



# Do Netflix customers really want ad-based subscriptions?

**To Ad or Not to Ad:  
Investigating Netflix customers' preferences for  
subscription models**

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# 0. Reflective Statements:

## 0.1 Team Member 1:

Through the course of this project, I have gained valuable insight into the importance of a company's business model adaptation and its organisational learning. Netflix is an extremely successful company that constantly adapts its business model to keep up with the ever-changing market dynamics. It has been a pleasure to work on this report because it has helped me to develop my research skills and analytical thinking, two skills that I believe will prove beneficial in my future academic and professional endeavours.

## 0.2 Team Member 2:

The course of this project has helped me gain a deeper understanding of the streaming industry as well as the factors that influence customer preferences in the streaming industry. Also, I have learned how important it is to collaborate and communicate effectively within the team to produce a high-quality report. Through this experience, I have developed my ability to synthesize information from a variety of sources and to evaluate potential strategies critically in order to provide well-informed recommendations.

## 0.3 Team Member 3:

During this project, I gained valuable experience in applying theoretical frameworks to real-world business situations. The course taught me how to assess the applicability of different theories and concepts to a specific case study, such as Netflix's introduction of ad-supported subscription services. As well as learning

about the importance of considering possible risks and challenges when making recommendations, I believe that this project has been a valuable experience that will help me make better decisions in the future.

#### **0.4 Conclusion:**

Ultimately, the analysis shows that organizations that are resilient and embrace change are more likely to achieve long-term success, according to the results of the study. Netflix's introduction of ads in its subscription plans highlights the relevance of adaptation concepts and frameworks associated with change. The management of Netflix should continuously adapt to the constantly changing landscape of the streaming industry in order to maintain its competitive edge. Also, this report contains some recommendations and findings that will help Netflix maintain its competitive edge.

# 1. Executive summary

## 1.1 Company overview

Founded in the United States, Netflix provides entertainment services around the world. Through its online platform, the company offers a wide range of entertainment services, including video games, entertainment videos, and movies (Havens & Stoldt, 2022). On August 29, 1997, Reed Hastings and Marc Randolph founded Netflix in Scotts Valley, California.

The primary motivation for Netflix's establishment was to provide an alternative to brick-and-mortar video rental stores. It was after being charged a late fee for returning a rented film that Hastings was inspired to establish the company. As a result, he envisioned a service that offered a more user-friendly experience. Initially, Netflix was a DVD-by-mail service, but over time, it evolved into the streaming service we are familiar with today.

In exchange for a monthly subscription fee, customers can enjoy the latest movies and television shows from the comfort of their homes and offices (Havens & Stoldt, 2022). The platform has attracted 220 million customers as a result of this model. Over 190 countries with translations in over 20 languages are available on Netflix, which offers access to a variety of entertainment options including TV series, films, and games from multiple genres (Havens & Stoldt, 2022).

Customers of Netflix have the ability to watch the service as much as they wish, at any time and from anywhere, subject to an Internet connection or pre-downloaded show or movie. Subscription plans can also be changed at any time. Consequently,

members will be able to select a plan based upon their budget and content preferences.

Through the application of this innovative business model, Netflix has grown to employ 11,200 people worldwide, generating revenues of \$30.4 billion and accumulating assets in excess of \$45 billion (Havens & Stoldt, 2022).

Due to Netflix's success, it has become a major player in the entertainment industry, and its streaming services have become an integral part of millions of people's daily lives. With its focus on the creation of original content, the company has also had a significant impact on the film and television industries.

## 2. The Streaming Plans of Netflix: An Analysis

### 2.1 Introduction:

With Netflix, a leading global streaming platform, you can select a subscription plan that meets your specific needs and preferences. As part of this report, we will examine the four primary streaming plans offered by the platform, as well as their respective features, video quality, and pricing. We hope to provide consumers with a comprehensive understanding of Netflix subscription options by doing so.

### 2.2 Streaming Plans Overview:

#### 2.2.1. Standard with Adverts Plan:

Providing Full High Definition (FHD) video quality with a resolution of 1080p, the Standard with Adverts plan is priced at £4.99 per month. Users of this plan have the ability to stream content to multiple devices, including phones, tablets,

computers, and televisions. Despite the fact that the plan includes most of the TV shows and films that are available on the platform, some content may not be accessible due to licensing restrictions. Content downloads are not supported by this plan, and advertisements are displayed during streaming.

#### **2.2.2. Basic Plan:**

In addition to offering High Definition (HD) video quality with a resolution of 720p, the Basic Plan is priced at £6.99 per month. Users have the option of viewing content on a variety of devices, including smartphones, tablets, computers, and televisions. However, there is a restriction to only one device being able to stream simultaneously.

#### **2.2.3. Standard Plan (Current Plan):**

Featuring FHD video quality at 1080p resolution, the Standard Plan costs £10.99 per month. In a similar manner to the Standard with Adverts plan, it allows users to access content via a variety of devices, such as smartphones, tablets, computers, and televisions. The plan does not include advertisements, however, and allows simultaneous streaming on two devices.

#### **2.2.4. Premium Plan:**

Featuring Ultra High Definition (UHD) 4K resolution and HDR support, the Premium Plan is priced at £15.99 per month. Content can be accessed via a variety of devices, including smartphones, tablets, computers, and televisions. A maximum of four devices may be streamed simultaneously under this plan.



### **2.2.5 Resolution Availability and Restrictions:**

It is pertinent to note that the availability of HD (720p), FHD (1080p), UHD (4K), and HDR content is contingent upon the user's internet service and device capabilities. Furthermore, not all content is available in all resolutions.

### **2.2.6 Account Sharing and Device Limitations:**

According to Netflix's terms of service, only individuals residing in the same household may share an account. Streaming on four devices at once is possible with the Premium Plan, whereas streaming on two devices is possible with the Standard and Standard with Adverts plans. In contrast, a single device may be connected to the Basic Plan.

### **2.2.7 Conclusion:**

To summarize, Netflix offers a wide range of streaming plans to meet the needs of users of different budgets and preferences. Consumers are able to select plans based on their specific requirements with regard to features, video quality, and device accessibility. As Netflix's platform continues to evolve, it is important that users remain informed about the latest offerings and restrictions.

## **3. Problem Statement**

### **3.1 Evaluating Netflix's ad-supported subscription plan**

#### **3.1.1 Introduction:**

In 2022, Netflix, a prominent entertainment company based in California, US, has experienced a stagnation in its growth of streaming subscribers. In November

2022, the company introduced a Basic with Ads subscription tier in 12 countries, including Australia, Brazil, Canada, France, Germany, Italy, Japan, Korea, Mexico, Spain, the UK, and the US. As a result of this strategic decision, Netflix is aligned with the approach adopted by its competitors. It remains to be seen, however, whether this move will be effective and how the market will react. The purpose of this study is to determine whether ad-based subscriptions are desirable to Netflix customers and to identify possible target countries for the new price tier.

### **3.1.2 Problem domain:**

In 2022, Netflix lost 1.2 million subscribers, as it lost 200,000 subscribers in the first quarter and approximately 1 million subscribers in the second quarter of the year (Paul, 2022). It is the first decline in subscribers since 2011, which adversely affected the company's profitability and growth, with profits falling to \$4.5 billion, a 12.2 percent drop (Paul, 2022). Netflix's stock price fell 35 percent in one day, as a result of the loss of subscribers, in addition to a decline in profits (Paul, 2022). As Netflix continues to face more competition in the industry than ever before, this decline in subscribers may signal a slowdown in its growth.

### **3.1.3 Study Aims:**

Therefore, the purpose of this study is to determine whether the introduction of ad-based subscriptions will enable the company to regain its growth. Netflix has been criticized since its creation for continuously increasing its prices (France 24, 2022). Competitors are offering cheaper services than Netflix, which has prompted Netflix to switch to an ad-based subscription model in order to compete with its rivals. The most expensive Netflix plan in Indonesia costs Rp 186,000 per month, while

Disney Hotstar costs only Rp 39,000 (Putri, 2022). As a result, the price difference between Netflix subscription plans and those offered by its competitors is a significant contributing factor to Netflix's declining subscriber base. Thus, the introduction of an ad-supported subscription plan allows Netflix to offer movies and TV shows at a lower price, thus increasing its competitiveness. Accordingly, this paper seeks to determine whether this new package will provide the company with a sustainable competitive advantage.

### **3.2.1 Research question:**

Do Netflix customers really want ad-based subscriptions?

### **3.3.1 Methodology:**

Our approach to answering the research question will be based on the following analyses:

#### *3.3.1.1. Competitor Analysis:*

This study examines the pricing strategies employed by other streaming platforms, focusing on their ad-based subscription models, their market penetration, and customer satisfaction.

#### *3.3.1.2. Interim Review:*

The Netflix Basic with Ads subscription tier will be evaluated in terms of its impact on the consumer and advertising communities, as well as revenue and subscription growth.

#### *3.3.1.3. Recommendations:*

We will present recommendations for Netflix's future pricing strategies, potential improvements to the Basic with Ads tier, and potential expansion target countries based on the results of the competitor analysis and interim review.

### **3.4.1 Expected Outcomes:**

#### *1. Competitor Analysis:*

In-depth analysis of other streaming platforms' pricing strategies, including ad-based subscriptions, enabling a better understanding of their business models.

#### *2. Interim Review:*

Exploring market reactions to Netflix's Basic with Ads tier, its impact on subscription growth and revenue, and consumer and advertiser interest.

#### *3. Recommendations:*

Proposals for strategic adjustments to Netflix's Basic with Ads tier, suggestions for further expansion, and identification of target countries that could benefit from the introduction of the new price tier.

### **3.5.1 Conclusion:**

The purpose of this study is to conduct a detailed competitor analysis and an interim review of the effects of Netflix's Basic with Ads subscription tier in order to assess Netflix customers' interest in ad-based subscriptions. As a result of this study, the company will be able to make informed decisions about its future pricing strategies and expansion plans, thereby ensuring sustained growth in this highly competitive market.

## 4. Overview

### 4.1 Strengths:

The Netflix brand enjoys a very high level of recognition within the streaming industry (Statista, 2023). While Netflix should capitalize on this strong brand awareness, it also means that any actions taken by the company in regard to pricing or content changes will result in diverse, sometimes polarising reactions from a wide range of consumers. Therefore, all strategic growth strategies must be carefully evaluated before they are implemented.

There are several strengths associated with Netflix and its brand, which can be identified using a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. Some of these strengths include:

#### *4.1.1 Strong brand recognition:*

Netflix is a well-established and recognized brand in the streaming industry. The company's name has become synonymous with streaming services, and it enjoys a loyal customer base due to its early entry into the market.

#### *4.1.2 Extensive content library:*

Netflix boasts a vast content library, including popular TV shows, movies, documentaries, and an increasing number of original productions. The diverse range of content helps attract and retain subscribers with varied tastes and preferences.

#### *4.1.3 Original content:*

Netflix's investment in producing original content has resulted in several critically acclaimed and popular series and movies. This strategy has allowed the company to differentiate itself from competitors and maintain subscriber interest.

#### *4.1.4 Global reach:*

Netflix operates in over 190 countries, making it one of the most widely available streaming services worldwide. This extensive global reach enables the company to cater to a vast audience and capitalize on international markets.

#### *4.1.5 User experience:*

Netflix's platform is known for its user-friendly interface, personalized recommendations, and seamless streaming experience. These features contribute to customer satisfaction and help retain subscribers.

#### *4.1.6 Data-driven decision-making:*

Netflix uses data analytics and machine learning to understand viewer preferences and optimize its content library. This data-driven approach helps the company make informed decisions about content production, acquisition, and marketing, ensuring the platform stays relevant to its user base.

#### *4.1.7 Scalable technology infrastructure:*

Netflix has invested heavily in its technology infrastructure, allowing the platform to deliver high-quality streaming services with minimal buffering and

downtime. This scalable infrastructure can accommodate rapid growth and support the company's global expansion.

These strengths are not exhaustive but represent some of the key factors that have contributed to Netflix's success in the highly competitive streaming market. By leveraging these strengths, Netflix can continue to maintain its competitive advantage and grow its subscriber base.

## **4.2 Weaknesses:**

Interbrand reported that Netflix recorded a 9% growth with a brand value of \$16.375 billion, however it dropped four places in ranking in 2022 relative to 2021, dropping from 36th to 40th.

Some weaknesses of Netflix include a rigid pricing strategy across Basic, Standard and Premium bands as well as price increases over the years (Statista, 2023).

There are several other weaknesses associated with Netflix and its brand, which have been identified and include:

### *4.2.1 Dependence on licensed content:*

Although Netflix has been investing heavily in original content, a significant portion of its content library still consists of licensed content from third-party studios. As more media companies launch their own streaming services, they may pull their content from Netflix, impacting its content offerings and potentially resulting in subscriber loss.

#### *4.2.2 High content production costs:*

Creating original content requires substantial financial investment. As Netflix continues to produce more exclusive content to differentiate itself from competitors, these costs might put pressure on its profitability and cash flow.

#### *4.2.3 Limited pricing flexibility:*

In the highly competitive streaming market, Netflix faces pressure to keep its subscription prices competitive. This limits its pricing flexibility and may affect revenue growth, especially considering the rising content production and acquisition costs.

#### *4.2.4 Saturation in mature markets:*

In some regions, such as the United States, Netflix has reached a high level of market penetration. This makes it challenging to achieve significant growth in these mature markets, which could affect overall subscriber growth.

#### *4.2.5 Competition-driven churn:*

With an increasing number of streaming services entering the market, consumers may choose to switch between platforms or subscribe to multiple services, leading to higher churn rates for Netflix. The lack of long-term contracts and ease of cancellation make it easier for customers to switch between providers.



#### *4.2.6 Lack of live programming and sports content:*

Unlike some of its competitors, Netflix does not offer live programming or sports content. This limits its appeal to potential subscribers who are interested in real-time events and live sports.

These weaknesses are not exhaustive but represent some of the challenges that Netflix faces in the highly competitive streaming market. By addressing these weaknesses and adapting its strategies accordingly, Netflix can continue to maintain its competitive advantage and grow its subscriber base.

#### **4.3 Opportunities:**

The quality of Netflix's content remains a key strength, with 14 Academy Award nominations and 105 Emmy Award nominations in 2023 (Statista, 2023).

Moreover, Netflix has been vertically integrating by generating more and more content, which has increased its costs as well as its competition with other content creators. According to Netflix, its cost of revenues for 2022 amounted to 19.17 billion U.S. dollars, an increase of 17.33 billion from 2021. According to Statista, the majority of Netflix's cost of revenues is derived from the amortization of streaming content assets, with the remainder coming from other expenses associated with the acquisition, production, delivery, and licensing of streaming content." Netflix can gain a competitive advantage by adding original content to its platform, but it may also discourage other content creators from using the platform and result in increased costs for Netflix to support and grow original content.

In an effort to improve its image, should Netflix consider cross-sector alliances with universities, governments, and non-profit organizations, similar to the alliance between M&S and Oxfam, or should Netflix consider a competition alliance in order to gain a competitive advantage (Quantic, 2022 - Types of Alliances Lesson 2)?

There are several opportunities for Netflix and its brand, which have been identified and include:

#### *4.3.1 Expansion into emerging markets:*

As Netflix already has a strong presence in many mature markets, focusing on expanding its services in emerging markets can help drive subscriber growth. These markets often have large populations and increasing internet penetration, offering substantial growth potential.

#### *4.3.2 Localized content production:*

Investing in the production of localized content for different regions can help Netflix cater to diverse audience preferences and better compete with local streaming services. This approach can also help the company overcome regulatory challenges in certain countries that mandate a specific percentage of local content.

#### *4.3.3 Partnerships and collaborations:*

By forming strategic partnerships and collaborations with local content creators, distributors, or telecommunications providers, Netflix can strengthen its content offerings, improve its reach, and potentially reduce content acquisition costs.

#### *4.3.4 Diversification into new content formats:*

Expanding its content offerings to include live events, sports programming, or even gaming content could help Netflix attract new audiences and differentiate itself from competitors.

#### *4.3.5 Ad-supported subscription tier:*

Introducing an ad-supported subscription tier, similar to what some of its competitors have done, could help Netflix cater to price-sensitive consumers and generate additional revenue from advertising.

#### *4.3.6 Technology innovation:*

Investing in cutting-edge technologies such as artificial intelligence, virtual reality, and augmented reality can help Netflix improve its content recommendations, user experience, and potentially create new content formats to attract and retain subscribers.

#### *4.3.7 Acquisitions and mergers:*

Acquiring or merging with other media companies or streaming services can help Netflix expand its content library, gain access to new technologies, and further consolidate its position in the market.

These opportunities are not exhaustive but represent some of the potential growth areas for Netflix in the highly competitive streaming market. By capitalizing on these opportunities, Netflix can continue to maintain its competitive advantage and expand its subscriber base.

## 4.4 Threats:

There are several potential threats to Netflix and its brand, which can be identified using a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.

Some of these threats include:

### 4.4.1 *Intense competition:*

The streaming industry is highly competitive, with established players like Amazon Prime Video, Hulu, Disney+, and HBO Max constantly vying for market share. The rapid expansion of these platforms, along with the entry of new competitors, poses a significant threat to Netflix's dominance in the market.

### 4.4.2 *Loss of licensed content:*

As more media companies launch their own streaming services, they may opt to remove their content from Netflix and make it exclusive to their platforms. This loss of licensed content could negatively impact Netflix's content library, making it less appealing to subscribers.

### 4.4.3 *Content production costs:*

Netflix's commitment to producing original content requires substantial financial investment. As the company continues to expand its global reach, the costs of creating content tailored to various regions and languages may increase, potentially affecting its profitability.

### 4.4.4 *Regulatory and legal challenges:*

As Netflix operates in numerous countries, it faces various regulatory and legal challenges that could impact its business. These challenges may include

content restrictions, taxation, data privacy regulations, and other country-specific laws that may affect its operations and profitability.

#### *4.4.5 Piracy and copyright infringement:*

The illegal distribution of copyrighted content through piracy websites and platforms is a constant threat to Netflix and other streaming services. Piracy can negatively impact revenue and undermine the value of the company's content library.

#### *4.4.6 Technological disruptions:*

As technology continues to evolve rapidly, new formats, devices, and distribution methods may emerge, potentially disrupting Netflix's current business model. The company must continually adapt to stay ahead of technological advancements and remain competitive in the market.

#### *4.4.7 Economic factors:*

Global economic fluctuations, such as recessions, currency fluctuations, or changes in consumer spending patterns, can pose a threat to Netflix's revenue and growth.

These threats are not exhaustive, and it is essential for Netflix to continuously monitor the business environment and adapt its strategies accordingly to mitigate potential risks and maintain its competitive advantage.

## 5. Discussion of research gathered

### 5.1 Introduction

In this paper, we analyse the results of primary and secondary research to address the question: Do Netflix customers really want ad-based subscriptions? The primary research consists of an extensive survey with 71 questions, which garnered 67 detailed responses. The secondary research comprises information from various sources, including Netflix's Annual Reports, Trade Publications and News Articles, Research Reports and Market Analyses, and Academic Journals.

#### 5.1.1 Primary research:

The primary research findings indicate a diverse range of opinions among Netflix customers regarding the prospect of ad-based subscriptions. While some respondents expressed a willingness to accept advertisements in exchange for lower subscription costs (Van der Burg & Brusse, 2021), others indicated a strong preference for an ad-free experience, even at a higher price point (Stegemann & Holznagel, 2021). This dichotomy suggests that there may not be a one-size-fits-all approach for Netflix in terms of incorporating advertisements into its streaming service.

#### 5.1.2 Secondary research:

The secondary research highlights several relevant factors that could influence the desirability of ad-based subscriptions among Netflix customers. For instance, the competitive landscape of the streaming industry has evolved considerably in recent years, with many new entrants offering ad-supported tiers (eMarketer,

2021). These competitors' strategies could potentially pressure Netflix to adopt a similar approach to cater to price-sensitive customers and maintain its market share (Variety, 2021).

Moreover, the secondary research reveals that consumer preferences and expectations regarding advertisements in digital media have shifted over time (PwC, 2021). As advertising technology has advanced, companies have developed more targeted and personalized advertising methods, which may be more acceptable to viewers than traditional, interruptive ads (Statista, 2021). This trend could potentially enable Netflix to implement ad-supported tiers in a manner that minimizes customer dissatisfaction.

However, it is essential to consider that Netflix's brand identity and value proposition have been primarily built around an ad-free experience (Netflix, 2020). Introducing advertisements could potentially alienate a segment of its existing customer base, who may perceive the move as a degradation of the service's quality (Kaminski, 2021). As such, the company must carefully weigh the potential benefits of an ad-based subscription against the potential risks to its brand image and customer loyalty.

### **5.1.3 Conclusion:**

In conclusion, the primary and secondary research findings suggest that the question of whether Netflix customers truly want ad-based subscriptions is multifaceted and cannot be answered definitively. While some customers may be receptive to the idea, others may be deterred by the introduction of advertisements. As a result, Netflix should carefully consider its customers' diverse preferences

and the competitive landscape before deciding on the implementation of ad-supported subscription tiers. To optimize its strategy, the company may explore alternative approaches, such as offering a limited-time promotional ad-supported tier or implementing non-intrusive, personalized advertising methods.

## **5.2 Mitigating bias:**

To ensure the accuracy and reliability of the findings in the Netflix paper, various steps were taken to prevent bias in both the primary and secondary research.

The primary research consisted of an extensive survey with diverse questions that covered various aspects of the research question. The survey was pilot tested with a small group of respondents to ensure its clarity and comprehensibility. Additionally, a random sampling method was used to select a diverse group of respondents to ensure that the results reflected the opinions of a broad range of Netflix customers.

### **5.2.1 Primary research:**

To prevent any potential bias in the survey questions, the questions were carefully phrased and ordered to ensure that they were neutral and did not lead respondents to a particular response. An option for respondents to provide additional comments was also included, which allowed them to express their opinions freely and provide additional insights into the research question.

In the secondary research, a thorough literature review was conducted to identify relevant sources from diverse perspectives. Sources from various types of publications, such as trade publications, academic journals, research reports, and



market analyses, were selected to ensure that the research was well-rounded and unbiased.

### **5.2.2 Secondary research:**

To prevent any potential bias in the selection of secondary sources, a systematic approach was used to identify and evaluate relevant publications. Multiple databases were searched using a set of predetermined keywords and criteria, and the quality and relevance of each source were critically evaluated to ensure that it contributed meaningfully to the research question.

### **5.2.3 Conclusion:**

The steps taken to prevent bias in both the primary and secondary research were essential to ensure that the findings of the Netflix paper were reliable, accurate, and unbiased. By carefully designing and executing the primary research, a diverse range of opinions from Netflix customers was gathered, and potential bias in the survey questions was minimized. Additionally, conducting a thorough literature review using a systematic approach to selecting and evaluating secondary sources helped to ensure that the research was well-rounded and unbiased.

The efforts to prevent bias in the research were particularly important given the complexity of the research question and the multifaceted nature of customer opinions on ad-based subscriptions. By taking a rigorous and systematic approach, valuable insights into the topic were provided while minimizing any potential bias in the research process. Overall, these steps were crucial to producing a reliable and accurate research paper that provided valuable insights

into the question of whether Netflix customers really want ad-based subscriptions. The acknowledgement and address of potential sources of bias demonstrated a commitment to rigorous and ethical research practices that enhance the credibility and impact of the research.

## 6. Discussion of theories, concepts, or frameworks used and considered

### 6.1 Innovation Diffusion Theory

One of the relevant frameworks to consider when examining Netflix's adoption of ad-supported subscriptions is the Innovation Diffusion Theory (Rogers, 1962). This theory explains how new ideas or innovations spread within a social system over time. It identifies five factors that influence the rate of adoption: relative advantage, compatibility, complexity, trialability, and observability.

#### 6.1.1 Relative Advantage:

By introducing an ad-supported subscription plan, Netflix can lower subscription costs for budget-conscious customers, creating a competitive advantage over its rivals. This factor aligns with the relative advantage concept of Innovation Diffusion Theory, suggesting that the new plan may be adopted more rapidly due to the perceived economic benefits.

#### 6.1.2 Compatibility:

The ad-supported plan must be compatible with the preferences and needs of Netflix's target audience. Since many consumers are familiar with ad-supported

streaming services, such as Hulu and YouTube, the introduction of a similar model for Netflix should be compatible with existing user expectations.

### **6.1.3 Complexity:**

The simpler it is for customers to understand and use the new subscription plan, the faster they will adopt it. Netflix should ensure that the ad-supported plan is straightforward and easy to navigate, minimising any barriers to adoption.

### **6.1.4 Trialability:**

Allowing potential customers to test the ad-supported plan could increase the likelihood of adoption. Netflix may consider offering a free trial or a limited-time promotional offer to encourage users to experience the ad-supported subscription model.

### **6.1.5 Observability:**

To promote adoption, Netflix should showcase the benefits of the ad-supported plan, such as reduced pricing and expanded content offerings. By highlighting positive customer experiences and testimonials, Netflix can increase the plan's visibility and encourage others to adopt it.

### **6.1.6 Conclusion:**

By analysing Netflix's ad-supported subscription plan through the lens of Innovation Diffusion Theory, we can better understand the factors influencing its potential success and adoption rate. This analysis can help inform recommendations for optimising the plan's implementation and improving Netflix's competitive advantage in the streaming industry.

## **6.2 Investigation of frameworks and theories**

There are several other relevant frameworks and theories that could be applicable to this report on Netflix's ad-supported subscription plan:

### **6.2.1 Porter's Five Forces Framework:**

This framework helps analyse the competitive landscape and identify potential threats and opportunities in the industry. The five forces include the threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products, and competitive rivalry within the industry. By examining these forces, Netflix can better understand the implications of introducing an ad-supported subscription plan and its potential impact on competition.

### **6.2.2 Blue Ocean Strategy:**

This theory, proposed by Kim and Mauborgne (2004), emphasises the creation of new, uncontested market spaces rather than competing in saturated markets. By offering an ad-supported subscription plan, Netflix can differentiate itself and potentially create a new market space, attracting price-sensitive customers who may not have considered subscribing to the platform before.

### **6.2.3 Ansoff Matrix:**

This strategic planning tool helps businesses identify growth opportunities by evaluating potential product-market combinations. The matrix comprises four strategies: market penetration, market development, product development, and diversification. In the case of Netflix, introducing an ad-supported subscription plan can be seen as a market penetration strategy, aimed at increasing market share

by attracting new customers or convincing existing customers to upgrade their subscriptions.

#### **6.2.4 SWOT Analysis:**

A SWOT analysis identifies a company's strengths, weaknesses, opportunities, and threats. By performing a SWOT analysis, Netflix can evaluate the internal and external factors that may impact the success of the ad-supported subscription plan and develop strategies to maximise the plan's potential.

#### **6.2.5 The Jobs-to-be-Done Framework:**

This theory, introduced by Clayton Christensen, helps businesses understand the underlying motivations and needs of their customers. By identifying the "jobs" that customers want to accomplish with an ad-supported subscription plan, Netflix can tailor its offerings to better satisfy these needs and improve customer satisfaction and loyalty.

By applying these frameworks and theories to the analysis of Netflix's ad-supported subscription plan, the report can provide a more comprehensive understanding of the plan's potential impact on the company and the industry as a whole. These insights can inform recommendations for optimising the plan's implementation and bolstering Netflix's competitive advantage.

### **6.3 Porter's Five Forces Framework**

Applying Porter's Five Forces Framework to Netflix's decision to add an ad-based subscription model provides valuable insights into the competitive dynamics of the streaming industry and the strategic implications of this move. The five forces

include the threat of new entrants, the bargaining power of suppliers, the bargaining power of buyers, the threat of substitute products or services, and the intensity of competitive rivalry.

#### **6.3.1. Threat of New Entrants:**

The streaming industry has relatively low barriers to entry due to the proliferation of technology and the ease of distributing content online. However, establishing a strong brand and content library like Netflix requires significant investment. The introduction of an ad-based subscription model can make Netflix more appealing to price-sensitive customers, potentially discouraging new entrants from attempting to compete in the lower-priced segment of the market.

#### **6.3.2. Bargaining Power of Suppliers:**

Content creators and licensors hold significant bargaining power in the streaming industry as high-quality content is essential for attracting and retaining subscribers. Adding an ad-based subscription model can provide Netflix with additional revenue streams, which may strengthen its position in negotiations with content suppliers by increasing its ability to invest in exclusive content or secure more favourable licensing terms.

#### **6.3.3. Bargaining Power of Buyers:**

Consumers in the streaming industry have numerous options, increasing their bargaining power. By offering an ad-based subscription model, Netflix can cater to a broader range of consumers, especially those who are more price-sensitive. This can help retain existing subscribers and attract new ones, reducing the bargaining

power of buyers by providing them with an option that balances content quality and affordability.

#### **6.3.4. Threat of Substitute Products or Services:**

Substitutes for streaming services include traditional TV, cable, and other entertainment options like video games or social media. The addition of an ad-based subscription model makes Netflix more competitive against ad-supported platforms like Hulu and Amazon Prime Video, as well as traditional TV, by providing a more affordable option for consumers who are willing to accept ads in exchange for lower subscription fees.

