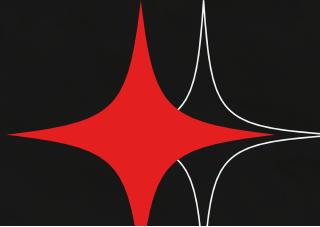




NETFLIX

Product Features - Recommendations





COMPANY OVERVIEW

MARKET OVERVIEW

- The global video streaming market size was valued at \$455.45 billion in 2022 and is projected to grow from \$544.33 billion in 2023 to 1,902.68 billion by 2030.
- North America is predicted to dominate the streaming market.
- Major players in this market is Netflix, Amazon Prime Video(200M+ users) and Disney + .
- The subscription segment accounted for the largest revenue share in 2022, with more than 44.5% market share.

NETFLIX

- It is video streaming service launched in 1997 and headquartered in Los Gatos, CA.
- It is a leading streaming platform with a market share of 44.21%
- Has 3 plans for various users
 - 1.standard with ads (\$6.99/month)
 - 2.standard (\$15.49/month) and
 - 3. premium (\$22.49/month)
- Netflix android app reported 106M MAU and the IOS app reported 115M MAU.



NETFLIX'S SEGMENT, TARGET AND POSITION



Segmentation

- **Demographic Segmentation:** Netflix caters to various age groups, geographic locations, and economic strata, offering a unique viewing experience to each.
- **Behavioural Segmentation:** By analysing user behaviour, Netflix curates personalised content recommendations, enhancing the viewer experience.



Targeting

- **Wide range audience targeting:** Netflix targets different audience groups based on their specific preferences and viewing habits.
- **Data-driven personalized approach:** Leveraging viewer data, Netflix provides personalised content suggestions and creates individualised user experiences.
- **User engagement strategies:** Through email marketing, app notifications, and 'Top 10' lists, Netflix keeps users engaged and updated about relevant content.

