



# NETFLIX

## STILL THE BLOCKBUSTER OF STREAMING?

# Reinventing the Stream: Netflix's Strategic Path to Sustained Dominance

# NETFLIX



**Sherine,**  
**Strategy**



**Sarah,**  
**Marketing**



**Pankti,**  
**Finance**



**KondaReddy,**  
**Technology &**  
**Innovation**

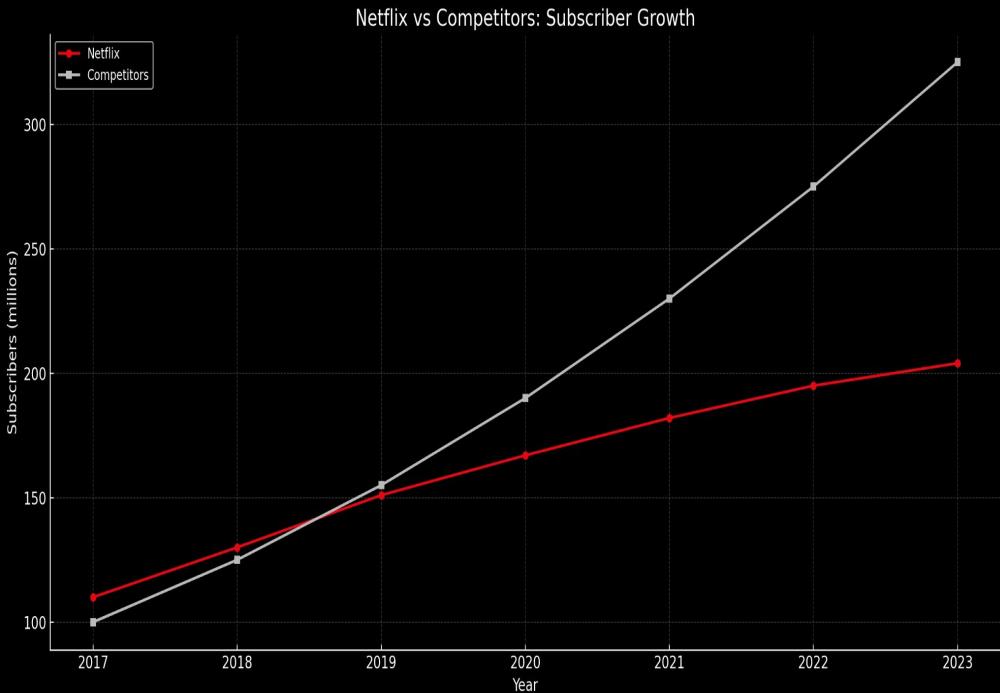
# Today's Objectives: Strategizing AI Integration and Leveraging Opportunities

01	Winning Moments are declining
02	Netflix Rewind - Taking marketing to the next level
03	Revolutionizing through Netflix Game Plan
04	Moving forward: assessing recommendation strength
05	Expectations: Projected ROI

