagement. The Personalization and recommendation technologies could be technologically advanced in enabling Netflix to become personal in its recommendations and, consequently, give an immersive entertainment experience, all from a global audience. In such a course, Netflix has seen unseemly success so far; nevertheless, some challenges remain. Content cost pressures, competition from foreign and domestic rivals, and consumers changing their preferences are to name a few. International expansion, diversification of content offerings, and partnership with the same business lie in growth and innovation paths. In this respect, Netflix will emerge as the preeminent player in the dynamic ecosystem of the entertainment industry by exploiting sustainability, adaptability, and innovation.

Keywords: Netflix; business strategy; streaming; original content; global expansion.

1. Introduction

From a small DVD rental service, Netflix has grown to become a global streaming giant, symbolizing strategic success in the entertainment industry. In this research, people will cut the core parts of Netflix's business strategy and reveal how it navigated through challenges and smartly exploited opportunities to remain the number one brand in the market. With a comprehensive review of the underlying ideas and auditing of the industry, this paper tries to unravel the intricate side of Netflix's tier-based model, the huge investment in original content, the global expansion plan, and the introduction of innovative technologies [1]. Through exploring these three core areas, shareholders will get tremendous enlightenment on the secrets that made Netflix successful and how it could keep it the same. The story of Netflix, from being a small film rental shop to one of the biggest brands in the streaming world, represents the strategic prowess and adaptability of Netflix. In this transformation, a whole series of strategic steps were taken, each being a perfect solution enabling the business to grasp the new trends and dynamics of the market. Consequently, through exploration of the structural components impacting Netflix's prosperity, stakeholders may realize the hidden forces shaping the Company's destinies and potentially anticipate the strategies that will propel its future endeavors.

2. Netflix's Revolutionary Subscription-based Streaming Service

It has transformed the entertainment industry, showing the potential and effectiveness of digital platforms over traditional cable networks. Underpinning Netflix's approach is its revolutionary subscription-based model - a formula that made a paradigm shift in the way people consume entertainment, which turned the tables. This model, which provides for ad-free and easy streaming of

a great amount of content, has not only affected consumer habits but also has happened to be a disruptive force in traditional media distribution channels. A thoughtful review of relevant theories and supporting empirical evidence will be discussed in this paper. This discussion will show the strategic intricacies underlying Netflix's subscription-based model and how it impacts the wider entertainment value chain. Netflix's foresight strategic advantage is demonstrated through its substantial spending on original content. Netflix has done an excellent job of making its name known as a powerhouse for producing notable series and movies because it has not only attracted and retained subscribers but also created itself as a formidable content creator. The weightiness of this investment will be particularly considered to establish whether it may position Netflix in a stronger competitive position and a sustainable one in the long term. The Company has achieved this by offering products that suit the varying cultural contexts and preferences in different markets, penetrating the international markets, and emerging as a global entertainment powerhouse [2]. The researcher accomplishes this by examining strategies for localization by Netflix and its content acquisition tactics. The study then reveals the fundamental strategic priorities underpinning its international expansion process. Netflix's obsession with technological innovations has left no stone unturned in providing a user-friendly interface and maintaining consumer engagement. Through innovative technologies, including artificial intelligence, virtual reality, and augmented reality, Netflix has been able to narrow the market and strengthen its attachment to the audience.

Juteau's analysis of Netflix's future impact on the entertainment industry is a thorough assessment of not only its disruptive business model but also its strategic initiatives. Netflix's revolutionary subscription-based streaming service is a major factor in the Company's triumph. Through the release of an ad-free Netflix subscription that gives users access to a large library of content for a monthly subscription, the Company brought about a media consumption revolution. This method not only fulfills the increasing need for instant entertainment, but it also eliminates the hassle of cable TV subscription and rental services. The paper further highlights the streaming service's strategic focus on increasing investment in original programs. Through the production of high-quality series, movies, and documentaries, as well as TV shows, it not only enriched its content library but also was able to differentiate itself from the competitors in the market for streaming content. Netflix shows such as "Stranger Things," "The Crown," and "Narcos" have attracted not only viewers but have also won awards, confirming Netflix as a company that works well with content creation. This sponsorship of original content has been the key factor in Netflix's competition and, hence the retention of subscribers and revenue growth, which in turn has been the main factor for the competitive advantage of Netflix. Ultimately, the Sun gives a small insight into Netflix's huge success story of global expansion [3]. Netflix has effectively been a worldwide enterprise, as it has branches in over 190 countries, which have provided the Company with new markets and diversified the sources of its income. Nonetheless, he approaches this growth with caution, listing cultural differences, regulatory matters, and rivalry from indigenous firms as some of the problems he has to deal with. However, the tactical Strategy of localization and on-demand content acquisition by Netflix has enabled it to be popular in all worldwide markets and satisfy audiences across the globe [4].

