

888147 Innovation for Entrepreneur

Lesson 4-2 Netflix Case Study

Is Netflix a successful company? Why or why not?

Stage 1 Learn some background information

Suggested videos

2023 Why Netflix is Collapsing: The Truth About Netflix's Empire, at

<https://www.youtube.com/watch?v=UXZzyKTsBMw>

Others:

2022 The Rise and Fall of Netflix (Investors Are Suing)

<https://www.youtube.com/watch?v=OiEJhVcx0H0&t>

2024 How YouTube Won the Streaming Wars, <https://www.youtube.com/watch?v=fY18icni0YQ>

2022 The Ugly Truth About Working for Netflix, <https://www.youtube.com/watch?v=rtoMhJsgWho>

Stage 2 Research information

in student groups

Research Netflix. Focus on these 4 areas:

Discover

- How did they start? How did it begin? What business model? Why different/of value/successful/ innovative?

Development

- How did the product(s)/service(s) start, change, become better, new, different? What additional products or product changes were made?

Diffusion

- What happened during the years the company grew to become famous? What business model / company changes and decisions were made (e.g. big events)? How did they remain successful (ups and downs of the company)?

Impact

- How did they change their market? What does it do now? What impact does it have on its market?

All of your group should contribute to the research.
List your most interesting information about Netflix in the 4 areas.

WELL DONE: WE HAVE OUR CASE STUDY