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Netflix in China Harvard Case Solution & Analysis



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Outline

- 1. Introduction**
- 2. Historical Background of Netflix**
- 3. Cultural Dimensions of China**
- 4. Economic Factors of the Chinese Market**
- 5. Political Factors of the Chinese Market**
- 6. Social Factors of the Chinese Market**
- 7. Entry Challenges for Netflix in China**
- 8. Entry and Organizational Strategies for Netflix**
- 9. Recommendations for Netflix**
- 10. Concluding Statements: Why Netflix Should Enter China**

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Introduction

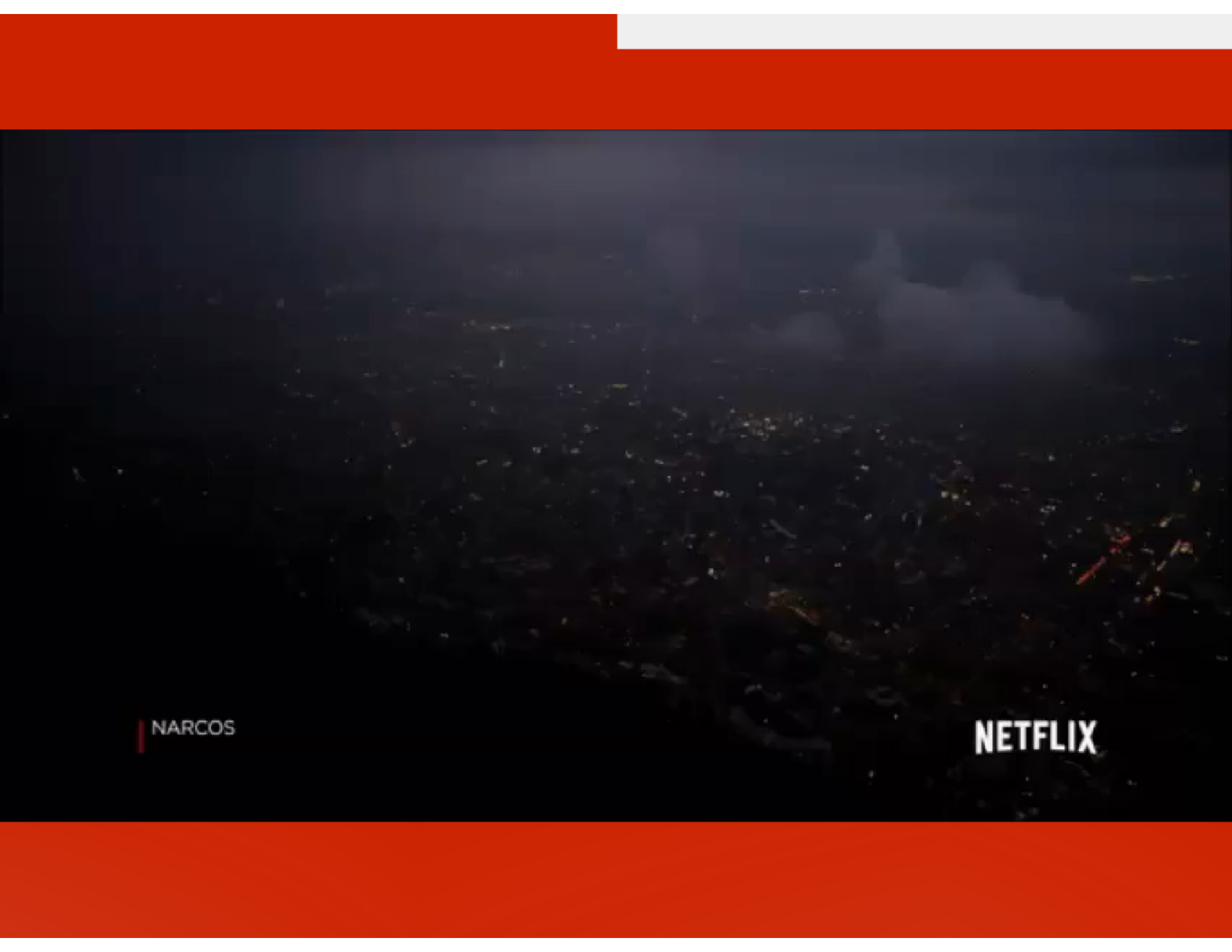


"Our core strategy is to grow our streaming subscription business domestically and globally. We are continuously improving the customer experience, with a focus on expanding our streaming content, enhancing our users interface and extending our streaming service to even more Internet-connected devices, while staying within the parameters of our consolidated net income and operating segment contribution profit targets"



Why China?

- Enormous opportunity for western firms
- Largest amount of internet users in the world
- Increasingly open economy
- Internet users desire to have more available content

An aerial night view of a city, likely Rio de Janeiro, with lights reflecting on the water. The image is dark with scattered lights and a prominent orange bar at the top and bottom.

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Introduction



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The Background on Netflix

- In 2002, Netflix became the leading DVD rental company in the industry
 - Partnered with Warner Bros. and Columbia Pictures
 - Made the addition of overnight shipping
- In 2010, Netflix launched the now extremely popular streaming of movies, shows, documentaries, etc. on their website
- Netflix is now one of the most visited websites in the U.S. today

