

Netflix

- 1. Are sales of DVD's and Blu ray discs projected to rise or fall by 2013?**
What is the amount of combined sales of the above projected to be in 2013?

- 2. Is the combined rental market for DVD's and Blu ray discs projected to rise or fall by 2013? What is the amount projected to be in 2013?**

3. In 2008, what **percentage of the market was dvd's and blu ray discs, and what was the percentage for games?**

- 4. Define 'downloading'.**

- 5. Define 'streaming'.**

6. In 2009, what was the fastest growing segment of the broadcasting industry?

7. Which two American companies dominate the rental/retail business **of films/T.V. shows?**

8. Which American company has filed for bankruptcy protection?

9. Why is there a delay in the U.K between the release for purchase of DVD's and the date from which they may be rented out?

- 10. Explain what movie recommendation algorithms are.**

- 11. In what area do Netflix expect to have the greatest growth in the future-downloading or streaming?**

12. What media does **Netflix use to promote its services?**

13. Why does Netflix bill subscribers automatically at the end of their free trial?

14. What makes Netflix's brand stand out?

15. How does Netflix personalise its offer?

16. Why does Netflix generate demand for older, cheaper titles?

- 17. What percentage of its titles loaned to customers are discs that had been released for 3 months or more?**

- 18. Why does Netflix constantly have to innovate?**

19. Why is the cinema enjoying a revival?

20. What is the advantage of vending machines over posting/downloading?