



Case study: Blockbuster vs Netflix

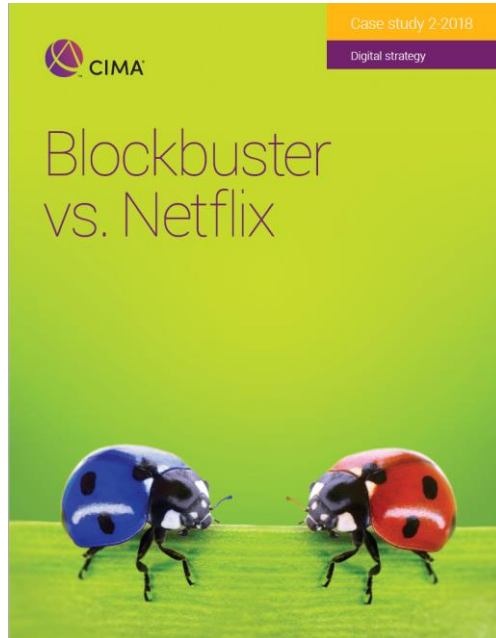
Background information and reading resources

Downloadable links

- All resources found in this document can be shared with faculty members and students.
- Each resource has a link to the webpage for ease of access. Just click on these icons when you see them in the following slides:



Business game on digital strategy



You will get this during the workshop



Background
information on case

Netflix's background



The screenshot shows a SlideShare presentation interface. At the top, there's a navigation bar with the LinkedIn logo, 'SlideShare' text, a search bar, and links for 'Home', 'Explore', and 'Presentation Courses'. Below this, a dark grey bar indicates '7 people clipped this slide'. The main content area has a red background. A dark grey box on the left contains the title 'Netflix's Background' and a list of bullet points: 'Founded in 1997' and 'Monthly subscription-based company that provides its members a vast selection of movies and television series that they can watch without any limits'. To the right of the text is a small Netflix logo. Below the text are three small screenshots of the Netflix website interface. At the bottom of the presentation, a dark grey bar shows navigation controls (back, forward, and a '2 of 15' indicator) and a share icon. Below the presentation area, a light grey bar displays the title 'The Netflix Marketing Plan Power Point' and the view count '9,576 views'.

7 people clipped this slide

Netflix's Background

- Founded in 1997
- Monthly subscription-based company that provides its members a vast selection of movies and television series that they can watch without any limits

The Netflix Marketing Plan Power Point 9,576 views

Core strategy:

- To grow streaming subscription business globally.
- Continuously improving the customer experience.
- Focus on expanding streaming content, enhance user interface & extend service to internet-connected devices.



Blockbuster's demise



109,416 views | Nov 8, 2013, 07:00am

The Internet Didn't Kill Blockbuster, The Company Did It To Itself



Jonathan Salem Baskin Contributor

CMO Network -

I explore how public companies innovate.



About Blockbuster



474,531 views | Sep 5, 2014, 11:38pm

A Look Back At Why Blockbuster Really Failed And Why It Didn't Have To



Greg Satell Former Contributor ©
Tech

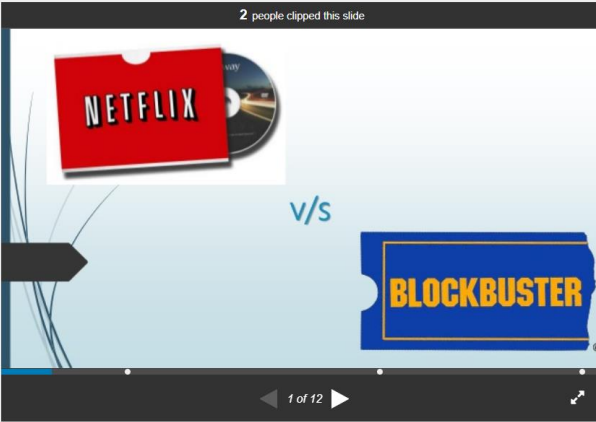


Short introduction of Netflix and Blockbuster

SlideShare Search

Home Explore Presentation Courses

2 people clipped this slide



Netflix vs blockbuster (presentation by akshay mundada, aman jha, kranthi nayak, shubham pandey, abhiraj, em krishna, yashwardhan)

631 views



FREE ONLINE RESEARCH PAPERS

The biggest database of essays and research papers on the internet

Research Papers...



NETFLIX VS BLOCKBUSTER CASE ANALYSIS

Reed Hastings has already been a success for beginning new companies. He first made a name for himself by going public with Pure Software in 1995. After the development of this company he began to obtain several other companies and made Pure Software one of the 50 largest public software companies in the world by 1997 until they sold to Rational Software in 1997. From there Hastings moved on to others projects. He noticed that there was a demand for the ability to rent movies. With a large customer base he figured there was no question that his company could fail. Since the internet was booming, Hastings sensed the opportunity for online movie rentals. This began the only movie rental industry to a large audience. With one company becoming successful, it wouldn't be but a matter of time before others began to catch on and begin to reap the benefits of someone else's idea.



What is their strategy?




BEST PRODUCTS ▾ REVIEWS ▾ NEWS ▾ VIDEO ▾ HOW TO ▾ SMART HOME ▾ CARS ▾ DEALS ▾  

CULTURE

Netflix vs. Blockbuster: What's the best service for streaming and DVDs?