3. Innovations in Information Systems and Technologies of Netflix

Sun's study offers a detailed view of the evolutionary journey from its franchising starting point as a DVD rental service to its current position as the industry front-runner in the streaming market. Through a remarkably detailed account of the Company's evolution, from its initial transition from DVD rentals to the online streaming platform to its strategic investment in its production of original content, Sun provides insights into the core factors that have propelled Netflix to the forefront of the industry [5]. In Hastings's work, the main theme underlined is Netflix's strong determination to boost the performance of its users. Through its uncompromising attention to user-friendly design and practicality, Netflix has attracted and maintained a huge and ever-growing fan base. By providing easy-to-use navigation, personalized suggestions, and uninterrupted streaming services, Netflix has raised the bar for user satisfaction and become the industry leader in streaming [6]. Research focuses

on operationalizing technology as an engine for creating opportunity and a competitive edge. Using current technologies such as AI (artificial intelligence) and machine learning algorithms, Netflix has changed content discovery and recommendation algorithms to a level personalized to the user's preferences [7]. Furthermore, Netflix's ability to penetrate emerging technologies like virtual reality and augmented reality has forged new paths for the delivery of immersive entertainment, seeming to be an unstoppable force in this sphere. Moreover, the company manager focuses on strategic alliances as major drivers of this business growth and expansion. Through building partnerships with content producers, studio production, and distribution channels, Netflix has been able to gain access to a variety of quality content and purchase exclusive licenses to the most popular ones. Such collaborations not only widen Netflix's selection but also make it more competitive globally. Keegan shows through Netflix examples how Netflix is a strategically agile and adaptable company in connection with the changes in consumer preferences and technological advancements. Continuous monitoring of market trends and adapting their offerings to the market is a crucial part of Netflix's Strategy, proving its ability to stay on top and remain relevant in the increasingly fast-paced and dynamic industry landscape [8]. The research will be very useful in analyzing Netflix as a company that rewrites the game's rules and its strategic necessities to remain the top streaming service provider. Through analyzing Netflix's focus on user experience, technological innovations, strategic partnerships, and adaptive strategies, Huang delivers a thorough picture of the factors that have created and will continue to shape Netflix's success and its future journey in the world where the entertainment culture keeps evolving.

Esack paper is about Netflix and its strategic approach to spreading across the world, and at the same time, it looks at the difficulties and possibilities that come with entering new markets. The analysis takes you through the whole complex matter of global development and identifies the main factors behind it like culture, regulation, competition, and many others, which might affect the Company's success. Through his careful examination of the obstacles, the study advances knowledge about the intricacies of international expansion and the strategic actions to address diverse market conditions. It also examines Netflix's localization approach, that is, one of the factors that attune its offerings to meet the diverse cultural likes and sensitivities of its target audiences in different markets. Through the modification of the content and marketing approaches to be in line with local preferences, Netflix creates an easily understandable and enjoyable platform for international market players. Moreover, the authors also explore the content acquisition policies of Netflix which are based on the fact that the service gets the content rights from the most popular content libraries that are popular all over the world with diverse audiences. Besides, the article highlights that one of the essential factors is technology, which creates more possibilities for Netflix's international growth. Netflix has been able to optimize and support consumers' experiences by investing in advanced technologies like streaming algorithms and personalized recommendation engines. Therefore, it has simultaneously improved the engagement levels of individuals belonging to different demographics and geographical regions. Moreover, technological breakthroughs enable Netflix to cope with logistic problems and provide smooth stream services to users anywhere in the world.

