

ABOUT NETFLIX

Netflix is an American subscription-based streaming service offering original and acquired films and shows across genres and languages. Launched in India in 2016, Netflix India focuses on region-specific content and affordable plans for a diverse audience.

VALUE PROPOSITION

- Netflix distinguishes itself with a vast content library, exclusive originals, and an ad-free streaming experience.
- Its advanced algorithms provide personalized recommendations, while the binge-watching model, user-friendly interface, and support for adaptive streaming and 4K ensure a premium, accessible viewing experience across devices.

REVENUE STREAMS

- Subscription Fees: Charges subscribers on a monthly basis.
- Original Content: Attracts and retains subscribers with exclusive content.
- International Expansion: Increases revenue through global expansion.
- Merchandise: Sells merchandise related to popular shows and series. Netflix relies primarily on subscription fees but also earns income from original content, international expansion, and merchandise sales.
- Partnerships: Netflix partners with telecoms for bundled packages, boosting reach, revenue, and growth through shared strengths.

UNDERSTANDING THE PROBLEM STATEMENT:

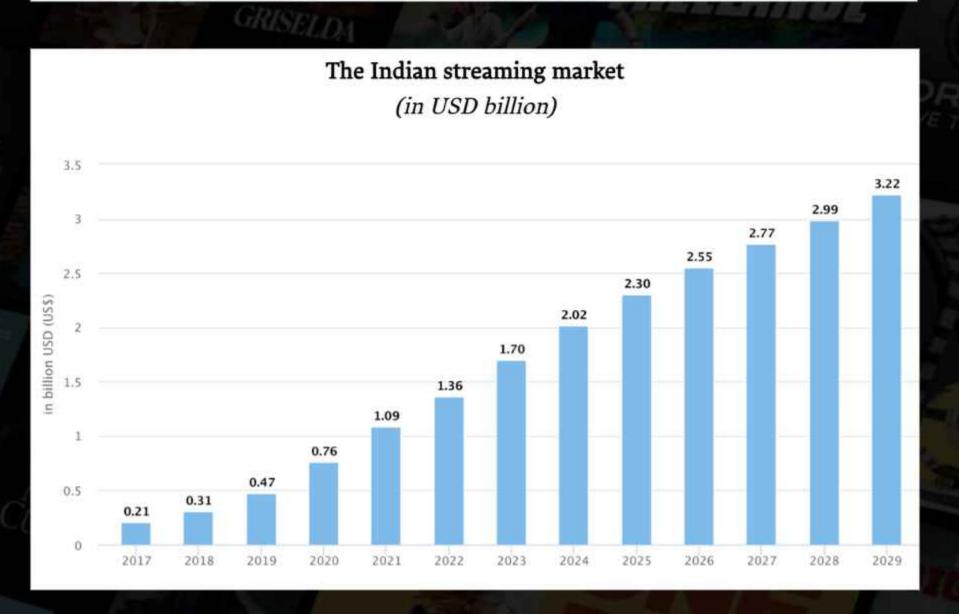
PROBLEM STATEMENT

To improve daily average traffic from 100k to 125k per day

WHY SOLVE IT NOW?

- Market Growth: The live streaming segment is projected to grow at a CAGR of 29.3% from 2023 to 2030.
- User Base Expansion: India's video streaming market is expected to reach 115.7 million users by 2029.
- Competitive Landscape: Disney+ Hotstar and Jio
 Cinema lead in regional and sports content segments.
- Profitability Advantage: Netflix India's profitability offers a strong foundation for growth.







Trending Topics

Business News Live

Indian Rupe

nternational Gemmological Institute Share Price

Hamps Bio Share Price

Gold Prices

Netflix India's profit jumps 49% in FY24; Revenue up 30%

User Base

 Active Subscribers: ~12 million paid users in 2024, marking significant growth.

What Users Like?

- Original Content: Hits like Heeramandi (15M views), Amar Singh Chamkila (8.3M views), and licensed titles (Laapataa Ladies, Shaitaan).
- Regional Content: Localized shows resonate with audiences, boosting subscriptions.
- Diverse Genres: Variety of dramas, comedies, and thrillers caters to wide tastes.

Financial Highlights

- FY24 revenue: ₹2,895 crore (+30% YoY).
- Profit: +49%, showcasing effective strategies for Indian viewers.