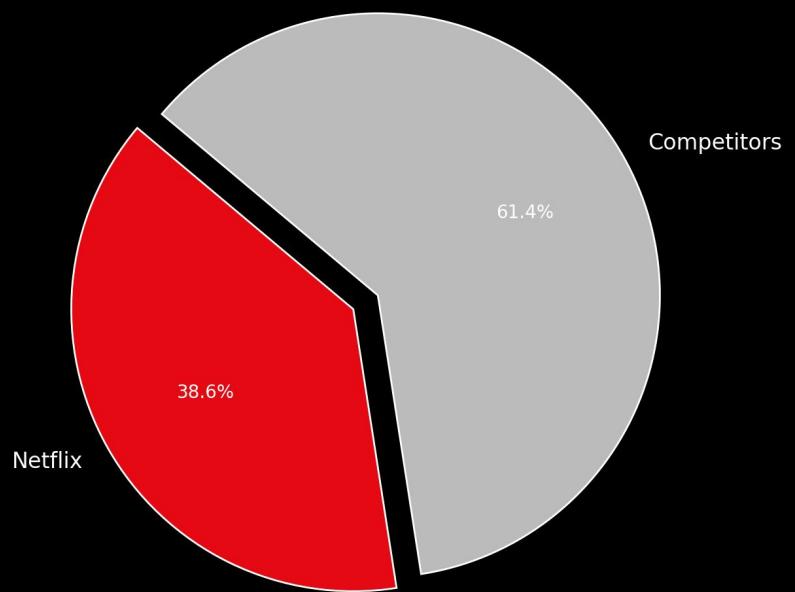
# Streaming Content Viewing

Reviews  
Subscription Bundle  
Parental Controls  
Habits Usage  
Requirements Community  
Geographic Licensing  
Customer Concerns  
Engagement  
Data  
Price  
Restrictions  
Games Movie  
Interactive Features  
Personalization Statistics  
Recommendations Free  
Sharing  
Internet Model Speed  
Branding Navigation  
Accessibility  
Profile Ad  
Sharing  
Exclusivity Wars  
Feedback  
Language  
User Experience Membership  
Interface  
Movie Games  
Original Licensing  
Offline  
Quality  
Service Privacy  
Search Device  
Algorithms Series  
Options  
Resolution  
Time  
Controls  
Offers  
Plans Deals Account  
Compatibility  
Customization Selection

# Change in Customer Engagement over the years



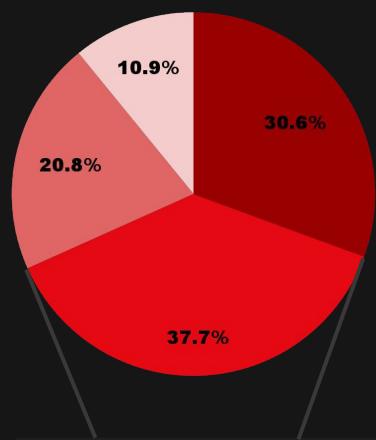
Streaming Services Market Share (2023)



# Our “Winning Moments” Are Declining

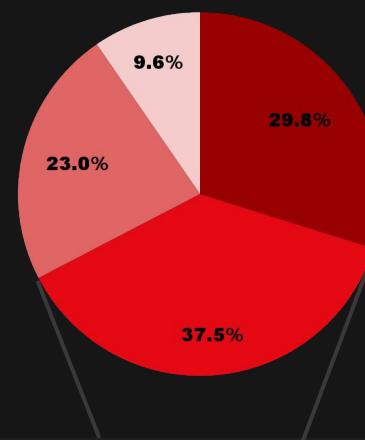
Share of US TV Screen Time (June 2023)

● Cable ● Streaming ● Broadcast ● Other



Share of US TV Screen Time (September 2023)

● Cable ● Streaming ● Broadcast ● Other



Youtube	8.8%
Netflix	8.2%
Hulu	3.5%
Prime	3.2%
Disney+	2.0%
Others	12.0%

Youtube	9.0%
Netflix	7.8%
Hulu	3.6%
Prime	3.6%
Disney+	1.9%
Others	11.6%

16+

CC

# NETFLIX REWIND

2024 | English

Imagine it's December and all our Netflix subscribers are sharing their year in film highlights. This leads to millions of shares across social media. A simple implementation, with endless opportunities.

Action, Drama



Season 1 ▾

THIS YEAR, YOU SPENT **6,261**  
MINUTES ON NETFLIX.  
THAT'S **105 HOURS**. OR  
AROUND **4 DAYS**. NICE!

Episode 1: Data Summarized

## Easy to execute with powerful outcomes

When it comes to movies, your favorite genre is **Action & Adventure**.

