

Netflix (HBS 9-615-007)

1) What were the key elements of Blockbuster's strategy? Why did customers choose Blockbuster?

2) How was Netflix's strategy different? Was it disruptive?

[A disruptive innovation is one that creates a new market but eventually displaces an earlier technology]

3) How would you evaluate Blockbuster's response to Netflix?

4) How did Netflix's competitive advantages in the DVD market transition into the streaming market?

5) Given that Netflix is a technology firm, is it a good idea to invest so heavily in making original programming (e.g. House of Cards)?

6) Is the fight between different streaming services (e.g. Netflix, Amazon, Hulu, HBO) winner-takes-all, or can they all coexist?