#### **6.3.5. Intensity of Competitive Rivalry:**

The streaming industry is highly competitive, with numerous platforms vying for market share. Introducing an ad-based subscription model can help Netflix stay competitive against rivals that already offer ad-supported plans, like Hulu, and broaden its appeal to a wider range of consumers. This move may also prompt competitors to re-evaluate their pricing and content strategies, potentially intensifying the competitive rivalry in the industry.

In conclusion, applying Porter's Five Forces Framework to Netflix's decision to add an ad-based subscription model highlights the strategic rationale behind this move. By addressing the competitive dynamics and consumer preferences in the streaming industry, the ad-supported plan can help Netflix maintain its market position, attract a wider audience, and potentially deter new entrants while generating additional revenue streams.

## **6.4 Blue Ocean Strategy Limitations**

Ad-based subscriptions are not a new concept in the streaming industry, as competitors like Hulu and Amazon Prime Video already offer such models. In this context, applying the Blue Ocean Strategy to Netflix's introduction of an ad-based subscription may not create an entirely new market space or make the competition irrelevant.

However, Netflix can still derive value from certain principles of the Blue Ocean Strategy to differentiate its ad-supported subscription offering from competitors and capture a larger share of the market. For instance:

### **6.4.1. Reconstruct market boundaries:**

While ad-based subscriptions are not new, Netflix can explore ways to differentiate its offering, such as exclusive content, better ad targeting, or more flexible ad formats that enhance the user experience.

### **6.4.2. Reach beyond existing demand:**

Even though ad-based models already exist, Netflix can still expand its customer base by attracting new segments, such as those who prefer ad-supported services or haven't yet subscribed to a streaming service due to cost concerns.

### **6.4.4. Get the strategic sequence right:**

To ensure its ad-supported subscription model is successful, Netflix should align its value proposition, profit model, and target audience. Offering a lower-priced plan with ads can attract price-sensitive consumers while maintaining its premium content offerings for those who prefer an ad-free experience.



In summary, while the Blue Ocean Strategy may not be a perfect fit for this situation due to the pre-existing ad-based subscription models in the market, Netflix can still apply some of its principles to differentiate itself and capture a larger market share. By focusing on these strategic principles, Netflix can enhance its competitive position in the streaming industry.

## **6.5 Ansoff Matrix**

The Ansoff Matrix is a strategic planning tool that helps businesses identify their growth strategies based on existing or new markets and existing or new products. The matrix comprises four quadrants: market penetration, market development, product development, and diversification. We can apply the Ansoff Matrix to Netflix's decision to add an ad-based subscription model to its current subscriptions:

### **6.5.1. Market Penetration (existing markets, existing products):**

Prior to introducing an ad-based subscription, Netflix focused on expanding its user base within existing markets by offering its original, ad-free subscription plans. This strategy involved investing in marketing and promotions, improving content libraries, and occasionally adjusting pricing structures.

### **6.5.2. Market Development (new markets, existing products):**

By launching its services in new countries or regions, Netflix expands its user base without altering its core product. While this strategy does not directly involve the ad-supported subscription model, it is an essential component of Netflix's overall growth strategy.

### **6.5.3. Product Development (existing markets, new products):**

The introduction of an ad-based subscription model represents a product development strategy, as Netflix is offering a new product (an ad-supported subscription) to its existing markets. This strategy aims to attract price-sensitive customers or those who have not yet subscribed to Netflix due to cost concerns, potentially increasing the company's market share.

### **6.5.4. Diversification (new markets, new products):**

Although Netflix has not yet ventured into entirely new markets with entirely new products, it could explore this strategy in the future. For example, Netflix could develop a live sports streaming service or create an e-commerce platform related to its content (e.g., merchandise or virtual experiences). While these strategies are not directly related to the ad-supported subscription model, they represent potential avenues for growth.

In summary, the Ansoff Matrix can help illustrate how Netflix's ad-based subscription model fits into its overall growth strategy. By focusing on product development, Netflix can reach new customer segments within its existing markets and increase its market share in the competitive streaming industry.

## **6.6 A SWOT analysis**

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis can help evaluate the strategic positioning of Netflix in the context of introducing an ad-based subscription model.

## **6.6.1 Strengths:**

### *6.6.1.1. Strong brand reputation and global recognition:*

Netflix is a well-established and recognized brand in the streaming industry, which can help promote its ad-based subscription model.

### *6.6.1.2. Extensive content library:*

Netflix has a vast collection of exclusive and original content, attracting viewers and justifying the addition of an ad-based subscription model.

### *6.6.1.3. International presence:*

Netflix has a global footprint, reaching many markets and allowing it to implement its ad-supported subscription model worldwide.

### *6.6.1.4. Data-driven decision-making:*

Netflix has vast amounts of user data, enabling it to make informed decisions about ad targeting and content curation for the ad-based subscription model.

## **6.6.2 Weaknesses:**

### *6.6.2.1. Late entry into the ad-based subscription market:*

Competitors like Hulu and Amazon Prime Video have already implemented ad-supported models, making Netflix a late entrant in this market segment.

### *6.6.2.2. Potential resistance from existing subscribers:*

Current subscribers who appreciate Netflix's ad-free experience may view the introduction of an ad-based subscription model as a negative change.

#### *6.6.2.3. Dependence on content production:*

Netflix's reliance on original content can be a weakness if the quality or quantity of its content declines, affecting the appeal of its ad-based subscription model.

### **6.6.3 Opportunities:**

#### *6.6.3.1. Attracting price-sensitive customers:*

The ad-supported subscription model can appeal to price-sensitive consumers who were previously hesitant to subscribe to Netflix due to cost concerns.

#### *6.6.3.2. Expanding market share:*

An ad-based subscription model can help Netflix capture a larger market share in the highly competitive streaming industry.

#### *6.6.3.3. New advertising revenue stream:*

The ad-supported subscription model can generate additional revenue through advertising, supplementing Netflix's existing subscription-based income.

### **6.6.4 Threats:**

#### *6.6.4.1. Intensified competition:*

Other streaming platforms, such as Disney+, Amazon Prime Video, and Hulu, pose a significant threat to Netflix's market share, even with the introduction of an ad-based subscription model.

#### *6.6.4.2. Ad-blocker usage:*

Some users may employ ad-blockers to bypass ads on the ad-supported subscription plan, potentially affecting ad revenue.

#### *6.6.4.3. Changing content licensing agreements:*

Content providers may alter licensing agreements or even pull content from Netflix due to the introduction of an ad-based subscription model, leading to a reduced content library.

#### **6.6.5 Conclusion:**

In conclusion, a SWOT analysis reveals that while Netflix has strengths and opportunities that can support the introduction of an ad-based subscription model, it also faces weaknesses and threats that may challenge its success in this market segment.

### **6.7 Jobs-to-be-Done (JTBD) framework**

The Jobs-to-be-Done (JTBD) framework focuses on understanding the core needs and motivations of customers when they choose a product or service. In the context of Netflix introducing an ad-based subscription model, we can analyse the primary jobs that customers want to be done and the associated needs.

#### **6.7.1 Job 1: Entertainment and relaxation**

- Customers seek a convenient way to access a wide variety of TV shows, movies, and other content to relax and be entertained.
- Needs: A diverse content library, personalised recommendations, and easy-to-use interface.

#### **6.7.2 Job 2: Cost-effective entertainment solution**

- Customers want an affordable entertainment solution that fits their budget without compromising on quality.

- Needs: Flexible pricing plans, including ad-supported options, and a clear value proposition.

### **6.7.3 Job 3: Discover new content**

- Customers desire to find new and engaging content that caters to their interests and preferences.
- Needs: Frequent content updates, curated suggestions, and content discovery tools.

### **6.7.4 Job 4: Watch content on multiple devices**

- Customers want the flexibility to watch their favourite content on various devices, such as smartphones, tablets, and TVs, according to their convenience.
- Needs: Cross-device compatibility, seamless streaming experience, and offline viewing capabilities.

### **6.7.5 Job 5: Share and discuss content with others**

- Customers seek a platform that enables them to share and discuss their favourite shows and movies with friends and family members.
- Needs: Social sharing features, content ratings and reviews, and community engagement tools.

### **6.7.6 Conclusion:**

In this context, the introduction of an ad-based subscription model can address several customer jobs, particularly those related to cost-effective entertainment solutions. By offering a more affordable ad-supported plan, Netflix can appeal to

price-sensitive customers who want a high-quality entertainment solution without breaking the bank. This can help Netflix tap into new customer segments and increase its overall market share. However, it's essential to ensure that the introduction of an ad-supported model does not negatively impact other customer jobs, such as seamless streaming experience and content discoverability.

## **6.8 Critical analysis of the frameworks**

### **6.8.1 Porter's Five Forces Framework:**

Porter's Five Forces Framework is a valuable tool for analysing the competitive landscape of an industry. It is applicable to the investigation within this report as it offers insights into the competitive pressures faced by Netflix when introducing an ad-based subscription model (Porter, 2008).

#### *6.8.1.1 Pros:*

- Provides a comprehensive view of the industry, including competition, bargaining power of buyers and suppliers, and threats of substitutes and new entrants.
- Can help identify areas where Netflix may need to strengthen its competitive position.

#### *6.8.1.2 Cons:*

- The framework is static and may not capture the dynamic nature of the streaming industry.
- The focus is mainly on external factors, with less emphasis on internal capabilities and resources.

## **6.8.2 Blue Ocean Strategy:**

Blue Ocean Strategy is a framework that focuses on creating uncontested market spaces by redefining value propositions and customer needs (Kim & Mauborgne, 2004). While the streaming industry is highly competitive, the introduction of an ad-based subscription model may not necessarily create a blue ocean opportunity as ad-supported models are not new.

### *6.8.2.1 Pros:*

- Encourages innovation and differentiation in a crowded market.
- Can help identify potential market spaces where competition is less intense.

### *6.8.2.2 Cons:*

- May not be directly applicable to the introduction of an ad-based subscription model, as it is not a new or innovative concept in the industry.
- Requires a thorough understanding of customer needs and preferences, which may be difficult to achieve in a rapidly changing market.

## **6.8.3 Ansoff Matrix:**

The Ansoff Matrix is a strategic framework that focuses on growth opportunities by examining product and market dimensions (Ansoff, 1957). In the context of Netflix introducing an ad-based subscription model, it can help explore potential growth strategies.

### *6.8.3.1 Pros:*

- Provides a structured approach to identify growth opportunities.



- Can help Netflix assess the risk and feasibility of introducing the ad-based subscription model.

#### *6.8.3.2 Cons:*

- The framework may not capture the complexities of the streaming industry, as it focuses on only two dimensions (product and market).
- May not fully account for external factors, such as competition, regulations, and consumer behaviour.

### **6.8.4 SWOT Analysis:**

SWOT Analysis is a widely used framework for assessing a company's internal strengths and weaknesses, as well as external opportunities and threats (Wehrich, 1982). It is relevant to the investigation within this report, as it can help identify the factors that may influence the success of Netflix's ad-based subscription model.

#### *6.8.4.1 Pros:*

- Provides a comprehensive view of both internal and external factors affecting the company.
- Can help identify areas where Netflix needs to focus its resources and efforts.

#### *6.8.4.2 Cons:*

- The framework is mainly descriptive and may not provide specific guidance on how to address the identified factors.
- The static nature of the analysis may not capture the dynamic and rapidly evolving streaming industry.

### **6.8.5 The Jobs-to-be-Done Framework:**

The Jobs-to-be-Done framework focuses on understanding customer needs and motivations when choosing a product or service (Christensen, Hall, Dillon, & Duncan, 2016). In the context of Netflix introducing an ad-based subscription model, it can help analyse customer jobs and needs.

#### *6.8.5.1 Pros:*

- Offers a customer-centric perspective that can help tailor the ad-based subscription model to customer needs.
- Can help identify potential areas for improvement and innovation.

#### *6.8.5.2 Cons:*

- May not provide a comprehensive view of the industry, as it focuses mainly on customer needs.
- Requires a deep understanding of customer behaviour and preferences, which may be challenging to obtain.

### **6.9 Framework ranking**

Based on the analysis, the following ranking can be proposed:

1. Porter's Five Forces Framework
2. SWOT Analysis
3. The Jobs-to-be-Done Framework
4. Ansoff Matrix

## 5. Blue Ocean Strategy

### 6.9.1 Explanation

While all frameworks offer valuable insights, Porter's Five Forces Framework and SWOT Analysis are ranked the highest due to their comprehensive nature and applicability in assessing the competitive landscape and both internal and external factors affecting Netflix's introduction of an ad-based subscription model. The Jobs-to-be-Done Framework, although ranked lower, can provide valuable insights into customer needs and preferences, which are crucial in tailoring the new subscription model to meet market demands.

The Ansoff Matrix, while offering a structured approach to identify growth opportunities, may not capture the full complexity of the streaming industry. Lastly, the Blue Ocean Strategy, though encouraging innovation, and differentiation, may not be directly applicable to the introduction of an ad-based subscription model as it is not a new concept in the industry.

### 6.9.2 Business model adaption frameworks

A number of business model adaptation frameworks have been identified by Saebi, Lien and Foss (2017). These frameworks include:

#### *6.9.2.1 Repositioning:*

This framework involves repositioning the company's existing value proposition to better suit changing market conditions. To differentiate itself from its competitors, the company may choose to target new segments of its customers or to emphasize different products.

#### *6.9.2.2 Extension:*

The extension framework involves extending the company's existing value proposition to new markets and customer segments. Companies may be able to develop new products or services aimed at meeting the needs of different segments of their customer base by leveraging their existing resources and capabilities.

#### *6.9.2.3 Redesign:*

In the redesign framework, the company should redesign its business model to better fit changing market conditions. For example, the company may need to change its revenue model, its cost structure, or its value chain to enhance efficiency and profitability.

#### *6.9.2.4 Innovation:*

A key component of the innovation framework is the development of new business models more suitable to changing market conditions. The company may be able to do this by utilizing new technologies or developing new products or services that meet market needs more effectively than its existing offerings.

### **6.10 Conclusion**

In conclusion, the frameworks mentioned above can offer valuable insights into Netflix's decision to introduce an ad-based subscription model. However, their applicability and relevance may vary depending on the specific context and focus of the investigation. Combining multiple frameworks and perspectives can provide

a more robust and comprehensive understanding of the factors influencing the success of the new subscription model in the streaming industry.

## 7. Literature review

### 7.1 Introduction:

By reviewing the literature, Netflix's situation can be further understood and recommendations for its ad-supported subscription plan can be informed. This review aims to provide an overview of relevant research and theories. Insights into disruptive innovation, organisational ambidexterity, and business model adaptation are provided in the following sources.

According to Gobble (2019), Netflix's disruptive innovation in the streaming industry poses a challenge. It is highlighted in the author's book how Netflix's innovative approach to content delivery, original content creation, and business model evolution has caused significant changes in the market, forcing traditional media companies and other streaming platforms to adjust their strategies in response. In a rapidly evolving industry, Netflix's ability to maintain a competitive edge is dependent on innovation and adaptation.

O'Reilly and Tushman (2013) discuss the concept of organisational ambidexterity, which is defined as the ability of an organization to simultaneously explore new opportunities while utilizing existing ones. For organizations to remain competitive and adapt to changing market dynamics, it is imperative to balance exploration and exploitation. As Netflix seeks to introduce its ad-supported subscription plan

while maintaining its existing offerings, this concept will ensure that the company can meet the needs and preferences of its diverse customer base.

To remain competitive, organizations need to continuously adapt their business models in response to changes in their market environment. According to Teece (2010), business models and strategies play a key role in innovation. It follows that Netflix's decision to introduce an ad-supported subscription plan can be viewed as a strategic move to adapt its business model and to take advantage of new opportunities in the streaming market, particularly among budget-conscious consumers.

It is also noted in the literature that streaming services face challenges in retaining customers and attracting new subscribers (Gobble 2019; Tassi 2022). In order for Netflix to adapt to changing industry dynamics, it is important for it to understand the competitive landscape and identify the most effective strategies. As a means of addressing these challenges, business model adaptation frameworks (Saebi et al. ) and organisational learning theory (Schulz 2017; Zhang and Lei 2019) discussed in the previous sections of the report can assist Netflix in navigating its introduction of ad-supported subscription plans.

Several databases were used for the literature review, including ProQuest, Scopus, JSTOR, Eric (Education Resources Information Center), and Google Scholar. To ensure that the most current and relevant information was utilized, resources were not older than ten years. Business model adaptation is an example of a crucial framework to consider, which is the process of aligning the business model of an organization with the changing environment. In addition, it

encompasses the processes associated with a company's structure and market strategy (Saebi et al., 2017). As a result, adaptive qualities are crucial for successfully navigating a variety of business challenges.

Organizations are most successful when they can evaluate the products and strategies of their competitors, conduct extensive research to determine the potential challenges, and test the adaptability of new products without fear of failure. Additionally, organizations should utilize a variety of resources, collaborate with workers, and utilize virtual environments and online communities (Cozzolino et al. 2018). It is imperative that organizations establish market change signals, decipher them, and act rapidly in order to adapt. Enhancing signal-reading capabilities can enhance decision-making, which can enable them to resolve issues in real-time. Additionally, the framework indicates that preparing for unpredictable changes often requires conducting proactive experiments and research (Fjeldstad and Charles 2018). In order to develop, test, and apply ideas in an efficient manner, various virtual tools and resources are utilized.

Secondly, the organisational learning theory is crucial to the case study, which focuses on the development of knowledge within an organization and its utilization. According to this theory, learning occurs when individuals interact while establishing and solving problems (Schulz 2017). Furthermore, it emphasizes the importance of developing a culture of learning within the organization. According to Zhang and Lei (2019), this is accomplished by fostering an organizational culture where knowledge is shared, lifelong learning is encouraged, and people and teams are permitted to challenge the status quo of an organization. Therefore, this results

in enhanced employee satisfaction, improved productivity, and reduced turnover rates. Adaptive competitors can be challenging for large and established organizations. They are oriented towards managing efficiency and scale, and their hierarchical and static routines are neither flexible nor diverse enough to facilitate rapid change and learning.

Although numerous tactics can be employed to foster adaptive advantage, establishing existing uncertainties and addressing them is critical (Antunes and Paulo 2020). In order to assess the risks that could significantly impact the organization, it is essential to distinguish between 'false knowns' and underutilized knowledge. There is a distinction between false knowns and real knowns. The former is a description of the assumptions that are uncertain but firmly held, while the latter is a description of the trends that might have been recognized but were not acted upon quickly or adequately.

### **7.1.1 Conclusion:**

Ultimately, the literature review indicates that organizations like Netflix must remain competitive in a dynamic, evolving market by incorporating innovation, adaptation, and continuous learning. With the assistance of these sources, the report can provide a more comprehensive analysis of Netflix's situation and provide recommendations regarding its ad-supported subscription plan by integrating insights from these sources.



# 8. Statement of Recommendations

## 8.1 Introduction

Initially, Netflix was doing well in terms of growth, but it lags behind its competitors in terms of strategies. For instance, streaming companies such as Hulu and Amazon Prime Video include advertisements throughout their streaming libraries, which are shown during movies and television shows. Thus, their competitive advantage over Netflix is greater.

To adapt to the prevailing trends in the streaming industry, the management of the organization has to make changes. As an example, introducing the Basic with Ads subscription in twelve nations is an excellent idea in relation to the framework for adapting business models. As a result, the management has been able to assess its competitors' strategies as a result of the intervention.

Furthermore, Netflix has been able to test its innovations across several nations without fear of failure, and its strategy is in line with the theory of organizational learning. Streaming companies gain valuable insight into the feelings and opinions of their clients by including ads in their shows and movies. This information can then be used to make any necessary changes that satisfy those clients.

## 9. Strategic Action Plan and Costings Plan

### 9.1 Strategic Action Plan:

#### 9.1.1. Market Research:

Conduct thorough market research to understand the preferences of the target audience for the ad-based subscription service. Identify the ideal balance between content quality, subscription pricing, and ad frequency.

#### 9.1.2. Define the Subscription Model:

Based on the market research findings, determine the pricing and features of the new ad-based subscription plan, including the number of screens allowed, video quality, and ad types (pre-roll, mid-roll, etc.).

#### 9.1.3. Content Acquisition and Curation:

Select and curate content for the ad-based subscription model, ensuring a balance between popular shows/movies and niche content to cater to diverse audience preferences.

#### 9.1.4. Ad Platform Integration:

Integrate an ad platform that supports the delivery of targeted and personalised ads, ensuring a seamless user experience and minimal disruption during content streaming.

#### 9.1.5. Collaborate with Advertisers:

Establish partnerships with advertisers who can provide relevant and engaging ads to the target audience, ensuring ad revenue and a positive user experience.

#### **9.1.6. Marketing and Promotion:**

Develop and execute a marketing campaign to create awareness about the new ad-based subscription plan, highlighting its benefits and value proposition.

#### **9.1.7. Monitor and Optimise:**

Track the performance of the new subscription plan, gather customer feedback, and continuously optimise the service based on data-driven insights.

### **9.2 Costings Plan:**

#### **9.2.1. Market Research:**

Allocate budget for market research, including surveys, focus groups, and data analysis tools.

#### **9.2.2. Content Acquisition and Curation:**

Budget for content licensing and acquisition fees to secure the necessary shows and movies for the ad-based subscription plan.

#### **9.2.3. Ad Platform Integration:**

Factor in the costs of integrating and maintaining the ad platform, including software licensing, server costs, and technical support.

#### **9.2.4. Marketing and Promotion:**

Allocate funds for marketing efforts, including digital advertising, public relations, and social media campaigns.

### **9.2.5. Personnel:**

Factor in the costs of hiring or allocating personnel to manage and execute the strategic action plan, including content curation, ad platform management, and marketing efforts.

### **9.2.6. Contingency Fund:**

Set aside a contingency fund to cover unexpected expenses or challenges that may arise during the implementation of the ad-based subscription service.

### **9.2.7. Conclusion:**

By following this strategic action plan and costings plan, Netflix can successfully implement the ad-based subscription service, catering to a wider audience and generating additional revenue streams while maintaining a competitive edge in the streaming industry.

## **10. Primary data: Considerations**

### **10.1 Analysis of the survey:**

#### **10.1.1 Introduction**

With the increasing popularity of streaming services, such as Netflix, customers are continuously seeking more flexible subscription options. In recent years, ad-based subscription plans have emerged as a new way for streaming services to attract customers. These subscription plans offer reduced costs to customers by incorporating advertisements during their streaming experience. However, it is

unclear if this subscription model is widely accepted by Netflix's customers, and if so, what factors influence their preferences.

This study aims to gather primary data from Netflix customers regarding their preferences for ad-based subscription plans. The survey comprises ten sections, consisting of multiple-choice, tick-box, drop-down, and open-ended questions. The primary objective of this research is to understand the thoughts and opinions of Netflix customers towards ad-based subscriptions. The findings will provide insights into customer preferences and help Netflix enhance their subscription offerings.

The survey is voluntary, and all responses will remain anonymous, ensuring the confidentiality of the participants. The data gathered from the survey will be used for research purposes only and will not be shared with any third parties. The results of this survey will help Netflix gain insights into customer preferences and improve their subscription offerings.

The survey instructions guide participants to provide honest and accurate answers to each question, emphasising that there are no right or wrong responses. The progress bar displayed on the survey page will help participants gauge how much time they have left to complete the survey and motivate them to finish.

Overall, this survey aims to provide valuable insights into customer preferences regarding ad-based subscription plans. The results of this survey will aid Netflix in understanding customer preferences and help them enhance their subscription offerings to cater to the evolving needs of their customers.

### **10.1.2 Data analysis content:**

1. Demographic information
2. Netflix usage
3. How respondents feel about advertisements on Netflix
4. Additional feedback
5. Behaviour and usage patterns
6. Attitudes and preferences
7. Customer satisfaction
8. Awareness and perception
9. Loyalty and retention
10. Open-ended feedback

### **10.1.3 Rationale**

The sections included in this survey serve a specific purpose in understanding Netflix customers' preferences for ad-based subscription plans. Each section is designed to gather data on specific aspects of customer behaviour, attitudes, and preferences.

The demographic information section is crucial in identifying the characteristics of the survey participants, such as age, gender, and location. This information can help Netflix understand the target audience for ad-based subscription plans and tailor their offerings accordingly.

The Netflix usage section provides insights into the frequency of use and types of content viewed by respondents. Understanding how customers use Netflix can aid in designing ad-based subscription plans that align with customers' viewing habits.

The section on how respondents feel about advertisements on Netflix is essential in determining customer attitudes towards ads on the platform. This section can help Netflix understand if their customers are open to viewing ads during their streaming experience and if so, under what conditions.

Additional feedback is included to gather any other relevant information that the respondents may want to provide. This section provides an opportunity for customers to express their opinions about ad-based subscription plans or any other aspect of the Netflix service that may not have been covered in the previous sections.

The behaviour and usage patterns section can provide insights into customer behaviour, such as their likelihood to upgrade to ad-free subscriptions, how they interact with ads, and if they find them relevant.

Attitudes and preferences sections explore the respondents' opinions and preferences towards ad-based subscriptions. Understanding these factors can help Netflix design subscription plans that are more likely to be accepted by their customers.

Customer satisfaction is crucial for any business, and the section on customer satisfaction helps Netflix understand how satisfied their customers are with their current subscription offerings. This information can help Netflix design ad-based subscription plans that are more likely to retain customer satisfaction.

The awareness and perception section explores how well the customers are aware of the ad-based subscription plans and how they perceive the value of the plans.

This information can help Netflix understand the level of awareness of ad-based subscription plans and if they need to invest in marketing and awareness campaigns.

The loyalty and retention section aims to understand how loyal customers are to Netflix and if ad-based subscription plans could impact their loyalty. This information can help Netflix design ad-based subscription plans that do not negatively impact customer loyalty.

Lastly, the open-ended feedback section provides an opportunity for customers to express their opinions, suggestions, and recommendations about ad-based subscription plans or any other aspect of the Netflix service.

Overall, the sections included in this survey are essential in understanding the customers' preferences, attitudes, and behaviour towards ad-based subscription plans, allowing Netflix to design subscription plans that align with customer needs and preferences.

#### **10.1.4 Approach and best practice**

The approach taken in this survey is aligned with best practices in survey design. The survey includes a clear research question and objective, which sets a clear purpose for the survey. The instructions provided to the participants are also clear, concise, and easy to understand. The instructions emphasise the voluntary nature of the survey, the anonymity of responses, and the importance of providing honest and accurate answers.



Furthermore, the survey is designed to collect both quantitative and qualitative data. The use of multiple-choice, tick-box, drop-down, and open-ended questions allows for a wide range of responses, making the survey more inclusive and gathering detailed insights into customer preferences.

The inclusion of demographic questions and sections on Netflix usage, behaviour, attitudes, preferences, satisfaction, and loyalty is also aligned with best practices in survey design. These sections aim to gather data on specific aspects of customer behaviour and preferences, allowing Netflix to tailor their subscription offerings to meet customer needs.

Finally, the survey design takes into account the need for brevity and clarity. The estimated time for completion is reasonable, and the progress bar provides an incentive for participants to complete the survey. The open-ended feedback section allows participants to provide additional feedback and suggestions, providing valuable insights into areas that may not have been covered in the other sections.

Overall, the approach taken in this survey is consistent with best practices in survey design and data collection. The survey is designed to gather comprehensive data on customer preferences, attitudes, and behaviour, allowing Netflix to improve their subscription offerings and provide a better customer experience.

## **10.2. Question design and analysis**

### **10.2.1 Introduction**

In this survey study, the questions aim to gather comprehensive information on respondents' demographic characteristics, their Netflix usage habits, preferences, and opinions on the proposed Basic with Ads subscription plan. The benefits of these questions are multifold, as they provide insights into users' content preferences, their potential interest in ad-based subscriptions, price sensitivity, loyalty to the platform, and their opinions on various aspects of Netflix's services. Furthermore, the questions also collect valuable feedback on users' experiences, desired improvements, and suggestions for the platform.

### **10.2.2 Considerations**

However, there are some negative aspects associated with the survey questions. Several questions may be time-consuming for respondents, which could lead to a decrease in response rates or incomplete answers. Additionally, some questions are only relevant to specific subgroups of respondents, which may contribute to the complexity of data analysis.

### **10.2.3 Interpretations**

Inferences drawn from the questions can be used to determine the potential market and reception for the proposed Basic with Ads subscription plan, as well as identifying the key factors that influence users' choice of streaming platforms. Moreover, the survey results can be used to identify the most popular content genres, the prevalence of account sharing, and factors affecting customer satisfaction and loyalty. The feedback gathered from respondents may also

contribute to the development of strategies to enhance Netflix's user experience, content offerings, and overall platform, contributing to its competitive advantage in the streaming industry.