Au-Yong-Oliveira's study offers the most precious findings of firsthand memory about Netflix's babyhood, with the author narrating the Company's early stages bravely and honestly, highlighting the fundamental principles that laid the groundwork for its success. Through such narration, they also will offer a fresh outlook on the issues and hindrances that affected the streaming service in its early phases of growth. The article goes on to explain the strategic decisions that led through the period, showing how the moments prepared the ground for Netflix's triumph. In addition, the Au-Yong-Oliveira documentary brings Netflix's entrepreneurial nature forward, emphasizing the Company's unfailing dedication to innovation in the ever-changing media field. The storyline portrays Netflix's disruptive moves and continuous attempts to change the system in the world of media by surpassing traditional norms for the sake of growth and relevance. Netflix managed to build its unique brand in the film and television industry by taking risks and experimenting. The ground was laid for its mind-blowing effect in the following years. Though Au-Yong-Oliveira's study provides invaluable context

for understanding Netflix's origins and evolution as an industry leader in streaming, it needs to shed light on factors that contributed to its success. Moreover, the narration of the firsthand account of the Company's early events and strategic decisions is an additional factor that raises our understanding of the Company's transformation and the continuous disruption and growth in the rapidly changing entertainment market [9].

4. Factors that Influence Netflix's Business Strategy

Several factors influence Netflix's business strategy such as evolution and core business model, investment in original content, global expansion and localization, technological innovations, and challenges and opportunities.

4.1. The Evolution and Core Business Model of Netflix

First of all, the evolution and core business model of Netflix from a DVD rental service to a well-known streaming giant has been characterized by some notable turning points and a few pivotal strategic moves. Netflix was started in 1997 by offering DVD rentals by mail. It did this in a way that no one had ever done before, giving the customers a level of convenience and choice that no one else had ever done before. Nevertheless, 2007 was the year that Netflix made history by changing the entertainment industry's landscape to be focused on streaming media [10]. The advent of its on-demand streaming platform was a turning point in the consumption and access of entertainment, as consumers now can access it whenever they want and in whatever way they like. Streaming services like Netflix adopted a subscription model that gave users an ad-free experience instead of being bombarded with TV ads. This provided not only the growing demand for instant entertainment but also made Netflix different from television cable.

The pivot point of Netflix's business model lies foremost in the unit of choice, convenience, and affordability for consumers. The utilization of technology and data analytics by Netflix has enabled them to highly personalize the user experience, offering content that is custom-made to each viewer's preferences. This user-centric Strategy is the essence of the platform's success. It has helped drive engagement and loyalty, making Netflix the top streaming service. Moreover, the investment in original content production has been the key part of the achievement of this media. Because the original content is the only thought that Netflix can depend on to attract and keep its subscribers, the Company has spent billions of dollars to develop original series, movies, and documentaries. The peak of Netflix's success was the moment when iconic series like "Stranger Things," "The Crown" and "Narcos" were adored by audiences not only globally but also were highly praised by the critics, which additionally proved their position as one of the leading content creators in the industry [11].

Moreover, Netflix has ensured its success by employing a content strategy to align with its global expansion efforts. While venturing into the 190 countries, new markets are discovered, further increasing revenue streams. On the other side, with international expansion comes a set of challenges including properly dealing with cultural heritages, legal requirements, and competition from the local people. Despite this, Netflix's Strategy of localization and content acquisition has opened up opportunities for the streaming platform to be present in various markets and provide the content to different tastes of the audience. Netflix's reach and the essence of its business era demonstrate its endless quest for innovation, disruption, and customer orientation. This Company has succeeded in keeping true to its founding principles while, at the same time, responding to the changing market dynamics; hence, it has earned its position as the leading entertainment industry player worldwide.

4.2. The Original Content Production of Netflix

Secondly, original content production forms the basis of Netflix's Strategy has been built in the movie streaming industry, which is so highly competitive. The unique content that Netflix invests in is the main driver of the platform's subscriber acquisition and retention. Therefore, the Company allocates big chunks of its budget to produce various original shows, movies, and documentaries. This tactic

of generating original content has been invaluable for Netflix in creating a niche and showcasing its uniqueness from its competitors. Netflix's original content has consistently proved its success in various remarkable series, including "Stranger Things, "The Crown," and "Narcos." These series not only entertained but also won people's hearts worldwide and took the critics by storm, awarding them with accolades and awards. In addition to the production of top-notch and culturally relevant content, Netflix has built a stable of loyal customers and an outstanding reputation of being a premiere destination for the most sophisticated entertainment.

