The early adoption (2002) of their digital capabilities and exploitation of data combined with a mindset of intellectual property rights protection, gave Netflix’s a first-mover advantage to innovate and become the leader in the industry. Non-only Netflix was able to use Operational Data but was able to connect all the information that was possible to collect. As the “Digital Ubiquity” article states, is that the new global economy will rely on companies that are able to “rethink their business models, identifying new opportunities for creating and capturing value”, and the way to go are the new modes of value creation, based in new data that organizations can accumulate. They not just used the information (data) from the traditional perspective of analyzing segments of the operations data, but were able to accumulate data from each part the customer experience and connect in a optimum “network”  database.  
  
The keystone from my point of view is this mindset of thinking in “learning from the masses”. It reminded me about the research from Alex Pentland’s Social Physics concept of social learning: how human behavior is driven by the exchange of ideas –how people cooperate to discover, select and learn strategies and coordinate their actions.  Netflix, knew that as company have limited resources, the develop of their source of comparative advantage needed to develop further, therefore, there was a need to change, despite the risks that might encounter. The idea to open to a crowdsourcing mindset would require consideration of many possible outcomes and implications such as: intellectual property, incentives of participation and cooperation, infrastructure investment, integration of solutions, leakage of information to competitors, etc. Everything with the sole objective to optimizing the maximum percentage of possible solution space.   
  
Technological development is a source of amplifying the limits of what humans can understand and develop. Many of the social economist imply that development must be assure by the “right” incentives, specially those seen as a non-zero sum game of cooperation and participation. From my point of view, this kind of challenges gives this kind of “ecosystem” that create the perfect environment to give people the capacity to cooperate to discover, select and learn strategies and coordinate their actions. And the spillovers of this could impact the well-being of society. On the other hand, the question is about how to maximize well-being taking into account ethics and the respect of freedom of information and data protection rights.  Netflix, should launch another challenge that can combine all this constraints, with the only reasons that we as a humans can develop us further.