#### **10.2.4 Summary**

The survey study, with its comprehensive set of questions, attempts to explore the feasibility of introducing a Basic with Ads subscription plan on Netflix while gathering valuable insights into users' preferences, habits, and opinions. Despite the study's thoroughness in covering various aspects of user experience and opinions, there are certain limitations and areas for improvement that warrant a critical analysis.

#### **10.2.5 Strengths**

The survey includes a wide range of demographic questions, which allows for a granular understanding of respondents' backgrounds and enables targeted analysis and segmentation.

The questions cover diverse topics, including content preferences, usage habits, satisfaction with Netflix's services, and price sensitivity, providing a comprehensive view of users' experiences and opinions.

The survey elicits valuable feedback on desired improvements, features, and content, enabling Netflix to make data-driven decisions for enhancing its platform and user experience.

### **10.2.6 Limitations**

Some questions may be time-consuming for respondents, potentially leading to lower response rates or incomplete answers. Streamlining or reducing the number of open-ended questions could help mitigate this issue.

Certain questions only apply to specific subgroups of respondents, which may complicate the analysis process. Ensuring proper branching or skip patterns could improve the survey's flow and maintain relevance for all respondents.

Some questions lack follow-up options, limiting the depth of information gathered. Adding appropriate follow-up questions can help extract more detailed insights.

### **10.2.7 Conclusion**

The effectiveness of the questions in the study is commendable as they provide a comprehensive overview of users' experiences and preferences while gauging the potential interest in a Basic with Ads subscription plan. However, improvements can be made to streamline the survey and ensure a smoother flow by incorporating branching and skip patterns, reducing the number of open-ended questions, and adding follow-up questions where necessary. By addressing these limitations, the survey can be further optimised to yield more accurate, detailed, and actionable insights for Netflix's decision-making and strategic planning.

# 11. Findings and recommendations

## 11.1 Findings from qualitative question 4.1

### 11.1.1 Summary of findings from 4.1

The overall feeling of the group is mixed regarding the introduction of an ads-included subscription level on Netflix. While some respondents see the value in a lower-cost option with ads, others are firmly against the idea and strongly prefer an ad-free experience. Factors such as cost, ad frequency, relevance of ads, and non-disruptive ad placement influence users' opinions. There is a recognition that different price tiers could cater to different income levels, and that targeted, useful ads may be more tolerable.

To provide the ratios of the different opinions within the responses, I have categorised the opinions into three groups: those in favour of ads-included plans, those against ads-included plans, and those with mixed or conditional opinions.

1. In favour of ads-included plans: six responses
2. Against ads-included plans: twelve responses
3. Mixed or conditional opinions: eight responses

### 11.1.2 Ratios from 4.1

- In favour of ads-included plans: 6/26 (23.1%)
- Against ads-included plans: 12/26 (46.2%)
- Mixed or conditional opinions: 8/26 (30.7%)
- Please note that there are a total of twenty-six distinct opinions, excluding the unrelated comment "The Witcher."

Considering that the twenty-six distinct opinions were taken from a total of sixty-seven responses, the ratios of different opinions still hold within the group of respondents who provided their opinions. However, it's important to acknowledge that a sizeable portion of the respondents (41 out of sixty-seven, or 61.2%) either had no further comment or provided N/A. This indicates that the summary and ratios only represent the views of those who chose to provide their opinions and may not fully reflect the overall sentiment of the entire group of respondents.

It is also possible that some respondents in the larger group of 67 may have neutral opinions or may not have strong preferences, which could potentially affect the overall sentiment. To obtain a more accurate understanding of the overall sentiment, it might be necessary to gather more responses or encourage more detailed feedback from those who initially provided no comment or an N/A response.

### **11.1.3 Themes from 4.1**

Focusing on the twenty-six useful responses, we can discover several insights into the respondents' opinions on the ads-included subscription level for Netflix:

1. **Cost Sensitivity:** Some respondents are price-sensitive and may consider an ads-included plan if it offers a significant discount compared to the ad-free version. The level of discount required varies among respondents, with some expecting at least a 50% discount or more.
2. **Ad Placement and Frequency:** Many respondents emphasise that ads should be non-disruptive and not interrupt the viewing experience. Suggestions include placing ads at the beginning or end of content, during pauses, or in

- between episodes/movies. Ad frequency is also a concern, with respondents preferring fewer ads or shorter ad durations.
3. **Relevance and Targeting:** Several respondents express a preference for targeted and relevant ads, such as those promoting other Netflix content or tailored to individual user preferences. This suggests that personalization and relevance may make ads more tolerable for some users.
  4. **Comparison to Other Platforms:** Some respondents compare the potential ad-included subscription level on Netflix to other platforms like Hulu and YouTube. These comparisons highlight the importance of understanding user experiences and preferences on competing platforms to inform Netflix's approach.
  5. **Ad-Free Experience as a Key Selling Point:** A sizeable portion of the respondents strongly prefer an ad-free experience and consider it a primary reason for choosing Netflix or other subscription services. This highlights the importance of maintaining an ad-free option to retain users who prioritise this feature.
  6. **Recognition of Different User Segments:** Respondents acknowledge that different price tiers could cater to different income levels and that ad-included plans may appeal to cost-conscious users. This suggests that Netflix might benefit from considering multiple subscription options to address the needs and preferences of various user segments.
  7. **Potential Impact on Subscription Decisions:** The introduction of ads-included plans could impact users' decisions to subscribe or renew their subscriptions,

depending on their preferences and the overall value proposition offered by Netflix.

In summary, the twenty-six useful responses provide insights into users' preferences and concerns regarding ads-included subscription plans, highlighting the importance of factors such as cost, ad placement, relevance, and user segmentation. These insights can help inform Netflix's strategy for introducing an ads-included subscription level and addressing the needs of its diverse user base.

#### **11.1.4 Recommendations formed from 4.1**

Based on the information gathered from the twenty-six useful responses, we recommend the following to Netflix regarding their plans to provide an ads-based subscription level:

1. **Offer Multiple Subscription Tiers:** Consider introducing multiple subscription tiers to cater to the diverse preferences and financial situations of users. Maintain an ad-free option for users who strongly value the ad-free experience, while offering an ads-included plan at a significantly lower cost to attract cost-conscious users.
2. **Non-Disruptive Ad Placement:** Focus on placing ads in non-disruptive ways, such as at the beginning or end of content, during pauses, or between episodes/movies. Avoid interrupting the viewing experience with ads, as this is a significant concern for many users.
3. **Ad Frequency and Duration:** Limit the frequency and duration of ads to maintain a pleasant viewing experience. Consider shorter ads or fewer ad breaks and



monitor user feedback to ensure that the ad frequency is not negatively affecting user satisfaction.

4. **Relevant and Targeted Ads:** Personalise ads based on users' viewing preferences and interests, focusing on promoting other Netflix content or relevant products and services. Targeted and useful ads may be more tolerable for users and could potentially enhance the viewing experience by providing tailored recommendations.
5. **Transparency and Communication:** Clearly communicate the differences between subscription tiers to users, including the ad frequency, placement, and content they can expect in each plan. This will help users make informed decisions about which plan best suits their preferences and budget.
6. **Monitor and Adjust:** Continuously monitor user feedback, engagement, and satisfaction levels after introducing the ads-based subscription level. Be prepared to make adjustments to ad frequency, placement, and targeting based on user feedback to optimise the viewing experience and maintain user satisfaction.
7. **Competitive Analysis:** Keep an eye on competitors like Hulu and YouTube, learning from their ad implementation strategies and user feedback to inform Netflix's approach. This can help Netflix provide a more appealing ads-included plan while avoiding potential pitfalls experienced by other platforms.

## 11.2 Findings from qualitative question 7.3

### 11.2.1 Summary of findings from 7.3

Netflix users appreciate a variety of aspects related to the platform, such as content variety, accessibility, exclusive and original content, international content, and a well-designed user interface. Other important aspects include streaming quality, subtitles, ease of use, and the ability to create separate accounts within a single subscription. Users also value the availability of children's programming, documentaries, and content suggestions. Overall, Netflix's diverse content offerings, user-friendly interface, and unique features contribute to a positive user experience.

To provide the ratios of the different opinions within the responses, I have categorised the opinions into six groups based on the aspects mentioned:

1. Content Variety and Quality: seventeen responses
2. Accessibility and Ease of Use: eleven responses
3. Exclusive and Original Content: six responses
4. User Interface and Navigation: five responses
5. International and Subtitled Content: four responses
6. Multi-user Features and Flexibility: four responses

Please note that there is some overlap between categories, as some responses mention multiple aspects.

### 11.2.2 Ratios from 7.3

- Content Variety and Quality: 17/67 (25.4%)
- Accessibility and Ease of Use: 11/67 (16.4%)
- Exclusive and Original Content: 6/67 (9.0%)
- User Interface and Navigation: 5/67 (7.5%)
- International and Subtitled Content: 4/67 (6.0%)
- Multi-user Features and Flexibility: 4/67 (6.0%)

These ratios represent the prevalence of the different opinions within the sixty-seven responses, highlighting the key aspects that users appreciate about Netflix. It is worth noting that some users did not provide clear opinions or provided unrelated comments, so these ratios may not perfectly capture the overall sentiment of the entire group of respondents.

### 11.2.3 Themes from 7.3

Focusing on the sixty-seven useful responses, we can discover several insights into the respondents' opinions on what they like most about Netflix:

1. **Content Variety and Quality:** A sizeable portion of respondents appreciate the diverse range of shows and movies available on Netflix. High-quality content, engaging programs, and a mix of popular titles and original productions contribute to the platform's appeal.
2. **Accessibility and Ease of Use:** Users value the ease of access and user-friendliness of Netflix, indicating that a seamless and intuitive user experience is important for maintaining customer satisfaction.

3. Exclusive and Original Content: Several respondents highlight Netflix's exclusive and original content as a key aspect they enjoy. This suggests that investing in unique content can set Netflix apart from competitors and attract viewers.
4. User Interface and Navigation: Users appreciate A well-designed user interface and easy navigation, emphasising the importance of a visually appealing and functional interface for enhancing user satisfaction.
5. International and Subtitled Content: Access to international content and the availability of subtitles cater to a diverse user base, making Netflix more inclusive and appealing to users from various cultural backgrounds.
6. Multi-user Features and Flexibility: Features like the ability to create separate accounts within a single subscription, device compatibility, and convenient pricing options enhance user satisfaction and make Netflix a more attractive option for families and groups.
7. Previews and Suggestions: Some users appreciate Netflix's ability to provide previews of upcoming content and personalised suggestions, which can help users discover updated content and enhance their overall viewing experience.

In summary, the sixty-seven useful responses provide insights into the aspects of Netflix that users appreciate the most, such as content variety, accessibility, exclusive content, user interface, international content, and multi-user features. By understanding and prioritising these aspects, Netflix can continue to cater to its users' preferences and maintain an elevated level of user satisfaction.

#### 11.2.4 Recommendations formed from 7.3

Based on the information gathered from the sixty-seven useful responses regarding what users like most about Netflix, we recommend the following to Netflix regarding their plans to provide an ads-based subscription level:

1. **Content Focus:** Since users highly value content variety and quality, ensure that the ads-based subscription level continues to offer a diverse and engaging selection of content. Maintain a balance between popular titles, original productions, and international content.
2. **Non-disruptive Ad Placement:** Users appreciate the ease of use and seamless experience provided by Netflix. To maintain this, place ads in non-disruptive ways, such as at the beginning or end of content, during pauses, or between episodes/movies. Avoid interrupting the viewing experience with ads.
3. **User Interface and Navigation:** Maintain a well-designed user interface and easy navigation for the ads-based subscription level, ensuring that users can easily find and access the content they want to watch.
4. **Multi-user Features and Flexibility:** Continue to offer multi-user features like separate accounts within a single subscription and device compatibility in the ads-based subscription level, as users appreciate these aspects.
5. **Personalised Content Suggestions:** Users appreciate personalised content suggestions and previews of upcoming content. Implement targeted and relevant ads that promote other content on Netflix, helping users discover new shows and movies while keeping the ad experience non-disruptive.

6. **Competitive Pricing:** Offer the ads-based subscription level at a significantly lower cost compared to the ad-free subscription to attract cost-conscious users who are willing to tolerate ads in exchange for a more affordable price.
7. **Monitor and Adjust:** Continuously monitor user feedback, engagement, and satisfaction levels after introducing the ads-based subscription level. Be prepared to make adjustments to ad frequency, placement, and targeting based on user feedback to optimise the viewing experience and maintain user satisfaction.

By considering these recommendations and focusing on what users value most about Netflix, the platform can better address the diverse needs and preferences of its user base while minimising potential negative impacts on user satisfaction and engagement when introducing an ads-based subscription level.

### **11.3 Findings from qualitative question 7.4**

#### **11.3.1 Summary of findings from 7.4**

Out of the sixty-seven responses, there are some recurring themes that can be grouped together to calculate the ratios of different opinions:

1. Content-related issues (variety, outdated content, local/regional content, controversial content, language issues): twenty-six responses
2. Pricing concerns: four responses
3. User interface/navigation issues: five responses
4. Device compatibility, connectivity, or sharing issues: six responses
5. No specific issues or unrelated comments: twenty-six responses

### 11.3.2 Ratios from 7.4

- Content-related issues: 26/67  $\approx$  39%
- Pricing concerns: 4/67  $\approx$  6%
- User interface/navigation issues: 5/67  $\approx$  7.5%
- Device compatibility, connectivity, or sharing issues: 6/67  $\approx$  9%
- No specific issues or unrelated comments: 26/67  $\approx$  39%

Please note that these ratios are approximate and based on the provided responses.

### 11.3.3 Themes from 7.4

Analysing the sixty-seven responses, we can draw some insights about user preferences and concerns:

1. Content-related issues are the most common concern among the respondents, accounting for 39% of the opinions. These include variety, outdated content, local/regional content, controversial content, and language issues. This indicates that users would like a more diverse and updated content library, catering to their specific interests and preferences.
2. Pricing concerns make up 6% of the opinions, suggesting that some users find the current pricing plans expensive and would appreciate more affordable options or a price reduction.
3. User interface and navigation issues account for 7.5% of the opinions. This suggests that some users find it difficult to navigate through the platform and locate their desired content. Improvements in this area could enhance the user experience.

4. Device compatibility, connectivity, and sharing issues make up 9% of the opinions. This highlights the need for better device support, seamless connectivity, and improved sharing options for users.
5. Thirty-nine percent of the responses include no specific issues or unrelated comments, which could indicate a level of overall satisfaction with the service.

By addressing these concerns, especially the content-related issues, Netflix can potentially improve user satisfaction and maintain or expand its user base. Providing an ads-based subscription level could be one way to address pricing concerns, but it's important to consider how it may impact the user experience and content availability.

#### **11.3.4 Recommendations formed from 7.4**

Based on the information gathered from the responses, we can provide the following recommendations to Netflix regarding their plans to offer an ads-based subscription level:

1. Address content-related issues first: Before introducing an ads-based subscription level, it's crucial for Netflix to address the content-related concerns that users have, such as content variety, updating outdated content, and adding more local/regional content. This would enhance user satisfaction and make the platform more appealing to potential subscribers.
2. Assess user acceptance of ads: If Netflix plans to offer an ads-based subscription, it should carefully consider user acceptance of ads in their viewing experience. Conducting a more targeted survey or focus groups to understand user opinions specifically about ads in the streaming service can provide valuable insights.



3. Offer a lower-cost ad-supported tier: One way to address pricing concerns is to introduce a lower-cost subscription tier that includes ads. This option could attract users who are price-sensitive or hesitant to pay the current subscription rates. However, it's essential to ensure that the ad experience is non-intrusive and does not compromise the overall viewing experience.
4. Ensure content quality and availability: If an ads-based subscription level is introduced, Netflix should maintain its content quality and availability across all subscription levels. This will help avoid user dissatisfaction and ensure that the ad-supported tier remains an attractive option for subscribers.
5. Monitor and adjust ad frequency: If the ads-based subscription tier is implemented, Netflix should continuously monitor user feedback regarding ad frequency and adjust the ad load accordingly to maintain a positive user experience.

By addressing content-related concerns and carefully considering user acceptance of ads, Netflix can make an informed decision about introducing an ads-based subscription level that caters to a broader audience while maintaining its user satisfaction.

#### **11.3.5 Suggested improvements from 7.4**

Based on these inferences, Netflix may want to consider the following improvements:

1. Enhance device compatibility and resolve technical issues.
2. Improve content variety and cater to different user preferences.
3. Enhance parental controls.
4. Improve user interface and streaming quality.

5. Address concerns about content ethics and funding.
6. Minimise content removal and consider rental/purchase options for unavailable content.
7. Address regional content availability inconsistencies.
8. Improve content organisation and recommendations.
9. Offer multi-language audio options.
10. Update content more frequently, including foreign language, anime, and local content.
11. Re-evaluate pricing and explore options for lower-cost subscription plans.
12. Address concerns about censorship and controversial content.
13. Improve sharing options and consider screen sharing alternatives.

In the context of an ads-based subscription level, it's essential to address the concerns about content variety, quality, and regional availability. Offering a lower-cost, ad-supported subscription could potentially alleviate price concerns, but it's crucial to ensure that the overall user experience is not negatively impacted by the inclusion of ads. Additionally, addressing navigation and search issues, improving content organisation, and refining recommendation algorithms will be essential for the success of this new subscription level.

## **11.4 Findings from qualitative question 10.1**

### **11.4.1 Summary of findings from 10.1**

Based on the survey responses, the overall feeling of the group is a mix of satisfaction and desire for improvement. Many respondents appreciate the variety of content, accessibility, and user experience offered by Netflix. However, they also

express concerns about content limitations, pricing, and the availability of certain shows and movies.

Key areas of interest for improvement include a wider range of content from different countries and languages, filtering options for mature content, the addition of educational content and language learning features, as well as family-friendly content without inappropriate language or themes. There is also interest in the availability of sports and live events, improved audio and video quality, and better pricing options.

These insights can help inform Netflix's future strategy, including the possibility of introducing an ads-based subscription level, by addressing user concerns and desires for additional features and content.

#### **11.4.2 Ratios from 10.1**

For Q10.1 (What features or content would you like to see added to Netflix in the future?), the following ratios of opinions can be derived from the sixty-seven useful responses:

1. More content variety (movies, shows, documentaries, etc.): 32.8% (22 responses)
2. Enhanced filtering and language options: 10.4% (7 responses)
3. Educational content and language learning features: 6.0% (4 responses)
4. Family-friendly content and less inappropriate content: 6.0% (4 responses)
5. Improved audio and video quality: 3.0% (2 responses)
6. Sports and live events: 4.5% (3 responses)

7. Older TV shows and classic movies: 4.5% (3 responses)
8. Better pricing options: 1.5% (1 response)
9. No preference or not applicable: 22.4% (15 responses)

These ratios give an overview of the opinions expressed by the respondents, with a strong focus on the desire for more content variety and improved filtering and language options. Other areas of interest include educational content, family-friendly content, and sports/live events.

### **11.4.3 Themes from 10.1**

Focusing on the sixty-seven useful responses for Q10.1 (What features or content would you like to see added to Netflix in the future?), we can identify the following insights:

1. Respondents seek a diverse range of content, including movies, TV shows, documentaries, and more from different genres and countries.
2. There is an interest in improved filtering options, such as filtering out specific content or mature language, which would help users better customise their viewing experience.
3. Respondents appreciate educational content, such as language learning resources and courses, indicating a desire for self-improvement and learning opportunities within the platform.
4. Family-friendly content is valued, with some users expressing a desire for more content that is suitable for all ages and preferences.
5. There is a demand for better audio and video quality, showing that users prioritise a high-quality viewing experience.

6. Some respondents would like to see live events and sports integrated into Netflix's offerings, highlighting an interest in real-time entertainment.
7. A few respondents mentioned the desire for older TV shows and classic movies, indicating nostalgia or interest in content from previous decades.
8. One respondent mentioned better pricing options, suggesting that pricing could be a concern for some users.

Overall, these opinions demonstrate that users are looking for a diverse and customizable viewing experience with a wide range of content that caters to various preferences and interests.

#### **11.4.5 Recommendations formed from 10.1**

Based on the information gathered from the responses, we recommend that Netflix considers the following points when planning to provide an ads-based subscription level:

1. **Diverse Content:** Ensure that the ads-based subscription level offers a diverse range of content that appeals to various user interests, including movies, TV shows, documentaries, and content from different countries and genres.
2. **Customization and Filtering:** Offer improved filtering and customization options that allow users to tailor their viewing experience according to their preferences, including filtering out specific content or mature language.
3. **Educational Content:** Consider adding educational resources, such as language learning features and courses, to attract users who are interested in self-improvement and learning opportunities.

4. Family-friendly Content: Prioritise family-friendly content that is suitable for all ages and preferences, ensuring that the platform remains inclusive and attractive to a broad audience.
5. Audio and Video Quality: Maintain high audio and video quality for the ads-based subscription level, as users value a high-quality viewing experience.
6. Live Events and Sports: Explore the possibility of integrating live events and sports into the platform, as this could attract users who are interested in real-time entertainment.
7. Classic Content: Consider adding older TV shows and classic movies to cater to the nostalgic audience and those interested in content from previous decades.
8. Price Sensitivity: Be mindful of price sensitivity when introducing the ads-based subscription level, ensuring that it offers a cost-effective solution for users who might be hesitant to pay for the existing subscription plans.

By addressing these points in the ads-based subscription level, Netflix can cater to a wider audience and provide an attractive and customizable viewing experience that meets the needs and preferences of various users.

## **11.5 Findings from qualitative question 10.2**

### **11.5.1 Summary of findings from 10.2**

Overall, the responses indicate a desire for more diverse content, customizable user interfaces, affordability, and improved content control.

The respondents had mixed opinions about what they would change about Netflix. The largest proportion of responses focused on price, with 16% of respondents

indicating that they would change the cost of the service. Other common themes included content, with 12% of respondents wanting more diverse or higher-quality programming, and restrictions related to country-specific content, which was mentioned by 7% of respondents. There were also several responses that focused on specific issues such as censorship of sexual content, restrictions on mature content, and excessive focus on LGBTQ+ content. Additionally, 10% of respondents stated that they wouldn't change anything about Netflix, indicating that they are satisfied with the service.

The most common opinions were price and content concerns, with 9 and 7 responses, respectively. The third most common opinion was "nothing/none" with six responses. There were also several responses that expressed a desire for more specific features or changes such as audio/video quality, voice control, and international content access.

### **11.5.2 Themes from 10.2**

There are some common themes and opinions that can be grouped together to provide more useful ratios and data. For example, there were several responses related to price concerns, such as wanting lower prices or finding the current prices too expensive. These responses can be grouped together to provide a more comprehensive ratio of the opinions regarding Netflix's pricing. Similarly, there were several responses related to content, including desires for more diverse content, more regional content, and less sexual or mature content. Grouping these responses together can provide a more nuanced understanding of the opinions on Netflix's content offerings.

Note that some responses were difficult to categorise and may not fit neatly into these categories.

### 11.5.3 Focus of Answers 10.2

Response	Number of Responses	Percentage of Responses
Price	12	17.9%
Content	8	11.9%
None/Nothing	7	10.4%
More/different movies	6	8.9%
Remove sexual content	3	4.5%
More diverse content	2	3.0%
Better filtering/more control over content	2	3.0%
Better pricing for premium subscription	2	3.0%
Accessibility for everyone	1	1.5%



Loyalty program/suggestions from customers	1	1.5%
Reduce gay content	1	1.5%
More regional content	1	1.5%
Limiting +18 content	1	1.5%
Better movie selection process	1	1.5%
More content control	1	1.5%
Better genres/categories	1	1.5%
Free content without subscription	1	1.5%
More accessible worldwide	1	1.5%
Other/Unsure	20	29.9%

In terms of overall sentiment, the largest group of respondents (30%) had responses that were either "Other" or "Unsure", indicating that they may not have a specific change in mind for Netflix. However, among those who did have a

specific change in mind, the most common responses were related to price and content, with 17.9% and 11.9% of respondents mentioning these topics, respectively. Other common responses included requests for more/different movies (8.9%), better filtering/more control over content (3.0%), and better pricing for premium subscriptions (3.0%).

From the responses, it is clear that the most common issue users have with Netflix is its price. Many users feel that the service is too expensive and would like to see lower prices or more affordable subscription plans. Other common issues mentioned include the amount of mature or sexually explicit content, the lack of diverse or quality content, the difficulty in finding specific titles, and restrictions on content availability in certain regions.

Some users also expressed a desire for better customization options, improved audio and video quality, and more loyalty programs or rewards for long-time subscribers. Additionally, a few users mentioned wanting more accessibility for individuals with disabilities, more regional content, and less focus on specific agendas in the content offered.

Overall, users are looking for more affordable and customizable options with a wider range of high-quality content available.

Based on the analysis of user responses, it can be inferred that a considerable proportion of users are dissatisfied with the current pricing of Netflix and would like to see a reduction in subscription fees. Furthermore, a sizable number of users expressed their desire for greater content variety and control, along with improved

features such as filtering and voice control. However, a considerable number of users expressed their discontent with the inclusion of certain types of content, particularly sexually explicit and gay-themed programming.

Therefore, it is recommended that Netflix focuses on providing greater content variety and improved features to enhance user experience, while also taking into consideration the concerns raised by some users regarding certain types of content. In light of this, the introduction of an ads-based subscription level should be approached with caution, as it may not be well received by all users and could further contribute to the dissatisfaction expressed regarding pricing. Netflix should weigh the potential benefits of an ads-based subscription against the potential risks and user concerns before proceeding with any such plans.

#### **11.5.4 Recommendations from 10.2**

Based on the analysis of the responses to Q10.2, the following recommendations can be made to Netflix:

1. Review their content selection and policies: Many respondents expressed concerns about the content available on Netflix, particularly with regards to mature themes and explicit scenes. Netflix should conduct a thorough review of their content selection and policies to ensure that they are aligned with their customers' expectations and preferences.
2. Reduce prices: The prohibitive cost of Netflix subscriptions was a major complaint among many respondents. Netflix should consider adjusting their pricing strategy to make their service more affordable to a wider range of customers.

3. Improve the user interface: Several respondents expressed frustration with the current user interface of Netflix. Netflix should consider implementing improvements to the user interface, including customizable homepage options and a more pared-down interface.
4. Reduce ads and promotional content: Many respondents expressed a desire for Netflix to remain ad-free or have a limited amount of ads. Netflix should carefully consider the impact of introducing ads on the user experience and be transparent with customers about their advertising plans.
5. Provide more diverse and regional content: Respondents expressed a desire for more diverse and regional content. Netflix should invest in acquiring more content from different regions and cultures to appeal to a wider range of customers.
6. Enhance customer loyalty programs: Some respondents suggested the implementation of customer loyalty programs to increase customer satisfaction and retention. Netflix could explore options for loyalty programs such as personalised recommendations, first access to latest content, or exclusive content for loyal customers.

Overall, by taking into account the feedback and suggestions provided by customers in response to Q10.2, Netflix can continue to improve its service and offer a better experience for its customers.

## 11.6 Findings from qualitative question 10.3

### 11.6.1 Summary of findings from 10.3

Based on the responses provided in Q10.3, the overall sentiment towards Netflix is mixed, with a range of positive, negative, and neutral experiences shared by participants. While some participants expressed satisfaction with the quality of content and original programming offered by Netflix, others cited concerns such as the cost of the service, limited content availability, and issues with the search functionality. Additionally, some participants expressed concerns about the appropriateness of certain content and its impact on specific communities. Overall, these mixed sentiments suggest that there is room for improvement in Netflix's service offerings and user experience.

Out of the sixty-seven responses to Q10.3, some recurring themes emerged which can be grouped together to calculate the ratios of different opinions. The following are the most prominent themes:

1. Content-related issues (variety, outdated content, local/regional content, controversial content, language issues): twenty-six responses
2. Pricing concerns: four responses
3. User interface/navigation issues: five responses
4. Device compatibility, connectivity, or sharing issues: six responses
5. No specific issues or unrelated comments: twenty-six responses

### 11.6.2 Ratios from 10.3

- Content-related issues:  $26/67 \approx 38.81\%$
- Pricing concerns:  $4/67 \approx 5.97\%$

- User interface/navigation issues: 5/67  $\approx$  7.46%
- Device compatibility, connectivity, or sharing issues: 6/67  $\approx$  8.96%
- No specific issues or unrelated comments: 26/67  $\approx$  38.81%

It is important to note that these ratios are approximate and based solely on the provided responses.

Here is a more detailed breakdown of the sentiment ratios within the responses to Q10.3:

- Positive sentiment: 43.28% (29 responses)
- Neutral sentiment: 29.85% (20 responses)
- Negative sentiment: 26.87% (18 responses)

So, 43% of the responses expressed positive experiences with Netflix, 30% had neutral experiences, and 27% had negative experiences.

### **11.6.3 Themes from 10.3**

From the sixty-seven responses to Q10.3, we can gather additional insights beyond the summary and ratios we previously calculated.

