



# TASK 07

## GAP ANALYSIS ON STREAMING SERVICES

# # CURRENT STATE

- Product Features:
  - Extensive library of movies, TV shows, and original content
  - User-friendly interface across multiple devices
  - Personalized recommendations based on viewing habits
- Target Market:
  - Diverse demographics, including families, young adults, and binge-watchers
  - Global audience with localized content





# # DESIRED STATE

- Consumer Expectations:

- More diverse content options, including regional and international programming
- Improved streaming quality (e.g., 4K, HDR)
- Better parental controls and family-friendly options
- Competitive pricing and flexible subscription plans



# # IDENTIFYING GAPS

Area	Current State	Desired State	Gap
Content Variety	Strong library but focused on Western content	Broader selection including more regional content	Content Offering
Streaming Quality	Good quality but variable based on internet	Consistent high-quality streaming (4K, HDR)	Quality
Parental Controls	Basic controls available	More advanced features for family viewing	Usability
Pricing Flexibility	Fixed subscription plans	More options for tiered pricing or ad-supported plans	Market Positioning

# # ACTION PLAN

- Expand Content Library:
- Invest in acquiring and producing more regional and international content.
- Improve Streaming Quality:
- Upgrade technology and infrastructure to ensure consistent high-quality streaming.
- Enhance Parental Controls:
- Develop more sophisticated parental control features for better family management.
- Reassess Pricing Strategy:
- Explore tiered pricing models or ad-supported options to attract a wider audience.

# # MONITORING PROGRESS

- KPIs to Measure Success:
- Customer satisfaction scores related to content and features
- Subscription growth and retention rates
- Engagement metrics on new content offerings
- Usage statistics of parental control features

# # CONCLUSION

- The gap analysis for streaming services identifies essential areas for improvement to meet evolving consumer expectations and enhance its competitive position in the streaming industry. By addressing these gaps, Netflix can maintain its leadership in the market while appealing to a broader audience and adapting to changing viewing habits.

**END**