

Netflix (HBS 9-607-138)

Questions about the case:

- 1) What were the key elements of Blockbuster's strategy? Why did customers choose Blockbuster?
- 2) What was Netflix' initial strategy in DVDs? Did it work?
- 3) How did Netflix pivot their strategy?
- 4) Why was the recommendation engine important?
- 5) Why did Blockbuster's online response to Netflix fail?

Questions about more recent developments:

- 6) Should Netflix spend resources on making new content, or on bidding for content from 3rd parties like HBO?
- 7) Is Amazon vs Netflix a winner-take-all battle, or can both coexist?