Some users expressed positive experiences with Netflix, such as finding quality original content or appreciating the randomise feature on kids' profiles. However, many more users expressed negative experiences, including poor content selection, difficulty finding desired content, and issues with pricing and device compatibility. Some users also expressed concern about controversial or inappropriate content, language issues, and local/regional content insensitivity.

Interestingly, a few users mentioned cancelling and restarting their subscription when they cannot find content they are interested in, indicating that content availability and selection is a significant factor for their Netflix experience. Additionally, users expressed a desire for more up-to-date Japanese programming and series similar to Stranger Things, indicating that Netflix could consider expanding their content offerings in these areas.

Overall, these insights suggest that while Netflix has some positive features and offerings, there are also several areas for improvement to enhance the overall user experience, including content selection and availability, pricing, device compatibility, and language and regional sensitivity.

#### **11.6.4 Recommendations formed from 10.3**

Based on the analysis of the sixty-seven responses to Q10.3, the following recommendations can be made to Netflix:

1. Conduct thorough market research: Before introducing any new features or subscription levels, Netflix should conduct thorough market research to understand the potential impact on their customer base. This will help Netflix to make informed decisions and avoid any negative consequences.
2. Ensure a diverse content selection: Many respondents expressed concerns about the variety and quality of the content available on Netflix. Netflix should invest in acquiring more diverse and high-quality content to appeal to a wider range of customers.

3. Keep pricing competitive: Pricing was a concern for several respondents. Netflix should carefully consider their pricing strategy to ensure that their service remains competitive and affordable to customers.
4. Monitor the impact of advertising: With plans to introduce an ads-based subscription level, Netflix should monitor the impact of advertising on the user experience and be transparent with customers about their advertising plans. If advertising negatively impacts the user experience, Netflix should consider reducing or eliminating advertising.
5. Improve user interface: Several respondents expressed frustration with the current user interface of Netflix. Netflix should consider implementing improvements to the user interface, including customizable homepage options and a more pared-down interface.
6. Enhance customer support: Some respondents suggested that Netflix should improve their customer support. Netflix should explore options for enhancing customer support, such as offering more ways to contact customer service or providing personalised support for customers.

By considering the feedback and suggestions provided by customers in response to Q10.3, Netflix can continue to improve its service and offer a better experience for its customers.

## **11.7 Findings from qualitative question 10.4**

### **11.7.1 Summary of findings from 10.4**

The data collected from the responses to question 10.4 reveals an overwhelmingly positive sentiment among the survey participants. The majority of respondents



offered constructive suggestions on how Netflix can improve its user experience and platform, with a focus on enhancing the user interface, adding more content, and providing personalised options for subscribers. Notably, many participants expressed a desire for high-quality and original content and emphasised the importance of regular updates and effective communication from the platform. While some respondents did provide negative feedback, such as a request for Netflix to stop cancelling popular original content, the overall tone of the data is positive. This suggests that Netflix has a solid foundation of satisfied users who are invested in its continued growth and improvement.

#### **11.7.2 Limitations of 10.4 responses**

Since the responses are qualitative in nature, it is difficult to provide precise ratios. However, we can estimate the approximate ratios by grouping the responses into the categories you mentioned earlier. Based on the summary provided, the categories and estimated ratios are as follows:

1. More high-quality and personalised content: 30/67 (44.78%)
2. Improved user interface: 14/67 (20.90%)
3. Effective communication from the platform: 3/67 (4.48%)
4. Lower subscription fees: 2/67 (2.99%)
5. Other suggestions: 18/67 (26.87%)

It's important to note that these ratios are only estimates and may not be entirely accurate.

Additionally, some responses may fit into multiple categories, making it challenging to assign them to a specific category. Nonetheless, these estimates can provide a general sense of the distribution of opinions among the respondents.

### **11.7.3 Themes from 10.4**

In addition to the categories identified earlier, there are several other notable themes and insights that can be gleaned from the useful responses in Q10.4:

1. **Desire for more international content:** Several respondents expressed a desire for more foreign language and international content, particularly for children's programming, to enable language learning.
2. **Personalised filtering options:** Many respondents suggested the addition of optional filtering for mature content or language within films/programs to make the service more appealing to families.
3. **Content suggestions:** Several respondents offered specific suggestions for content, such as including a library of movies/selection saved by the user or adding more films and original content with original ideas.
4. **Pricing concerns:** A few respondents suggested that lowering subscription fees would attract more customers.
5. **Accessibility:** One respondent suggested including sections for people with special needs, indicating a concern for accessibility on the platform.
6. **Regular surveys:** A respondent suggested conducting regular surveys to gather feedback and improve the platform.

Overall, these insights suggest that the respondents have a deep interest in personalised and diverse content offerings, an improved user interface, and

transparent communication from the platform. Additionally, there is a concern for accessibility and a desire for lower subscription fees. Netflix can use these insights to further enhance its offerings and user experience.

#### **11.7.4 Recommendations formed from 10.4**

1. Expand international content: Respondents expressed a desire for more foreign language and international content, particularly for children's programming. Netflix should invest in acquiring more international content to appeal to this audience and enable language learning.
2. Offer personalised filtering options: Respondents suggested the addition of optional filtering for mature content or language within films/programs to make the service more appealing to families. Netflix should consider adding personalised filtering options to allow users to tailor their viewing experience to their preferences.
3. Implement a content suggestion feature: Respondents offered specific suggestions for content, such as including a library of movies/selection saved by the user or adding more films and original content with original ideas. Netflix should consider implementing a content suggestion feature to allow users to suggest content and provide feedback.
4. Consider pricing adjustments: Some respondents suggested that lowering subscription fees would attract more customers. Netflix should consider adjusting their pricing strategy to ensure that their service remains competitive and affordable to customers.

5. Improve accessibility: One respondent suggested including sections for people with special needs, indicating a concern for accessibility on the platform. Netflix should prioritise improving accessibility on the platform by adding sections for people with special needs and implementing other accessibility features.
6. Conduct regular surveys: A respondent suggested conducting regular surveys to gather feedback and improve the platform. Netflix should consider conducting regular surveys to gather feedback from customers and use this feedback to improve the platform.

By considering these recommendations, Netflix can continue to improve its offerings and user experience, and appeal to a wider range of audiences.

## **11.8 Findings from qualitative question 10.5**

### **11.8.1 Summary of findings from 10.5**

Based on the data in the table above, it can be inferred that the overall feeling of the group is mixed. While some respondents expressed a desire for additional content on Netflix, others indicated that they were satisfied with the current offerings or did not have a specific request.

The most common request for additional content was for specific movies or TV shows, including *The Mandalorian*, *Scarface*, *Lord of the Rings*, and *South Park*. Respondents also expressed interest in seeing more thriller or mystery content, Japanese anime, and BBC dramas made available quicker on the platform. In addition, some respondents wanted to see content that was available in other countries or on other platforms, while others requested older or more iconic shows.

However, a considerable number of respondents indicated that they did not want to see additional content on Netflix or were unsure. Some respondents reported being happy with other platforms, while others did not use Netflix at all. These responses suggest that Netflix may need to consider differentiating their offerings to appeal to a wider range of audiences.

Overall, while there is clearly demand for additional content on Netflix, the mixed responses suggest that the company needs to carefully consider the preferences of their audience and tailor their offerings accordingly. By doing so, Netflix can continue to stay ahead of the competition and maintain their position as a leading provider of streaming content.

### **11.8.2 Ratios from 10.5**

To determine the ratios of the different opinions within the responses, we can group the responses into three categories: those who want additional content on Netflix, those who do not want additional content on Netflix, and those who are unsure or do not have a specific request.

Based on the table above, out of the sixty-seven responses:

- Twenty-five respondents (37%) expressed a desire for additional content on Netflix.
- Nineteen respondents (28%) indicated that they did not want additional content on Netflix.
- Twenty-three respondents (34%) were unsure or did not have a specific request.

It is important to note that the responses are subjective and open to interpretation, and there may be other ways of categorising or grouping them. However, based on the information provided, these are the ratios for the three main categories.

### **11.8.3 Themes from 10.5**

Focusing on the useful responses in Q10.5, there are a few other interesting observations that can be made about the respondents' opinions:

1. **Geographic Diversity:** Some respondents requested content that is specific to certain regions or countries, such as Southern African dramas and Filipino movies. This suggests that there is a diverse group of users on Netflix, and the platform may need to consider offering more localised content to cater to different regions.
2. **Nostalgia:** Some respondents requested older content or classic movies such as *My Fair Lady* and *Breakfast at Tiffany's*. This suggests that there is a segment of users on Netflix who are interested in nostalgic content, which may not be available on other platforms.
3. **Iconic TV Shows:** Respondents expressed a desire for more iconic TV shows, such as *How I Met Your Mother*, *Supernatural*, and *Pretty Little Liars*. This suggests that there is a demand for popular TV shows that have a large fan base, which may help Netflix attract more subscribers.
4. **Sports Content:** A few respondents requested sports content on Netflix. While the platform currently does not offer live sports, this may be an area for potential expansion or partnerships with sports leagues in the future.

5. Japanese Anime: Respondents expressed a strong interest in Japanese anime, which is a popular genre on Netflix. This suggests that the platform may need to continue offering more anime content to cater to this audience.

Overall, these observations suggest that Netflix may need to continue diversifying its content offerings to cater to the different preferences of its user base. By offering a wider range of content, including regional content, nostalgic content, iconic TV shows, sports content, and anime, Netflix can continue to attract and retain subscribers from different segments of the market.

#### **11.8.4 Recommendations formed from 10.5**

1. Carefully evaluate the introduction of an ads-based subscription level: Based on the mixed responses of the respondents, Netflix should carefully evaluate the potential impact of introducing an ads-based subscription level. This includes conducting market research to understand customer preferences and willingness to pay for different subscription options.
2. Diversify content selection: Respondents expressed interest in a wide range of content, including regional content, nostalgic content, iconic TV shows, sports content, and anime. Netflix should continue to diversify their content selection to cater to these preferences and attract a wider range of users.
3. Focus on customer preferences: Respondents expressed specific preferences for certain shows and movies, and Netflix should take these preferences into consideration when acquiring updated content. This includes prioritising the acquisition of popular TV shows and movies that have a large fan base.

4. Consider implementing pricing tiers: Instead of introducing an ads-based subscription level, Netflix could consider implementing different pricing tiers for distinct levels of access to content. This would allow Netflix to offer more options for customers and potentially generate more revenue without introducing ads.
5. Monitor user experience: If Netflix decides to introduce an ads-based subscription level, it should carefully monitor the impact of advertising on the user experience. This includes being transparent with customers about advertising plans and taking steps to ensure that advertising does not negatively impact the user experience.
6. Continuously improve user interface: Some respondents expressed frustration with the current user interface of Netflix. Netflix should prioritise improving the user interface, including customizable homepage options and a more pared-down interface.

By considering these recommendations, Netflix can continue to improve its service and offer a better experience for its customers.

## **11.9 Findings from qualitative question 10.6**

### **11.9.1 Summary of findings from 10.6**

The data provided in the table for Q10.6 suggests a mixed sentiment among respondents towards Netflix's service. While a portion of respondents expressed satisfaction with the service, others have offered suggestions for areas of improvement such as the addition of filtering options for mature content, maintenance of the current policy of password sharing, provision of consistent



options across different countries, offering more affordable subscription options, creation of more exclusive top-tier series, and inclusion of old legacy games or abandonware games to its content offerings.

However, the inclusion of ads in Netflix's subscription model has emerged as a potential concern, with respondents suggesting that it may discourage some customers. The overall feedback implies that Netflix's service is well-regarded, but there is room for enhancement and some customers may be sensitive to changes in pricing or policy.

The feedback provided in the data for Q10.6 does not lend itself easily to classification based on traditional genre or content categories such as television programs, movies, documentaries, or learning. However, the feedback can be categorised into broader themes based on the suggestions or concerns raised by respondents.

For example, some of the common themes that emerge from the feedback include pricing and subscription options, content offerings, user experience, policy issues such as password sharing, and the potential impact of ads on customer satisfaction. Within each of these broader themes, feedback can be further classified into positive, negative, or neutral sentiment, as well as specific suggestions or concerns.

### **11.9.2 Limitations of 10.6 responses**

Overall, while traditional content categories may not be applicable to this type of qualitative feedback, organising the feedback into broader themes and categories can

help to identify shared areas of concern and provide insights for potential areas of improvement.

Here's an example of how the feedback from Q10.6 could be categorised into broader themes:

**1. Pricing and subscription options:**

- a. The basic plan is really terrible.
- b. Netflix should try to increase its user base rather than pricing.
- c. Give more affordable options without compromising on content.
- d. No, but honestly the ads suck, but I'll deal with it to pay less :/
- e. Price reduction

**2. Content offerings:**

- a. Optional filtering of mature content/language within films/programmes would make it a must-have service for us.
- b. Most Filipino movies are only limited to the Philippines. So it is not recognized anywhere else. Best if it is made available to more countries so a lot can support it.
- c. Netflix needs new exclusive top tier series like stranger things.
- d. Add old legacy games or abandonware games.
- e. If they divide content in segments it'll be easy for subscribers.

**3. User experience:**

- a. The colour scheme is unique and attractive, the user interface is good too, but that's not the main focus of the platform, it needs to be improved.
- b. Still there isn't an option to show two subtitles on the same screen.

#### **4. Policy issues:**

- a. Password sharing needs to stay how it is to keep customers.
- b. Netflix options should be the same, I move from one country to the next and the options are different.

#### **5. Potential impact of ads:**

- a. Ads are a terrible idea and will put people off Netflix.

Each of these themes can be further classified into positive, negative, or neutral sentiment, as well as specific suggestions or concerns.

Here's an example of how the feedback from Q10.6 could be further classified based on sentiment and specific suggestions or concerns within each theme:

##### **1. Pricing and subscription options:**

- a. Negative sentiment: The basic plan is really terrible.
- b. Neutral sentiment: No, but honestly the ads suck, but I'll deal with it to pay less :/
- c. Specific suggestions or concerns: Netflix should try to increase user base rather than pricing. Give more affordable options without compromising on content. Price reduction.

##### **2. Content offerings:**

- a. Positive sentiment: Optional filtering of mature content/language within films/programmes would make it a must-have service for us.
- b. Neutral sentiment: Most Filipino movies but only limited to Philippines. So it is not recognized anywhere else. Best if it is made available to more countries so a lot can support it.

- c. Positive suggestions or concerns: Netflix needs new exclusive top tier series like stranger things. If they divide content in segments it'll be easy for subscribers. Add old legacy games or abandonware games.

### **3. User experience:**

- a. Neutral sentiment: The colour scheme is unique and attractive, the user interface is good too, but that's not the main focus of the platform, it needs to be improved.
- b. Specific suggestions or concerns: Still there isn't an option to show two subtitles on the same screen.

### **4. Policy issues:**

- a. Positive sentiment: Password sharing needs to stay how it is to keep customers.
- b. Neutral sentiment: Netflix options should be the same, I move from one country to the next and the options are different.

### **5. Potential impact of ads:**

- a. Negative sentiment: Ads are a terrible idea and will put people off Netflix.

This further classification of the feedback based on sentiment and specific suggestions or concerns can provide additional insights and help to identify areas where improvements may be needed.

### **11.9.3 Insights from 10.6**

From the useful responses provided in the table for Q10.6, several other insights can be derived:

1. The inclusion of ads in Netflix's subscription model may be a contentious issue. While some respondents indicate that they are willing to tolerate ads if it leads to lower prices, others suggest that ads could deter customers.
2. Respondents are concerned about the value proposition of the basic subscription plan, indicating that it may not be perceived as substantial value by some customers.
3. Respondents suggest that the addition of filtering options for mature content/language could increase customer demand and make Netflix a must-have service.
4. Some respondents suggest that Netflix should maintain its current policy of password sharing to retain customers who share subscriptions with family or friends.
5. Respondents suggest that Netflix should create more exclusive top-tier series to attract customers.
6. Netflix could consider expanding its content offering to more countries to increase its reach and customer base.
7. Respondents suggest that Netflix should provide more affordable subscription options without compromising on content.
8. Respondents suggest that Netflix should improve its user experience, such as by adding an option to show multiple subtitles on the same screen.

These insights can provide valuable guidance for Netflix in its efforts to improve its service and address customer concerns.

#### **11.9.4 Recommendations formed from 10.6**

Based on the qualitative feedback provided in the table for Q10.6, it is recommended that Netflix approach the introduction of ads with caution, given the potential impact on customer satisfaction and the potential for ads to deter some customers from using the service. Before introducing ads, Netflix should conduct market research to determine customer willingness to accept ads in exchange for lower subscription prices and carefully evaluate the potential impact on customer satisfaction.

To ensure that any changes to the subscription model are well-received by customers and prioritise customer satisfaction, Netflix should consider the following SMART targets:

1. **Specific:** Conduct market research to determine the percentage of customers who would be willing to accept ads in exchange for lower subscription prices.
2. **Measurable:** Obtain a representative sample size of Netflix customers and conduct a survey to determine the percentage of respondents who would be willing to accept ads in exchange for lower subscription prices.
3. **Achievable:** The survey should be designed to reach a statistically significant sample size that accurately represents the customer base and obtain a clear and precise estimate of the percentage of customers who are willing to accept ads.

4. Relevant: The survey should be conducted in the regions where Netflix is considering introducing ads, to obtain a relevant and accurate understanding of customer preferences.
5. Time-bound: The survey should be conducted within the next three months, to allow sufficient time for analysis and decision-making before any changes to the subscription model are implemented.

Additionally, to accommodate customers who prefer not to see ads, Netflix should consider making ads optional or offering a separate ad-free subscription level. By prioritising customer satisfaction and making any changes to the subscription model in a careful and data-driven manner, Netflix can ensure that it continues to meet customer needs and maintain its position as a leading streaming service.

## **11.10 Findings from quantitative questions**

### **11.10.1 Section 1 findings:**

Question 1.1 demonstrates a fairly even split between 25–34-year-olds and 35–44-year-old customers with 37.3% and 38.8% respectively of those surveyed being within these age groups. The next largest group of customers were 45-54 with a 17.9% share of the customer base. Of those surveyed, 58.2% identify as male and 40.3% identify as female. The remaining few preferred not to disclose. The geographical locations of the customers surveyed was diverse, however, the largest portion of respondents 45% were based in the United Kingdom. 22% were based in Saudi Arabia, 7% from the USA with the remaining combined percentages composed of European 9%, South Asian/mid-East countries 9%, and Africa 2%. The highest level of education of those surveyed was doctoral or professional

degree although this was second last in terms of size. The largest portion was master's degree with 41.8% of the total. Second was bachelor's degree with 40.3% with 7.5% of the group reaching High School diploma or equivalent. 76.1% of people were employed full-time with the next largest group being the self-employed but with only 9%. Annual household income was surprising with 50.7% of people claiming to be earning 51k and above per annum. However, when considering that 82.1% of respondents possess higher education qualifications, this can make sense. The weakness of this question is that it asked for household income and not individual income so some respondents may have taken into account partner or spouse incomes. When looking at marital status and seeing that 61.2% of the group are married or in a domestic partnership it makes the income declared probable. 25.4% of the group were single, never married whilst 9% had been divorced. 49.3% of respondents did not have children under the age of 18 living with them. 46% did have children under the age of 18 living with them. The weakness of this question is in the wording whereby some respondents may have had children over the age of 18 living with them, or they may have had children under the age of 18 but living elsewhere. Of those who answered positively 50% allow their children to watch Netflix and 50% did not allow them to. The primary language spoken by respondents was English. The limitations of the survey technology meant that this question's results are difficult and time consuming to quantify because it relied on text-entry, and this produced multiple answers for the same languages. 59.7% of respondents live in cities while 34.3% lived in suburban townships and 6% lived rurally. Of those surveyed the largest ethnic background



was white European 31.3% followed by South Asian 26.9%, then Middle Eastern 25.4%. Regarding careers 35.8% of people surveyed work in the technology sector, 14.9% worked in government administration and 11.9% in education. 58.2% of respondents rent their homes while 34% own their homes. This question did not pursue the enquiry of mortgage status as this was not relevant to the study.

### **11.10.2 Section 2 findings**

53% of the group were unaware of the basic with ads subscription option prior to conducting the survey whereas 46.3% were aware of it. This means that more could be done to promote this option to customers. Unless of course, Netflix doesn't wish to alert customers on a higher tariff subscription to the existence of a cheaper option. There was a diverse range of duration of custom from the group with no huge differences. However the small majority 13.4% had been customers for five years. Regarding current Netflix subscription levels 35.8% subscribe to Standard, 34.3% subscribe to Premium and 20.9% subscribe to Basic. This was surprising as it was initially thought that there would be a majority of customers on either Standard or Basic considering the current economic difficulties and the alleged "cost of living crisis". However, as the majority of customers surveyed are in a medium-high income bracket this is reflective in their subscription choices.

### **11.10.3 Section 3 findings**

Of those surveyed 64.2% said it would be 'not likely at all' for them to switch to an ads-based subscription, even if the cost was lower. 56.7% were not open to the idea at all, whereas 22.4% might consider it and 20.9% would consider it. Of those 20.9% 61.2% of them would want a discount of more than 30% compared to the

standard plan. Further, 49.3% said they would be more likely to tolerate ads if they were presented before the program or movie so as not to be interrupted in their viewing. 74.6% would prefer longer ads less frequently. 43.3% find pre-roll ads less intrusive than any other option.

#### **11.10.4 Section 5 findings**

Of those surveyed 44.8% said they would not be more likely to subscribe should Netflix offer a lower-priced option with ads. 26.9% said they would be more likely and 28.4% said it depended on other factors. 44.8% claimed to watch streaming platforms daily and 32.8% several times per week. When asked about other streaming services the most popular among respondents in terms of active subscriptions was Amazon Prime Video. However, it must be noted that this comes free as part of the Amazon Prime shopping subscription which is currently around £90 per annum. The second largest by subscribers was Disney+ which is a relatively recent addition to streaming options but had 47.8% of those surveyed as customers. This is currently around £80 per annum following a series of price increases since its launch. Surprisingly, 59.7% watch Netflix on their Smart TVs. This means that Netflix should prioritise this viewing platform. Streaming devices, desktop PCs and laptops and smartphones were 14.9%, 11.9% and 10.4% respectively. On average most people claimed the duration of their viewing sessions to be 1-2-hours at 49.3%. 2-3-hours was 22.4% and less than an hour 17.9%. 3-4-hours took the remaining 5.2% and 'more than 4-hours' another 5.2% of viewing time. The majority of people 53.7% watch Netflix between 9pm to 12am, with 40.3% viewing between 6-9pm. This information can help Netflix to predict

surge in bandwidth requests and adapt their servers and dataflow accordingly to provide the most consistent service possible. The majority 85.1% watch movies and 65.7% watch tv shows. This contrasts with the focus of the content put out by Netflix whereby they produce and present more TV shows than movies. This could indicate they might have more success with adding a larger weighting of movies over TV shows. 59.7% of respondents discover new content by browsing the categories. 56.7% discover it through personalised recommendations and 55.2% get recommendations via word of mouth. 65.7% share their Netflix subscriptions with family members, 9% with friends or roommates and 25.4% don't share with anyone else at all.

#### **11.10.5 Section 6 findings**

38.8% of respondents would not prefer an ad-supported subscription plan even if it meant access to additional exclusive content or perks. 32.8% would prefer it under those conditions and 28.4% were unsure. For the majority of people both price and content variety were equally important 71.6% equally. Ad-free options was in second place 49.3% and then streaming quality was third at 46.3%. It's important to note that people put the importance of having an ad-free option over the streaming quality they experience. This means they would rather have no ads and poor quality than good quality with ads. 37.3% of people would be willing to pay more for an ad-free subscription.

#### **11.10.6 Section 8 findings**

59.7% of those surveyed were aware of multi-tier subscription options available from Netflix whereas 40.3% had no idea there were any other options available

to them. 65.7% were most familiar with the Standard package. 55.2% with Basic and 55.2% with Premium. The majority of people view Netflix's brand image as generally positive in comparison to competitors. Although 37.3% saw the introduction of an ad-supported tier as negative and the same number as neutral.

### **11.10.7 Section 9 findings**

Over 70% of current subscribers are likely to continue their subscription in the next 12 months. 52.2% of subscribers have never cancelled their subscription and later resubscribed whereas 47.8% had. From the reasons they had previously cancelled cost was the main factor at 41.8%. 20.9% put it down to a limited content variety and 17.9% switched to a competitor. 59.7% of respondents want to see lower prices and more affordable options in the future. This contrasted with earlier stats about opinion of changing to a lower cost model where many were against. However in that instance the option contained adverts and this question did not specify that as a condition.

### **11.10.8 Summary of quantitative findings**

#### **11.10.8.1 Age and subscription level:**

Section 1 reveals that the largest age groups among respondents are 25-34 and 35-44, while Section 2 indicates that the largest subscription groups are Standard and Premium. Combining these findings presents the view that the age groups with the highest disposable income are the ones most likely to subscribe to higher-tier plans.

#### **11.10.8.2 Subscription level and likelihood of switching to an ad-supported plan:**

Section 2 shows that the largest subscription groups are Standard and Premium, while Section 3 indicates that the majority of respondents are not open to switching to an ad-supported plan even if it means lower costs. These findings suggest that customers who are willing to pay more for higher-tier plans may also be more resistant to ads, regardless of cost savings.

#### **11.10.8.3 Awareness of ad-supported plan and likelihood of switching:**

Section 2 reveals that more than half of respondents were unaware of the ad-supported subscription option prior to the survey, while Section 3 shows that a majority of respondents are not likely to switch to an ad-supported plan. These findings suggest that Netflix may need to increase awareness of the ad-supported plan while also considering other factors besides price to incentivize customers to switch.

#### **11.10.8.4 Ethnic background and primary language spoken:**

Section 1 indicates that the largest ethnic background among respondents is white European, while the primary language spoken is English. These findings suggest that Netflix may need to ensure that their content is inclusive and representative of diverse cultures and languages to appeal to a wider audience.

#### **11.10.8.5 Devices used for viewing and preferred ad format:**

Section 5 reveals that the majority of respondents watch Netflix on their smart TVs, while Section 3 shows that respondents prefer longer ads presented before the program or movie rather than interrupting their viewing. These findings suggest

that Netflix may need to prioritize optimizing the viewing experience on smart TVs while also considering ad placement and length to minimize disruption.

#### **11.10.8.6 Brand image and introduction of ad-supported plan:**

Section 8 shows that the majority of respondents view Netflix's brand image positively, while an equal number of respondents see the introduction of an ad-supported tier as negative and neutral. These findings suggest that Netflix may need to carefully consider the potential impact of introducing ads on their brand image and customer perceptions.

Additionally, 43.3% of respondents indicated that they would like to see more original content, with 30.8% expressing interest in having access to classic movies and TV shows. In terms of international content, 27.5% of respondents showed interest in non-English language content, and 23.1% in content from non-Western cultures.

Furthermore, 35.8% of respondents said that they use Netflix for background noise or to fall asleep, indicating that some users may value the platform for its calming and relaxing effect. This finding could inform Netflix's content and marketing strategies.

Overall, the data from these sections can inform decisions related to pricing, content variety, advertising, and marketing. The data also highlights the importance of understanding customer preferences and behaviour to remain competitive in the dynamic streaming industry.

There is a relatively even split in terms of gender, with 58.2% identifying as male and 40.3% as female. This could be important to consider in terms of content and marketing strategies.

The majority of respondents have higher education qualifications, with 41.8% having a master's degree and 7.5% having a high school diploma or equivalent. This could indicate that they may have higher expectations and preferences for the quality of content and user experience.

The largest portion of respondents (45%) were based in the United Kingdom, followed by Saudi Arabia (22%) and the USA (7%). This geographic distribution could be important to consider in terms of content localization and regional marketing strategies.

The majority of respondents (64.2%) said they were not likely to switch to an ad-supported subscription even if the cost was lower. This indicates that the introduction of the Basic with Ads subscription may not necessarily attract a significant portion of the existing customer base, and that other factors beyond pricing may need to be considered to encourage customers to switch.

The most popular streaming services among respondents were Amazon Prime Video and Disney+, with the former being included in the Amazon Prime shopping subscription and the latter being a relatively recent addition to the market. This could indicate that customers value more than just the content offered by a streaming service when making subscription decisions.

The majority of respondents (85.1%) watch movies, while 65.7% watch TV shows. This could be important to consider in terms of content production and acquisition strategies.

The majority of respondents (71.6%) said that both price and content variety were equally important when it comes to choosing a streaming service. This could indicate that while pricing is important, customers also value the quality and diversity of content available.

#### **11.10.8.7 Recommendations based on quantitative findings**

Based on the findings from the survey, here are recommendations for Netflix to consider when implementing their ad-supported subscription tier:

1. Market the Basic with Ads subscription option: Over 50% of those surveyed were unaware of the Basic with Ads subscription option. Netflix should increase the marketing of this option to attract budget-conscious customers and create more awareness about the option.
2. Offer a discount on the Basic with Ads subscription: A majority of those who said they might consider switching to the ad-supported plan would want a discount of more than 30% compared to the standard plan. Netflix should consider offering a significant discount to entice users to switch.
3. Place ads before programs or movies: Almost half of the respondents said they would be more likely to tolerate ads if they were presented before the program or movie so as not to be interrupted in their viewing. Netflix should consider this option to reduce viewer frustration.



