

MARKETING OF

NETFLIX

Michael Koudela, Kristián Kottfer, Peter Šípoš

No.1

streaming platform



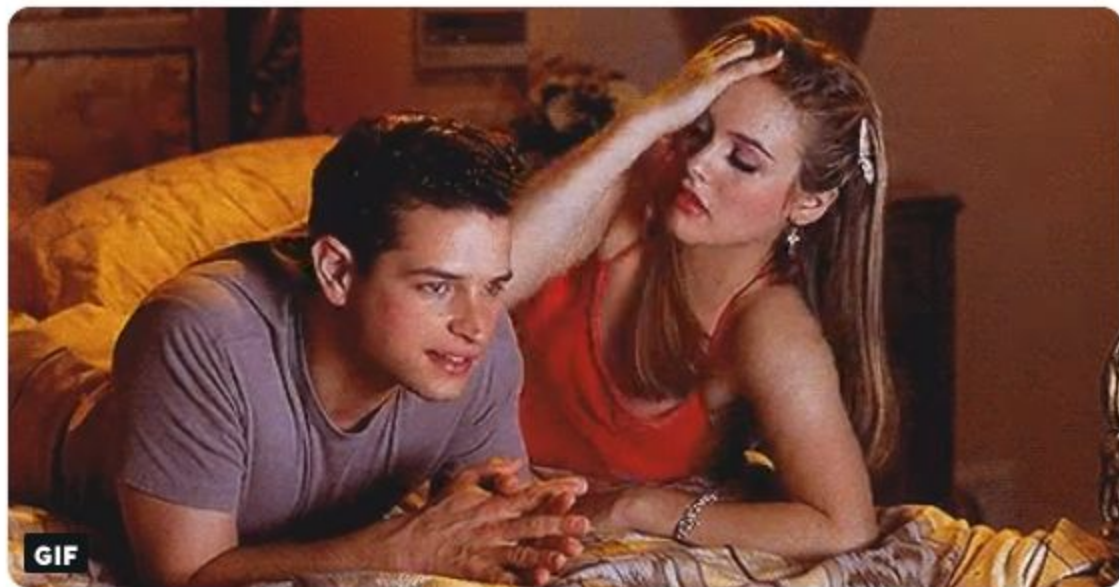
Netflix US 

@netflix

Follow



Netflix and chill? No, really.



