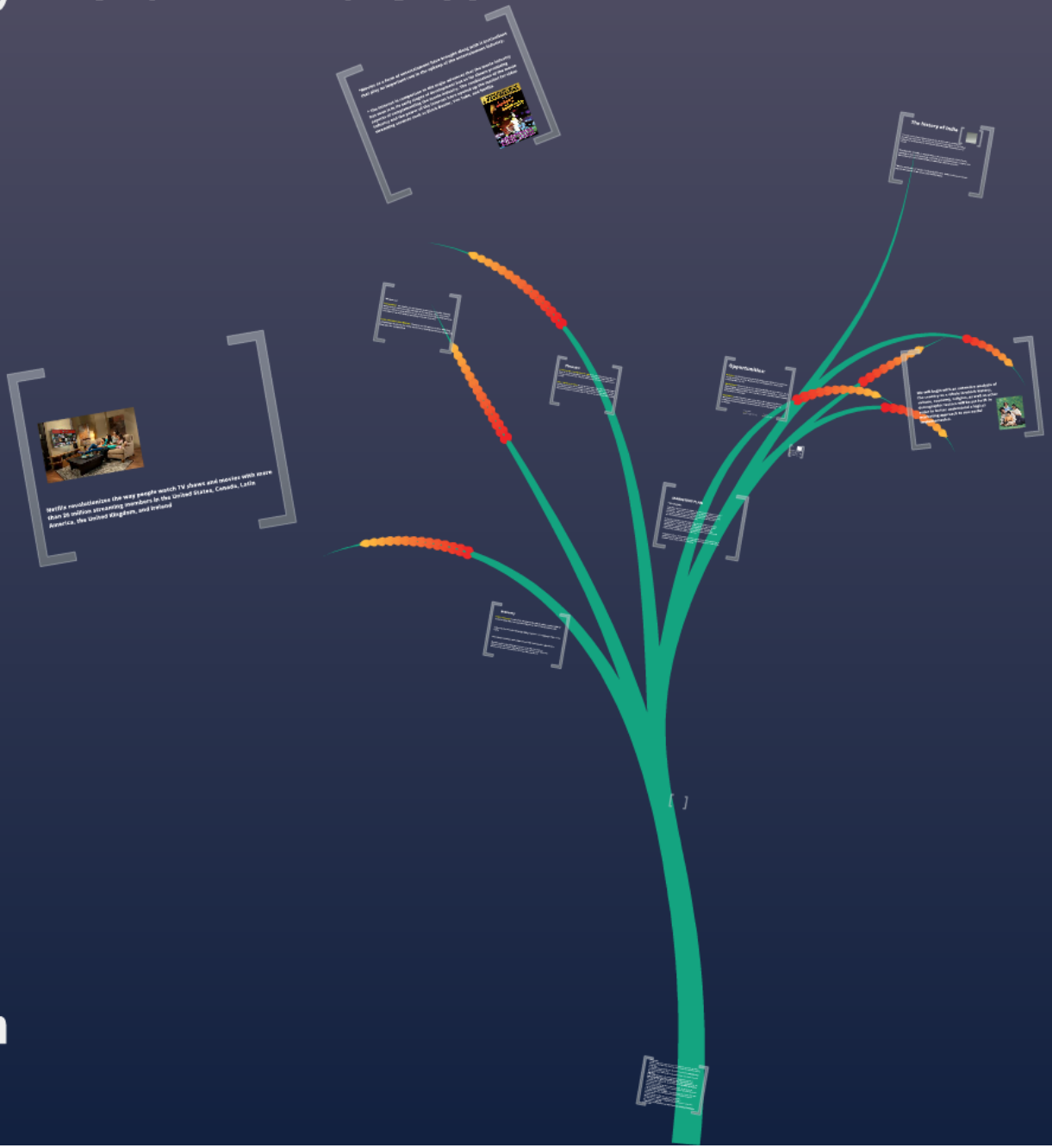
Netflix in India: The way ahead Harvard Case Solution & Analysis