User Expectations

- Localized Content: More regional films and series reflecting Indian culture.
- Affordable Plans: Competitive pricing and promotional offers to expand the audience.
- Improved Features: Enhanced search, personalized recommendations, and offline options.

USER PERSONAS



NEHA Unaware | 34 | Homemaker | Tier 3 India

- Usage: 10+ hours/week on local OTTs for family and regional content.
- Pain Points: Unfamiliar with Netflix's offerings, prefers content in Hindi, Marathi.
- Goal: Access regional content and discover new shows in her native language.
- Action Plan:
 - Launch awareness campaigns in tier 3 cities showcasing Hindi, Marathi content.
 - Offer a free trial highlighting regional offerings.



Casual Scroller | 24 | Graphic

Designer | Urban India

- **Usage:** Logs in 1–2 times/week, prefers quick entertainment during breaks.
- Pain Points: Overwhelmed by Netflix's extensive library, lacks short-form content.
- Goal: Quick, engaging entertainment during workdays.
- Action Plan:
 - Create a "Quick Bites" section for short, easy-toconsume content.
 - Introduce daily picks, trending highlights, and interactive features to boost engagement.

USER PERSONAS



SAIKIRAN

Budget-Conscious | 28 | Software Developer | Urban India

- **Usage:** Active for 2 years, 4–5 weekly sessions (4 hours/session), subscribed to standard plan.
- Pain Points: High pricing, limited regional content, lack of Bollywood movies.
- Goal: Affordable plans with more regional and Bollywood content.
- Action Plan
 - Launch affordable regional plans with Hindi, Tamil, Telugu content.
 - Add Bollywood and regional TV shows to retain users.



ISHANI

Indecisive | 21 | College Student | Metro India

- Usage: Watches free content on YouTube/local OTT, follows Netflix trailers on social media.
- Pain Points: Limited budget, unsure about Netflix's value, prefers low-cost options.
- Goal: Experience Netflix without committing to a full subscription.
- Action Plan:
 - Offer free episodes or a low-cost trial for students.
 - Use peer recommendations and social media to highlight value.

PROBLEMS IDENTIFIED

Tier 1 City Dominance: Netflix primarily caters to Tier 1 city users, often referred to as the "cappuccino crowd," contributing to its high ARPU compared to competitors.

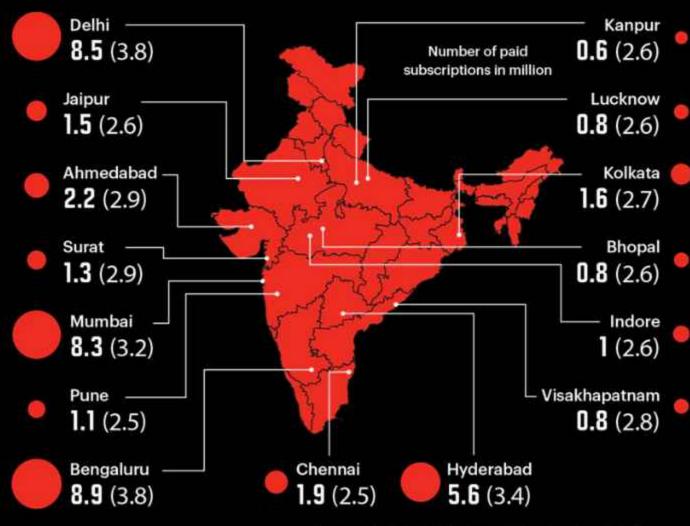
Key Challenges:

- Limited Regional Content: Hinders Netflix's ability to attract a more diverse audience.
- High Competition: Local platforms like Jio and Hotstar dominate with cricket and region-specific shows.
- Low Discoverability: Netflix's unique offerings remain underexplored by many users.

Challenges in Tier 2 and Tier 3 Cities

- Low Awareness: Netflix is overshadowed by affordable competitors with localized content.
- Affordability Concerns: Price-sensitive users perceive Netflix as expensive, limiting its reach.