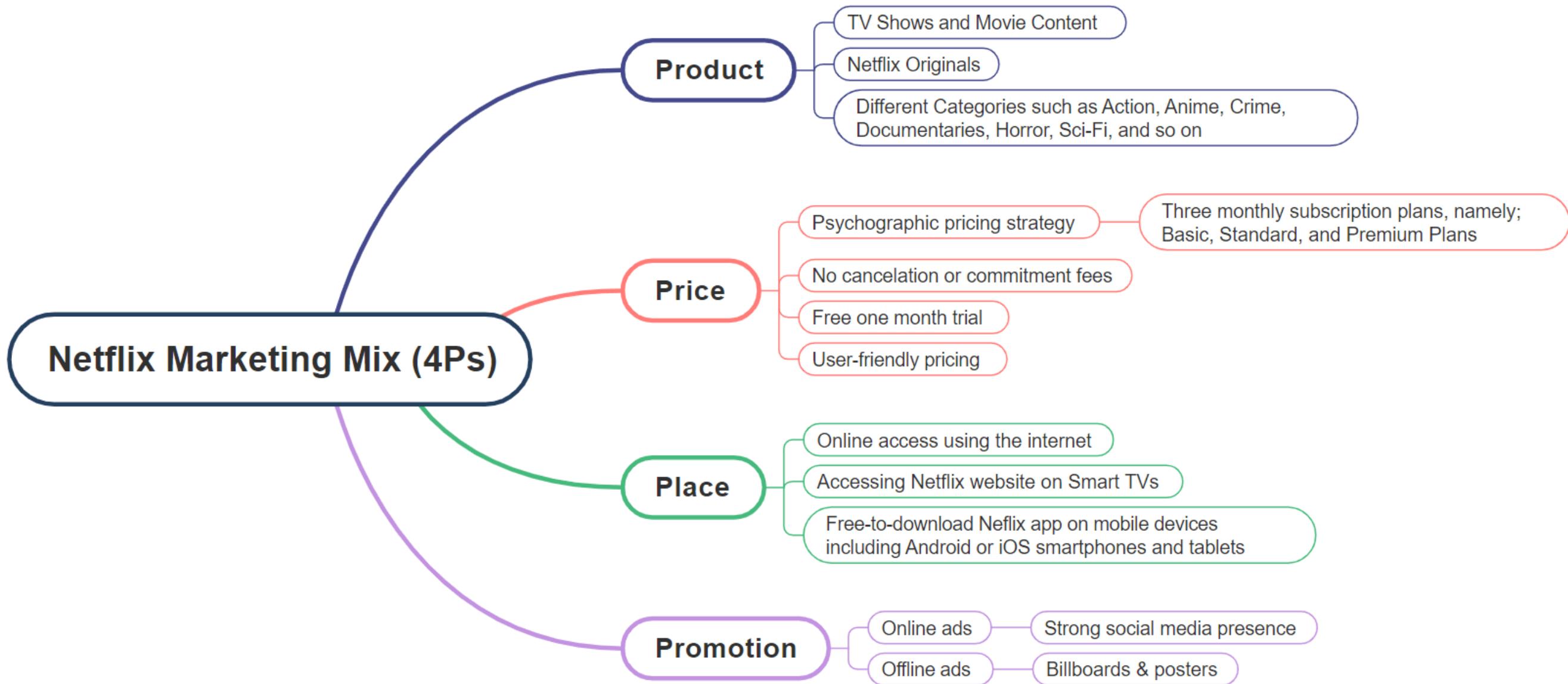


Positioning

- **Personalised viewing experience:** Netflix offers tailored content, allowing users to watch what they want, when they want, without commercials or schedules.
- **High-quality, diverse, and exclusive content:** Producing original series and movies, Netflix stands out with its commitment to high-quality, unique content.
- **Technological innovation:** By innovating recommendation algorithms and data-driven curation, Netflix leads in technological proficiency.
- **Pricing strategy and perceived value:** Netflix positions itself as a premium service offering value for money, maintaining its distinct market position.



MARKETING MIX - 4 P'S



1. SELECT FAVORITE SCENE TO BE WATCHED LATER



- While watching a movie/tv show an user can select a timestamp , marking it as a favorite scene and these details will be recorded which can be used to watch later when needed.
- Ex: I'm watching "Murder Mystery" movie and I like the scene between timestamp 00:31:00 and 00:38:00. So,I will mark it as favorite which is recorded in the favorite section that can retrieved when needed.

3. BUTTON TO SKIP FIGHT/SONG SCENES IF NEEDED



- Many movies/TV Shows have fight and song scenes that some prefer to skip so a skip button availability at each of the songs and fight scenes can help users avoid them.
- Ex: I'm watching "Mission Impossible" movie and there is a fight scene starting at timestamp 01:40:00 . There can be a skip button at this timestamp.



4. CREATE A SEPARATE TAB FOR MOVIES THAT LEAVE SOON



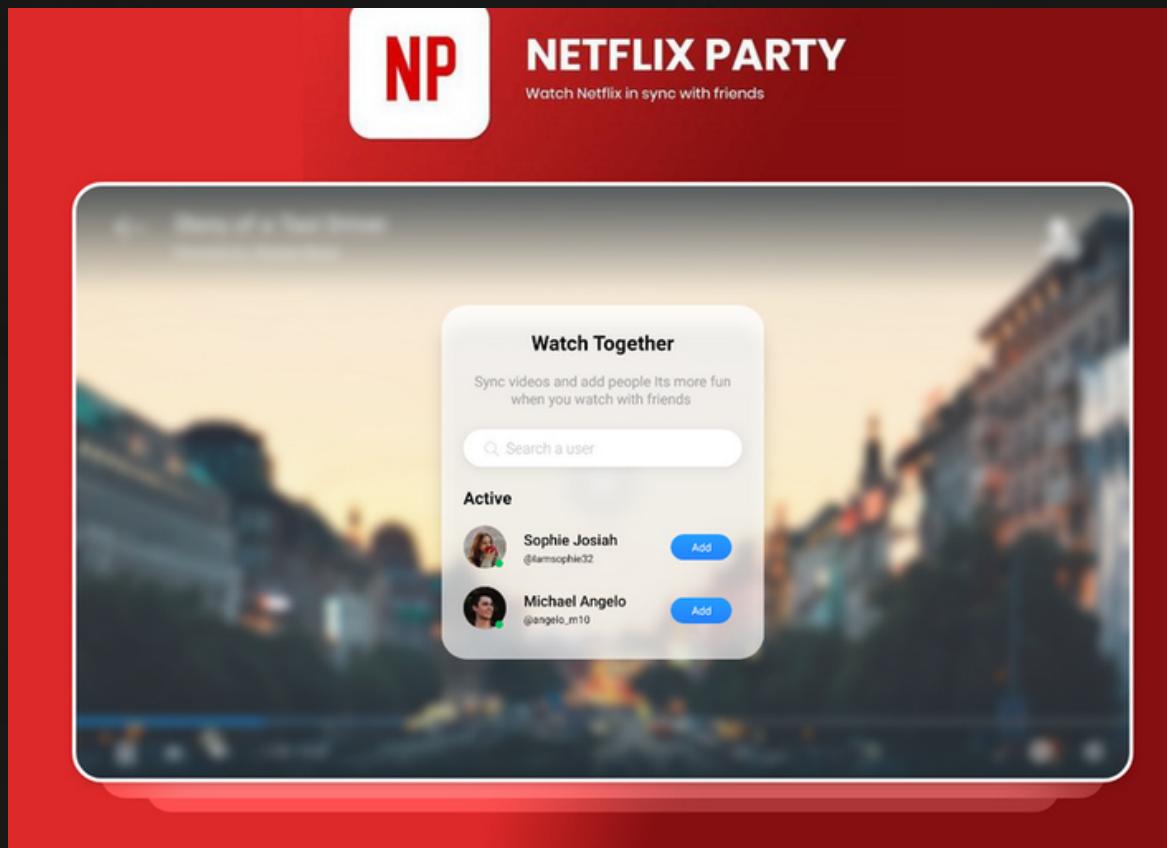
- There are certain movies that will leave netflix after a certain date like the image on the left hand side where the movie "2012" is last available to watch on December 31.
- Here the drawback is the leave date is known only when you search for that particular movie .
- It is better to get details of Leave soon movies atleast 3-6 months prior within a separate tab which can give users good enough time to watch them.