Additionally, Netflix's fundamental investments in generating original content play an essential role in subscriber engagement and retention. Only entertainment content that is unique and broad will make customers use this platform, and in the future, they will not want to change services. Moreover, the magnetism of the addictive series, the enlightening documentaries, and the blockbuster movies keep the audience enthralled, then keep them coming back for more, thus contributing to Netflix's subscriber growth and revenue expansion. As a result of Netflix's original content strategy, the Company has creative control and ownership of its intellectual property, enabling the Company to preserve long-term value and sustainability. The Company has not only developed its production studio in-house or has a strategic partnership with leading production studios, but it has also retained the rights to its original programming, giving it an edge in distributing and monetizing its shows worldwide [12]. As a strategic tool for Netflix that supports its competitive standing and growth, original content production is a vital foray into the streaming market. The Company can build up a loyal subscriber base by providing engaging and uniquely crafted content. It can stand out in its niche and become a leader in providing quality entertainment. As the amount of money Netflix will put into originals increases, it continues to play its role in the future of the entertainment universe and redefine the way viewers watch media.

4.3. The Global Expansion and Localization of Netflix

Thirdly, the global expansion and localization of Netflix. Its aim to enter 190 countries symbolizes the Company's strong ambitions for international expansion and market entry. Considering the different cultural surroundings and tastes and preferences of the global audience, Netflix has developed a specific strategy for the localization of its content, localizing the offerings to match the tastes and preferences of the regional viewers. The adoption of localization as a key point has been central to its triumph in different markets and the establishment of its place among the leading global streaming platforms. The vital point in Netflix's global growth strategy is its capability to provide the audience with a great variety of content from different parts of the world that they would love. There must be global content in all types and languages, and under all types of licenses so that the subscribers get rich and culturally interpretable entertainment. The range includes the first series as well as documentaries to remain as much as possible relevant to different audiences across the globe. It helps to create an environment of acceptance and relative importance for the viewers [13]. Also, Netflix goes a step further: its localized content creation process includes the interfacing design, subtitles, and dubbing, among other items of service. Netflix has gone beyond the concept of on-screen entertainment and adopted a multi-dimensional way to make global viewers an active part of the watching experience. It does this by localizing the user experiences and providing multi-language options that, in turn, make the platform more accessible for all and improve the smoothness of the interaction. These concerns that Netflix has for details, in terms of this paper, portray the dedication to delivering the most compelling viewing and immersion experience that will be at the highest level of their customers' needs and expectations.

In addition to that, the international Strategy of Netflix involves entering into strategic ventures or collaborations with content creators, studios, and distribution networks all over the world. Through the negotiation of common interests with prominent participants in the international markets, the Company can see the local demand for content and consumers' behavioral patterns which will enable it to modify its products. Partnerships help the company to abide by the rules and regulations in every jurisdiction and to also take into account the cultural and social differences when tailoring content to

each country, the partnerships also provide Netflix with an opportunity to connect with the local communities and participate in the improvement of the lives of its employees. Multiple factors have contributed to the global success of Netflix, and among them going global and localizing the offerings has been one of the key elements in the overall growth and failure of the Company on a global scale. Using different content types and culturally oriented user interfaces, the company engages in customized marketing and makes partnerships with other market players, Netflix has been successfully gaining the international market and has become a leader in the global streaming industry. The development of Netflix all around the world will depend a lot on the localization and relevance to the culture, thus, the Strategy of keeping it growing and remaining relevant in a world that is becoming more and more interconnected.

4.4. Technological Innovation

Fourthly, Technological innovation is one of the key aspects that highlight Netflix's Strategy. With the use of the latest technologies, the user experience is greatly improved, and engagement is increased. AI and ML algorithms, foundational to the innovations of Netflix, are deeply integrated into the platform. The use of Artificial Intelligence by Netflix makes it easy for subscribers to discover content that matches their interests and preferences, thus ensuring they get the best recommendations. Netflix exploits advanced algorithms that draw on the subscribers' viewing history, ratings, and behavior to customize the viewing experience and increase the contentment and the number of subscribers.

Also, Netflix has been leading the way in trying to understand the fast-growing technologies such as VR and AR to take entertainment experiences to the next level. By trying out VR and AR applications, Netflix strives to provide dynamic viewer experiences. The users get a feeling of being part of the world of their beloved shows or movies. By adopting this fresh perspective, not only is the engagement being enhanced, but also more opportunities for storytelling and audience interaction are raised. Besides providing personalized recommendations and creating immersive experiences, Netflix uses technology to ensure the quality streaming of content and optimized delivery. Netflix employs CDNs and video compression algorithms, enabling users to stream content on various devices and network conditions without interruptions. To keep up with the latest technology and optimization techniques, Netflix constantly invests in infrastructure that offers a high-quality streaming service that improves user satisfaction and loyalty.