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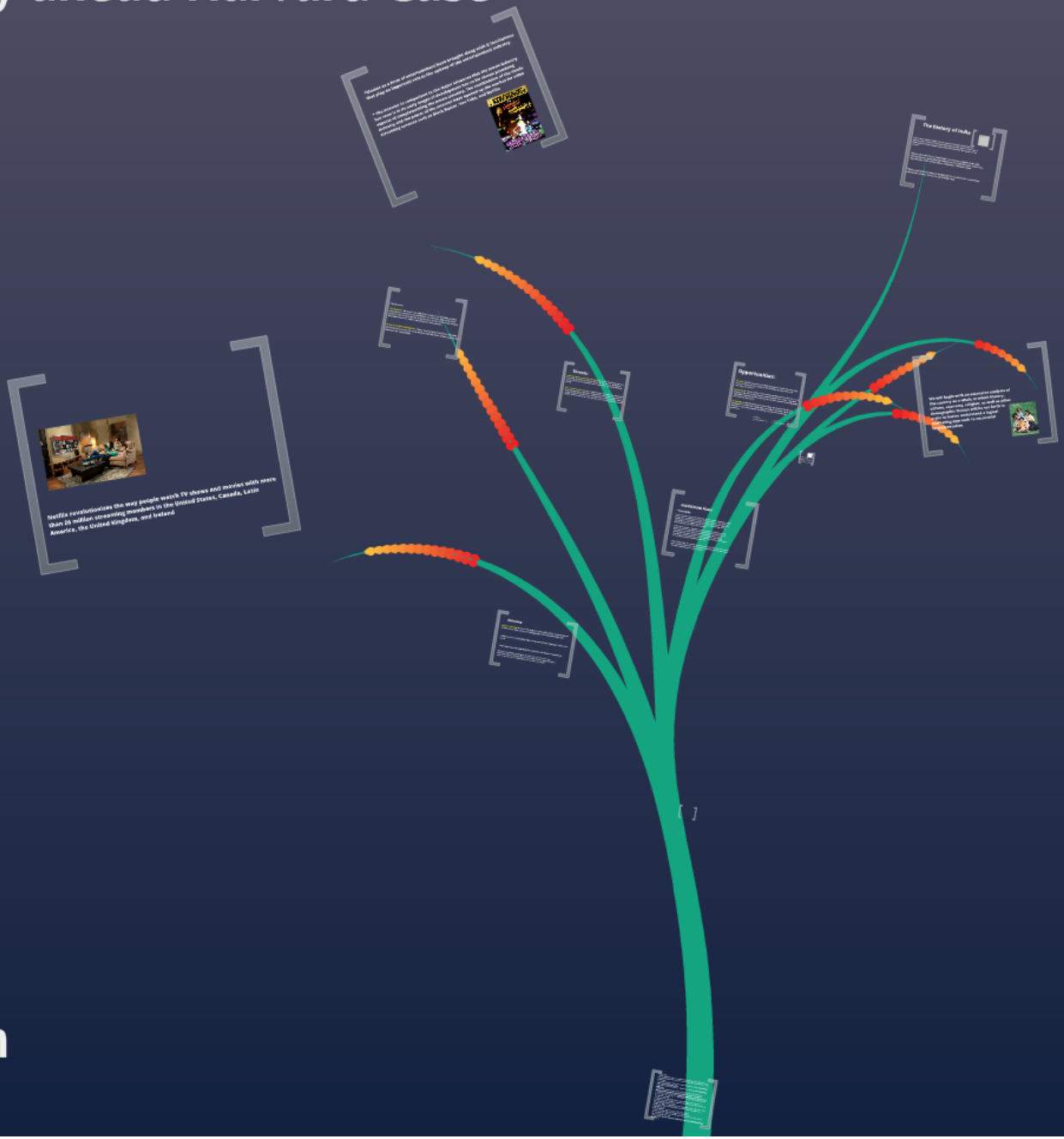

