MAKE
STREAMING
SOCIAL.

“I think this could be a great idea.”
”
Michael Tiernay
Netflix Marketing Data Science and Engineering Team

OUR COMPANY & OUR CONSUMERS

- Largest streaming service
- Approximately 140 million subscriptions and 400 million users as of January 2019
- 50% of Netflix subscribers are < 34
- Social media is relevant and popular to Gen Z and millenials

OUR SERVICE

PERSONALIZE

- M[illegible]t of fa[illegible]ows and Movi[illegible]
- e.g. Sad movies, coming of age movies

SHARE

- Share lists [illegible]th friends
- Follow friend[illegible]s to see w[illegible]at they're currently watch[illegible]g

CONNECT

- Wa[illegible] the same show or m[illegible]e [illegible]n friends, sign[illegible]can[illegible]thers or f[illegible]w[illegible]e in the world
- Offer chat feature

PROMO VIDEO

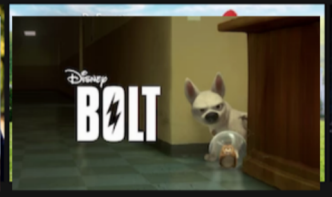
PERSONALIZE

My List

Mom & Me

TV Shows to Rewatch

For Babysitting



For Scaring Zack

Christmas Feels

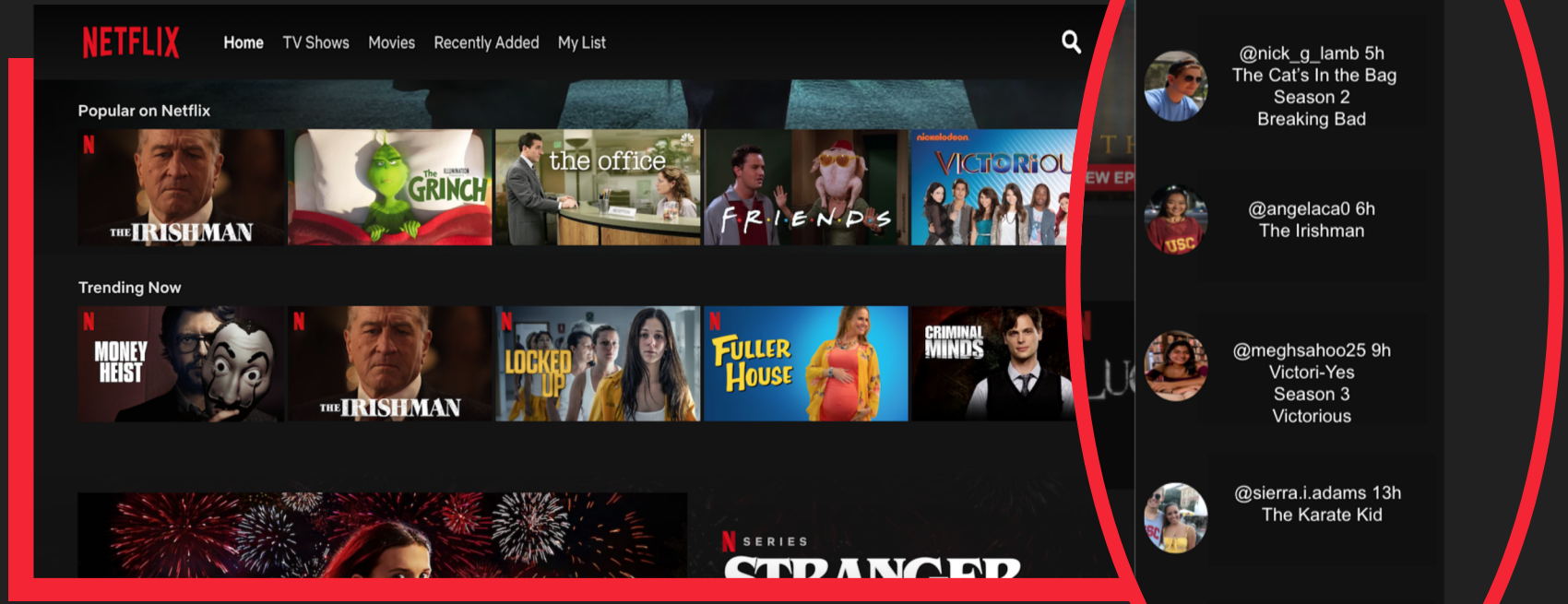
For Homework

Avengers

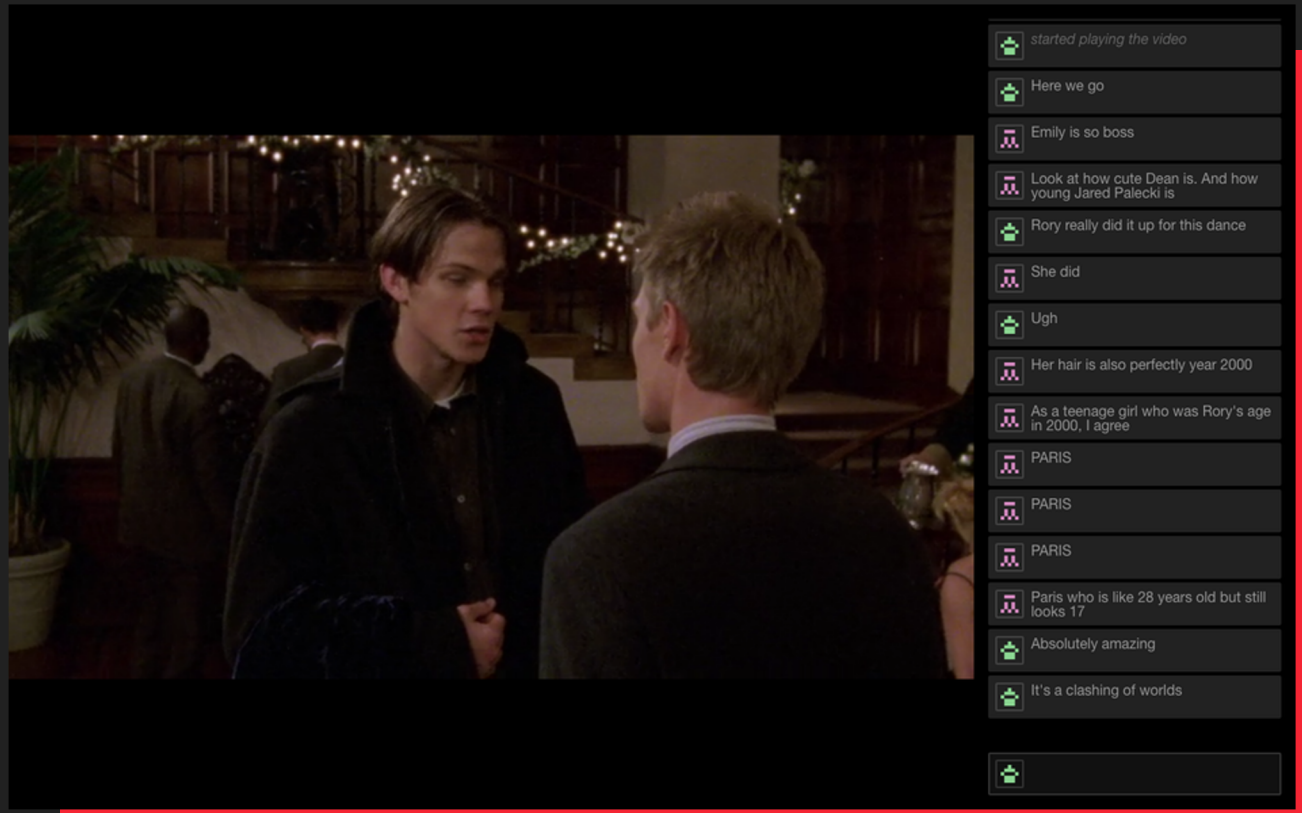
My Favorites

To Watch ASAP

SHARE


NETFLIX
Home
TV Shows
Movies
Recently Added
My List
Popular on Netflix
THE IRISHMAN
The GRINCH
the office
F·R·I·E·N·D·S
VICTORIOUS
Trending Now
MONEY HEIST
THE IRISHMAN
LOCKED UP
FULLER HOUSE
CRIMINAL MINDS
SERIES
STRANGER
Friend Activity
@nick_g_lamb 5h
The Cat's In the Bag
Season 2
Breaking Bad
@angelaca0 6h
The Irishman
@meghsahoo25 9h
Victori-Yes
Season 3
Victorious
@sierra.i.adams 13h
The Karate Kid
@applej_2000 15h
Moonrise Kingdom