Beyond the viewing experience, Netflix's technological advances include backend systems and operational optimizations. Via cloud computing and big data analysis, Netflix can get to know user behavior, content success rates, and market tendencies, and thus Netflix gets the chance to make well-grounded data-based decisions and strategic planning. With this data-driven approach, not only the algorithms of recommendation and choice of content are improved, but also the strategies of acquisition and production of content are informed so that it remains responsive to changes in consumer requirements and economic dynamics [14]. Netflix's Strategy of leveraging technological advancements serves as proof of its ambition to provide the finest entertainment to global subscribers. As a pioneer and leader in the digital realm of entertainment, Netflix uses AI, ML, VR, AR, and other bleeding-edge technologies to continually push the limits of what is possible in streaming media, setting itself apart from the rest. As long as innovation continues to be at the hands of technology, Netflix will carry on with it to spur growth, carve out a distinctive image, and remain successful in the highly competitive streaming industry that is always dynamic.

4.5. Challenges and Opportunities that Netflix Facing

Lastly, challenges and opportunities. Even though the Company has achieved great triumph and become a global leader, its resilience is tested by setbacks that hinder its growth and survivability in the long run. First, the major obstacles are streaming services' increasing content expenditures, growing competition from rival streaming services, and ongoing evolutions of consumer tastes. While the challenges are a constant presence, they offer Netflix the possibility to innovate, diversify, and

reinforce its leading role in the dynamic entertainment industry. In addition to the rising investment in content purchasing and development, Netflix is also grappling with several other obstacles. With the increase in competition for the act of exclusive content rights, the costs have reached an all-time high, threatening the very survival of the streaming service. Besides, the Company's big bet on its original content production, which is a core part of its brand differentiation plan, makes the Company's financial state even more stressful. Netflix can solve this concern if it finds the right balance between spending on high-quality content and controlling its spending to guarantee financial viability.

In addition, the internet streaming giant is confronted with strongly growing competition th,e multiplicity of the other streaming services competing in the niche for the market share and attention of the viewers. The competition has become more complicated with the entrance into the market of some big brands such as Amazon Prime Video, Disney+, Hulu, and HBO Max, which present vigorous contenders to Netflix. With streaming platforms committing many resources to original content and exclusive agreements, Netflix stands out by developing its content, enhancing its user experience, and using personalized suggestions to stay ahead of the competition. Besides, a customer's changing preferences may also be a challenge for Netflix as it struggles to satisfy the diverse and fluctuating needs of its global audience [15]. Viewing patterns, interests, and expectations have evolved with changing times. Hence, Netflix has to innovate to maintain its usefulness by updating its content strategy, UI, and technology. If you do not know how to see and respond to these changes in consumer behavior, there is no guarantee that the customers won't choose to go elsewhere, which would lead to subscriber churn and reduced market share.

Nevertheless, in these difficulties, there is a chance for Netflix to make the top-notch and acquire leadership in the streaming industry. This opens the door to another possibility of setting foot in the international arena, especially in developing countries, considering the potential markets. Through its customized content offerings and localization strategies aimed at meeting the diverse cultural inclinations and the language proficiency of the audience, Netflix can explore more avenues for revenue generation and growth. Moreover, Netflix can be diversified by venturing into various content categories, formats, and interactive options. By focusing on the niche market and testing novel content formats, e.g., short-form videos, interactive storytelling, and gaming, Netflix can create a new generation of followers and enhance its brand worthiness.

In addition, collaborations with content creators, production studios, and distribution networks are likely to augment the Netflix content pipeline, making the offerings much more enticing and enabling it to reach out to new audiences. Collaborations with well-known directors, actors, and film companies can allow Netflix to draw exclusive content rights, enhance its brand, and increase subscriber acquisition and retention. The popular streaming platform has its fair share of challenges like the increase of production costs, the emergence of rivals, and customer behavior changes which fetches it some opportunities for expansion and innovation. Through its use of its strong points, making investments in promising strategic initiatives, and being versatile to changes in the market conditions, Netflix can be a winner in these hazards, more vigorous and with an edge to take any advantage that is available in the fast-growing and continuously changing streaming landscape.