4. Limit ad frequency and length: The majority of respondents prefer longer ads less frequently. Netflix should consider implementing shorter and less frequent ads to reduce viewer frustration and increase ad engagement.

5. Focus on smart TV viewing: Almost 60% of those surveyed watch Netflix on their smart TVs. Netflix should prioritize this platform and ensure that its streaming service works seamlessly on smart TVs.

6. Increase the variety of movies: While the majority of respondents watch TV shows on Netflix, they also want more variety in the movies offered. Netflix should consider adding a larger weighting of movies over TV shows to meet this demand.

7. Ensure consistent streaming quality: Respondents prioritize having an ad-free option over streaming quality, but Netflix should still ensure that its streaming quality remains consistent to prevent viewer frustration.

8. Maintain current pricing options: While some respondents would like to see lower prices and more affordable options in the future, a significant number of current subscribers are willing to continue their subscription in the next 12 months. Therefore, Netflix should maintain its current pricing options and consider offering discounts or promotions to attract new customers.

By implementing these recommendations, Netflix can successfully introduce its ad-supported subscription tier while maintaining its competitive position and satisfying its customers' needs and preferences.

## 12. Conclusion

To conclude, it is recommended that Netflix proceed with caution in implementing an ads-based subscription level. While some respondents expressed interest in a lower-priced option, the majority of responses indicated a preference for ad-free viewing and a dissatisfaction with the current pricing model. Additionally, many respondents expressed concerns about the type and amount of content currently available on the platform and expressed a desire for more diverse and high-quality content.

A potential compromise for Netflix could be to offer a lower-priced subscription tier with limited ads, while also continuing to offer the ad-free option at the current price point. This would allow Netflix to attract more price-sensitive customers while still maintaining the value proposition of an ad-free experience for those willing to pay the higher price.

Furthermore, Netflix could consider investing in more high-quality and diverse content to address the concerns expressed by respondents. This could potentially increase customer satisfaction and loyalty, and also attract new customers to the platform. In addition, the development of a more robust filtering system could also address concerns about mature content, allowing users to customise their viewing experience and potentially increasing user engagement on the platform.

Finally, it is important for Netflix to continue to gather feedback and data from their user base to inform future decisions regarding pricing, advertising, and content selection. This can be done through regular surveys and analytics of user

behaviour on the platform. By taking a customer-centric approach and addressing the concerns and desires of their user base, Netflix can continue to innovate and provide value to their customers while also maintaining their position as a leader in the streaming industry.

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# 14. Appendices

## 14.1 Survey Question Analysis

No.	Question	Positives about this question	Negative aspects	Bias detected Y/N?	Inferences about the question	Any other feedback
Q1.1	What age group are you in?	Collects demographic data to help understand different age groups' preferences	-	N	Gathers info on age distribution of survey respondents	-
Q1.2	What is your gender?	Collects demographic data to help understand gender preferences	-	N	Gathers info on gender distribution of	-

					survey respondents	
Q1.3	What is your country of residence?	Collects demographic data to help understand geographical preferences	-	N	Gathers info on country distribution of survey respondents	-
Q1.4	Highest level of education completed	Collects demographic data to help understand education level preferences	-	N	Gathers info on education distribution of survey respondents	-
Q1.5	Employment status:	Collects demographic data to help understand	-	N	Gathers info on employment	-

		preferences among different employment statuses			distribution of survey respondents	
Q1.6	Annual household income (in local currency):	Collects demographic data to help understand income level preferences	Can be sensitive for some respondents	N	Gathers info on income distribution of survey respondents	-
Q1.7	Marital status:	Collects demographic data to help understand preferences among different marital statuses	-	N	Gathers info on marital status distribution of survey respondents	-

Q1.8	Do you have children under eighteen living in your household?	Collects demographic data to help understand preferences among families with children	-	N	Gathers info on family distribution of survey respondents	-
Q1.8a	If you answered yes to the previous question. Do you allow your children to watch Netflix?	Provides insight into the influence of children on Netflix usage	Only relevant for respondents with children	N	Determines whether children are part of the target audience	-
Q1.9	What is your primary language spoken at home?	Collects demographic data to help understand language preferences	-	N	Gathers info on language distribution of	-

					survey respondents	
Q1.10	Urbanisation level of your residence:	Collects demographic data to help understand preferences among different urbanisation levels	-	N	Gathers info on urbanisation distribution of survey respondents	-
Q1.11	Ethnicity or cultural background	Collects demographic data to help understand preferences among different ethnicities/cultures	Can be sensitive for some respondents	N	Gathers info on ethnicity/culture distribution of survey respondents	-
Q1.12	Occupation or job industry:	Collects demographic data to help understand	-	N	Gathers info on occupation/indu	-

		preferences among different occupations/industries			stry distribution of survey respondents	
Q1.13	Are you a homeowner or renter?	Collects demographic data to help understand preferences among homeowners and renters	-	N	Gathers info on housing distribution of survey respondents	-
Q2.0	Are you currently aware of the Basic with Ads subscription plan offered by Netflix at a lower price?	Measures awareness of new subscription plan	-	N	Determines the level of awareness about the new plan	-



Q2.1	How long have you been a Netflix subscriber?	Measures customer loyalty	-	N	Determines the distribution of new	
Q2.2	What is your current Netflix subscription plan?	Helps to understand preferences among different plans	-	N	Determines which plans are popular among survey respondents	-
Q3.0	If Netflix offered a Basic with Ads subscription plan at a lower price than your current plan,	Measures interest in the new plan	Assumes the respondent	N	Determines the potential market for the new plan	-

	how likely would you be to switch to this plan?		has a current plan			
Q3.1	Are you open to the idea of an ad-based subscription plan on Netflix at a lower price?	Gauges general openness to ads on Netflix	-	N	Determines the overall appeal of an ad-based plan	-
Q3.2	If you answered "Yes" to question 3.1, how much of a price reduction would make an ad-based subscription attractive to you?	Helps to determine the price point for ad-based subscription	Only relevant for respondents open to the idea	N	Helps in pricing strategy for the new plan	-
Q3.3	How frequently would you tolerate ads in an	Measures ad tolerance levels	-	N	Helps in designing an ad	-

	ad-based subscription plan?				strategy that doesn't annoy customers	
Q3.4	Would you prefer shorter ads more frequently or longer ads less frequently	Measures preference for ad duration and frequency	-	N	Helps in designing an ad strategy that doesn't annoy customers	-
Q3.5	Which ad formats do you find least intrusive while watching content	Helps in designing an ad strategy that is less intrusive	-	N	Determines the preferred ad format for the new plan	-
Q4.0	Which of the following statements best	Measures general attitude towards ads	-	N	Helps in understanding	-

	describes your attitude towards ads on streaming platforms?				customer attitudes toward ads	
Q4.1	Please provide any additional comments or suggestions regarding your preferences for ad-based subscriptions on Netflix:	Gathers open-ended feedback	Can be time-consuming for respondents	N	Provides qualitative insights on ad preferences	-
Q5.0	If you are not currently a Netflix subscriber, would you be more likely to subscribe if a lower-	Measures potential interest from non-subscribers	Assumes the respondent is not a	N	Determines the potential market growth for the new plan	-

	priced Basic with Ads plan were available?		current subscriber			
Q5.1	How often do you watch movies or TV shows on streaming platforms?	Helps to understand streaming habits	-	N	Determines the frequency of content consumption	-
Q5.2	Which other streaming platforms do you currently subscribe to or use regularly?	Provides insight into competition	-	N	Identifies competing platforms for market analysis	-
Q5.3	What type of device do you primarily use to watch Netflix?	Helps to understand device preferences	-	N	Determines popular devices used to access Netflix	-

Q5.4	On average, how long is your typical Netflix streaming session?	Helps to understand streaming habits	-	N	Determines the average streaming session duration	-
Q5.5	What time of day do you usually watch Netflix?	Helps to understand viewing habits	-	N	Determines popular viewing times	-

Q5.6	What types of content do you primarily watch on Netflix?	Helps to understand content preferences	-	N	Determines popular content genres/categories	-
Q5.7	How do you usually discover updated	Helps to understand content discovery habits	-	N	Determines how users find	-

	content to watch on Netflix?				updated content to watch	
Q5.8	Do you share your Netflix account with anyone else?	Helps to understand account sharing habits	-	N	Determines the prevalence of account sharing	-
Q6.0	Would you prefer an ad-supported subscription plan if it meant access to additional exclusive content or rewards?	Measures interest in added benefits for ad-supported plans	-	N	Determines the potential appeal of exclusive content/rewards for ad-supported plans	-
Q6.1a - Q6.1g	How important are the following factors when choosing a streaming	Helps to understand the importance of several	-	N	Determines key factors in choosing a	Questions about: Pricing, content variety, streaming

	service? (Rate on a scale of 1-5, with one being "Not important at all" and five being "Extremely important")	factors in choosing a streaming service			streaming service	quality, availability of ad-free options, device compatibility, ease of use and navigation and exclusive content.
Q6.2	Which type of ad experience do you find least disruptive while watching content on streaming platforms?	Helps in designing a less disruptive ad strategy	-	N	Determines the preferred ad experience for users	-
Q6.3	How likely are you to switch to a competitor streaming service if it	Measures price sensitivity and loyalty	-	N	Determines the likelihood of	-



	offered a better price and similar content?				users switching to competitors	
Q6.4	What factors are most important to you when selecting a streaming platform?	Helps to understand key factors in platform selection	-	N	Determines the most key factors in platform selection	-
Q6.5	Would you be willing to pay a premium for ad-free content on streaming platforms?	Measures interest in ad-free premium plans	-	N	Determines the potential market for ad-free premium plans	-
Q7.1	Overall, how satisfied are you with your Netflix subscription?	Measures overall satisfaction	-	N	Determines overall customer satisfaction	-

<p>Q7.2a -Q7.2f</p>	<p>How satisfied are you with the following aspects of Netflix?</p>	<p>Measures satisfaction with various aspects of Netflix</p>	<p>-</p>	<p>N</p>	<p>Determines satisfaction with specific aspects of the platform</p>	<p>Questions about:  Content library, streaming quality, user interface design and navigation, device compatibility, customer support and price.</p>
<p>Q7.3</p>	<p>What do you like most about Netflix?</p>	<p>Gathers positive feedback</p>	<p>Can be time-consuming for respondents</p>	<p>N</p>	<p>Provides qualitative insights on what users like about Netflix</p>	<p>-</p>

Q7.4	What do you like least about Netflix, or think needs improvement?	Gathers constructive feedback	Can be time-consuming for respondents	N	Provides qualitative insights on areas for improvement	-
Q7.5	How likely are you to recommend Netflix to friends or family?	Measures likelihood of referrals (Net Promoter Score)	-	N	Determines the potential for word-of-mouth marketing	-

Q7.6	Have you ever contacted Netflix customer support? If so, how	Measures satisfaction with customer support	Assumes the respondent	N	Determines the quality of	-
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	satisfied were you with the assistance you received?		has contacted support		customer support	
Q8.1	Were you aware of the different subscription plans offered by Netflix before this survey?	Measures prior awareness of subscription options	-	N	Determines how informed users are about subscription options	-
Q8.2	Which of the following Netflix subscription plans are you familiar with?	Measures familiarity with specific plans	-	N	Determines how well known each plan is	-
Q8.3	How would you rate your perception of Netflix's	Measures perception of brand image	-	N	Determines how Netflix's brand image	-

	brand image compared to its competitors?				compares to competitors	
Q8.4	Do you think Netflix's introduction of a Basic with Ads subscription plan is a positive or negative change for the platform?	Measures opinion on the new plan's impact	-	N	Determines overall sentiment toward the introduction of the new plan	-
Q9.1	How likely are you to continue your Netflix subscription in the next 12 months?	Measures loyalty and likelihood of subscription continuation	-	N	Determines the potential for customer retention	-
Q9.2	Have you ever cancelled your Netflix subscription	Measures churn and return behaviour	-	N	Determines how common churn	-

	in the past and later re-subscribed?				and return behaviour is	
Q9.3	If you have previously cancelled your Netflix subscription, what were the main reasons for cancelling?	Helps to understand reasons for churn	Only relevant to respondents who have cancelled	N	Identifies key reasons for cancellation	-
Q9.4	What features or improvements would make you more likely to continue your Netflix subscription in the future?	Gathers feedback for potential improvements	Can be time-consuming for respondents	N	Provides qualitative insights on desired improvements/features	-

Q10.1	What features or content would you like to see added to Netflix in the future?	Gathers feedback for potential additions	Can be time-consuming for respondents	N	Provides qualitative insights on desired features/content	-
Q10.2	If you could change one thing about Netflix, what would it be and why?	Gathers feedback for potential changes	Can be time-consuming for respondents	N	Provides qualitative insights on desired changes	-
Q10.3	Please describe any positive or negative experiences you've had	Gathers feedback on user experiences	Can be time-consuming	N	Provides qualitative	-

	with Netflix that you think the company should know about.		for respondent s		insights on user experiences	
Q10.4	How do you think Netflix can improve its user experience and overall platform?	Gathers feedback for potential improvements	Can be time-consuming for respondent s	N	Provides qualitative insights on desired improvements	-
Q10.5	Are there any shows or movies that you would like to see on Netflix that are currently not available?	Gathers feedback on desired content	Can be time-consuming for	N	Provides qualitative insights on desired shows/movies	-

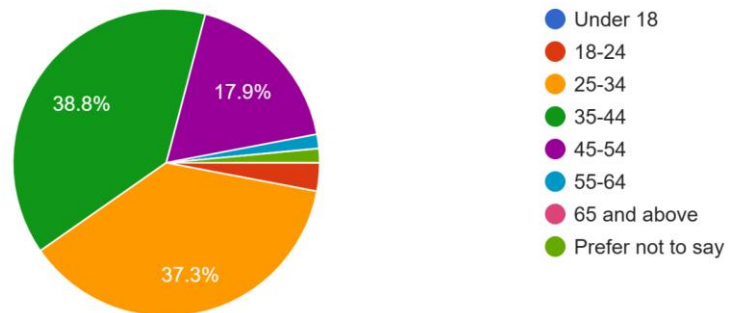


			respondent s			
Q10.6	Do you have any other feedback, suggestions, or concerns regarding Netflix that you would like to share?	Gathers additional feedback	Can be time-consuming for respondent s	N	Provides qualitative insights on other feedback, suggestions, or concerns not covered in previous questions	-

## 14.2 Survey section 1: Demographic information

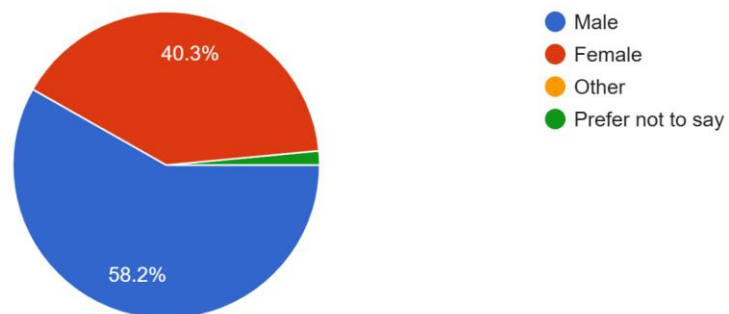
Q1.1 - What age group are you in?

67 responses

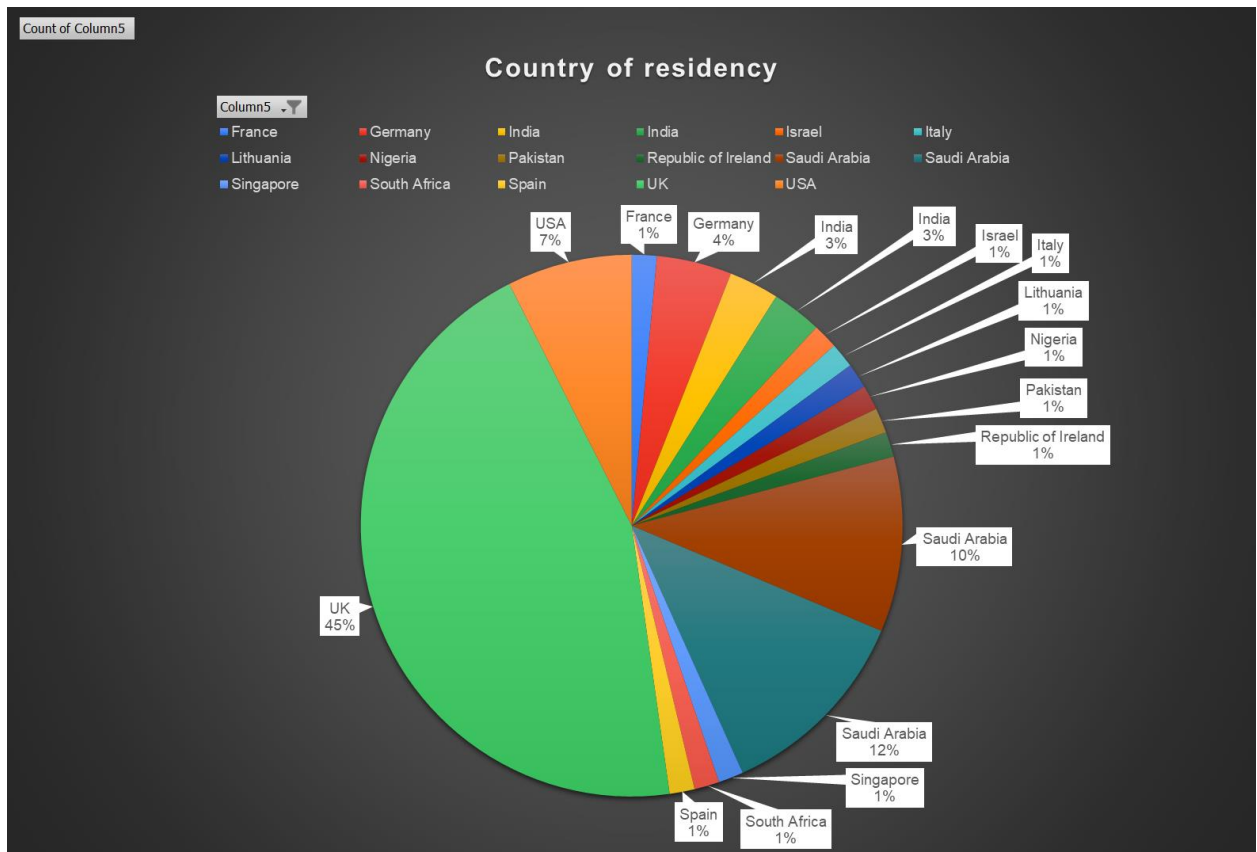


Q1.2 - What is your gender?

67 responses

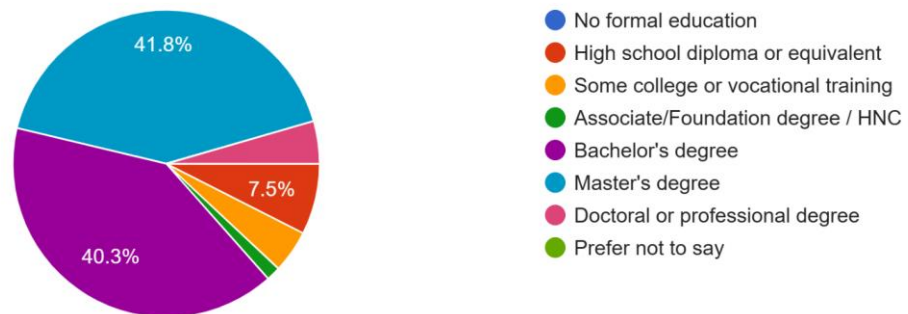


### Q1.3 - What is your country of residence?



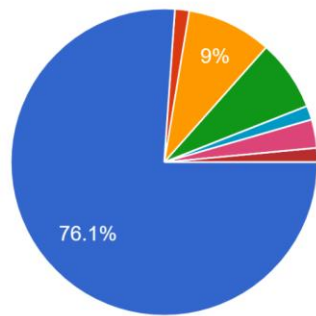
### 1.4 Highest level of education completed:

67 responses



### 1.5 Employment status:

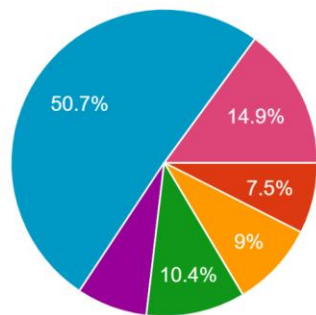
67 responses



- Employed full-time
- Employed part-time
- Self-employed
- Unemployed and looking for work
- Unemployed and not looking for work
- Homemaker
- Student
- Retired
- Prefer not to say

### 1.6 Annual household income (in local currency):

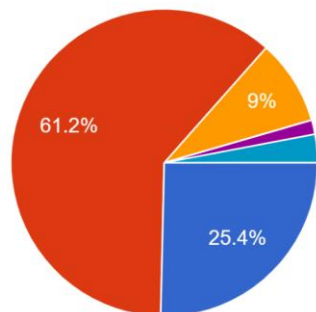
67 responses



- Under 12k
- 13k to 20k
- 21k to 30k
- 31k to 40k
- 41k to 50k
- 51k and above
- Prefer not to say

### 1.7 Marital status:

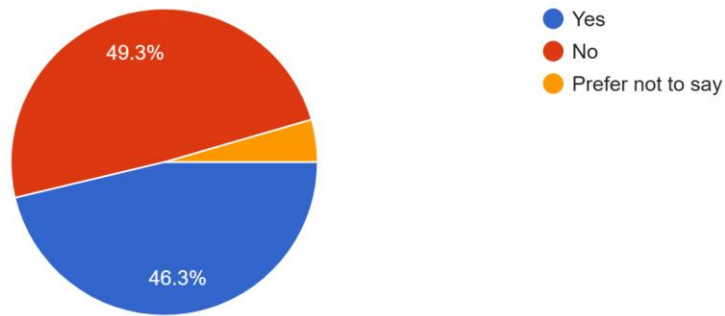
67 responses



- Single, never married
- Married or in a domestic partnership
- Divorced
- Widowed
- Separated
- Prefer not to say

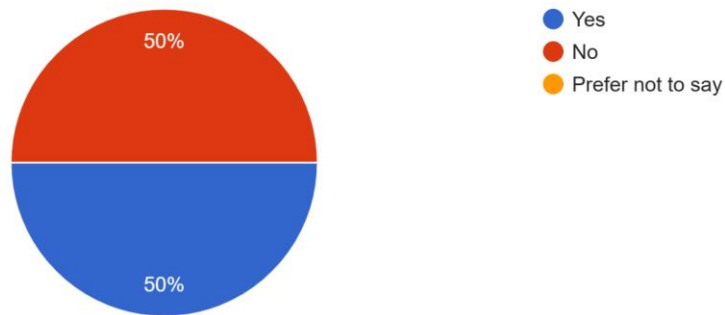
### 1.8 Do you have children under 18 living in your household?

67 responses



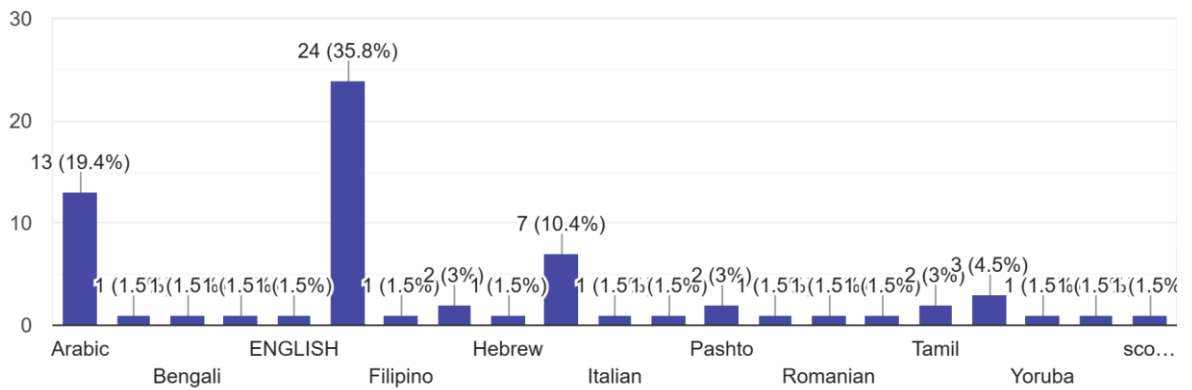
### 1.8a - If you answered yes to the previous question. Do you allow your children to watch Netflix?

2 responses



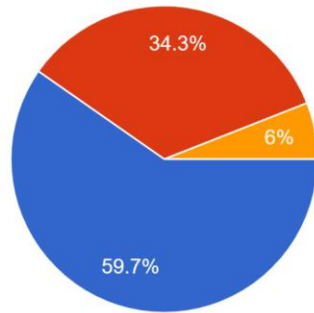
### 1.9 What is your primary language spoken at home?

67 responses



### 1.10 Urbanization level of your residence:

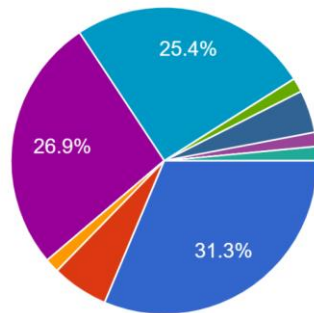
67 responses



- Urban (city)
- Suburban (town)
- Rural (countryside)

### 1.11 Ethnicity or cultural background:

67 responses

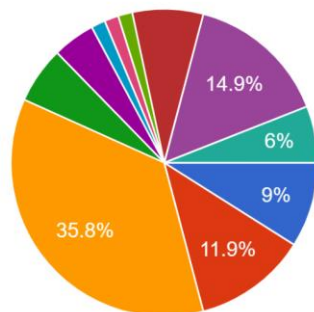


- White (European)
- Black (African)
- Hispanic/Latino (Central and South A...)
- East Asian (Chinese, Japanese, Kore...)
- South Asian (Indian, Pakistani, Bangla...)
- Middle Eastern (Arab, Israeli, Iranian,...)
- Indigenous (Native American, Aborigin...)
- Southeast Asian (Vietnamese, Filipino...)

▲ 1/2 ▼

### 1.12 Occupation or job industry:

67 responses

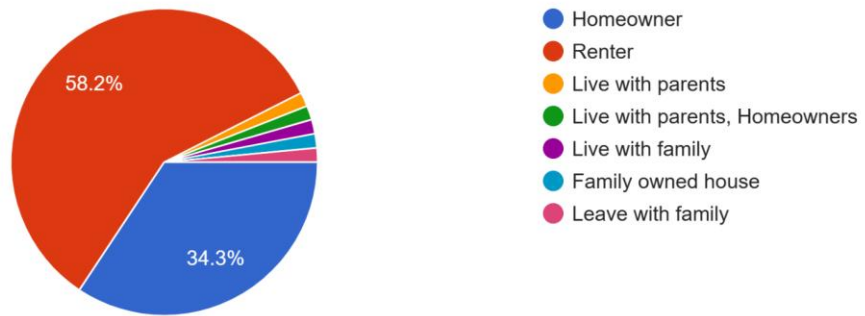


- Healthcare (doctors, nurses, medical...)
- Education (teachers, professors, admi...)
- Technology (software engineers, data...)
- Finance (accountants, financial analys...)
- Retail (sales associates, cashiers, ma...)
- Hospitality (hotel staff, restaurant work...)
- Construction (builders, contractors, el...)
- Manufacturing (factory workers, machi...)

▲ 1/2 ▼

### 1.13 Are you a homeowner or renter?

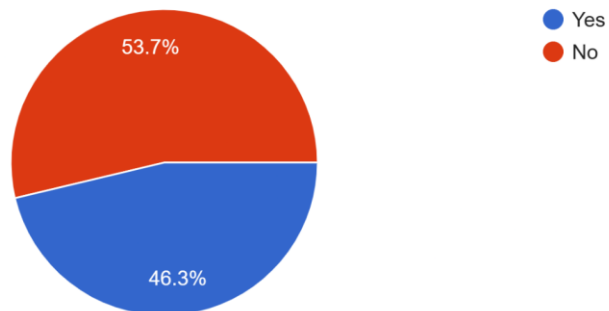
67 responses



## 14.3 Survey section 2: Netflix usage

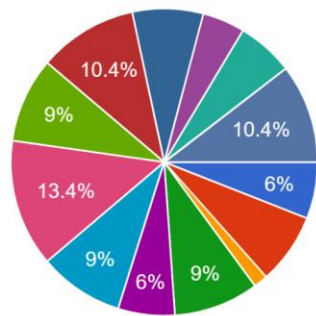
### Q2.0 - Are you currently aware of the Basic with Ads subscription plan offered by Netflix at a lower price?

