

# DIGITAL PLATFORMS' GEOGRAPHIC DISTRIBUTION STRATEGIES: THE ROLE OF COLOR IN GEOTARGETING

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## ABSTRACT

*This contribution investigates the impact of “geotargeting” on user perception, with a particular focus on Netflix. Using a triple difference-in-differences approach, it examines identical films included in both Netflix’s South Korean and United States catalogs. That is, I analyze how geotargeting, manifested in visual differences and particularly color schemes, regarding the same film affects user perception, as indicated by Just Watch film rankings. Results reveal that while geotargeting in general leads to improved user perception, specific color schemes alone drive this increase. In doing so, I contribute to the literature on digital platforms, specifically on effective geographic distribution strategies and the nuanced role of visual localization in enhancing user engagement and satisfaction.*

**Keywords:** Geotargeting; user perception; digital platforms; Netflix; visual localization