

NETFLIX IN INDIA

ANSOFF MATRIX

	Market Penetration		Market Development	
New Market	Online and on-demand streaming services in the new market	To cater to India's taste of television content and entertainment, Netflix spent heavily on acquiring Indian content.	Local language content	Collaborated with the Indian production houses for content films.
	Expansion in regional languages like Bengali, Hindi, Gujarati, Marathi, etc.	For the regional content, Netflix has a dedicated team of editors and content curators who curate the best of the region.	Local language content	In 2017, Netflix started streaming some original content in local languages. They have a dedicated team of editors and content curators who curate the best of the region.
	Different customer segments	Netflix is offering different content to different customer segments based on their preferences. For example, they have a dedicated team for children's content.	Local language content	In 2017, Netflix started streaming some original content in local languages. They have a dedicated team of editors and content curators who curate the best of the region.
Existing Market	Market Penetration		Market Development	
	Market Penetration	Netflix has introduced a new feature called 'Netflix Party' which allows users to watch content together and chat in real-time. This feature has been very popular among users and has helped Netflix increase its market share.	Local language content	In 2017, Netflix started streaming some original content in local languages. They have a dedicated team of editors and content curators who curate the best of the region.
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Competitor Analysis

Competitors such as Hotstar, SonyLIV, HBO, and others, as well as TV applications, have not yet taken advantage of online video platform. However, the presence of services like Hotstar in competition to other applications like Netflix is a challenge. However, the presence of services like Hotstar in competition to other applications like Netflix is a challenge. However, the presence of services like Hotstar in competition to other applications like Netflix is a challenge.

The Challenges Ahead?

- Ways to fulfill expectations of Indian consumers- cluster of markets (unique demand and behaviour)?
- Infrastructure problem and low internet penetration
- Ability to handle technology by Indian consumers eg SVOD
- Improve market share
- Ideal Premium model for Netflix?
- More advertisement for more revenue?

THE WAY AHEAD

Netflix has a long way to go in India. It needs to build a strong local presence and offer content that resonates with Indian audiences. It also needs to address the infrastructure challenges and improve its marketing strategy.

Facts in support of solution

Netflix has a strong global presence and a large library of content. It has a strong brand and a loyal customer base. It has a strong marketing strategy and a strong presence in the media.

PESTLE Analysis



NETFLIX IN INDIA

ANSOFF MATRIX

	Small business description	Relevance to topic
	<p>Green product and packaging developed in new market.</p> <p>The plant is a major part of internationalization and performance that is spent on the company's financial data, going to the.</p> <p>Expansion is regional, targeting the largest, most fertile, markets.</p> <p>From 2007 to 2010, the company's sales grew by 100% and the number of new markets reached 150, with 100 of them in the top five global markets.</p> <p>The top five global markets have made it possible to move to different parts of the world.</p>	<p>Collaboration with the main production firms is a priority.</p>
New Market	<p>different customer segments</p>	<p>In 2011, 14% of the company's revenue came from customers that had a history of 10 years or more.</p> <p>It is also a challenge for the new market segments to be experienced after being already used by the</p>
	<p>Value Proposition</p> <p>Collaboration involving firms in customer segments.</p> <p>From 2007 to 2010, the company's sales grew by 100% and the number of new markets reached 150, with 100 of them in the top five global markets.</p>	<p>Value Proposition</p>
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	<p>Market is profitable and able to support expansion</p> <p>Expansion of small businesses for the first time.</p> <p>Expansion of small businesses for the first time.</p>	<p>Expansion of small businesses for the first time.</p> <p>Expansion of small businesses for the first time.</p>
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Facts in support of solution

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PESTLE Analysis



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PESTLE Analysis



POLITICAL & LEGAL

- Content licensing costs for TV shows, documentaries and movies
- Censorship was a sensitive issue in India since netflix did not censor any data which could hinder viewership
- Had to deal with piracy issues

SOCIO-CULTURAL

- Taste and preferences
- According to taste and preferences of the viewers, they are creating original content for the viewers.

TECHNOLOGICAL

- Low broadband penetration (0-5000 kilobits)
- Absence of robust broadband systems in India
- Movement to more sophisticated model of subscription video on demand(SVoD)
- Switch from DVD rental services to online streaming videos.
- Preference of smart devices over television and cable connections.
- Addition of larger phone screens have increased viewers.
- Upcoming Technology : Smart televisions with built in netflix application.

ECONOMIC

- Netflix subscription plans sold at US\$7.35 for basic, US\$9.55 standard and US\$11.76 for premium was higher than other competitors.
- High viewership in free one month trial which dropped down due to purchasing power of the viewers.

DEMOGRAPHIC

- AGE GROUP
- Age group of 15-24 with average monthly viewership per viewer of 66.8 online videos
- Age group of 25-34 with average monthly viewership per viewer of 62.8 online videos
- Income level

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