

## Big Idea Worksheet

Your name: **Lena Binder, Julian Kulinsky, Sven Ritzmann**

Name of the project: **Future licenses for Netflix to gain competitive advantage**

### Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- Senior Leadership/ Executive Team
- Head of Strategy
- Head of Finance
- Legal Department
- Communications Department
- Marketing Strategist
- Advertising Manager

If you had to narrow that to a single person, who would that be?

- Pablo Perez De Rosso, Vice President, Strategy, Planning & Analysis

What does your audience care about?

- Keep existing subscribers in their subscription leading to a constant revenue flow
- Market leadership to differentiate from competitors, especially Disney+
- Provide better customer experience than competitors
- Provide better selection than competitors
- Increase revenue streams to extend profitability
- Increase ROI (Return on Invest) to biggest extend possible

What action does your audience need to take?

- Increase selection for customers: Especially driven by Disney's own streaming service whereas a broad selection of movies is now back in the hands of Disney lowering the selection of Netflix and compromising customer experience for Netflix users
- Seek for not offered movies with highest probability of increasing revenue and leading to new subscriptions

## What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- Potential to increase revenue and profitability through:
  - new subscribers
  - extending existing customers' subscriptions
- Improve customer experience leading to better customer ratings

What are the risks if they do not?

- Potential loss of existing subscribers
- Fewer chances to increase number of new subscribers
- Compromising profit, ROI, rentability and other relevant KPIs
- Compromising shareholders' trust
- Compromising customer experience resulting in bad user reviews

## Form your big idea

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.

**To differentiate from competitors, to increase revenue streams and to increase customer experience on the platform, Netflix should purchase the licenses for the most attractive movies and TV shows to not compromise its position in the market.**

HINT: Some questions are not meaningful to answer completely yet, further data analysis is required.