2009 2h 38m HD AD

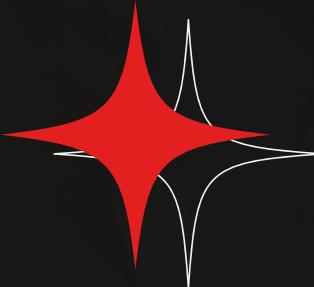
PG-13 intense disaster sequences and some language

Last day to watch on Netflix: December 31

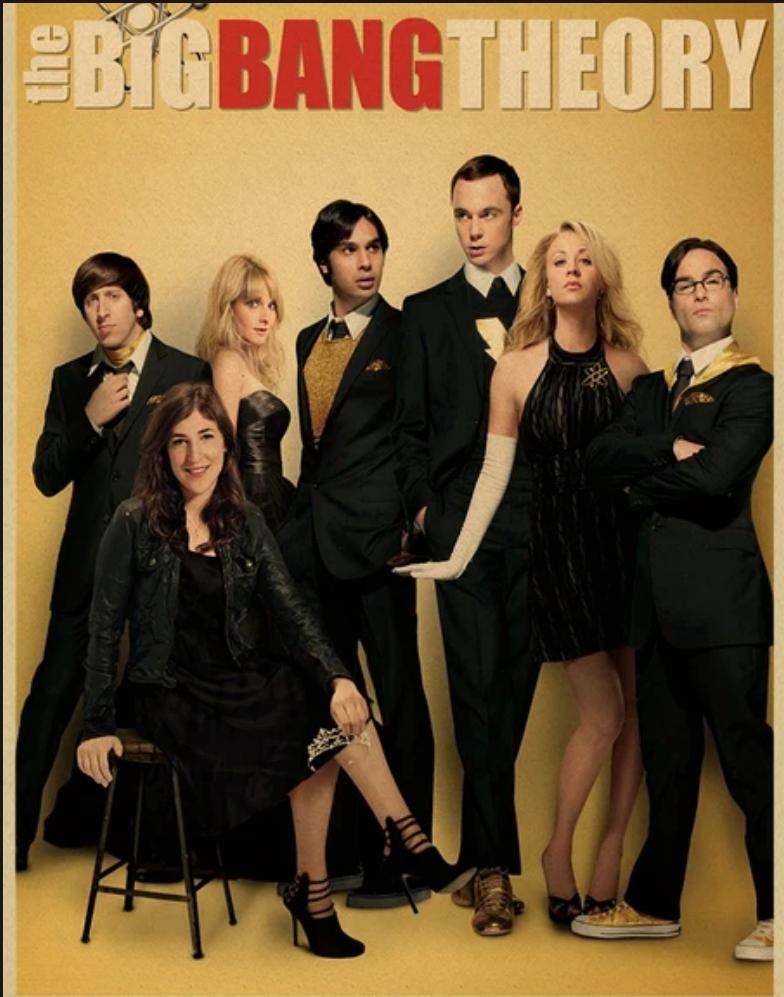
2. SEND INVITE LINK TO FRIENDS TO WATCH TOGETHER



- Netflix can add a feature to invite friends with to watch movie/TV show. Presently they have Netflix Party which can be used using extension in the browser
- When the link is shared the time is mentioned and the organizer can set a remainder which will be reflected in each of the friends account.
- Ex: IF the organiser sets the event at 8 pm and sets 15 minute reminder i.e 7:45 pm . At 7:45pm all the friends invited will receive a reminder.



5. STRENGTHEN VOCABULARY WHILE WATCHING MOVIES



- While watching movies especially American and British Movies users come across new words and are curious to know the meaning and use the google search for this purpose.
- Here Netflix can come up with a vocabulary feature. So an user can click on the word for the meaning in the transcript and its meaning will be displayed.
- This feature can be used by students and working professionals in general to improve vocabulary.