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NETFLIX GOES TO BOLLYWOOD



Introduction

Netflix's Bollywood foray shows the platform's particular progression to grab the enormous and diverse Indian market. Due to the abundance of titles available, the streaming giant had to grapple with other issues as related to preference adaptation of its consumers.



Localized Content

Among these the major notable strategy was its commitment to commission its own Indian productions. Even Sacred Games and Delhi Crime played key to the platform to have a ground by presenting content Indian viewers could connect to.



Tackling Competition

The Indian OTT industry is quite concentrated, where the Amazon Prime Video and Zee5, Disney+ Hotstar are among the key players. Having set itself the objective of becoming a creditable competitor in Japan, Netflix aimed at the organization of a premium user experience and the production of the exclusives.



Conclusion

The case shows that Netflix is a constantly innovating and adapting to market company. Their shift to local content, moderating price-points and relationships with other firms evidences strategies on how firms in global markets can compete.



The background of the slide is a detailed historical painting of a harbor. In the foreground, several large wooden sailing ships with multiple masts and white sails are docked or moving through the water. To the left, there are smaller, simpler boats. In the middle ground, a large body of water stretches across the scene. In the background, a city with numerous buildings, domes, and minarets is visible on a hillside, overlooking the harbor. The sky is filled with soft, golden-brown clouds, suggesting a sunset or sunrise. The overall style is that of a classical oil painting.

Resource

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