GIF

1:02 pm - 22 Jul 2015

2,030 Retweets 2,725 Likes



NETFLIX

P.O. Box 49021
San Jose, CA 95161-9021

LONG EDGE ↑
YOUR RETURN ENVELOPE

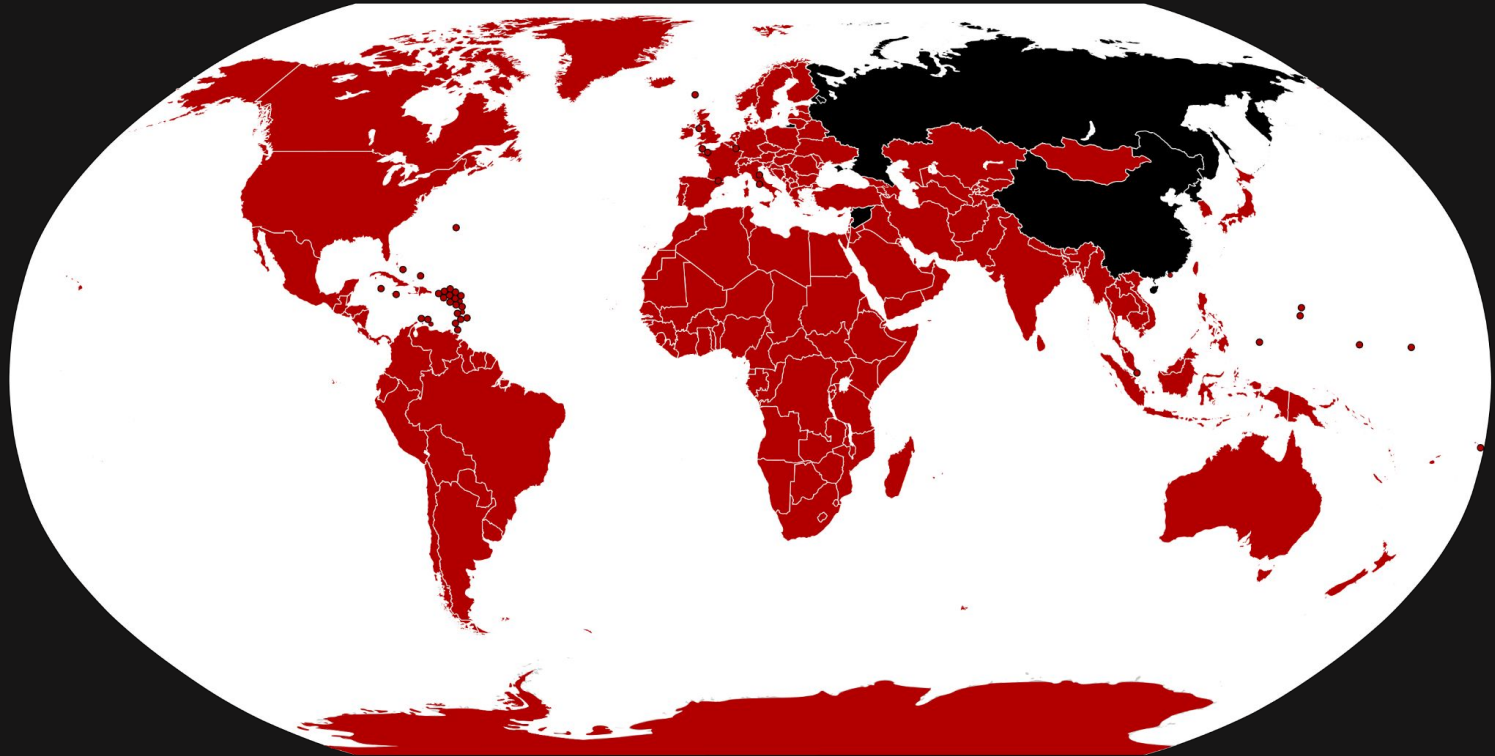
NETFLIX



Helvetica
We use it every day on our computer
street signs --- and we take
Gary Hustwit's uni
Helvetica

16
01-25

**2.7 million
subscribers
in 2019**




Whole world - China, Syria, North
Korea, Crimea and Russia

Netflix basic plans with ads

Country	Price (Local)	Price (USD)	# of TV Shows	# of Movies	Total Library Size	Price per Title (with Ads)	Price per Title (without Ads)
Brazil	18.9 BRL	3.60	2,004	3,667	5,671	0.00063	0.00085
Canada	5.99 CAD	4.37	2,136	4,291	6,427	0.00068	0.00114
Australia	6.99 AUD	4.42	2,225	4,170	6,395	0.00069	0.00112
South Korea	5500 KRW	3.87	2,094	3,431	5,525	0.00070	0.00121
Germany	4.99 EUR	4.92	2,062	4,740	6,802	0.00072	0.00114
United Kingdom	4.99 GBP	5.65	2,302	4,891	7,193	0.00079	0.00105
Spain	5.49 EUR	5.41	1,868	4,865	6,733	0.00080	0.00115
Italy	5.49 EUR	5.41	1,855	4,809	6,664	0.00081	0.00116
Mexico	99 MXN	4.96	2,032	3,510	5,542	0.00089	0.00124
Japan	790 JPY	5.30	2,191	3,730	5,921	0.00090	0.00116
France	5.99 EUR	5.90	2,049	4,364	6,413	0.00092	0.00136
United States	6.99 USD	6.99	2,162	3,833	5,995	0.00117	0.00167

Different country, different pricing



Netflix UK & Ireland 

@NetflixUK

Follow



every time i talk to someone from
[@Netflix_CA](#)



7:55 AM - 26 Apr 2019

100 Retweets 1,511 Likes



A dimly lit living room with a family of three sitting on a sofa, smiling and watching TV. A large television in the foreground displays the Netflix interface. The background features a staircase and a wooden shelving unit.

NETFLIX

Watch TV shows & movies
anytime, anywhere.

Plans start at \$8.99 a month.

No commercials. No commitments. No hassles.

[Start Your Free Month](#)

[Sign in](#)

Questions? 1800 071 578 / 24 hours a day.

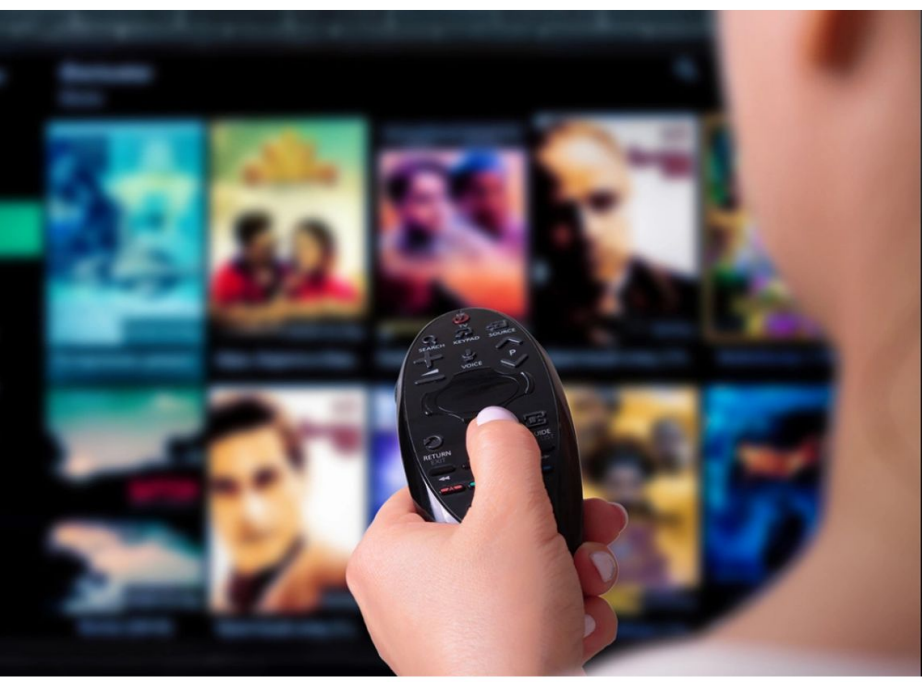
STREAM WARS



POSITIONING (2019)