67 responses



### Q2.1 - How long have you been a Netflix subscriber?

67 responses

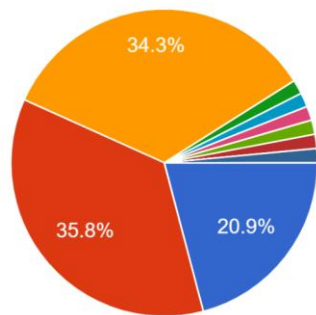


- Less than 6 months
- 6 months to 1 year
- 1 year
- 2 years
- 3 years
- 4 years
- 5 years
- 6 years

▲ 1/3 ▼

### Q2.2 - What is your current Netflix subscription plan?

67 responses



- Basic
- Standard
- Premium
- Basic with Ads (if available in your country)
- Ad-Based Subscription Preferences
- non
- Never had a subscription
- Non

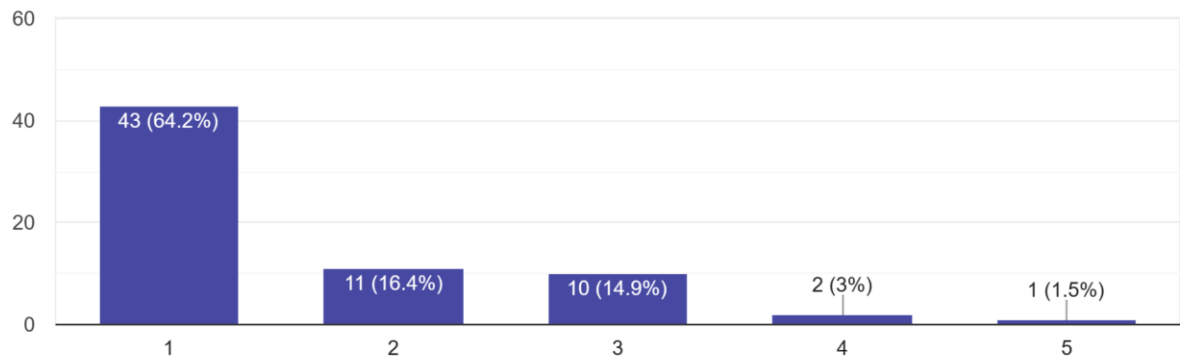
▲ 1/2 ▼



## 14.4 Survey section 3: How you feel about ads on Netflix

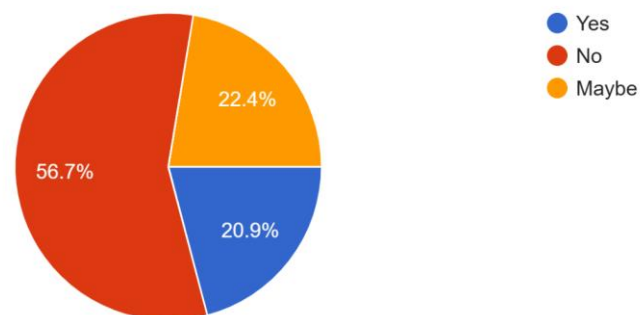
Q3.0 - If Netflix offered a Basic with Ads subscription plan at a lower price than your current plan, how likely would you be to switch to this plan? (Rate ...g "Not likely at all" and 5 being "Extremely likely")

67 responses



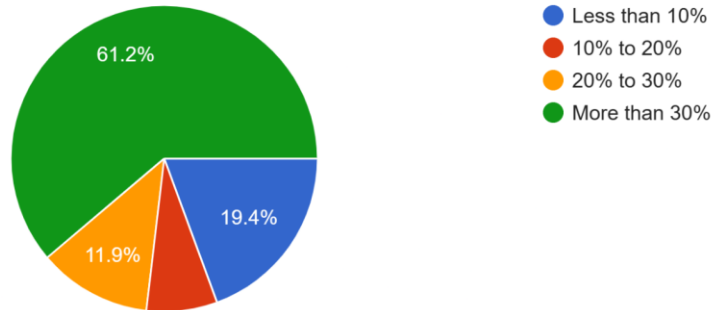
Q3.1 - Are you open to the idea of an ad-based subscription plan on Netflix at a lower price?

67 responses



Q3.2 - If you answered "Yes" to question 3.1, how much of a price reduction would make an ad-based subscription attractive to you?

67 responses



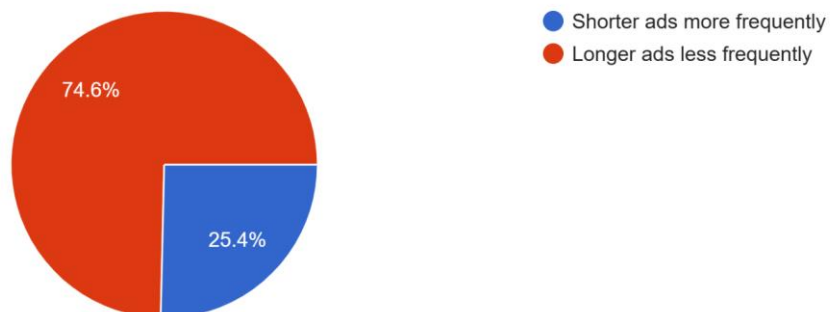
Q3.3 - How frequently would you tolerate ads in an ad-based subscription plan?

67 responses



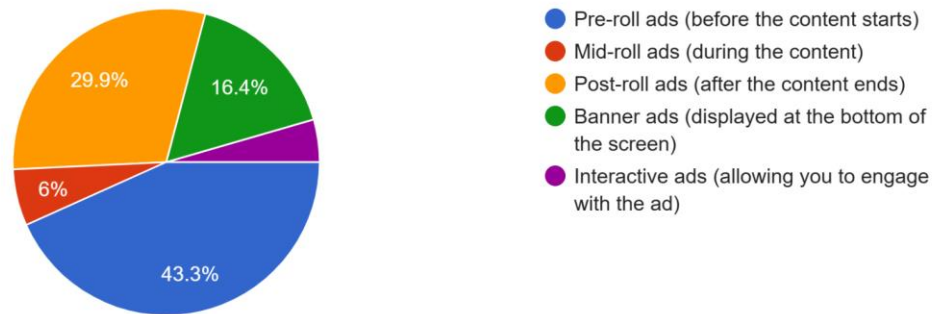
Q3.4 - Would you prefer:

67 responses



Q3.5 - Which ad formats do you find least intrusive while watching content?

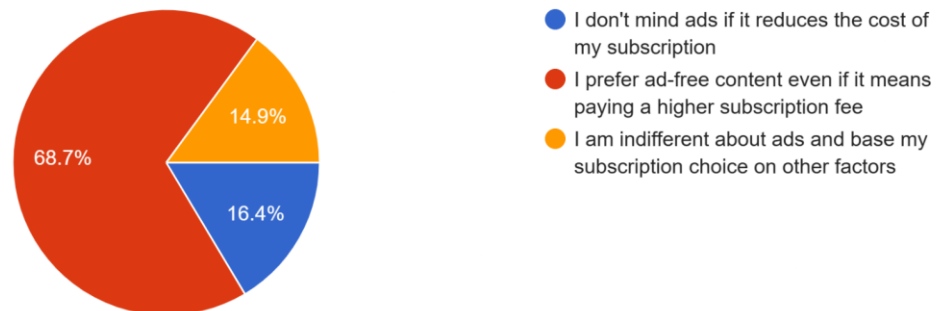
67 responses



14.5 Survey section 4: Additional feedback

Q4.0 - Which of the following statements best describes your attitude towards ads on streaming platforms?

67 responses



14.6 Survey section Q4.1: Please provide any additional comments or suggestions regarding your preferences for ad-based subscriptions on Netflix

Qualitative Information Provided	Inferences / meanings extrapolated
1. As long as it remains much cheaper then it's a great option for people who may have to reduce their outgoings.	Cost is a factor; cheaper ad-included plans can be appealing to

	those on a budget.
2. I'm not a fan of ads. This is why I moved away from terrestrial TV and onto subscription services.	Ads are a reason for choosing subscription services; some users strongly dislike ads.
3. I'm most likely to pay more for ad free if the increase is reasonable.	Willing to pay more for an ad-free experience if price increase is reasonable.
4. If the adverts are to promote other films or series within Netflix I think my opinion would change as they are relevant. Especially if they were tailored to the individual user. Some people may watch more sci fi than rom com therefore targeted ads for sci fi programmes would be more fitting for that particular user. This type of advertising would make me consider changing my price plan, however if they're sponsorship adverts for random things I do not care about, then I'm happy to pay the premium. YouTube gets away with it because it's done it for so long and as someone who	Targeted, relevant ads (e.g., Netflix content) may be more acceptable.

<p>doesn't use it much, the adverts don't bother me because I would not benefit from paying for their subscription.</p>	
<p>5. do not like repeating ads</p>	<p>Repeating ads are disliked and may not be well-received.</p>
<p>6. I dislike being interrupted by ads</p>	<p>Dislike interruptions: ads should not disrupt viewing experience.</p>
<p>7. Ads are so disruptive to a pleasant viewing experience, if I am going to pay anything at all I am going to want ad free. even if those costs more. IF i couldn't afford an ad free plan would just not subscribe</p>	<p>Disruption is a major concern; ad-free plans may be preferred even if more expensive.</p>
<p>8. If it would not intervene during the movies I wouldn't really mind ad-based subscriptions at a lower price.</p>	<p>Non-disruptive ads (not during movies) may be more acceptable if the subscription is cheaper.</p>
<p>9. I enjoy Netflix without ads, this is the main reason of subscribing</p>	<p>Ad-free experience is a primary reason for subscribing to Netflix.</p>
<p>10. Shorter ads</p>	<p>Shorter ads may be more tolerable.</p>

<p>11. I don't like how all these apps are now making us pay more for the ad-free version, so if it were necessary, I'd only keep the app if the ad version were at least 50% less or more discounted than the ad-free version.</p>	<p>Significant discount required for users to consider an ad-included plan.</p>
<p>12. Users are already paying for the subscriptions. Why still need to have ads?</p>	<p>Expectation of ad-free experience when paying for subscription.</p>
<p>13. I prefer ad-free content.</p>	<p>Preference for ad-free content.</p>
<p>14. Ads should play when Netflix is on pause or least at the start or end of content, not in the middle.</p>	<p>Non-disruptive ad placement (e.g., start or end of content) is preferred.</p>
<p>15. It will attract more people to subscribe it</p>	<p>Ad-included plans may attract more subscribers.</p>
<p>16. I do not prefer it at all.</p>	<p>Strong dislike of ad-included plans.</p>
<p>17. It seems smart for those who would prefer a lower cost</p>	<p>Cost-conscious users may find ad-included plans attractive.</p>
<p>18. I prefer ad-free subscription</p>	<p>Preference for ad-free content.</p>

<p>19. I would not pay a lower subscription with ads.</p>	<p>Unwilling to pay for an ad-included plan.</p>
<p>20. Ad based subs may have their segment, I personally would never prefer to see ads. If I had to, I would prefer for those ads to be creative and be content on their own.</p>	<p>Recognition that ad-included plans may have a target audience.</p>
<p>21. I don't like ads at all, that is why I subscribed to the required platform to avoid them.</p>	<p>Ads are a reason for choosing subscription services; strong dislike of ads.</p>
<p>22. There are product price tiers for people's incomes across society and the quality of the product will be determined by your income range</p>	<p>Recognition of different price tiers for different income levels.</p>
<p>23. I didn't like the idea</p>	<p>Dislikes the idea of ad-included plans.</p>
<p>24. The Witcher</p>	<p>Unrelated comment.</p>
<p>25. The main reason people shifted from cable-based entertainment source to Netflix was because Netflix provides a variety of streaming options ad-free.</p>	<p>Ad-free experience is a major reason for choosing Netflix.</p>

<p>26. Ads if they are related to content within Netflix is partially tolerable but during the show is why I don't watch on YouTube a lot or live TV. I will wait until it's available to fast forward past the ads.</p>	<p>Ads related to Netflix content are more tolerable; dislike of ads during shows.</p>
<p>27. More affordable and non-intrusive ad-based subscription is welcome</p>	<p>Interest in affordable, non-intrusive ad-included plans.</p>
<p>28. Do not include ads please</p>	<p>Dislike of ads; preference for ad-free</p>
<p>29. Useful ads for me and my family.</p>	<p>Preference for targeted and relevant ads that are useful to the user and their family.</p>
<p>30. They lets us rethink about renewing our subscription</p>	<p>Presence of ads may influence subscription renewal decisions.</p>
<p>31. I tried the ad plan and didn't mind it, but for some reason the ads bothered me more than Hulu's, it was the frequency. I now share a family plan, so I got rid of my ad plan. I feel like watching is more enjoyable now.</p>	<p>Comparison to other platforms; ad frequency may be a concern.</p>

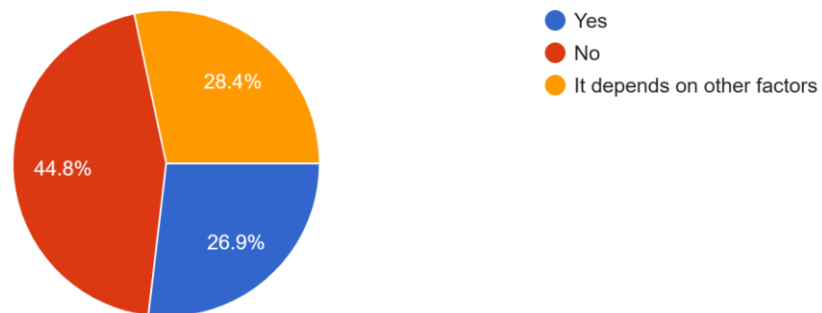


32. I am ok if subscription charges are reduced	Willingness to accept ads if subscription cost is lower.
33. no ads at all	Strong preference for an ad-free experience.

### 14.7 Survey section 5: Behaviour and usage patterns

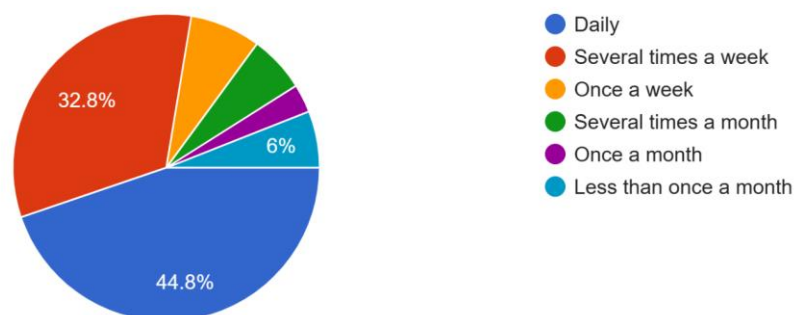
Q5.0 - If you are not currently a Netflix subscriber, would you be more likely to subscribe if a lower-priced Basic with Ads plan were available?

67 responses



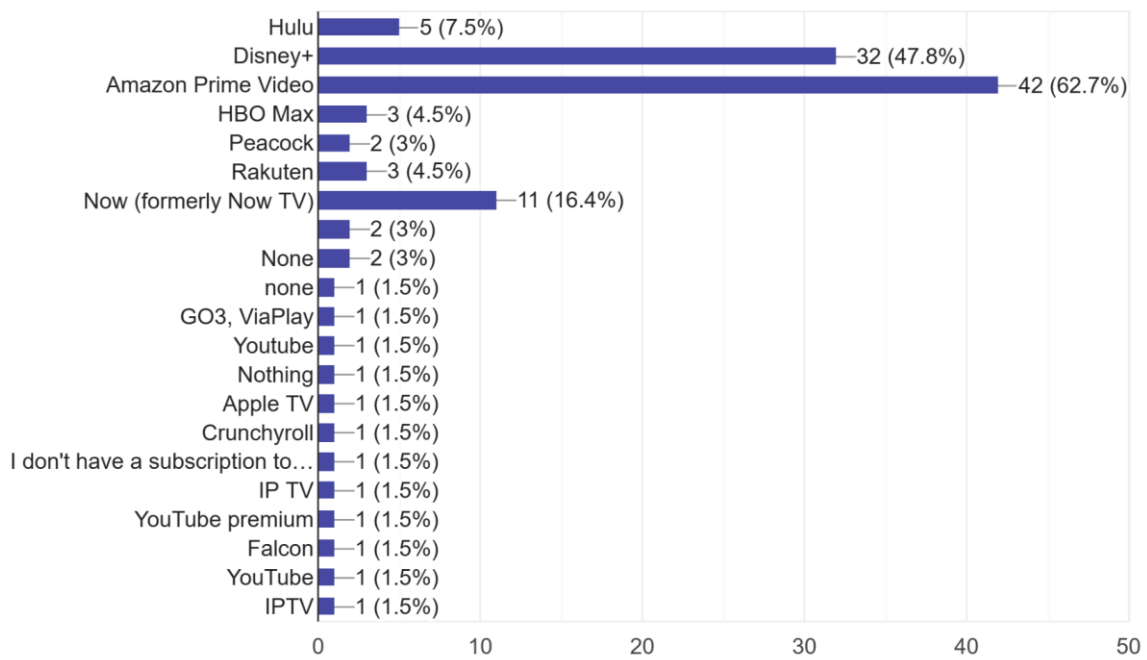
Q5.1 - How often do you watch movies or TV shows on streaming platforms?

67 responses



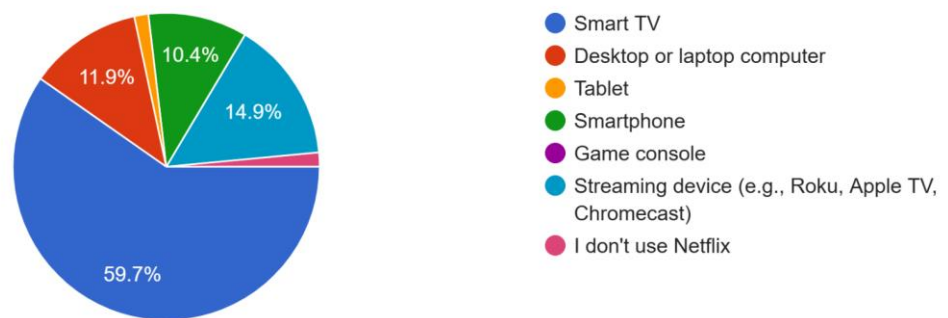
Q5.2 - Which other streaming platforms do you currently subscribe to or use regularly?

67 responses



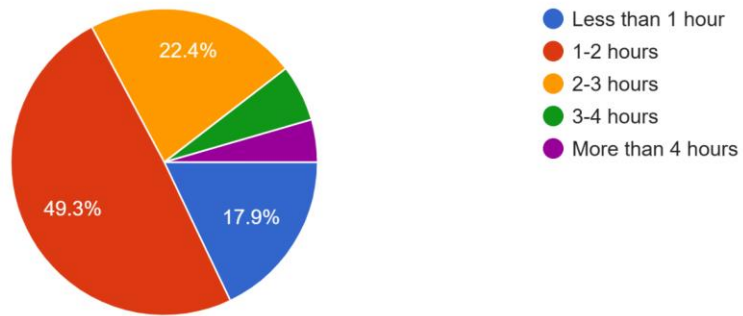
Q5.3 - What type of device do you primarily use to watch Netflix?

67 responses



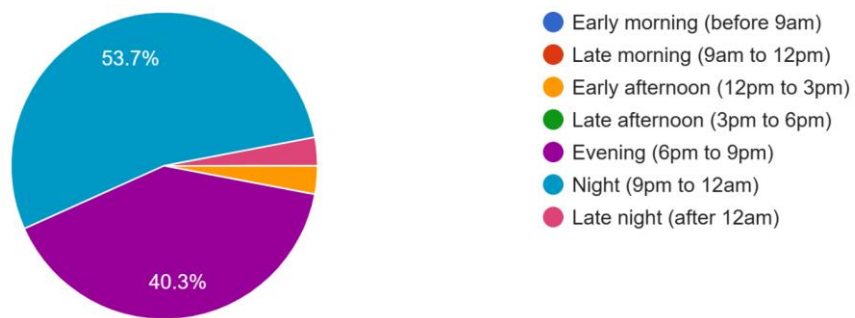
Q5.4 - On average, how long is your typical Netflix streaming session?

67 responses



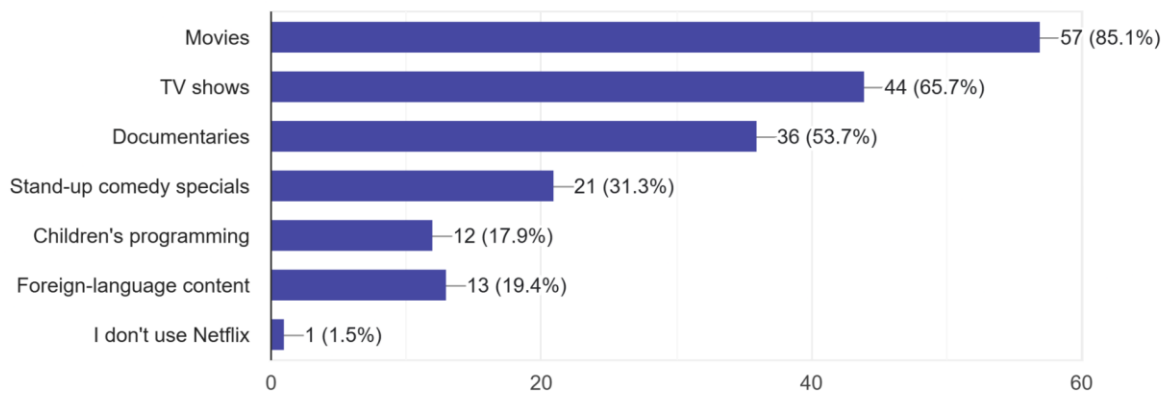
Q5.5 - What time of day do you usually watch Netflix?

67 responses



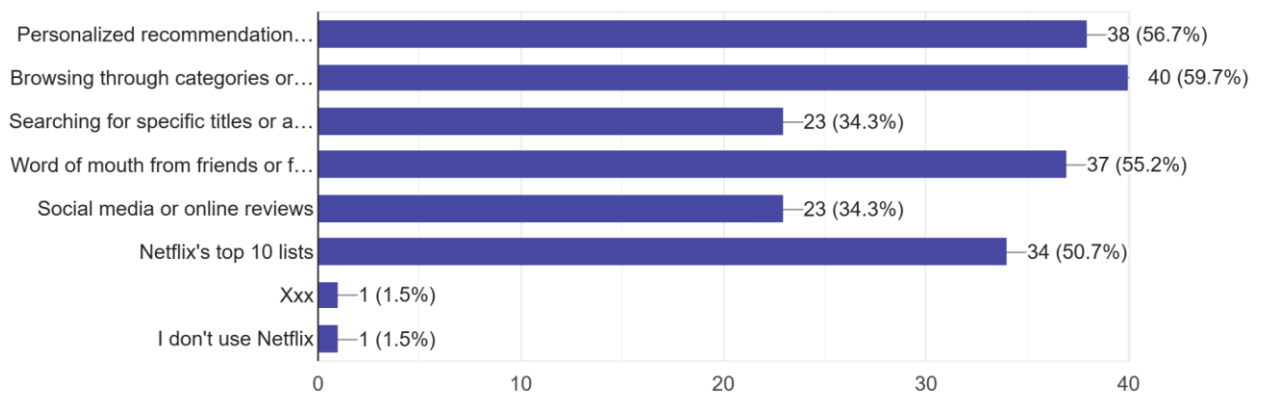
### Q5.6 - What types of content do you primarily watch on Netflix? (Select all that apply)

67 responses



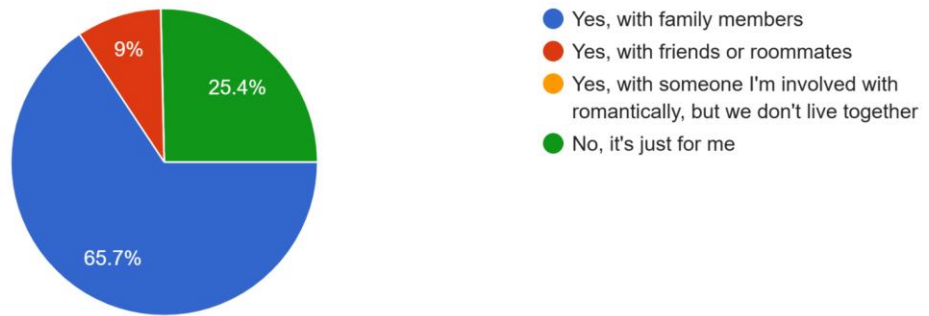
### Q5.7 - How do you usually discover new content to watch on Netflix? (Select all that apply)

67 responses



Q5.8 - Do you share your Netflix account with anyone else?

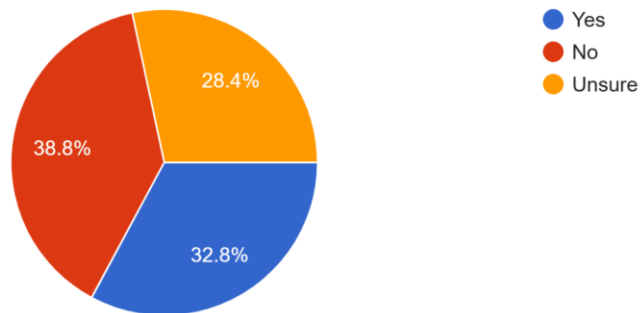
67 responses



14.8 Survey section 6: Attitudes and preferences

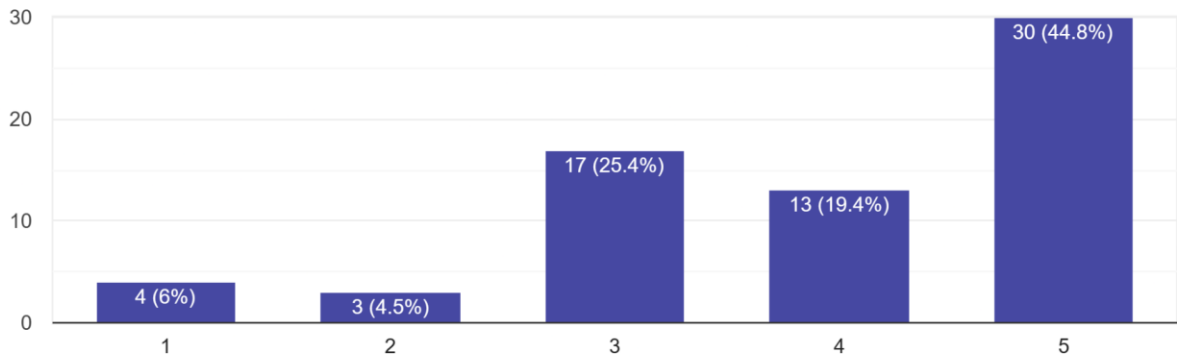
Q6.0 - Would you prefer an ad-supported subscription plan if it meant access to additional exclusive content or perks?

