

# Chosen App & Competitors

## CHOSEN APP: NETFLIX

Netflix is a global OTT streaming platform offering movies, TV shows, documentaries, and original content across multiple devices.

# Main Competitors

## 1. Amazon Prime Video

- Bundled with Prime membership
- Large movie library + regional content

## 2. Disney+ Hotstar

- Strong sports content (IPL, etc.)
- Disney, Marvel, Star Wars franchises
- Affordable pricing in India

# SWOT ANALYSIS



- Strong global brand recognition
- High-quality original content (Netflix Originals)
- Advanced recommendation algorithm
- Available across devices and platforms
- Global reach in 190+ countries



- Higher subscription cost compared to competitors
- Limited live sports content
- Content varies by region due to licensing
- Increasing dependency on original productions



- Expansion into live sports streaming
- Growth in emerging markets (Asia, Africa)
- Interactive and gaming-based content
- AI-driven hyper-personalized content suggestions
- Partnerships with telecom providers



- Intense competition from Prime, Disney+, etc.
- Rising content production costs
- Subscription fatigue among users
- Piracy and illegal streaming platforms
- Regulatory restrictions in some countries

# Feature Gap & Recommendation

## Identified Feature Gap:

Netflix lacks a live social co-watching feature with integrated chat/video interaction inside the app.

## Currently:

Users must use third-party apps like Zoom or Teleparty.