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## Thecasesolutions.com

**Thecasesolutions.com**

- 11 million subscribers in the nation and 11 million worldwide
- They discuss everything that everyone does, what, how, when, where, whether they work
- See potential market reach advertising their audience and viewing habits, and based there around them

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## Netflix



## Promotion & Distribution

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• Recently advertised on Netflix, made a trailer played after watching a trailer or to show. Constantly show up in personal suggestions.

• Push to new current subscribers, rather than asking new ones.

• Released all 11 episodes of season 1 simultaneously.

• They stated that they saw "like" was making a really strong move.

• Even distribution offers narrative and characterization.

• First 488 episodes are made slower than a show like Breaking Bad.

• Shows that make other the way people watch it.

• Don't alter a new episode of "Lost", everyone talked about it. That is not possible here.

• Stop episode watching.

## Post-Production

Post-Production

Visual Effects

Sound

### Visual Effects

Visual Effects

Sound

### Sound

Sound

Visual Effects

### Repurposing American History: Steel Production



## Production

Production

Visual Effects

Sound

# HOUSE of CARDS

**Repurposing American  
History: Steel Production  
Ends in Bethlehem,  
Pennsylvania (A)**

**USE  of CA**

**Thecasesolutions.com**

# Thecasesolutions.com

## Thecasesolutions.com

- World's leading Internet television network
- 33 million members in 40 different countries
- One billion hours of TV shows and movies watched per month
- Ships an estimated 2 million discs a day in the U.S.

## Thecasesolutions.com

- Recently transitioned business from a DVD-by-mail service to a streaming content provider
- Revenue has since tripled from \$1.2 billion in 2007 to \$3.6 billion in 2012, a record high

# Netflix

## Thecasesolutions.com

- Reed Hastings – Chairman & CEO



- David Well – CFO



- Kelly Bennett – Chief Marketing Officer



## Thecasesolutions.com

- Publically traded company (NASDAQ: NFLX)
- Parent owner is Time Warner
- As of 2012, \$3.61 billion in sales and \$17.15 million in net income

## Thecasesolutions.com

Reed Hastings invested \$100 million to fund 26 episodes of *House of Cards*, a new original series premiering exclusively on Netflix.

HOUSE of CAR

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HOUSE  of CA



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- 27 million subscribers in the nation and 33 million worldwide
- They document everything that everyone does; what, how, when, where subscribers watch
- Saw potential market, took advantage of their audience and viewing habits, and based a show around them

• Heavily advertised on Netflix itself. Trailer played