**Nextflix (HBS 9-607-138)**

Questions about the case: [2 points each]

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?

6) What are Netflix’ options for addressing the VoD market? Which one would you choose?

Questions about more recent developments: [2 points each]

7) Should Netflix enter the content business? Should they license or produce content?

8) How has Netflix stock performed in the last 12 months? What is impacting the stock?