

Nextflix (HBS 9-607-138)

- 1)** Was Blockbuster a good business in the early 2000s? What were the key elements of their strategy?
- 2)** What was Netflix's initial market strategy? Did it work?
- 3)** Why was the recommendation engine such an important factor in Netflix's ability to compete against Blockbuster?
- 4)** How did Netflix respond to customer satisfaction issues around the time it shelved an IPO and had a layoff?
- 5)** What is customer churn and why is it so important to Netflix?
- 6)** How did Netflix take advantage of their success with Independent films?
- 7)** Why did Blockbuster's online response to Netflix in 2004 fail?
- 8)** What are Netflix's three options for Video On Demand? What are the pros and cons of each option?