Conestoga College

School of Applied Computer Science & Information Technology

PROG8630 – Dashboard Prototype

Netflix (A Streaming Platform)

AND

Rogers (A Telecommunication Industry)

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## Abstract

Since 2019 a lot of changes had been made in the streaming media content due to the pandemic caused by covid 19, and many big streaming platforms have seen irregularities in content consumption and so as in profits. One of the main streaming platforms Netflix has also tried a strategy for attracting new consumers while also indulging the current customers of the platform

Netflix had approached Rogers, one of the leading telecommunication industry, for collaboration in order to introduce a new plan for joining the Netflix family. Where special offers are made as a combo with the regular internet plan that also includes a Netflix subscription by adding nominal fees of 6$.

The result had spoken for itself by showing exponential growth in only a couple of months of the plan being released. Where a 9% increase in overall subscriptions and a 13% growth in daily views for Netflix have been recorded. Moreover, Rogers claimed to show an increase in their users by 6% and a 4% growth in the overall revenue.

Finally, it was a huge success for both companies as the report shows for Netflix and Rogers below.

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NETFLIX AND ROGERS GROWTH REPORT

There was a sudden craze in the online streaming platform due to the pandemic caused by COVID 19. As avoiding human contact was necessary, most of the cinema house were closed thus, people were obligated to use online streaming platforms in order to get entertained. One of the streaming platform Netflix came into the picture and it got the huge popularity. However, as the market started to open again, the growth of Netflix subscribers began stagnant, and a new idea was required in order to maintain customer attraction. This is why Netflix approached Rogers with its new strategy to collaborate and create a new plan that will not only increase Rogers users but also increase Netflix subscribers.

The strategy was to create a combined plan in which Netflix will provide their basic subscriber plan for only 6$ instead of 10$ to the Rogers users who have a minimum of 55$ of a plan and the bill will be added to Rogers’s monthly bill only. Here consumers will not pay any fees to Netflix directly and the Netflix subscription fee will be included in their ongoing Rogers monthly bill.

The plan has shown a lot of financial gains for both of the companies, Netflix gained a a total of 9% of its subscriber base, and the daily viewer count had raised by 13%, for Rogers a 6 gain in the customer subscription has been recorded and 4% overall revenue was observed.

# Departments for Netflix

## Subscription

* + What was the subscriber base before the new plan was launched compared to what was the new subscribers count after two months of the plan being launched
  + How much of the overall views were increase or decrease after the plan was released?
  + KPIs are
    - Views per month
    - Subscribers growth forecast
    - Average daily time viewed per household
    - Rate of content consumption per household

## Profit

* + What was the overall revenue after the plan was released compared to what was the revenue of the company before the plan was released
  + What is the profit gained by the turnover after the plan was released?
  + KPIs are
    - Gross Profit
    - Net Profit
    - Current Ratio
    - Cash burn

# **Departments for Rogers**

## Customers

* + What was the customer base before the new plan was launched compared to what was the new customer count after two months of the plan being launched
  + How much of the overall data consumption were increase or decrease after the plan was released?
  + KPIs are
    - Data consumed per month per user
    - Average call duration per customer
    - Customer retention forecast
    - Customer growth forecast

## Profit

* + What was the overall revenue after the plan was released compared to what was the revenue of the company before the plan was released
  + What is the profit gained by the turnover after the plan was released?
  + KPIs are
    - Gross Profit
    - Net Profit
    - Current Ratio
    - Cash burn

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