67 responses



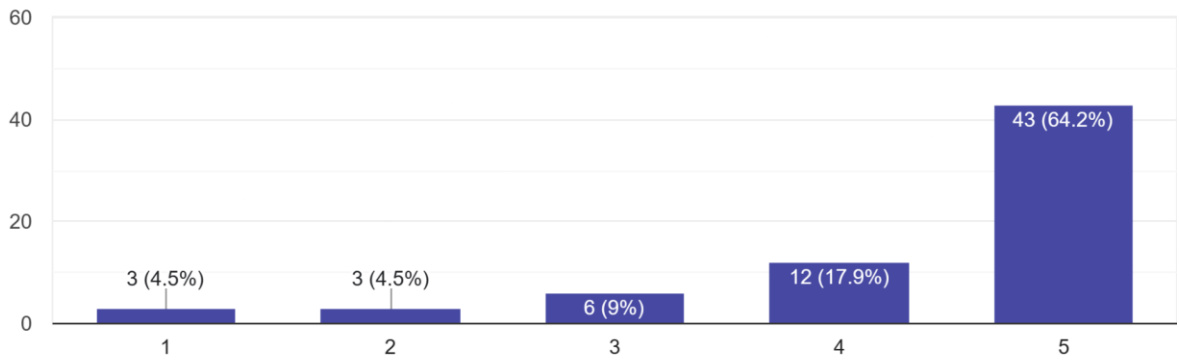
Q6.1a - How important are the following factors when choosing a streaming service? (Rate on a scale of 1-5, with 1 being "Not important at all" and 5 being "Extremely important")

67 responses



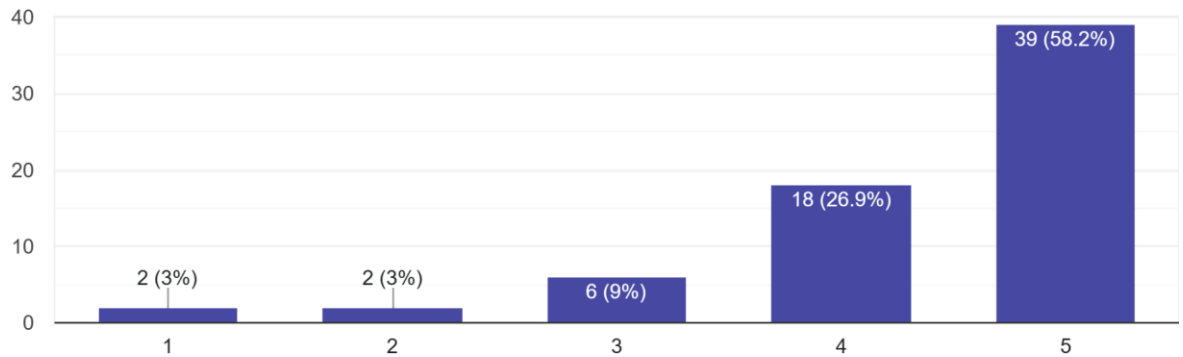
Q6.1b - How important are the following factors when choosing a streaming service? (Rate on a scale of 1-5, with 1 being "Not important at all" and 5 being "Extremely important")

67 responses



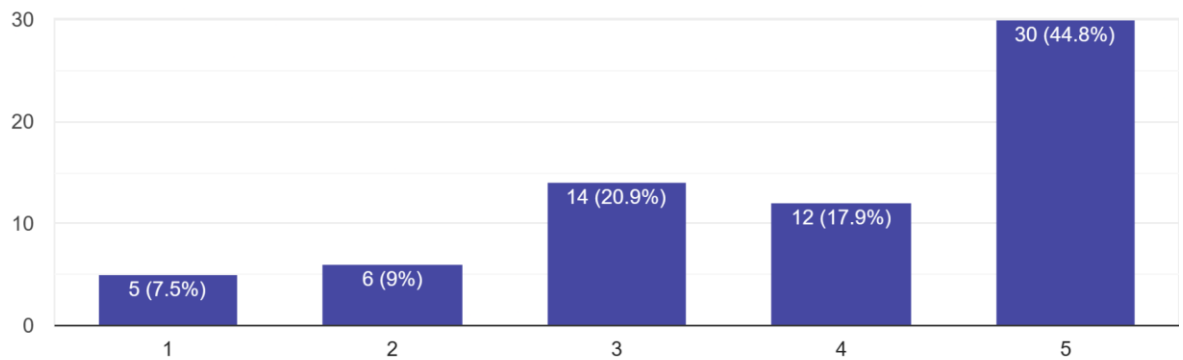
Q6.1c - How important are the following factors when choosing a streaming service? (Rate on a scale of 1-5, with 1 being "Not important at all" and 5 being "Extremely important")

67 responses



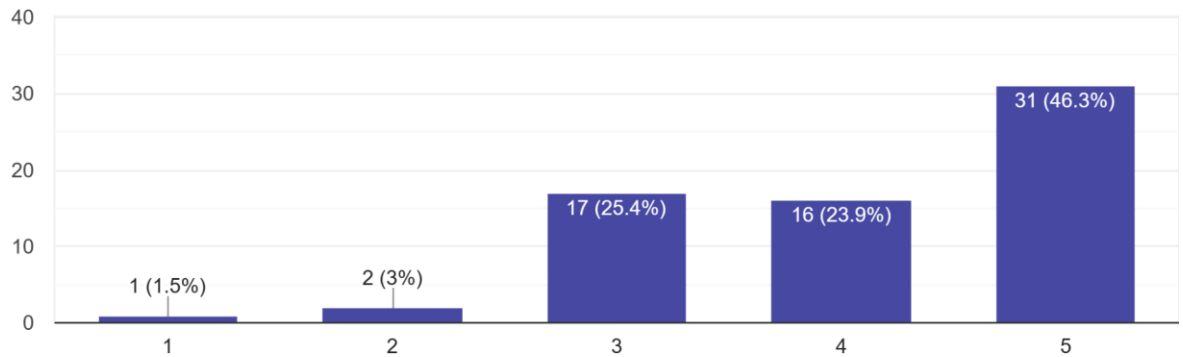
Q6.1d - How important are the following factors when choosing a streaming service? (Rate on a scale of 1-5, with 1 being "Not important at all" and 5 being "Extremely important")

67 responses



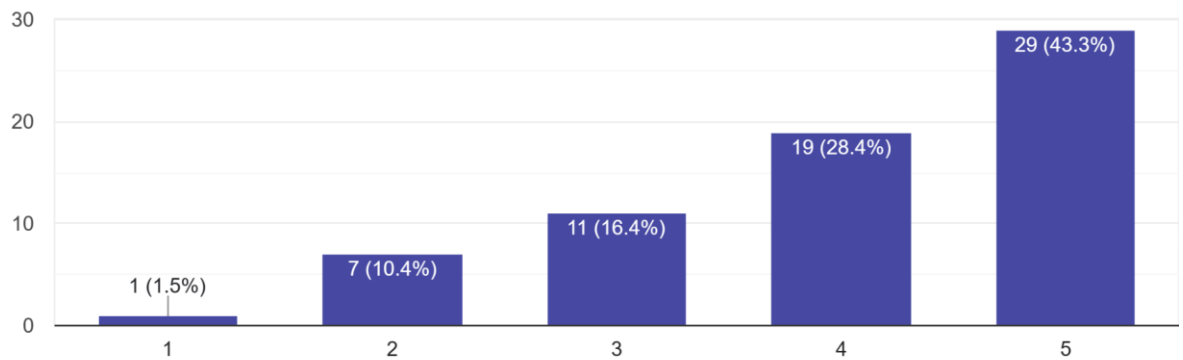
Q6.1e - How important are the following factors when choosing a streaming service? (Rate on a scale of 1-5, with 1 being "Not important at all" and 5 being "Extremely important")

67 responses



Q6.1f - How important are the following factors when choosing a streaming service? (Rate on a scale of 1-5, with 1 being "Not important at all" and 5 being "Extremely important")

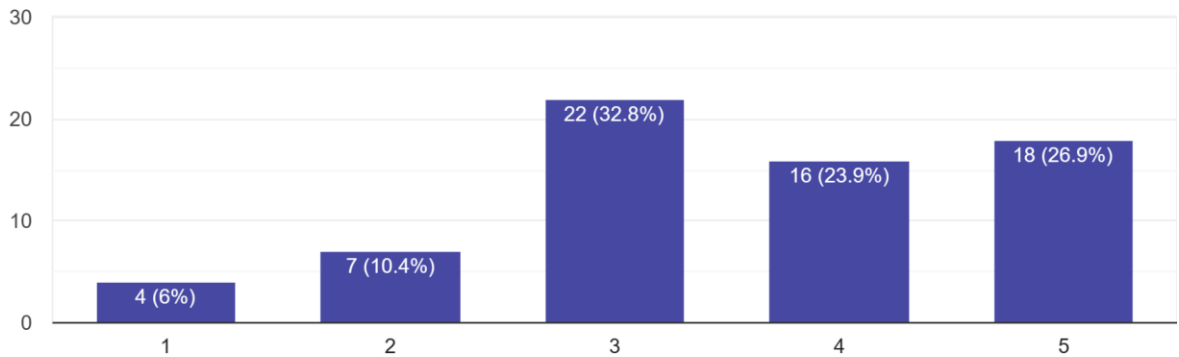
67 responses





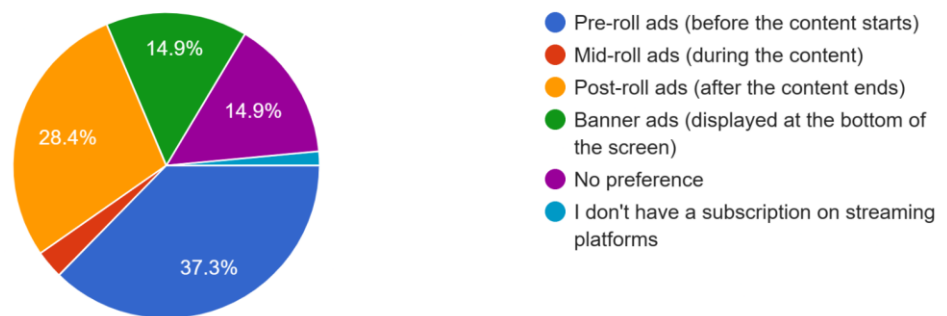
Q6.1g - How important are the following factors when choosing a streaming service? (Rate on a scale of 1-5, with 1 being "Not important at all" and 5 being "Extremely important")

67 responses



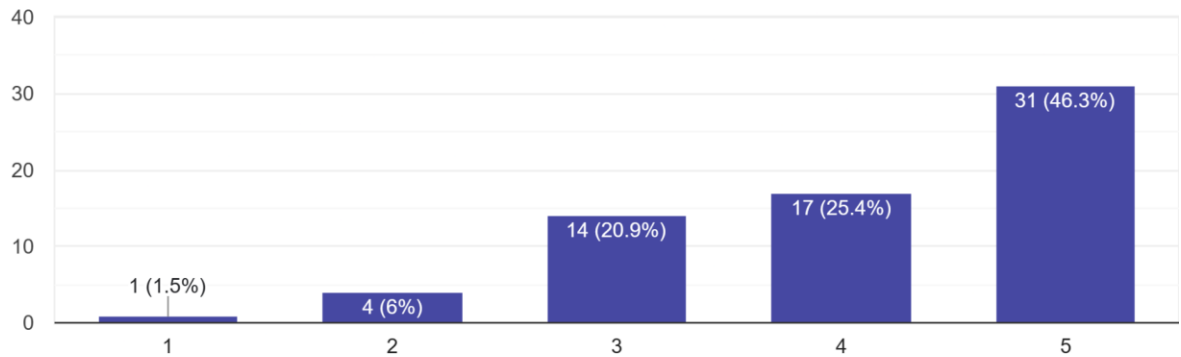
Q6.2 - Which type of ad experience do you find least disruptive while watching content on streaming platforms?

67 responses



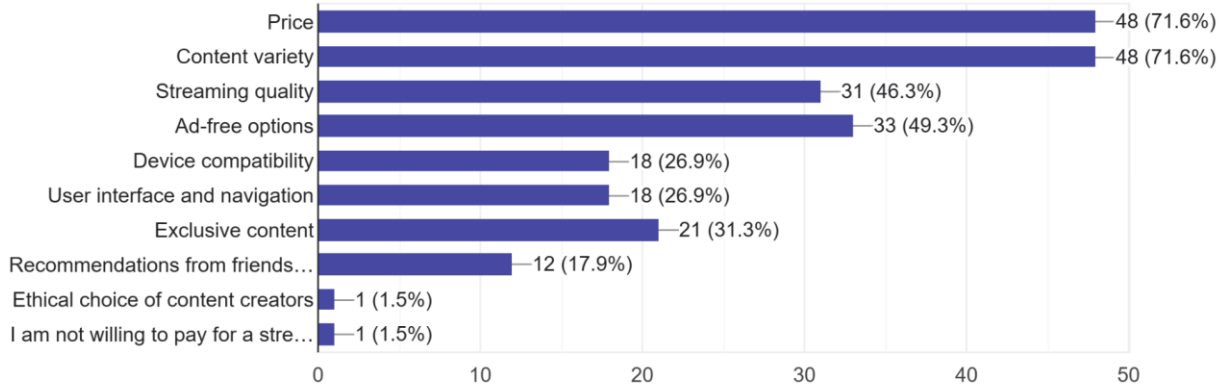
Q6.3 - How likely are you to switch to a competitor streaming service if it offered a better price and similar content? (Rate on a scale of 1-5, with 1 being "Not likely at all" and 5 being "Extremely likely")

67 responses



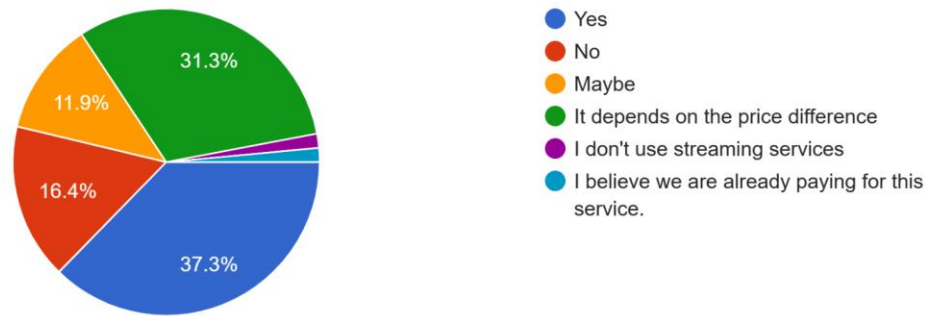
Q6.4 - What factors are most important to you when selecting a streaming platform? (Choose up to three)

67 responses



Q6.5 - Would you be willing to pay a premium for ad-free content on streaming platforms?

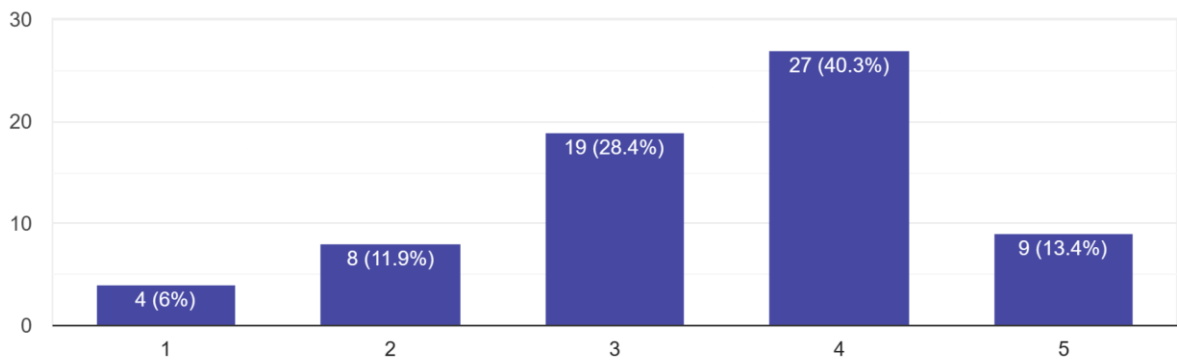
67 responses



## 14.9 Survey section 7: Customer satisfaction

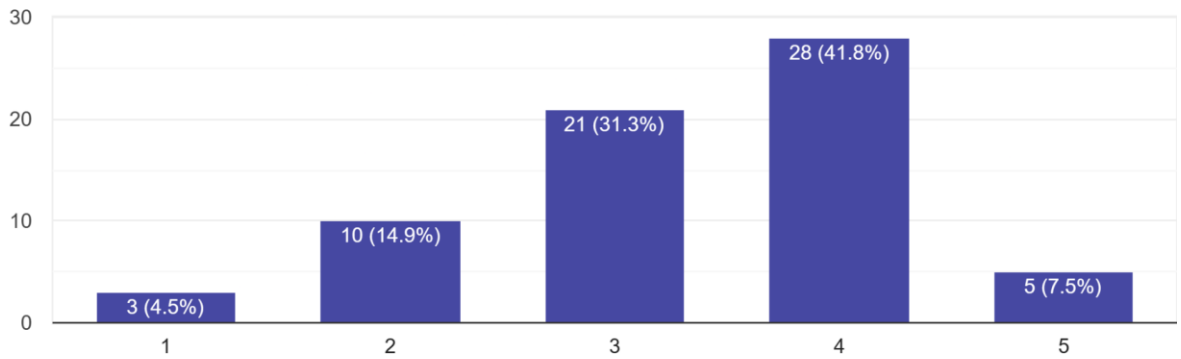
Q7.1 - Overall, how satisfied are you with your Netflix subscription? (Rate on a scale of 1-5, with 1 being "Not satisfied at all" and 5 being "Extremely satisfied")

67 responses



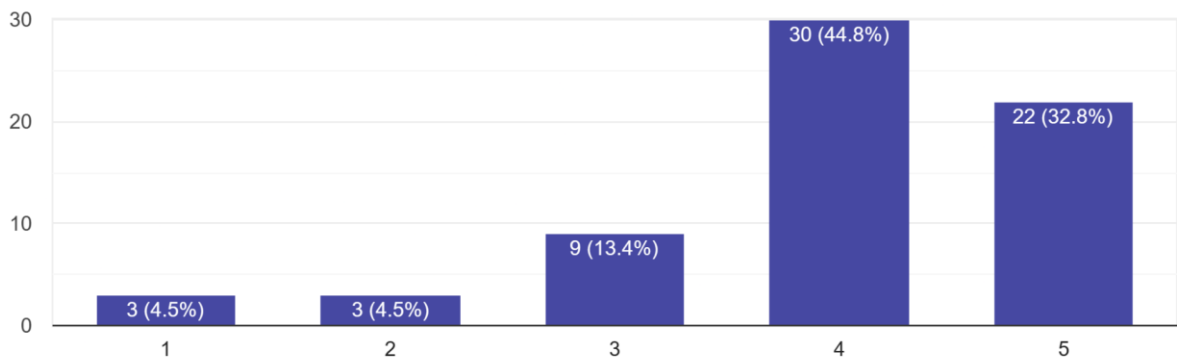
Q7.2a - How satisfied are you with the following aspects of Netflix? (Rate on a scale of 1-5, with 1 being "Not satisfied at all" and 5 being "Extremely satisfied")

67 responses



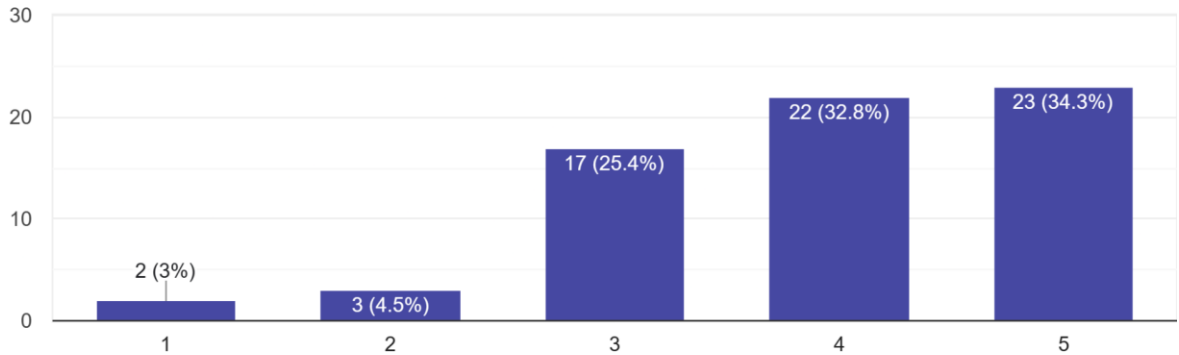
Q7.2b - How satisfied are you with the following aspects of Netflix? (Rate on a scale of 1-5, with 1 being "Not satisfied at all" and 5 being "Extremely satisfied")

67 responses



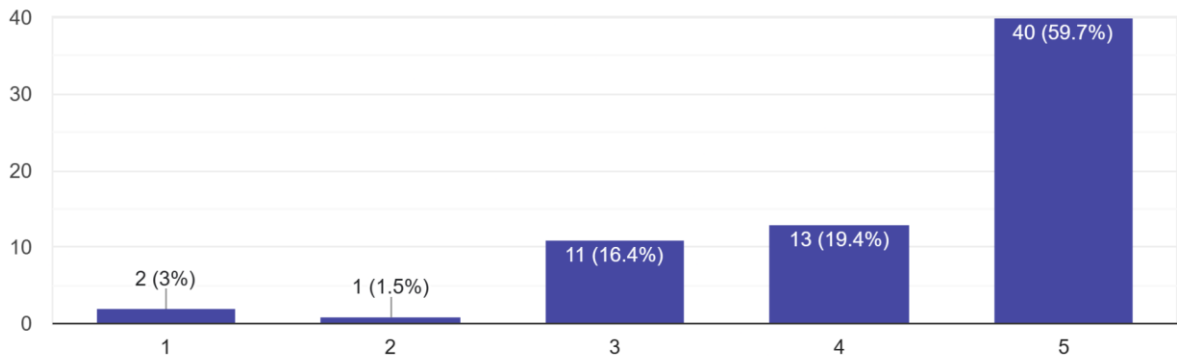
Q7.2c - How satisfied are you with the following aspects of Netflix? (Rate on a scale of 1-5, with 1 being "Not satisfied at all" and 5 being "Extremely satisfied")

67 responses



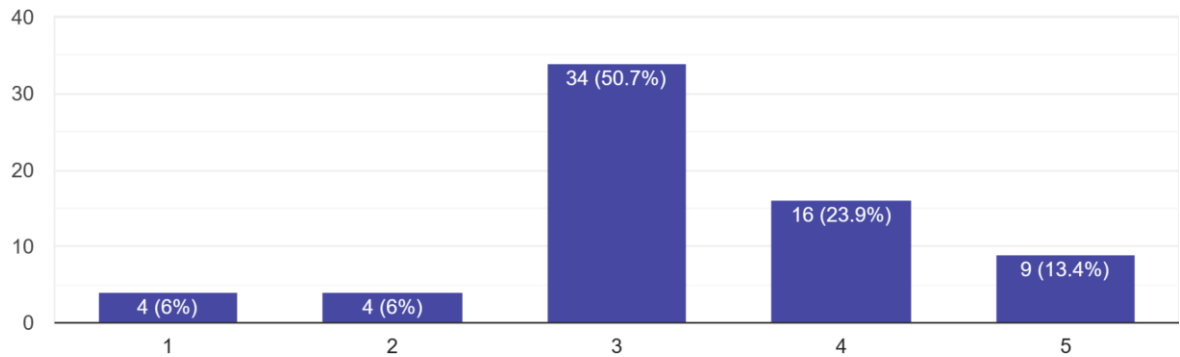
Q7.2d - How satisfied are you with the following aspects of Netflix? (Rate on a scale of 1-5, with 1 being "Not satisfied at all" and 5 being "Extremely satisfied")

67 responses



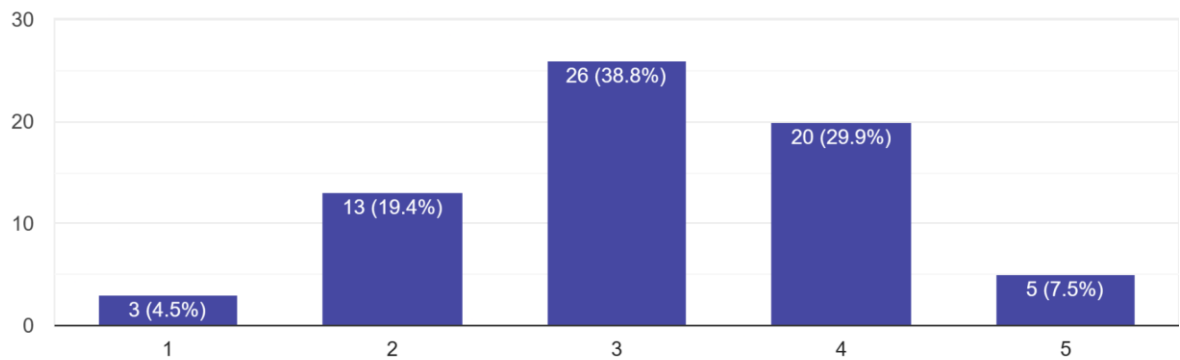
Q7.2e - How satisfied are you with the following aspects of Netflix? (Rate on a scale of 1-5, with 1 being "Not satisfied at all" and 5 being "Extremely satisfied")

67 responses



Q7.2f - How satisfied are you with the following aspects of Netflix? (Rate on a scale of 1-5, with 1 being "Not satisfied at all" and 5 being "Extremely satisfied")

67 responses



### 14.10 Survey section Q7.3 - What do you like most about Netflix?

Qualitative Information Provided	Inferences / meanings extrapolated
Content	Users appreciate the content offered by Netflix.

Content variety	Users value the diverse range of shows and movies available.
Accessibility	Ease of access to content is important to users.
The variety and availability	Users enjoy both the variety of content and its easy availability.
Specific show titles (e.g. Seinfeld, Stranger Things)	Certain exclusive or popular shows are highly valued by users.
Some of Netflix's own content	Netflix's original content is a draw for some users.
Originality	Users appreciate the unique and original content offered by Netflix.
Content variety, subtitles, offline streaming	Users value content variety, subtitle options, and the ability to stream offline.
Convenience & flexibility	Users appreciate the ease of use and flexibility provided by the platform.
International content	Access to international content is a key aspect for some users.

Wide selection of movies and series	Users value the extensive library of movies and series available.
Easy to use	Ease of use and user-friendly interface are important to users.
User interface	Users appreciate a well-designed user interface.
Easy to navigate, substantial value for multiple users	Users value the platform's ease of navigation and the value provided for multiple users on a single subscription.
Kids programs	Availability of children's programming is important for some users.
Clear, fast, and easy to use	Users appreciate a fast, clear, and easy-to-use platform.
Range of content	Users value the diverse range of content available.
Streaming quality	High-quality streaming is important to users.
Engaging content and range of documentaries	Users appreciate engaging content and a variety of documentaries.



Breadth of content	Users value the extensive range of content offered.
Device compatibility	Compatibility with various devices is important to users.
Content variety, user experience	Users appreciate both content variety and a positive user experience.
Ability to have separate accounts on a single subscription	Users value the ability to create separate accounts within a single subscription.
Ease of use	Ease of use and user-friendly interface are important to users.
Preview of upcoming content	Users appreciate being able to preview upcoming content.
Top quality content	High-quality content is important to users.
Exclusive movies & variety	Users value exclusive movies and content variety.
User experience, subtitles	Users appreciate a positive user experience and the availability of subtitles.

Suggestions, original productions, documentaries	Users value content suggestions, original productions, and documentaries.
Good user interface	Users appreciate a well-designed user interface.

