

Netflix

Question 1: Was Blockbuster a good business in the early 2000s? What were the key elements of their strategy?

Question 2: What was Netflix's initial market strategy? Did it work?

Question 3: Why was the recommendation engine such an important factor in Netflix's ability to compete against Blockbuster?

Question 4: How did Netflix respond to customer satisfaction issues around the time it shelved an IPO and had a layoff?

Question 5: What is customer churn and why is it so important to Netflix?

Question 6: How did Netflix take advantage of their success with Independent films?

Question 7: Why did Blockbuster's online response to Netflix in 2004 fail?

Question 8: What are Netflix's three options for Video On Demand? What are the pros and cons of each option?