5. Conclusion

The evolution of Netflix from a DVD rental service to a global streaming giant proves its amazing journey and huge influence in the entertainment sector. By applying its strategic approach to original content, global expansion, and technological development, Netflix has secured a stronghold as a dominant player in digital entertainment. Nevertheless, amidst all these hurdles and uncharted territory, Netflix needs to exploit the available opportunities while finding ways to overcome its challenges. Having the capacity to respond to consumer preferences as they change, deal with market forces, and embrace technology is the secret behind the success of Netflix. The Company's current Strategy, which is based on original content, global distribution, and technology innovation, has

served well and has been an important contributor to the Company's growth and differentiation. Through original premium content, global expansion, and AI and VR integration, Netflix has managed to attract and retain a significant subscriber base that spans a wide audience range. The road forward for Netflix is paved with a few challenges that the Company must solve to maintain its leadership in the entertainment industry. Factors like growing content costs, high competition, and changing consumer demands are on the way to becoming serious business problems that Netflix needs to address in time. To beat the said challenges, Netflix needs to have a flexible business model that accommodates agility and responsiveness to react to changing market scenarios. In addition, the organization must keep allocating its resources to content diversification progress, emerging technologies, and international collaboration to lead innovation and safeguard its edge. Consequently, Netflix must pay special attention to sustainable operations, which can be done through the creation of green content production practices and socially responsible financial strategies. In a constant trend where the costs of content production keep rising, Netflix has to find a sustainable way of production and use its financial resources to ensure long-term viability and profitability. Furthermore, Netflix needs to stay up-to-date with the market trends, consumption habits, and preferences of the consumers, always adjusting its strategies to the changing needs of the consumers and staying one step ahead of the competition.

References

[1] Ambros, Maximilian. A Digital Services Approach to PPP: The Netflix Index. The Singapore Economic Review, 2022: 1 - 14.

[2] Burroughs, Benjamin. House of Netflix: Streaming media and digital lore. Popular Communication 17, 2019,1: 1 - 17.

[3] Sun Xinyang. Two Decades and More: Evolution of Netflix's Business Models and Outlook of Future. In SHS Web of Conferences, 2022, 148: 03032.

[4] Sadq, Zana Majed. Analysising Netflix" s Strategy. International Journal of Science and Research (IJSR)–Режим доступа, 2015, 4: 2271 - 2273.

[5] Amelia Moore. Netflix's Generic Strategy, Business Model & Intensive Growth Strategies. November 10, 2019. Retrieved on April 18, 2024. Retrieved from: https://www.rancord.org/netflix-business-model-generic-strategy-intensive-growth-strategies-competitive-advantage.

[6] Au-Yong-Oliveira, Manuel, Miguel Marinheiro, João A. Costa Tavares. The power of digitalization: The Netflix story. In Trends and Innovations in Information Systems and Technologies, 2020, 3: 590 - 599.

[7] Shi Yiling, Zhou Jialai. Analysis of the entry of foreign video streaming services into China's streaming market: a case study of Netflix. Atlantis Press, 2021: 337 - 343.

[8] Kegan, Morris. Netflix Strategic Business Analysis. 2022. Retrieved on April 18, 2024. Retrieved from: https://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1425&context=utpp

[9] Martins, Francisco. Netflix in Eastern and Asian Regions.

[10] Nyoman, Wiradarma I. Gusti, Piartrini Putu Sarojini. Understanding Netflix Subscription Intentions using Technology Acceptance Model: A Study in Denpasar. Russian Journal of Agricultural and Socio-Economic Sciences 121, 2022, 1: 34 - 44.

[11] Xu Xiayin, Chinese TV in the Netflix era. Song Press, 2023.

[12] Cerla Avi, Natasha Howard, Elias Mosialos. Netflix plus model': Can subscription financing improve access to medicines in low- and middle-income countries? Health economics, policy and law, 2021,2: 113 - 123.

[13] Schneider, Robin, Junichi Imai. User-based Valuation of Digital Subscription Business Models. International Journal of Real Options and Strategy, 2020, 8: 1 - 26.

[14] Deng Xiaoyu, Chen Liangliang. Netflix Innovation and Development Strategy Research. Atlantis Press, 2022: 1612 - 1619.

[15] Vieželytė, K. (1970, January 1). *Media transformation in the age of netflix: User interface and user experience trends of SVOD platforms /.* Media transformation in the age of Netflix: user interface and user experience trends of svod platforms /. https://epubl.ktu.edu/object/elaba:132872607/.