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NETFLIX IN CHINA



Introduction

The company Netflix, which is currently one of the most popular streaming services in the world, has had an interesting experience in the entertainment industry; however, the expansion of services to China has become one of the most interesting topics. In this paper the case made available at The Case Solutions is analyzed to explain how Netflix managed to enter one of the most competitive markets of China, which is highly regulated, culturally different, and competitive.



Market Challenges

However, one of the major issues that the world's leading streaming platform encountered in China is the highly restrictive government's policies for foreign movie service providers. Content banning and partnership policies were some of the struggles which affected Netflix's entry strategies.





Local Competition

Additionally, Netflix had a competition with home-grown players like iQIYI and Tencent Video had a fairly strong user base and had optimized the content based on the Chinese customers' tastes. These competitors not only provided a wide variety of content, but they also have had the government policies which make it very challenging for Netflix to occupy the market share.



Conclusion

Therefore, it is clear that the attempt of Netflix in China is full of problems, but there are good opportunities at the same time. Through localization and changing its content approach, Netflix is set to enter one of the biggest entertainment markets in the world. The observations obtained from The Case Solutions highlight the need of comprehending the tendencies within markets, as well as cultural differences when entering the new country market.

RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.