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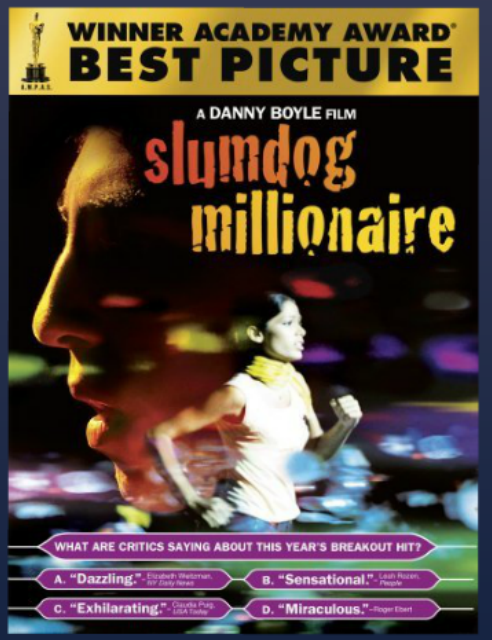
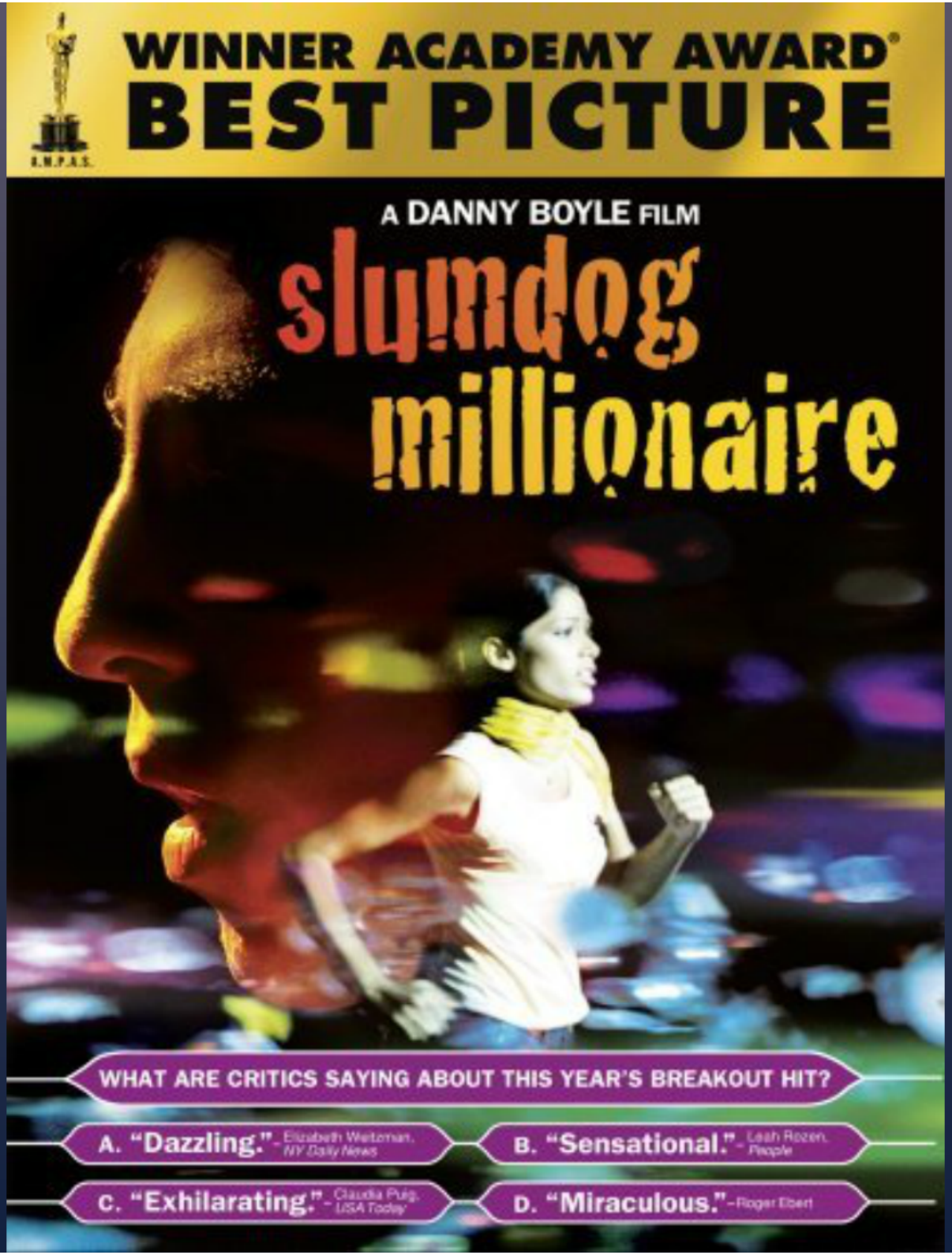
***Movies as a form of entertainment have brought along with it institutions that play an important role in the upkeep of the entertainment industry.**

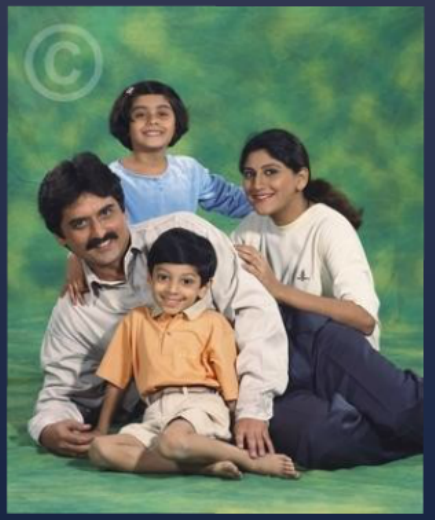
*** The internet in comparison to the major advances that the movie industry has seen is in its early stages of development has so far shown promising aspects of complementing the movie industry. The combination of the movie industry and the power of the internet have opened up the market for video streaming services such as Block Buster, You Tube, and Netflix**

