

# **Business Model Canvas – Netflix**

## **Key Partners:**

- Movie studios & TV production houses
- Content creators, actors, directors
- ISPs (Internet Service Providers)
- Device manufacturers (Smart TVs, PlayStation, Roku)
- Cloud hosting providers
- Marketing & payment partners

## **Key Activities:**

- Original content production
- Licensing & content acquisition
- Streaming platform development
- Recommendation engine (AI/ML)
- Global content delivery operations
- Marketing & customer engagement

## **Key Resources:**

- Content library (original + licensed)
- Streaming technology & platform
- Data analytics system
- Brand reputation
- Engineering & creative teams

## **Value Proposition:**

- Unlimited streaming of movies & shows
- High-quality streaming (HD/4K)
- Personalized recommendations
- Global & multi-device access
- Ad-free experience (most plans)
- Offline downloads
- Premium exclusive originals

## **Customer Relationships:**

- Subscription-based, self-service
- Personalized user profiles
- AI-based suggestions
- 24/7 support

## **Channels:**

- Netflix website

- Mobile apps
- Smart TVs
- Streaming devices (Roku, Chromecast)
- Gaming consoles

### **Customer Segments:**

- Global entertainment viewers
- Families & households
- Students and young adults
- Binge-watchers & film enthusiasts
- Content creation & licensing
- Technology infrastructure
- Employee & operational costs
- Marketing expenses

### **Revenue Streams:**

- Subscription fees (various tiers)
- Licensing of originals
- Merchandise sales
- Interactive & gaming content