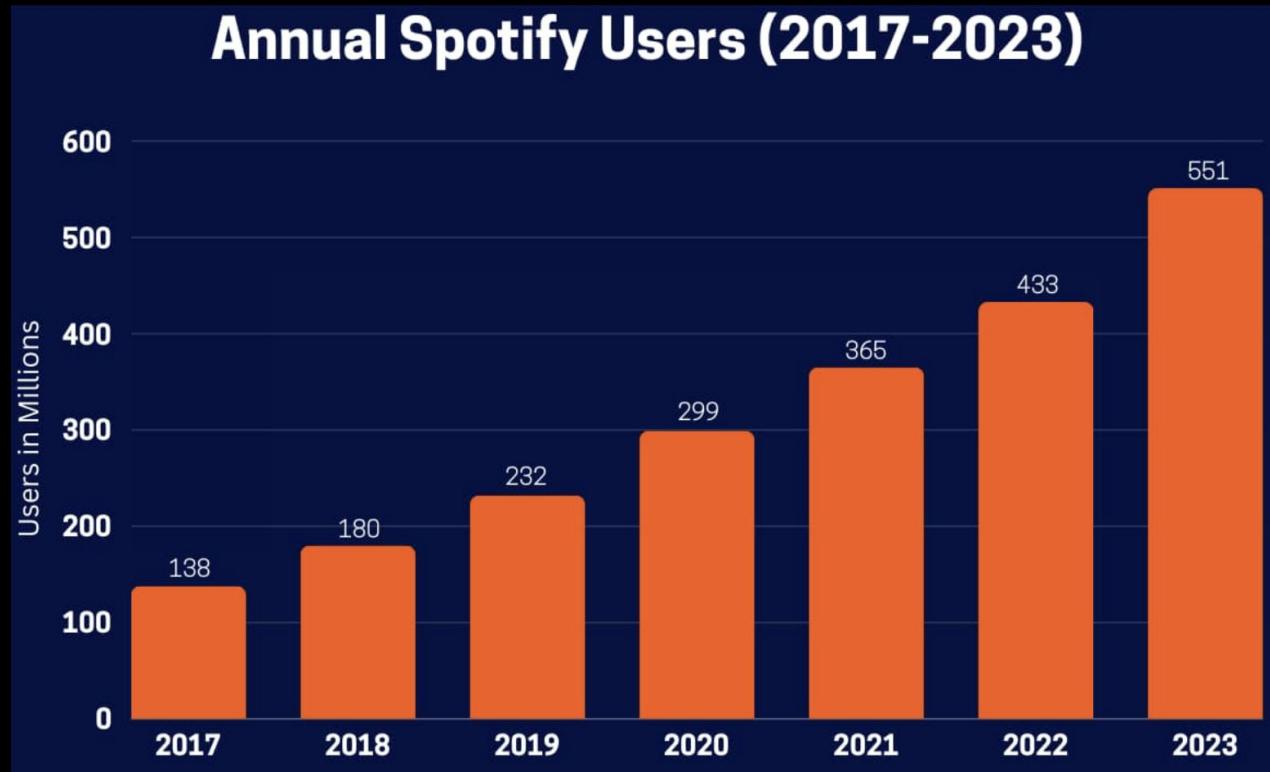
You watched 7 movies of this genre, including:

Episode 2: Data Personalized



Episode 3: Data Shared

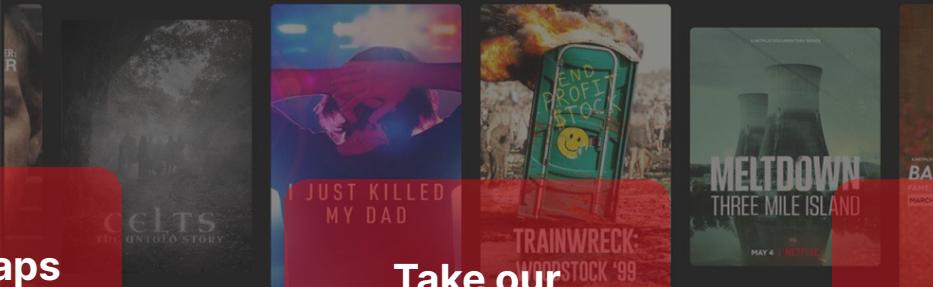
# What Makes Spotify Wrapped So Successful? Highlighting Netflix Rewind Feasibility



# Elevate Our Marketing by Letting Customers Share their “Year in Films” Highlights

When it comes to shows,  
your favorite genre is **Documentary**.

You watched 12 shows of this genre, including:



Yearly recaps  
are increasing  
in popularity

Take our  
marketing to the  
next level

Increase  
subscribers

Build customer loyalty & increase satisfaction by leveraging  
the power of AI & Data

# A Lot of Uncertainty Around Data, but Data is the Oil of the 21st Century

- Concerns
- Data collection
- Unconscious bias with certain history
- Costs to society

The screenshot shows a 'My Activity' section from the Netflix website. It lists recent viewing history with options to report problems. A central message states: 'Within 24 hours, [redacted] will no longer appear in the Netflix service as a title you have watched and will no longer be used to make recommendations to you, unless you watch it again.' Below this, there is a list of additional titles with 'Report a problem' links.

