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?