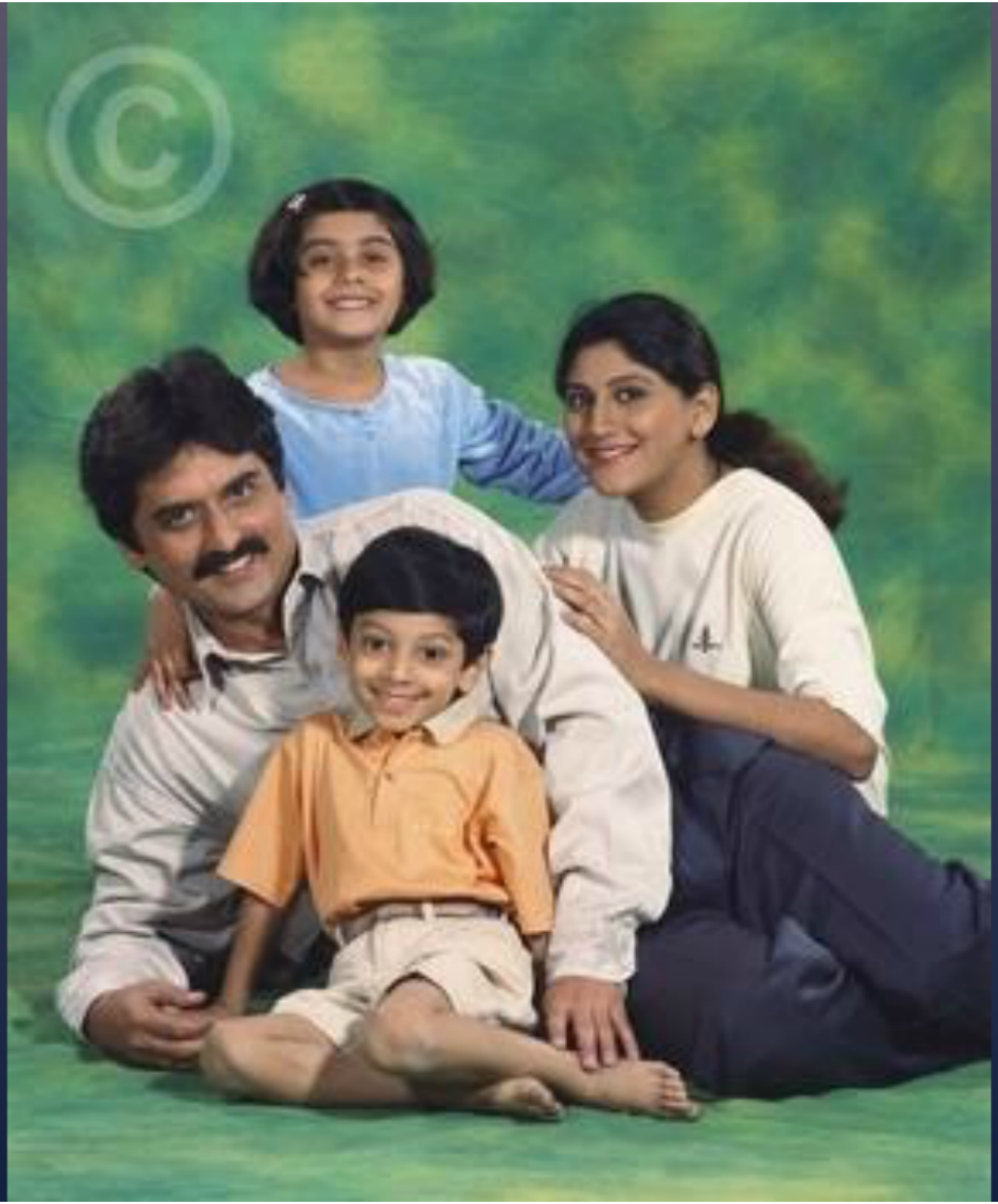



WINNER ACADEMY AWARD®
BEST PICTURE
A DANNY BOYLE FILM
slumdog millionaire
WHAT ARE CRITICS SAYING ABOUT THIS YEAR'S BREAKOUT HIT?
A. "Dazzling." - Elizabeth Weitzman, NY Daily News
B. "Sensational." - Leah Rozen, People
C. "Exhilarating." - Claudia Puig, USA Today
D. "Miraculous." - Roger Ebert

Netflix revolutionizes the way people watch TV shows and movies with more than 26 million streaming members in the United States, Canada, Latin America, the United Kingdom, and Ireland

We will begin with an extensive analysis of the country as a whole in which history, culture, economy, religion, as well as other demographic factors will be set forth in order to better understand a logical marketing approach to successful implementation.





The history of India

* The start of modern Indian history begins in 1858 with the British Raj (British rule) over India. The British Raj continued until August 15, 1947 when India gains its independence from Britain with the Indian Independence Act of 1947

*The Republic of India, or simply India, is a country located in South Asia, covering an area approximately 1,269,219 sq mi (3,287,263 km2), roughly one-third the area of the United States of America 3,794,100 sq miles

*With a population of 1,205,073,612 (July 2011 est.), India is the second most populated country in the world, just behind China