

## **Competition Analisi of Netflix Turkey**

Netflix is the most popular streaming company in the world. Founded in 1997 as a DVD rental service, Netflix later adapted itself to technology and became one of the pioneers of the streaming industry. Although it previously focused on the distribution part rather than the production part, since 2013 it has started to produce content from many countries of the world.

Netflix adopts a subscription-based model as its business model. Offering different image quality and number of users in 3 different plans, Netflix finances itself with the monthly fees it receives from these subscriptions.

Netflix has many competitors in Turkey. Amazon Prime, which is its biggest competitor globally, is also its competitor in Turkey. It also has many domestic competitors. Blu TV, Gain and Exxen are the most prominent among them. It is expected that HBO Max and Disney+ will be added to its competitors in the near future.

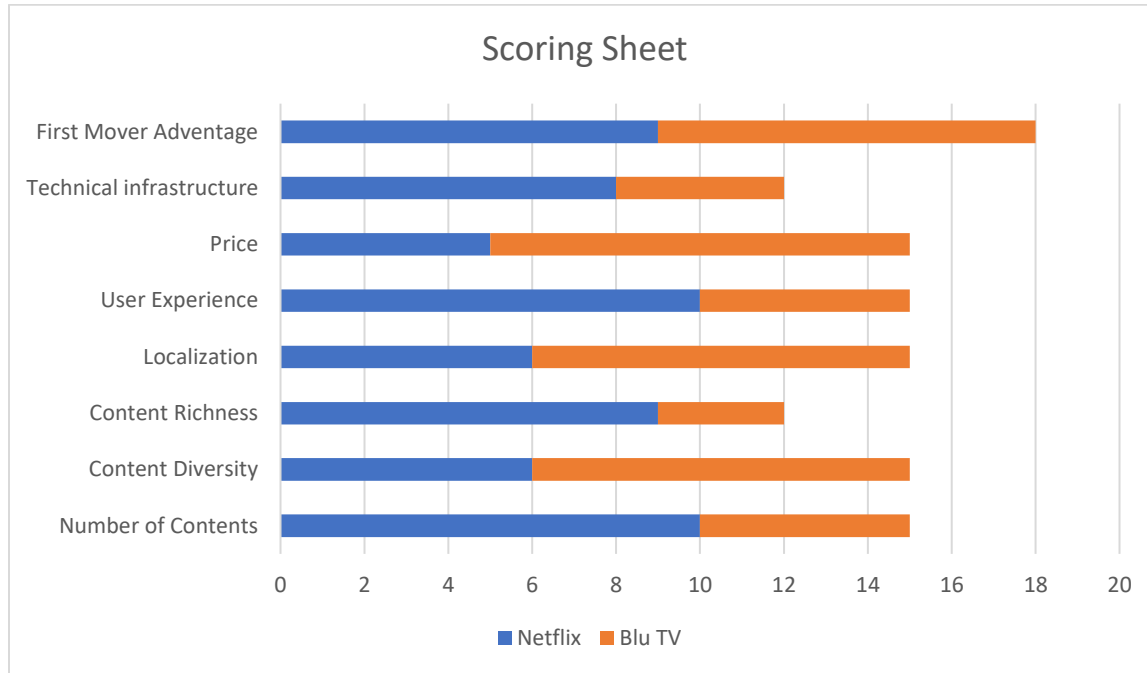
When I look at the subscriber numbers, Netflix, which has more than 209 million subscribers worldwide, announced that it has more than 3.5 million subscribers in Turkey. According to the research conducted by the JustWatch company, which conducts research on series and movies, Blu TV is the leader in the Turkish market with 44%, while Netflix is in the 2nd place with 26%. However, these rates do not give the correct result due to the features offered by the platforms. While there should be a separate account for each user on Blu TV, 4 people can use one account on Netflix. Due to the Netflix accounts that can be used by up to 4 people, it is not possible to make the correct measurement unless the platforms make an official statement.

When we look at the content, all the mentioned platforms produce their own content as well as publishing the content for which they have the rights. Although domestic platforms have an advantage in terms of content production, Netflix has produced more than 10 Turkish original content so far. It has been announced that many more content is in the production phase. While it has many local content from domestic platforms such as Blu TV and Exxen, Amazon Prime does not have content production in Turkey.

In terms of content numbers, Netflix makes a serious difference to its competitors. Despite this, it publishes much less content from the Turkish market than it does globally. Netflix, which broadcasts over 1300 television series and over 4000 movies in the USA, broadcasts only 194 series and 511 movies in Turkey.

## Comparing Netflix Turkey and Blu TV

Below you can see the scoring sheet with 9 criteria, that constitutes a ground for comparisons. Following score sheet, each criterion is discussed respectively to explain the reasons for the scores given for both business.



### Number of Contents

When we compare the two platforms in terms of the number of contents, it turns out that Netflix has twice as much content. However, unfortunately, we do not have the information on how many contents Blu TV has. "More than 10,000 hours of content," says Blu TV's website. Based on the sentence, this comes from an account made with an average content duration of 30 minutes. In the light of this information, we can say that Blu TV has approximately 350 contents. If we consider that Netflix has around 700 contents in Turkey, this doubles the rate. Although the number of contents is of little importance for the users who are registered to the platform, it is a useful feature for attracting new users.

### Content Diversity

The diversity of content is related to how different tastes of different users are addressed. Blu TV stands out with its collaborations here. While Netflix focuses more on TV series and movies, Blu TV has different collaborations for different categories. These are the most prominent in the field of documentary and sports broadcasting. After its partnership with Discovery, it brought Discovery's documentary and reality Show content to its platform. In addition, in cooperation with S Sport, it started to broadcast many sports competitions on its platform.

### Content Richness

The richness of content is a feature that Netflix stands out with its extensive library. With different content that can be accessed by the user in many, many different categories, Netflix provides an amount of content that cannot be consumed by the user. On Blu TV, on the other hand, since the content is limited, many users cancel their account or stop using the platform after watching the content they will watch.

### **Localization**

In terms of localization, it can be said that it is in a very good condition on both platforms. With the live television broadcasts added to the Blu TV platform, it is on its way to becoming a television alternative for Turkey users. At the same time, the Turkish-made contents in his library make him stand out in this field. Netflix, on the other hand, has produced great productions that have attracted attention, although the number of productions is low. His plans to produce more than 10 content for the future also show that he will stand out in this field.

### **User Experience**

In terms of user experience, Netflix is in a superior position compared to Blu TV. The most important reason behind this is that it is a global company and a very big company compared to Blu TV. User experience It collects data from millions of people around the world and makes the necessary improvements with its human resource, which is much larger than Blu TV.

### **Price**

In terms of price, there is almost a 2-fold difference between the prices of the two platforms. In a similar resolution, Netflix applies a price of 57.99 TL, while Blu TV applies a price of 30 TL. With the difference in price, Blu TV provides a great advantage over Netflix.

### **Technical infrastructure**

In terms of technical infrastructure, Netflix has the same advantages as it has in user experience. While there are many problems such as freezing-stuck-crashing in Blu TV, Netflix has a great advantage by performing almost seamlessly here.

### **First Mover Advantage**

In fact, it has a first-mover advantage on both platforms. While Netflix has the advantage of first entrant both globally and in Turkey, Blu TV has the advantage of the first entrant domestic platform. Blu TV, which started to produce domestic content while there was no domestic content available on Netflix, had a very serious break with this. Although the number of domestic platforms is increasing day by day, Blu TV maintains its place in the market.

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