Paid Subscriptions: Top 15 Cities



Figures in brackets indicate average number of platforms subscribed; Source: Ormax Media

COMPETITOR ANALYSIS









Launched (in India)

2015

2016

2016

2020

Active Users

58.4 million

65 million

12 million

40 million

Rankings (OTT)

lst

2nd

3rd

4th

Market Share

26 %

20 %

8-10 %

10-15 %

Valuation

~\$150B (Disney)

~\$1T (Amazon)

~\$150 billion

~\$200B (Reliance)

Basic Fee

₹299/month

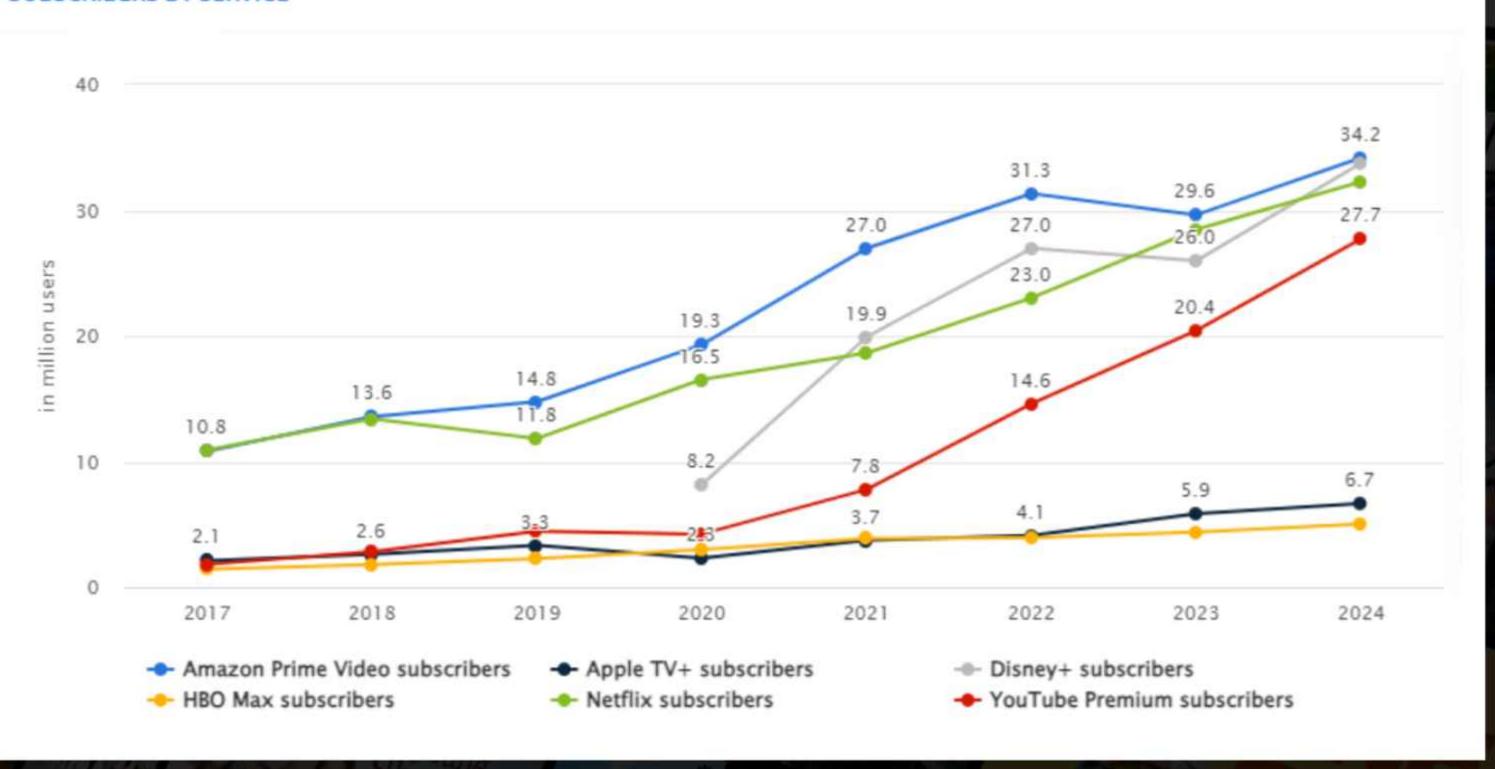
₹149/month

₹199/month

Free

COMPETITOR ANALYSIS





RATIONALE FOR PROBLEM SELECTION

To boost average traffic, Netflix must address both retention and acquisition

RETENTION IN TIER 1 CITIES

Focus on engaging the existing high-ARPU user base through enhanced discoverability, personalized content, and exclusive offerings to increase content consumption.

