**RESTART: Resilience and Training for SMEs**

**Case study template**

**(Project Result 3 - Task 3.1. & Task 3.2)**

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| **Author of the case study:** | *IHF* |
| **Name of the module to which the case study is assigned:** | *Module 2:* *Innovation and exploiting opportunities* |
| **Title of the case study:** | *Netflix: Revolutionizing the Streaming Business Model* |
| **Description of the case study:** | *Netflix, the US-based media-services provider, is an example of innovation in business for its revolutionary approach to content distribution. Initially established in 1997 as a DVD-by-mail service, Netflix has become one of the leading streaming services with over 208 million subscribers globally. The company's innovative approach to content distribution has disrupted the traditional model of cable and broadcast television, making it a hallmark of business innovation.*  *The streaming business model of Netflix provides a broad range of on-demand TV shows, movies, and original content for users to watch. By creating its own content, Netflix has been able to differentiate itself from traditional cable and broadcast television networks. The company's success can be attributed to its user-centric approach, which focuses on providing customers with a personalized and convenient viewing experience. Through its data-driven approach, Netflix has been able to understand its users' viewing habits and preferences, and has used this information to tailor its content offerings to individual viewers.*  *Furthermore, Netflix has also disrupted the traditional content distribution model by releasing entire seasons of original programming at once, rather than releasing episodes on a weekly basis. This has given viewers the ability to "binge-watch" entire seasons of their favorite shows at their own pace, without the need to wait for the next episode.*  *Netflix's innovative business model has not only changed the way people watch TV and movies, but has also created a new market for content creators. With its focus on original content, Netflix has given independent creators a platform to showcase their work to a global audience. This has led to the creation of numerous critically acclaimed and award-winning shows and movies, such as "Stranger Things" and "Roma".*  *Through its innovative business model, Netflix has become a best practice of innovation in the entertainment industry. By putting the needs of its users first and leveraging technology to personalize the viewing experience, Netflix has become a leader in the streaming industry, and has set an example for other companies looking to disrupt traditional business models.* |
| **Link for further information:** | [*https://www.netflixinvestor.com/ir-overview/profile/default.aspx*](https://www.netflixinvestor.com/ir-overview/profile/default.aspx) |
| **Target group of the case study:** | Micro, Small & Medium Enterprises (MSMEs)  Employees of MSMEs  The EU VET ecosystem  Business support organizations |
| **ESCO competencies and skills** | |
| * Transversal skills and competences * Social and emotional skills * Critical thinking * Analytical thinking * Problem-solving * Self-management * Business management * Adaptability * Resilience * Creativity * Networking * Initiative * Flexibility * Openness * Understanding complexity * Cooperation * Empathy * Innovation * Leadership      * Skills * Technological skills * Product marketing * Digital marketing * Digital skills * Communication * Cooperation * Emotional intelligence      * Knowledge * Business management * Online learning and training * Advertising * Cloud computing * Big data * E-commerce * Artificial intelligence * IoT * Digital literacy * Cybersecurity * Data mining and analysis * Sustainability * Well-being * Climate change * Social media management | |