Date	Title	Action
23/09/2019	Suits: Season 9: Special Master	Report a problem
23/09/2019	Suits: Season 9: Everything's Changed	Report a problem
22/09/2019	About Time	Report a problem
22/09/2019	Taken 3	Report a problem
[Message Box]		
22/09/2019	The Hunger Games	Report a problem
22/09/2019	Bright	Report a problem
22/09/2019	Brooklyn Nine-Nine: Season 5: The Puzzle Master	Report a problem
22/09/2019	Brooklyn Nine-Nine: Season 5: The Box	Report a problem
22/09/2019	Brooklyn Nine-Nine: Season 5: The Negotiation	Report a problem
22/09/2019	Brooklyn Nine-Nine: Season 5: Safe House	Report a problem

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# Creating value addition through new plan



Also Provides  
Access To



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# NETFLIX GAME PLAN



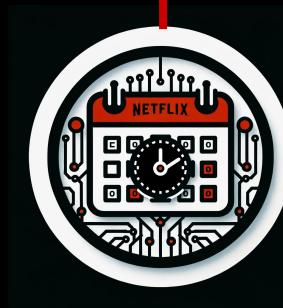
# 3 IMPORTANT ASPECTS FOR SUCCESSFUL IMPLEMENTATION OF THE GAME PLAN



PRICING



USER ANALYTICS



RELEASE CALENDAR

# Using AI automation in analytics reduces the cost to \$1.9M

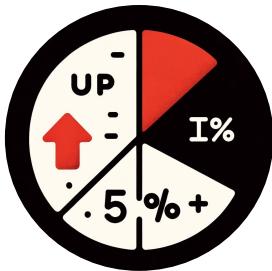


We could save at least **62%** of our costs

# USING AI FOR PRICING STRATEGY REDUCES COST AND INCREASES REVENUE



40% decrease in marketing expenses



5% increase in margins



15% increase in revenue

## II. USING AI IN CUSTOMER ANALYTICS REDUCES EFFORT AND BE UP TO DATE IN SPLIT SECOND

- InstaDash (Instant Dashboard) based on the behavioural data and demographic data.

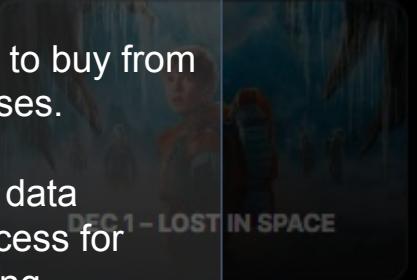
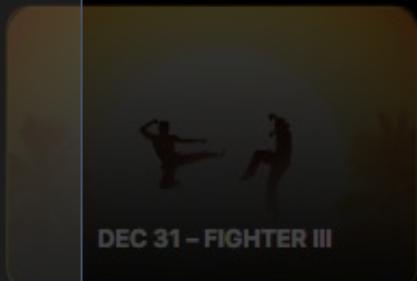
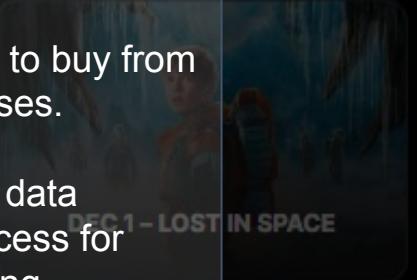
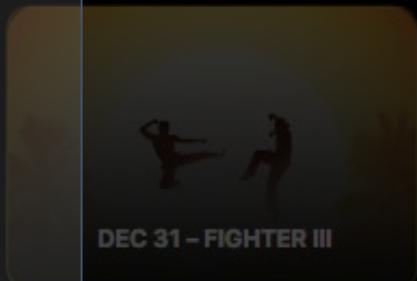
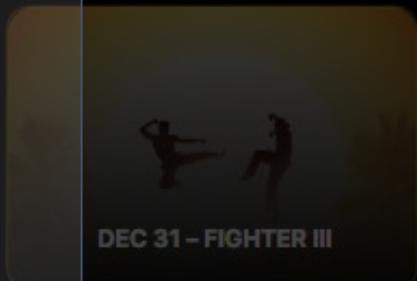
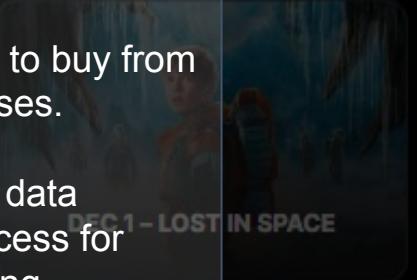
- Updated dashboards without any effort.

- Prompt to add any extra metrics in the dashboard.