BENEFITS FOR USERS?

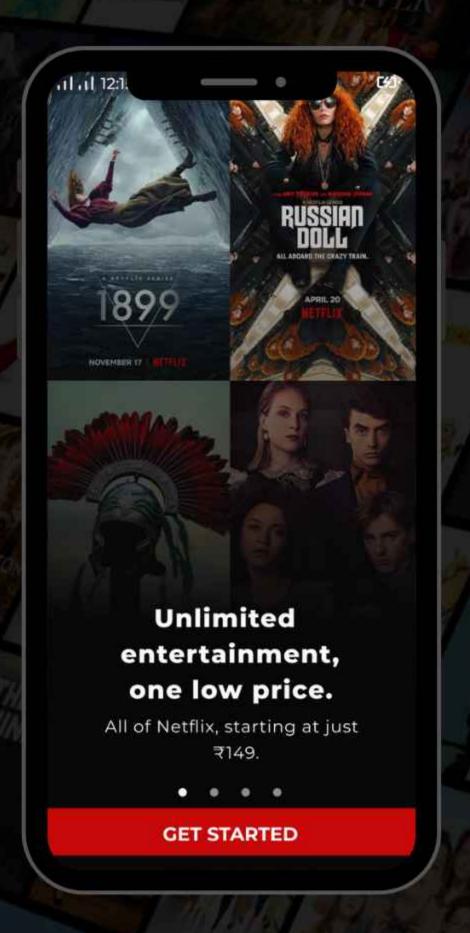
- Lower-priced plans and free trials make Netflix accessible to budget-conscious users.
- Expanded regional and Bollywood content enhances cultural relevance and user satisfaction.
- Personalized recommendations and improved discoverability streamline content exploration.
- Users get access to unique, high-quality original series and films that aren't available on other platforms.

EXPANSION TO TIER 2 AND TIER 3 CITIES

Develop affordable plans, offer free trials, and invest in regional content to attract new users. This will grow the subscriber base and drive additional traffic, even if ARPU slightly decreases.

BENEFITS FOR NETFLIX?

- Increased Revenue: Higher traffic boosts subscriptions and retention.
- Stronger Position: Enhanced engagement reinforces market dominance.
- New User Acquisition: Affordable plans and regional content attract Tier 2 & 3 users
- Brand Growth: Wider adoption strengthens Netflix's premium image.



SOLUTION 1: STARTER PACK

Feature:

The Starter Pack offers a limited-time access to popular shows or first few episodes for free, giving users a taste of Netflix's premium content before they commit to a full subscription.

How does it work?

Users can access a selection of Netflix's top-rated shows for free, with a prompt to upgrade to a full plan once they've experienced the platform's unique offerings. It's designed to attract hesitant users by lowering the barrier to entry.

- Increased Engagement: Users experience Netflix's value, encouraging them to subscribe.
- Higher Conversion Rates: Free access to premium content nudges hesitant users to opt for paid plans.
- Expanded Reach: Attracts users who were previously unwilling to pay for the service.



SOLUTION 2: PUSH NOTIFICATIONS

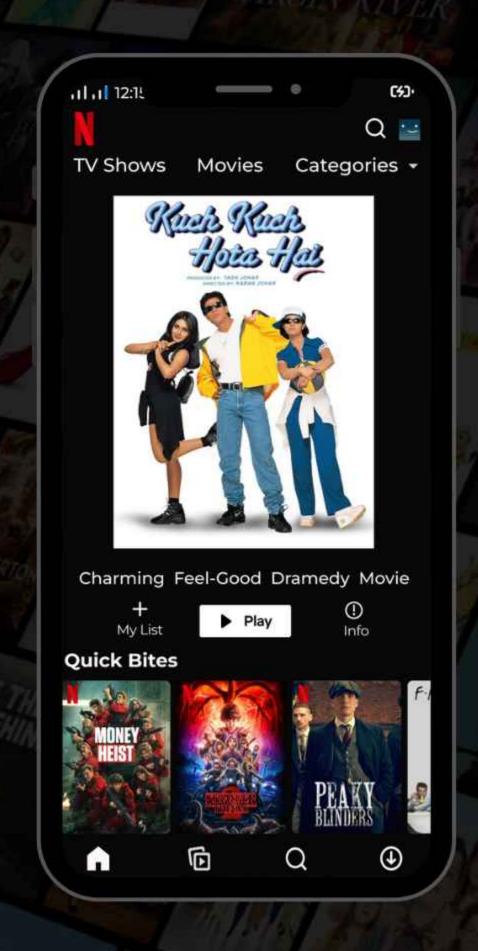
Feature

Content reminders and push notifications notify users of new episodes, recommendations, or content similar to what they have previously watched, keeping them engaged.