Netflix and Blockbuster are still the only major services that offer discs by mail and online streaming. How do they compare? And what about competitors like Vudu, iTunes, and Hulu Plus?

BY JOHN FALCONE  | SEPTEMBER 2, 2011 2:06 PM PDT



What can we learn from Netflix and Blockbuster?

3 Things Marketers Can Learn From The Rise Of Netflix (And The Fall Of Blockbuster)



Erik Devaney
July 6, 2017



I hope you enjoyed reading about Netflix and Blockbuster. Now, it's time to play the business game!

The following are questions you will need to provide answers to. Please explain your answers like you would in an essay exam.

What is the business
model that made
Netflix superior to
Blockbuster?

Did the new business
model create any
opportunities for
Blockbuster?

Do you think TiVo
and YouTube could
emerge as potential
threats? Why?

Resource list

Role of CFO's and CEO's in digital transformation

The Boston Consulting Group Jan 2018

The CFO's vital
role in
corporate
transformation

Read



The Most
Innovative
Companies
2018:
Innovators go
all in on digital

Read



McKinsey Digital Feb 2017

The seven decisions that matter
in a digital transformation: A
CEO's guide to reinvention

Read



Digital future and leadership

Aligning the Organization for Its Digital Future

MIT Sloan Management Report

July 2016

In collaboration with Deloitte
University Press

Read



Read Additional Highlights



Decoding Digital Leadership

Deloitte 2016

Read



Digital transformation

**Industry X.0
Combine and
Conquer:
Unlocking the
Power of Digital**

**Accenture
October 2018**

Read



**Digital Transformation Initiative: in collaboration with
Accenture
World Economic Forum**

Jan 2016

Digital Transformation of
Industries: Demystifying
Digital and Securing \$100
Trillion for Society and
Industry by 2025

Read



May 2018

Unlocking \$100 Trillion for
Business and Society from
Digital Transformation

Read



Agile organizations – McKinsey survey and report

**How to create
an agile
organization**

Oct 2017

Survey

Read

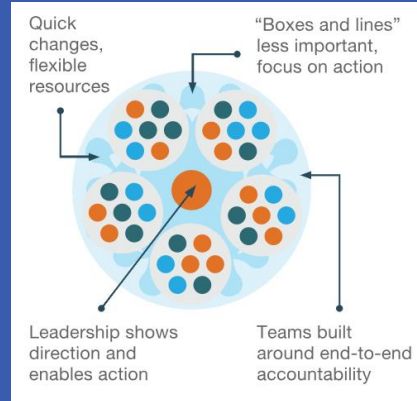


**The 5 Trademarks of Agile
Organizations**

**In collaboration
with McKinsey
Agile Tribe**

Jan 2018

Read



**Why agility
pays
Dec 2015**



Watch



Digital strategies

The economic
essentials of
digital strategy

McKinsey

March 2016

Read 

Watch Video 

Why digital
strategies fail

McKinsey
Quarterly

Jan 2018

Read 

Strategy to beat the odds

McKinsey Quarterly

Feb 2018

Read 



McKinsey Quarterly

Strategy to beat the odds

Digital enterprise

World Economic Forum

Digital enterprise: how to survive disruption and thrive in the digital age

June 2016

Read & Watch Video 

Digital Enterprise

White paper

Jan 2016

Read 

Digital consumption

World Economic Forum

Digital consumption: the race to meet customer expectations

June 2016



Customer expectations are evolving fast, in step with rapid technological innovation. Companies will need to reinvent their offerings to keep up.

Digital Consumption

White paper

Jan 2016

[View Slides & Watch Video](#)



[Read](#)



How artificial intelligence and data add value to businesses



Video

McKinsey & Company

March 2018

Read & Watch Video 

How can AI create value for business right now?

Additional reading:

An executive's guide
to AI

2017

Read 

Artificial intelligence - McKinsey

**Notes from the
AI Frontier:
Insights from
hundreds of use
cases**

April 2018

**Discussion
paper**

Read



**The real-world potential and
limitations of artificial intelligence**

Jan 2018

The McKinsey Podcast

potential and limitations of artificial intelligence

0:00

28:30



Listen To Podcast & Read Transcript



**What AI can and
can't do (yet) for
your business**

Jan 2018

Article

Read



McKinsey Quarterly reports

Accelerating the diffusion of technology-enabled business practices

Feb 2018

Read



Organizing for the age of urgency

2018

Read



How to build a data-first culture for a digital transformation

2018

Read Interview & Case Study



Advanced analytics: Nine insights from the C-suite

2017

Read



Other relevant reports

**10 killer visuals
that every
Scrum Master
needs**

2016

Read



**Achieving
business impact
with data**

McKinsey

2018

Read



**Valuing
Information
Technology
Related
Intangible
Assets**

**MIS Quarterly
March 2016**

Read



**The age of
analytics:
Competing in a
data-driven
world**

**McKinsey
Dec 2016**

Read





Thank you



AICPA®

CIMA®

CGMA®

CPA

© 2019 Association of International Certified Professional Accountants. All rights reserved. This presentation's images are subject to copyright protection and used under license from third parties. **Do not use images from this presentation in other presentations or documents without first consulting with Legal.** The use of copyrighted images outside the licensed scope constitutes copyright infringement and subjects the user to monetary damages and other penalties.