Netflix just released one of 2020's most controversial movies - and it's already banned in one country



Netflix Facing Legal Issues over Controversial Temple Scene in India

Beebom Staff - Last Updated: November 28, 2020 1:03 pm



CONTROVERSY

AI

NETFLIX

Home TV Shows Movies Latest My List

🔍 KIDS 📺 🔔 😊

Continue Watching for SmartTV



Trending Now



Korean TV Shows



SOCIAL NETWORKS

 Netflix 3 d · 🌐

You'll never guess what she kept from the set...




NETFLIX.COM

Lindsay Lohan Answers Our Rapid-Fire Questions About 'Falling for Christmas'

 Netflix 2 d · 🌐

Since everybody's talking about Chris Evans today, here are some photos from The Red Sea Diving Resort you might be interested in.



 Netflix 3. listopad v 1:15 · 🌐

Yes, it's true: The Sandman will return to Netflix!



 Netflix 4 d · 🌐

In honor of Stranger Things Day, here are some never-before-seen behind the scenes photos!



 Netflix 4 d · 🌐

The Stranger Things 5 premiere episode is titled...
THE CRAWL



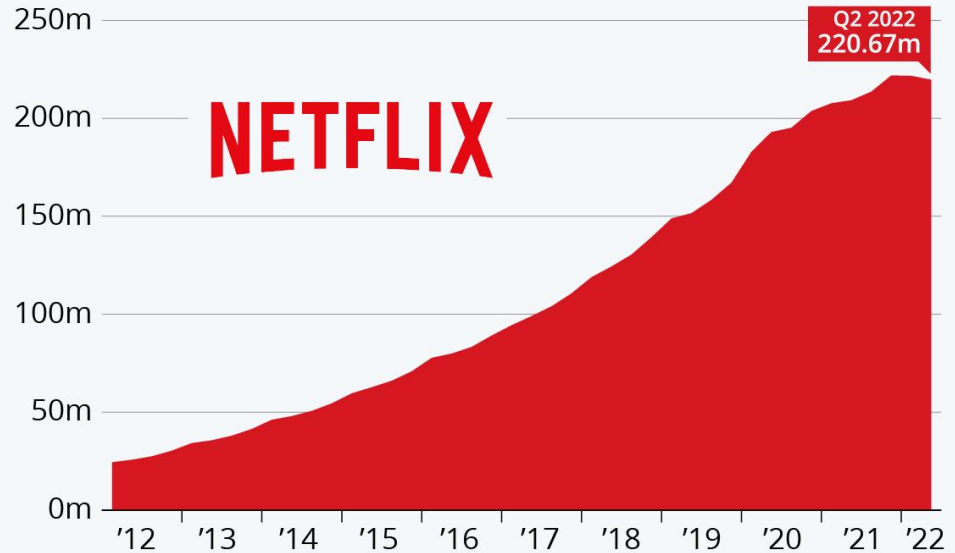
STRANGER THINGS 5

Episode #501
"Chapter One: The Crawl"
by
The Duffer Brothers

Issue

Netflix Sheds Subscribers for Second Quarter in a Row

Netflix's paid streaming subscribers worldwide at the end of the respective period



Source: Netflix



ADS ON NETFLIX

Netflix: We're adding commercials

Basically everyone:



NETFLIX WILL NEVER HOST ADVERTISING OR ENTER BATTLE FOR LIVE NEWS AND SPORT, CEO SAYS

Netflix CEO Reed Hastings / Steve Marcus/Reuters / Movie streaming site will forgo lucrative revenue source in favour of commitment to content, Reed Hastings promises

DE SOMMERLAD
Thursday 8 March 2018 16:02

18 shares



We will add ads to Netflix

We'll increase the prices

We'll remove people's favourite shows



Netflix: *Adds commercials*

ers

NETFLIX:



Enjoy your Netflix experience exactly as it is today?
Great! Nothing about the way you watch Netflix is
going to change.

From November, Netflix will be available from \$6.99 a
month. Basic with Ads, Netflix's new lower priced ad-
supported plan.



about.netflix.com

Netflix Starting From \$6.99 a Month - About Netflix

Password sharing



Netflix 

@netflix



Replying to [@netflix](#)

Love is sharing a password.

8:00 PM · Mar 10, 2017 · Twitter Web Client

8,569 Retweets **12.5K** Quote Tweets **25.1K** Likes

Q&A