### CONTINUE GAMING



# BUILDING OR USING AI MODELS TO ASSIST RELEASE DATE SELECTION

1	3		8	10		13	15	17
2	4		9	11		14	16	18
5	7		20	22		25	27	29
6	8		23	25		30	4	5
10	12		28	30		21	23	25
11	13		22	24		26		
9								

# So Why Do We Choose Netflix Rewind vs Gaming?

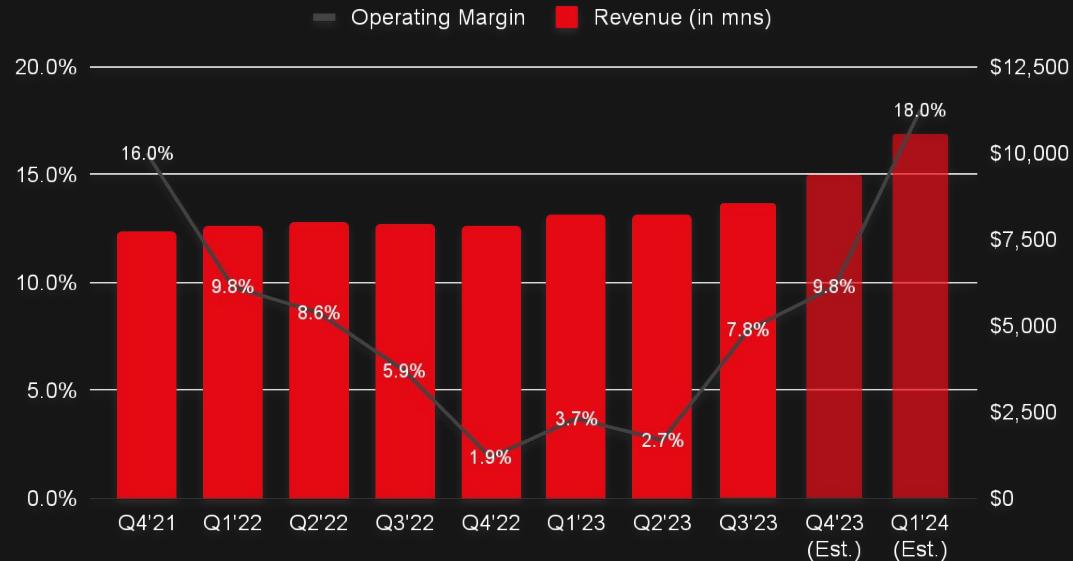
↓Cost + ↑Sales  
= ↑ROI

Broader Audience, More Engagement

First To The Market

# Getting Margins Back to Double Digits with Rewind

## Revenue & Operating Margins Growth Post Implementation



# Make Netflix Blockbuster Again

**NETFLIX REWIND**



**NETFLIX GAMING**

# THANKS



— You don't find what you need, you find what you search for  
“But here at netflix we also show you what you need”

**We would love to get your Feedback!**



# APPENDIX



## I. PRICING STRATEGY IMPLEMENTATION



Procuring data

Input to Solutions.ai

Major incurring cost will be the purchase cost/utilization cost of **solutions.ai**

**15%**

Up to 15% increase in revenue

**5%**

Up to 5% margin growth

**40%**

Up to 40% decrease in promotional spend

### III. BUILDING OR USING AI MODELS TO ASSIST RELEASE DATE SELECTION

#### Season 1



Collect important data points on the content such as:

- Actors
- Director
- Genre
- Runtime
- Story line

#### Season 2



AI model trained on past data including parameters such as:

- hours consumed
- users ratings
- overall score

#### Season 3



Gives two recommended dates for release along with reasoning

- Dates
- Historical similarities

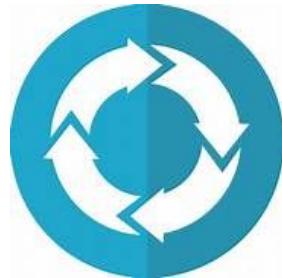
This gives a head start for the analysts to decide on the dates.

# EXPECTATIONS



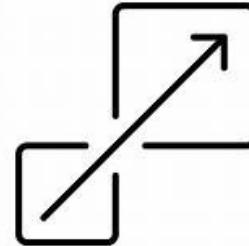
## Implement A/B Testing

Test the gaming feature with a subset of users to gather initial feedback.



## Feedback Loop

Use user feedback to refine the recommendation algorithms.



## Scalability

Ensure that the system can handle increased load as more users engage with games.

**Need a team of 25 full stack data scientists & 5 managers**