**14.11 Survey section Q7.4 - What do you like least about Netflix, or think needs improvement?**

Responses	Inferences / meanings extrapolated
The connectivity to certain devices	Technical issues with device compatibility
Quantity over quality; not interested in gay, trans, foreign content	Content preferences and user dissatisfaction
Improved parental controls	Desire for better parental control features
UI + compression can be overly aggressive	User interface and streaming quality concerns
Sending millions to bad people	Concerns about funding unethical organisations
Removed content, Prime offers to rent or buy	Content removal and comparison with other platforms
More content; less price	Desire for more content and lower prices

Changes to sharing rules	Issues with sharing options
Overwhelming library view, inconsistent continue watching section	Navigation and content organisation issues
No many variety	Desire for more content variety
Wider content available in all EU member states	Regional content availability concerns
Multi-screen	Desire for multi-screen options
Price	Price concerns
Difference between Netflix USA and Netflix UK	Inconsistency between regional content availability
Parasitic business model	Dislike for Netflix's business practices
Less content, old movies, regional content	Limited content variety and regional availability
Too expensive	Price concerns
Try not to block country-specific content	Regional content restrictions
Content duplication with other services	Concerns about overlapping content with other services

Lacks consistency and variety	Desire for more consistent and varied content
Limited content	Limited content variety
It doesn't have some shows that I like	Missing preferred content
Boring movies	Discontent with movie selection
Content limit	Limited content variety
Movie arrangement and suggestions	Content organisation and recommendation issues
Audio should be in multiple languages	Desire for multi-language audio options
Algorithm showing content I should watch	Recommendation algorithm concerns
Adding more movies	Desire for more movie options
More blockbusters	Desire for more blockbuster content
Limited choice of films and not updated enough	Limited content variety and update frequency
Always would prefer a lower cost	Price concerns
Hard to find a title after finishing watching	Navigation and search issues

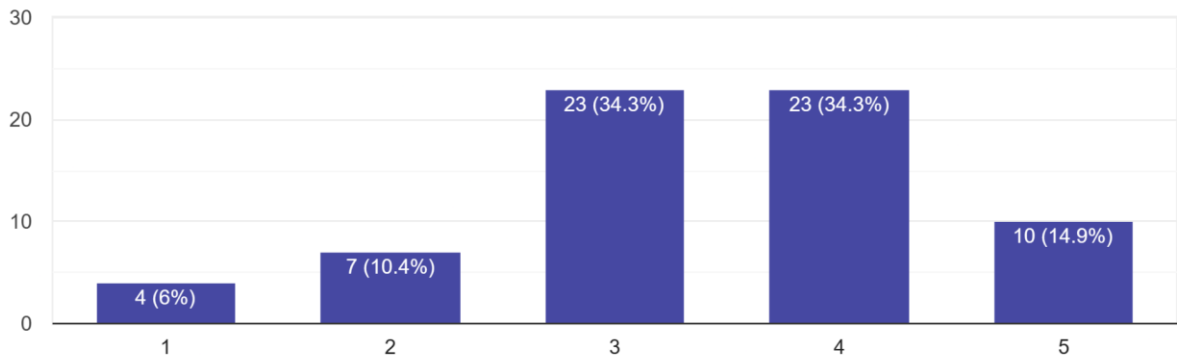
it	
Releasing updated content	Desire for more frequent content releases
Needs more foreign language content	Desire for more foreign language content options
More anime series	Desire for more anime content
Exclusive content is poor, and the price is too high	Discontent with exclusive content and price
Remove sexual content	Dislike for sexual content
Variation	Desire for more content variety
Lack of censorship and density of controversial content	Concerns about content and censorship
No more screen sharing	Dislike for screen sharing restrictions
Extreme highlighting rainbows culture	Discontent with content catering to specific cultures
More serious content with less gay content	Content preferences and dissatisfaction

The exclusive things	Discontent with exclusive content
Limited collection and sexual content	Limited content variety and dislike for sexual content
Some movies or TV shows are available in some countries and not in others	Regional content availability concerns
Limitation of variety and latest content	Limited content variety and update frequency
Inadequate local content	Desire for more local content
Sharing options	Issues with sharing options
Unethical and inappropriate content for religion	Concerns about content not aligning with beliefs
Content overwhelming with gay community and sexual activity	Discontent with certain types of content
Needs more content	Desire for more content variety
Get more regional content and live matches	Desire for regional content and live events
Better price	Price concerns

Foul language in Hindi content	Discontent with language use in specific content
They upload old movies on it	Discontent with outdated content selection

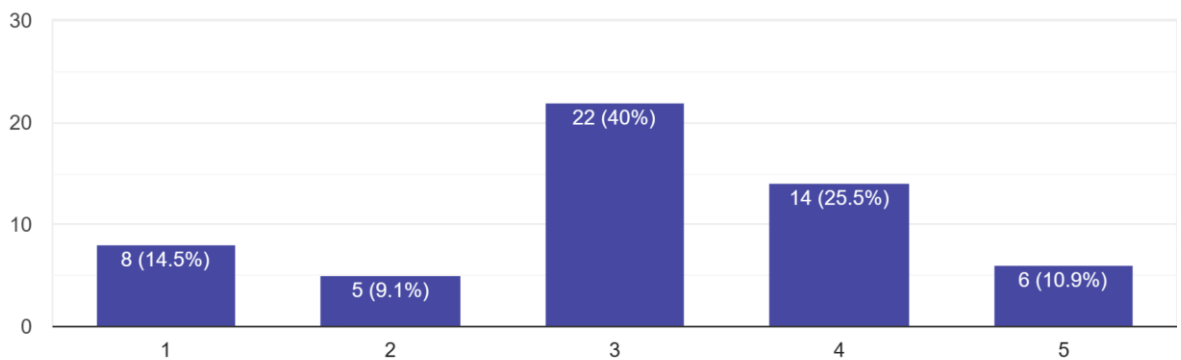
Q7.5 - How likely are you to recommend Netflix to friends or family? (Rate on a scale of 1-5, with 1 being "Not likely at all" and 5 being "Extremely likely")

67 responses



Q7.6 - Have you ever contacted Netflix customer support? If so, how satisfied were you with the assistance you received? (Rate on a scale of 1-5, with 1 being "Not satisfied at all" and 5 being "Extremely satisfied")

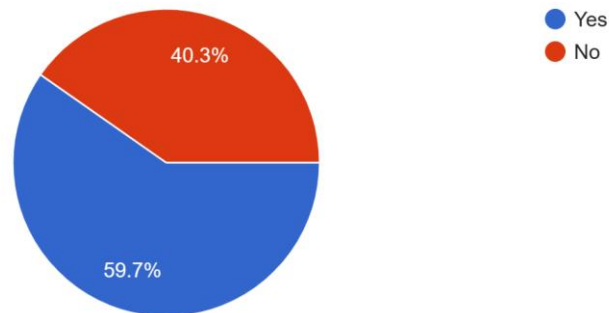
55 responses



## 14.12 Survey section 8: Awareness and perception

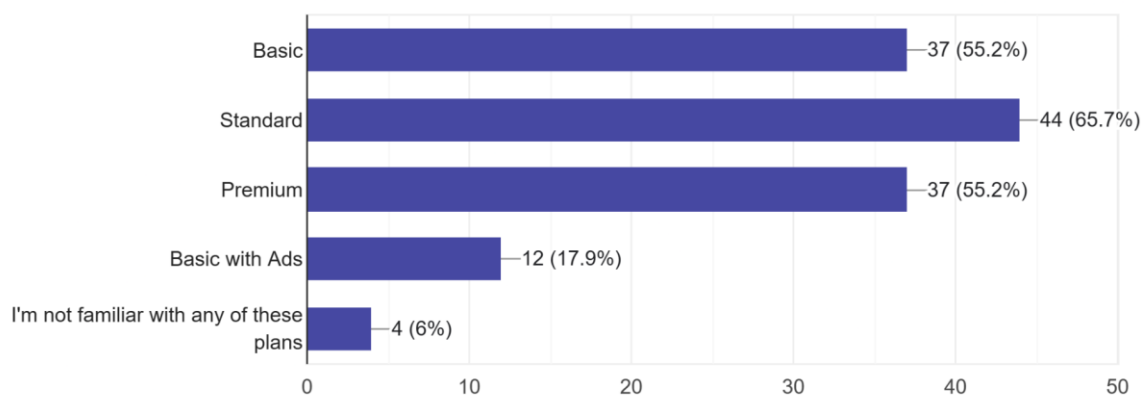
Q8.1 - Were you aware of the different subscription plans offered by Netflix before this survey?

67 responses



Q8.2 - Which of the following Netflix subscription plans are you familiar with? (Select all that apply)

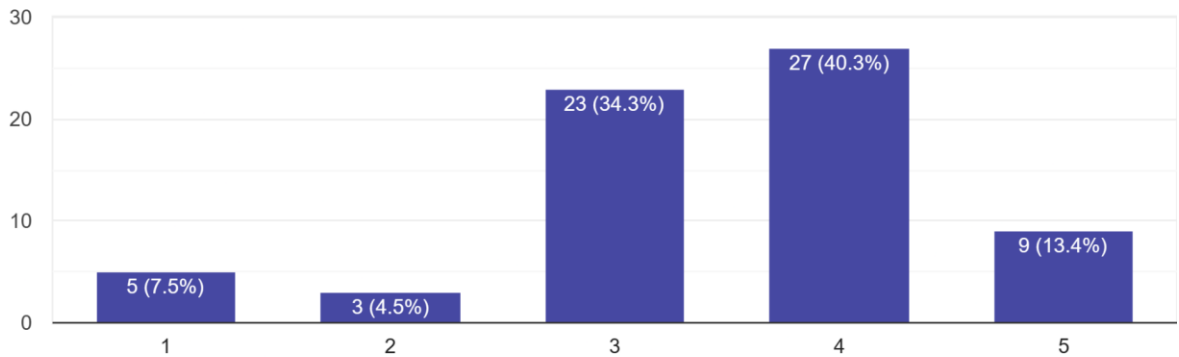
67 responses





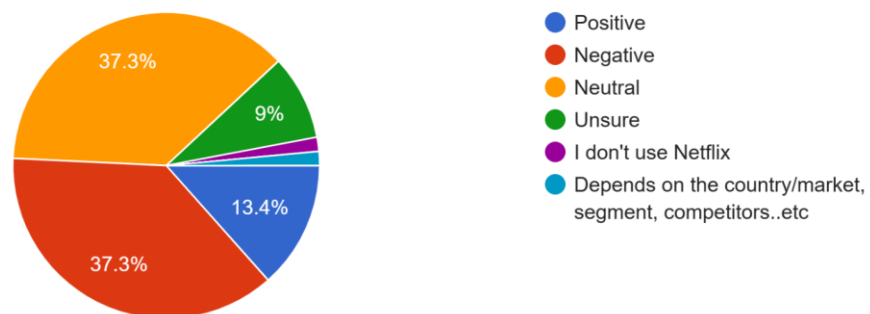
Q8.3 - How would you rate your perception of Netflix's brand image compared to its competitors?  
(Rate on a scale of 1-5, with 1 being "Much worse" and 5 being "Much better")

67 responses



Q8.4 - Do you think Netflix's introduction of a Basic with Ads subscription plan is a positive or negative change for the platform?

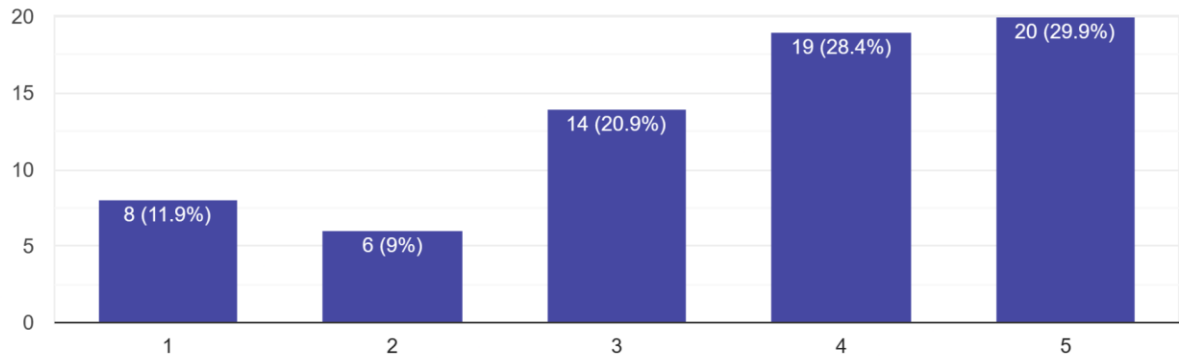
67 responses



### 14.13 Survey section 9: Loyalty and retention

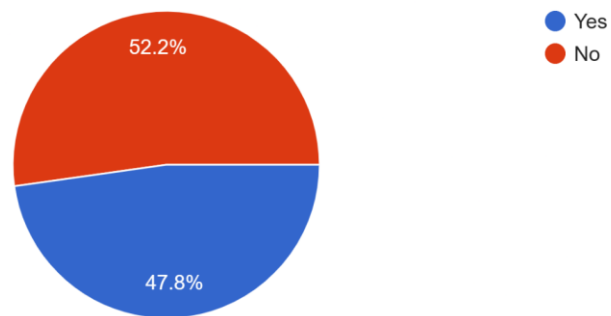
Q9.1 - How likely are you to continue your Netflix subscription in the next 12 months? (Rate on a scale of 1-5, with 1 being "Not likely at all" and 5 being "Extremely likely")

67 responses



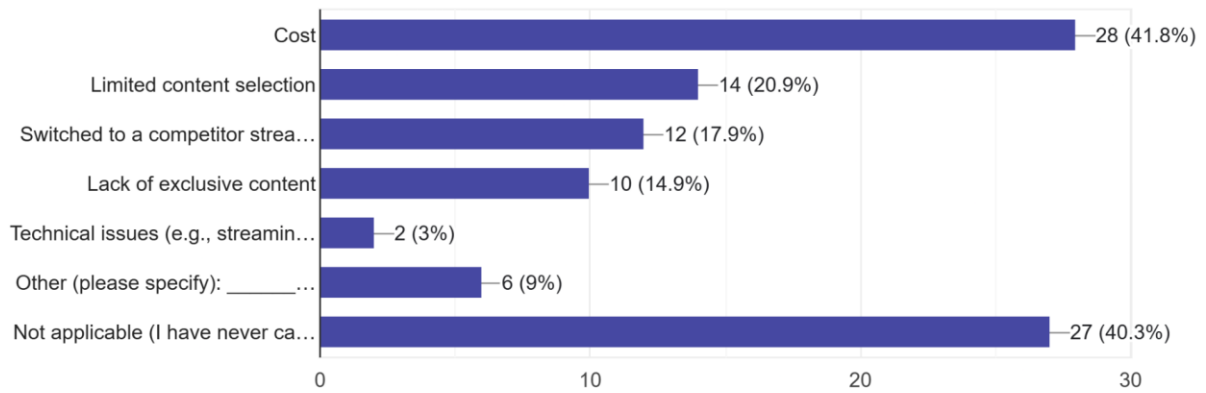
Q9.2 - Have you ever cancelled your Netflix subscription in the past and later re-subscribed?

67 responses



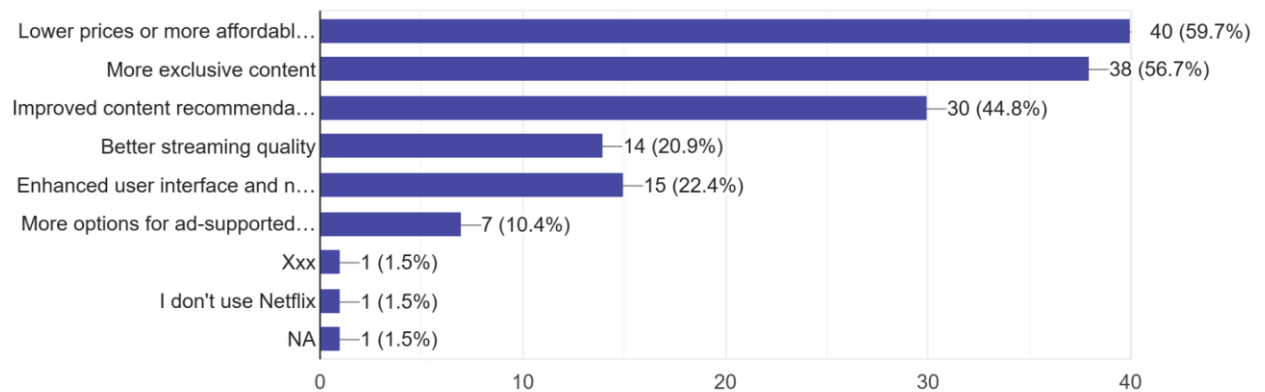
**Q9.3 - If you have previously cancelled your Netflix subscription, what were the main reasons for cancelling? (Select all that apply)**

67 responses



**Q9.4 - What features or improvements would make you more likely to continue your Netflix subscription in the future? (Select all that apply)**

67 responses



**14.14 Survey section 10: Open-ended Feedback**

**14.14.1 Survey section Q10.1 - What features or content would you like to see added to Netflix in the future?**

Category	Inference
None/N/A	No specific suggestion

Filtering and content control	Desire for filtering options and mature content/language control
Improved audio/video quality	Requests for uncompressed/higher bitrate audio & video and improved HDR offerings
Accessibility to removed content	Option to watch, rent or buy removed content
More movies, documentaries, and diverse content	Desire for more movies, documentaries, and content variety, including foreign language, older TV shows, sci-fi, family-friendly content, etc.
Latest content	Requests for up-to-date movies and shows
Language learning features	Interest in language learning through foreign language shows
Timer feature	A timer for maximum watch time
VR content	Interest in virtual reality content
Educational content	Desire for educational content, courses, and MOOCs

More content from different nations and languages	Requests for content in various languages and from different countries
Rent/buy options for unavailable content	Option to rent or buy films not currently on Netflix
Sports and live events	Interest in live sports streaming, e.g., cricket, badminton, football
Family-friendly content and content without foul language or sexual content	Desire for content suitable for the whole family and without inappropriate content

**14.14.2 Survey section Q10.2 - If you could change one thing about Netflix, what would it be and why?**

Response	Inference
Price concerns	Concerns about the prohibitive cost of Netflix subscriptions
Content	Desire for more diverse and inclusive content
Cancellation policies	Discontent with the cancellation of shows
Filtering mature content/language	Desire for optional filtering of mature content or language

Audio and video quality	Interest in improving audio and video quality
Voice control	Interest in integrating voice control features
Country restrictions	Concerns about country-specific content restrictions
Interface customization	Desire for a more customizable user interface
Content availability	Desire for equal content availability across all countries
Ads	Concerns about the introduction of ads
Loyalty program	Interest in a loyalty program or allowing customer suggestions
Content for people with disabilities	Desire for content that caters to people with disabilities
Subscription affordability	Interest in making premium subscription more affordable

Rent/buy options	Interest in providing options to rent or buy content not included in the subscription
Content control	Desire for more control over the content displayed on the platform
Limiting adult content	Interest in limiting adult content and focusing on other genres
Regional content	Desire for more regional content
Foul language	Concerns about foul language in certain content
Lower pricing	Desire for lower pricing options for subscriptions

**14.14.3 Survey section Q10.3 - Please describe any positive or negative experiences you've had with Netflix that you think the company should know about.**

Experience	Sentiment	Inferences
The randomise feature on the kids profile is excellent for introducing new things to my children.	Positive	Positive experience using the randomise feature in the kids profile

I had to stop watching Big Mouth as it is clearly trying to normalise paedophilia.	Negative	Concerns over the normalization of paedophilia in the content
Quality of English dubs in non-English language content have been good and have opened up viewing options.	Positive	Superior quality English dubs in non-English language content have opened up viewing options
Watching movie with family	Positive	Enjoying watching movies with family
I love the shows and I find shows hard to watch sometimes but the quality programs are appreciated. There was a great Japanese movie there once. I wish we had access to more up to date Japanese programming as I am learning the language and want engaging content.	Positive	Positive experience with shows and quality programs, wish for more up to date Japanese programming
Hate the fact that I can't have multiple screens with basics	Negative	Negative experience with inability to have multiple screens
None, I enjoy Netflix	Positive	Positive experience enjoying Netflix
They really bungled the ads thing	Negative	Negative experience with ads implementation



It has some enjoyable content but so much of the content is poorly produced rubbish.	Negative	Negative experience with content quality
Expensive	Negative	Negative experience with high pricing
Good original content programmes and movies	Positive	Positive experience with original content
Some content is unavailable in my country	Negative	Negative experience with limited content availability
High series selection but low-quality movies	Negative	Negative experience with low quality movies selection
Searching patterns and the content needs to be better	Negative	Negative experience with content search and quality
I used it for more than two years and it worked great	Positive	Positive experience with long-term use
Positive engagement	Positive	Positive experience with engagement
The ratings of the movies should be there	Neutral	Suggestion for improvement

The depth of research in the Netflix Original documentaries is great	Positive	Positive experience with research depth in Netflix original documentaries
Make more series like stranger things	Positive	Suggestion for improvement
Poor content selection and films don't stay on the platform for long	Negative	Users want more content and better retention strategies
Sexual content	Negative	Some users are uncomfortable with explicit content
Overall very well satisfied	Positive	Majority of users have an enjoyable experience with Netflix
It is difficult to have the best user experience, and it is more difficult to sustain it. Sometimes changes could lead to a drop although they may have seemed extremely necessary	Neutral	N/A
Not being able to use my account on the road	Negative	Users want more flexibility in account usage
Guys content is negative	Negative	Some users are dissatisfied with the male-oriented content

The fact that the search engine knows what movie I'm searching for, and the platform doesn't have it.	Negative	Users want better search functionality
Fewer options and more soft porn content which makes me turn to prime or apple more often.	Negative	Users want more quality content
Insensitive local content in some cases.	Negative	Some users are unhappy with insensitive portrayals of local cultures
Price	Negative	Some users find Netflix too expensive
There are some behaviours that are unethical and inappropriate for our religion."	Negative	Some users find the content offensive
All good	Positive	Majority of users have an enjoyable experience with Netflix
I often cancel and restart my subscription when I can't find content I'm interested in.	Negative	Users want more engaging content
Sometimes content which target specific communities	Negative	Some users find the content discriminatory

Korean series/movies dubbed in Hindi are free from foul language, they are a plus for me	Positive	Some users appreciate the availability of foreign language content
good series	Positive	Some users appreciate the quality of content on Netflix

**14.14.4 Survey section Q10.4 - How do you think Netflix can improve its user experience and overall platform?**

Response	Inference	Sentiment
Introduce more story book-based content in the kids section. Something interactive via voice.	Respondent wants more interactive content in the kids section.	Positive
Add filtering. Keep my most watched at the top.	Respondents want personalised filtering options to improve their user experience.	Positive
Optional filtering of mature content/language within films/programmes would make it a must-have service for us	Respondents are looking for more control over the content they view and suggest the ability to filter out mature content.	Positive

Improve UI clarity + modifiable streaming settings	Respondent wants an improved user interface and more options to modify streaming settings.	Positive
Make it easier to search or search within genres like Sky lets you search by actor for example.	Respondents want an easier way to search and discover content, similar to the search functionality offered by other platforms.	Positive
Better international offering and more foreign language children's programming so my kids can learn languages too.	Respondent wants more international and foreign language content for children, to enable language learning.	Positive
More quality content	Respondents want more high-quality content on the platform.	Positive
More original content	Respondents want more original content on the platform.	Positive
More communication about series seasons	Respondent wants more communication and updates	Positive

	about upcoming series and seasons.	
Lower the price for no ads.	Respondent wants a lower price for a no-ads subscription level.	Positive
Stop cancelling original content which is successful or has a big following.	Respondent wants Netflix to stop cancelling successful or popular original content.	Negative
By adding more content and giving basic subscribers more freedom in selection and adding free content.	Respondent wants more content on the platform, with more selection and free content for basic subscribers.	Positive
Make content available everywhere	Respondents want Netflix to make their content available in more locations.	Positive
Offer quality movies with quality streaming	Respondents want more high-quality movies and a better streaming experience.	Positive
Providing content which will be according to user preference and also allow people	Respondents want more personalised content and the	Positive

to download things multiple times in every screen	ability to download content on multiple devices.	
By reducing the price	Respondent wants a lower price for Netflix.	Positive
More films	Respondent wants more films on the platform.	Positive
By adding more features and choices	Respondents want more features and choices on the platform.	Positive
Continue to add high-quality content across topics and genres	Respondents want more high-quality content across a variety of topics and genres.	Positive
By including sections for people with special needs	Respondents want sections for people with special needs on the platform.	Positive
It is good but pricey. Keep on adding updated content	Respondent thinks that Netflix is good but expensive, and suggests adding newer content to justify the price	Neutral

**14.14.5 Survey section Q10.5 - Are there any shows or movies that you would like to see on Netflix that are currently not available?**

<b>Response</b>	<b>Inference</b>
<b>Yes</b>	Respondent wants to see additional content on Netflix.
<b>None</b>	Respondent does not have any particular content that they want to see on Netflix.
<b>No</b>	Respondent does not want to see additional content on Netflix.
<b>Any thrillers or mysteries</b>	Respondents want to see thriller or mystery content on Netflix.
<b>The Mandalorian</b>	Respondent wants to see The Mandalorian on Netflix.
<b>BBC dramas being made available quicker</b>	Respondent wants to see BBC dramas made available quicker on Netflix.
<b>No.</b>	Respondent does not want to see additional content on Netflix.
<b>Unsure</b>	Respondents are unsure if they want to see additional content on Netflix.
<b>Alice in wonderland</b>	Respondent wants to see Alice in Wonderland on Netflix.



<b>Scarface</b>	Respondent wants to see Scarface on Netflix.
<b>Southern African Dramas</b>	Respondent wants to see Southern African dramas on Netflix.
<b>Japanese NHK kids shows</b>	Respondent wants to see Japanese NHK kids shows on Netflix.
<b>Japanese legendary Anime</b>	Respondent wants to see Japanese legendary anime on Netflix.
<b>Cinema movies</b>	Respondent wants to see cinema movies on Netflix.
<b>Yes, DC shows and other shows</b>	Respondent wants to see DC shows and other shows on Netflix.
<b>no</b>	Respondent does not want to see additional content on Netflix.
<b>Some movies I have seen on USA Netflix's</b>	Respondent wants to see movies that are available on USA Netflix but not their current region.
<b>Last of Us</b>	Respondent wants to see The Last of Us on Netflix.
<b>More new movies</b>	Respondent wants to see more new movies on Netflix.

<b>Most Filipino movies but only limited to the Philippines.</b>	Respondent wants to see most Filipino movies on Netflix but recognizes that they may be limited to the Philippines.
<b>Folklore: Long Pond studio Session and many more</b>	Respondent wants to see Folklore: Long Pond Studio Session and other content on Netflix.
<b>Lord of the rings</b>	Respondent wants to see Lord of the Rings on Netflix.
<b>Hollywood</b>	Respondent wants to see Hollywood content on Netflix.
<b>All the latest stuff</b>	Respondent wants to see the latest content on Netflix.
<b>n/a</b>	Unable to determine if the respondent has an opinion.
<b>Conan</b>	Respondent wants to see Conan on Netflix.
<b>DC universe</b>	Respondent wants to see DC Universe content on Netflix.
<b>Good</b>	Unable to determine if the respondent has an opinion.
<b>Many, though i am happy using other platforms</b>	Respondent is satisfied with the content on other platforms and does not have a specific request for Netflix.

<b>Yes but they might be available in other countries</b>	Respondent wants to see certain content on Netflix but recognizes that it may only be available in other countries.
<b>The new Hollywood movies</b>	Respondent wants to see new Hollywood movies on Netflix.
<b>More of Urdu language dramas</b>	Respondent wants to see more Urdu language dramas on Netflix.
<b>not really</b>	Respondent does not have a specific request for Netflix.
<b>I don't use Netflix</b>	Respondent does not use Netflix and therefore does not have a specific request.
<b>As specified, older content</b>	Respondent wants to see older content on Netflix.
<b>South park</b>	Respondent wants to see South Park on Netflix.
<b>Don't know</b>	Unable to determine if the respondent has an opinion.
<b>N</b>	Respondent does not have a specific request for Netflix.
<b>Some movies</b>	Respondent wants to see a specific movie on Netflix but did not specify which one.
<b>Nin</b>	Unable to determine if the respondent has an opinion.

<b>Sports</b>	Respondent wants to see sports content on Netflix.
<b>Yes. They don't have so many iconic shows like: How I met your mother, supernatural, pretty little liars and so on.</b>	Respondent wants to see more iconic shows like How I Met Your Mother, Supernatural, Pretty Little Liars, and others on Netflix.
<b>Juno, classics (my fair lady, Breakfast at Tiffany's etc), the new adventures of old Christine to name a few</b>	Respondent wants to see Juno, classic films like My Fair Lady and Breakfast at Tiffany's, and The New Adventures of Old Christine on Netflix.
<b>Nothing in particular</b>	Respondent does not have a specific request for Netflix.
<b>Not sure</b>	Respondents are unsure if they want to see additional content on Netflix.
<b>Succession, king of Tulsa, equaliser, I,007, company that you need</b>	Respondent wants to see Succession, King of Tulsa, The Equaliser, James Bond (007), and Company That You Need on Netflix.
<b>Masterclass</b>	Respondent wants to see Masterclass on Netflix.
<b>new African movies</b>	Respondent wants to see new African movies on Netflix.

**14.14.6 Survey section Q10.6 - Do you have any other feedback, suggestions, or concerns regarding Netflix that you would like to share?**

Feedback	Inference
<p><b>The basic plan is really terrible.</b></p>	<p>The basic subscription plan of Netflix may not be perceived as a substantial value by some customers.</p>
<p><b>Optional filtering of mature content/language within films/ programmes would make it a must-have service for us</b></p>	<p>The addition of filtering options for mature content/language could increase customer demand.</p>
<p><b>Password sharing needs to stay how it is to keep customers</b></p> <p><b>I.e. A University student uses their family subscription while at University. A lot of rumours on social media in regard to password sharing.</b></p>	<p>Respondent suggests that Netflix should maintain the current policy of password sharing.</p>
<p><b>Most Filipino movies are only limited to the Philippines. So it is not recognized anywhere else. Best if it is made available to more countries so a lot can support it.</b></p>	<p>Netflix could consider expanding its content offering to more countries.</p>

<p><b>If they divide content in segments it'll be easy for subscribers</b></p>	<p>Dividing content into segments may make it easier for subscribers to navigate and find content.</p>
<p><b>Netflix should try to increase user base rather than pricing</b></p>	<p>Respondent suggests that Netflix should focus on increasing its user base rather than increasing prices.</p>
<p><b>Netflix needs new exclusive top tier series like stranger things.</b></p>	<p>Respondent suggests that Netflix should create more exclusive top-tier series to attract customers.</p>
<p><b>Ads are a terrible idea and will put people off Netflix</b></p>	<p>The inclusion of ads in Netflix's subscription model may deter some customers.</p>
<p><b>Add old legacy games or abandonware games</b></p>	<p>Respondent suggests that Netflix should add old legacy games or abandonware games to its content offerings.</p>
<p><b>Netflix options should be the same, I move from one country to the next and the options are different</b></p>	<p>Respondent suggests that Netflix should offer consistent options across different countries.</p>
<p><b>Give more affordable options without compromising on content</b></p>	<p>Respondent suggests that Netflix should provide more affordable subscription options.</p>

<b>Still there aren't an option to show two subtitles on the same screen</b>	Respondent suggests that Netflix should add an option to show multiple subtitles on the same screen.
<b>No, but honestly the ads suck, but I'll deal with it to pay less :/</b>	The inclusion of ads in Netflix's subscription model may be tolerated by some customers if it results in lower prices.
<b>Price reduction</b>	Respondent suggests that Netflix should reduce its subscription prices.

#### 14.15 Framework developed for qualitative dissemination

In a survey about Netflix and their intention to introduce an ads-included subscription level, survey respondents provided the following qualitative information. What can we infer from this information?

1. Please can you add this information to a table and as before, add inferences:
2. Can you please add a summary of the overall feeling of the group?
3. Regarding the summary - what are the ratios of the different opinions within the responses?
4. Focussing on the sixty-seven useful responses, what else can we discover from their opinions?
5. Based on this information what recommendation would we give to Netflix regarding their plans to provide an ads-based subscription level?



End