How does it work?

Users receive real-time notifications about upcoming shows, season premieres, or recommended content based on their preferences. These reminders can be customized to notify at specific times or based on activity patterns.

- Increased Return Visits: Keeps Netflix on the users' minds, prompting them to return regularly.
- Higher Engagement: Notifications about new content make users more likely to re-engage.
- Better Retention: Timely reminders encourage users to stay subscribed to avoid missing content.



SOLUTION 3: QUICKBITES

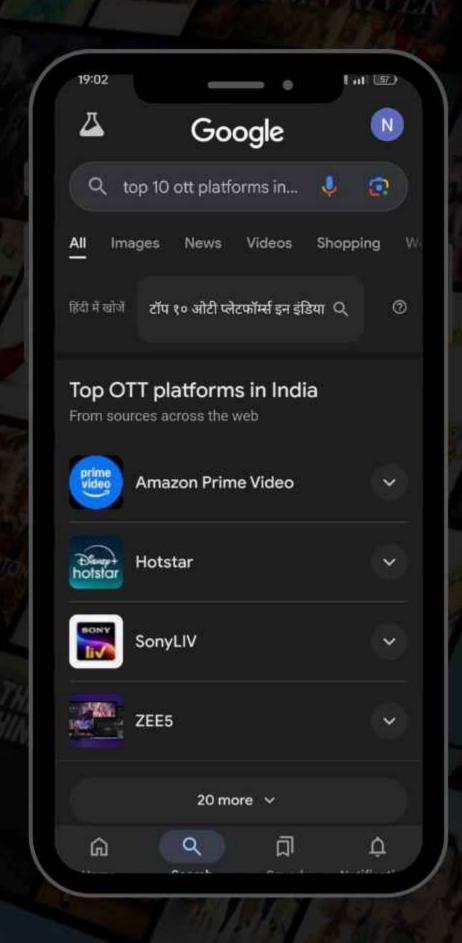
Feature:

The QuickBites section showcases trailers, highlights, and short clips of trending shows, allowing users to quickly decide what to watch.

How does it work?

This feature provides engaging trailers and short snippets of popular or recommended shows, so users can browse content at a glance. The section is dynamic, changing regularly based on user preferences.

- Increased Discovery: Users are introduced to new content easily, encouraging more frequent platform visits.
- Time-Saving: Quick browsing options help users quickly find shows they'll enjoy, improving retention.
- Binge Potential: Encourages users to start watching shows they might otherwise miss.



SOLUTION 4: OPTIMIZE SEO

Feature

SEO optimization and targeted ads aim to drive more organic traffic to Netflix by leveraging regional keywords and tailoring advertisements to specific Indian audiences.

How does it work?

Netflix optimizes its website and app with region-specific keywords, ensuring visibility in search results. Ads are also tailored to target specific demographic groups and geographic locations using regional languages and preferences.

- Higher Visibility: Improves Netflix's discoverability in search engines and on social media.
- Increased Traffic: Regional targeting ensures that ads reach the right audience, leading to more sign-ups.
- Better Engagement: Ads tailored to local culture and preferences will resonate better, resulting in higher engagement rates.

METRICS FOR MEASURING SUCCESS

Starter Pack

Push Notifications

QuickBites Highlight

Optimize SEO

Number of new subscribers in Tier 2 & 3 cities

Revenue generated from starter pack users

Click-through rate (CTR) for notifications

Percentage of inactive users re-engaged

Number of users engaging with QuickBites daily

Conversion from QuickBites to full content viewing

Organic traffic from regional keywords

Regional subscriber growth

Monthly

Monthly

Weekly

Monthly

Daily

Monthly

Monthly

Quarterly