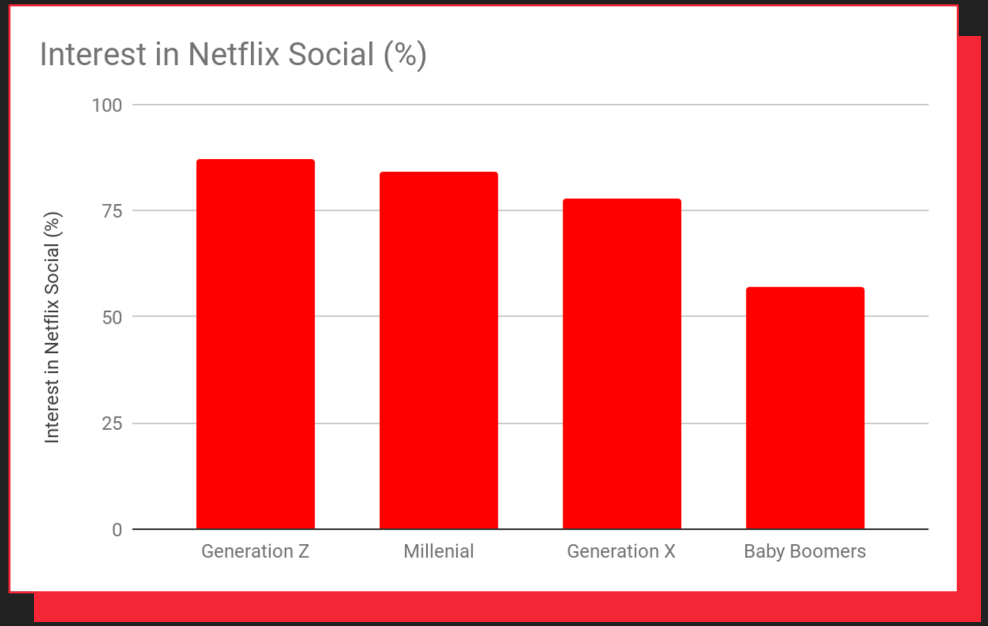
CONNECT


started playing the video
Here we go
Emily is so boss
Look at how cute Dean is. And how young Jared Palecki is
Rory really did it up for this dance
She did
Ugh
Her hair is also perfectly year 2000
As a teenage girl who was Rory's age in 2000, I agree
PARIS
PARIS
PARIS
Paris who is like 28 years old but still looks 17
Absolutely amazing
It's a clashing of worlds

AND THE SURVEY SHOWS

403
RESPONDENTS

85%
CURRENTLY SUBSCRIBED

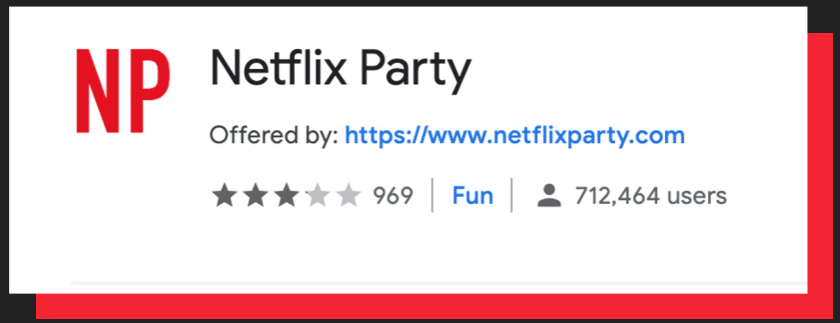


70% of subscribers would be interested in Netflix Social

73% would not subscribe for an extra $1

68% of non-subscribers would subscribe with Netflix Social

IDENTIFYING A MARKET NEED



Netflix told *The Verge*:

"Over the years we have tried various ways to make Netflix more *social*."

EXISTING COMPETITORS | NEW COMPETITORS

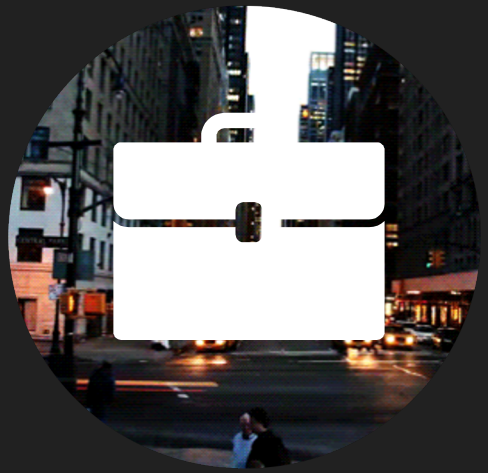
SWOT

STRENGTHS	OPPORTUNITIES
• Cost effective • Large existing customer base • Established advertising opportunities	• Potentially can partner with social media companies • Can transform our image into both a streaming and social platform
WEAKNESSES	**THREATS**
• Could complicate service • Must appropriately handle privacy issues	• Competition can imitate our feature if successful • Negative reviews and press

SEGMENTATION, TARGETING, POSITIONING

GROUP 1:
Millennials

GROUP 2:
Adults who own Netflix for their kids



GROUP 3:
Working adults

BETA TESTING AND RELEASE

USING SOCIAL MEDIA

#NETFLIXSOCIAL

CINEMATIC-ORCHESTRA
THANK YOU
QUESTIONS?