



Case studies
for
Business Analyst Experience Program

Netflix entered the Indian market in December 2016 and faced tough competition from players like Hotstar and Amazon Prime, which already had a strong presence in the Indian market and offered aggressive pricing strategies and a rich portfolio of Indian content in order to establish itself in India, Netflix had set ambitious targets and had to make changes to its strategy to appeal to the Indian audience.

NETFLIX

Netflix considers India a vital market. Netflix has been tweaking its content strategy to make it more desi (Indian) and accessible to the Indian audience. They have been investing in creating localized and region-specific content to cater to different tastes and preferences.



In terms of marketing strategy, Netflix India has been utilizing digital marketing strategies to win over customers. They have been leveraging social media platforms like Instagram to create crossovers and build narratives around their content. This strategy helps in effectively promoting their content and engaging with their audience.



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Netflix reported strong earnings, with impressive growth in subscriber numbers, which can be attributed to its crackdown on password sharing and implementation of a "paid sharing" strategy. The company's Q2 2023 earnings were reported to be a blockbuster, with a significant increase in new subscribers.

However, it's worth noting that Netflix's strategy in India is not entirely clear. Netflix is continuously adapting and refining its strategy based on the dynamics and preferences of the Indian audience.



Finlatics
ENABLING INSIGHTS

Overall, Netflix India has made significant investments in content production, focused on regional and localized content, and utilized digital marketing strategies to engage with the Indian audience. As the Indian market continues to evolve, Netflix is likely to further refine its strategy to stay competitive and cater to the diverse audience in the country.



THINK AS A BUSINESS ANALYST

- As a business analyst, what strategies would you recommend for Netflix to enhance its revenue?
- Should Netflix continue to operate in the Indian market alone, or work with a local player in India to accelerate its growth in the Indian market?

