

Strategic Analysis of Netflix in India. Possible Strategies and Recommendations

2020-09-28

case study from the year 2020 in the subject economics international economic relations grade 1 3 new york university leonard n stern school of business language english abstract the paper focuses on strategic issues of the management of netflix in india pointing to the following key question how can the company adapt its business model to gain a foothold in the indian market should the company conduct acquisitions to deal with the situations or should netflix exit india and shift focus to other global markets instead netflix a leading american online media streaming and production company expanded successfully across the globe in the 2010s however in india a very important market for netflix due to its large population and strong demand for video streaming netflix seems to be struggling dominant competitors and specific customer requirements have made growth difficult for the firm in this case both netflix and the indian video streaming market are analyzed with several strategic options are compared the team of authors recommends purchasing local studios and production houses so that netflix can continue to pursue its verticalization strategy and meet local consumer demands we also suggest netflix adapt its price to appeal to more users as indian users are generally more price sensitive while it might dilute netflix premium brand we believe such risk can be mitigated by adopting a more bare bones lower cost subscription targeting the large number of indian consumers who use their smartphones to access the internet

The Age of Netflix

2017-09-12

in 2016 netflix with an already enormous footprint in the united states expanded its online streaming video service to 130 new countries adding more than 12 million subscribers in nine months and bringing its total to 87 million the effectiveness of netflix s content management lies in its ability to appeal to a vastly disparate global viewership without a unified cache of content instead the company invests in buying or developing myriad programming and uses sophisticated algorithms to narrowcast to micro targeted audience groups in this collection of new essays contributors explore how netflix has become a cultural institution and transformed the way we consume popular media

Trailblazers: 100 Case Studies in Marketing Brilliance

2024-04-19

trailblazers 100 case studies in marketing brilliance unveils the revolutionary power of marketing that transcends mere transactions to forge lasting cultural phenomena from apple s ipod unveiling that reshaped the music industry to red bull and coca cola creating iconic brand experiences this book chronicles the journey of brands that broke the mold it s a testament to those who leveraged innovation psychology and bold narratives to not just meet but anticipate consumer desires for visionaries eager to disrupt and inspire trailblazers is your guide to the art of marketing that changes the world one campaign at a time welcome to the revolution

Netflix' Spain

2023-10-02

this edited collection analyzes the tensions contradictions contributions and new horizons generated and or imposed by netflix within spain s audiovisual culture this book provides invaluable insight into how netflix first in its role as distributor and then as content creator has changed the audiovisual landscape in spain it discusses how netflix challenges the traditional method of categorizing film and television output by nationality while also examining how spain is presented to other countries through the netflix catalog and questioning what its chosen output light comedies mystery thrillers narco fiction and crime means for spain s national brand with chapters addressing themes such as reproducibility pan europeanism after brexit gender representation identity and globalization this book explores how under the influence of netflix spain is transitioning from an importer of audiovisual content to a center of export this book will appeal to students and scholars of film and media studies hispanic and iberian studies and spanish with a specific interest in spanish film television media and culture as well as global media industries

Netflix: Revolutionizing the Way We Watch

2014-05-17

netflix

Netflix

2013

beginning in 2007 netflix began offering existing mail rental subscribers the opportunity to view a limited number of movies through internet streaming and no additional fee this free streaming continued until mid 2011 when netflix announced a split to their business with separate monthly fees and separate websites and names for streaming and mail disk subscriptions the resulting customer backlash and threatened defections caused the company s stock price to drop 60 percent as movie studios the owners of the content saw sales of dvds drop they began to sharply raise their prices for online content moreover netflix which had been dominant in the mail disk rental model began to face substantial competition from other streaming video providers the case study provides students with an opportunity learn about pricing and to develop a pricing strategy for netflix

Netflix

2018

with over 90 million members in more than 130 countries netflix has proven itself to be a leader in the global internet tv industry this case study documents the firm s phenomenal rise from uncertain beginnings in dvd rentals to online streaming and original content it highlights the role of dynamic capabilities in the company s global success showing how the firm s strategy evolved over three key eras in its history during the first era netflix focused on the establishment of a scalable business model in the form of dvd rentals offered to mainstream segments at a competitive price it developed novel resources and capabilities in its second era with reliable online streaming and big data algorithms that customized a variety of content to customer preferences however it was only with the introduction of netflix originals that the firm exercised dynamic capabilities what were the dynamic capabilities underlying the firm s growth are the strategic approaches that the firm used in the past sufficient to assure sustainable competitive advantage on a global scale

Netflix Nations

2019-01-08

how streaming services and internet distribution have transformed global television culture television once a broadcast medium now also travels through our telephone lines fiber optic cables and wireless networks it is delivered to viewers via apps screens large and small

and media players of all kinds in this unfamiliar environment new global giants of television distribution are emerging including netflix the world s largest subscription video on demand service combining media industry analysis with cultural theory ramon lobato explores the political and policy tensions at the heart of the digital distribution revolution tracing their longer history through our evolving understanding of media globalization netflix nations considers the ways that subscription video on demand services but most of all netflix have irrevocably changed the circulation of media content it tells the story of how a global video portal interacts with national audiences markets and institutions and what this means for how we understand global media in the internet age netflix nations addresses a fundamental tension in the digital media landscape the clash between the internet s capacity for global distribution and the territorial nature of media trade taste and regulation the book also explores the failures and frictions of video on demand as experienced by audiences the actual experience of using video platforms is full of subtle reminders of market boundaries and exclusions platforms are geo blocked for out of region users this video is not available in your region catalogs shrink and expand from country to country prices appear in different currencies and subtitles and captions are not available in local languages these conditions offer rich insight for understanding the actual geographies of digital media distribution contrary to popular belief the story of netflix is not just an american one from argentina to australia netflix s ascension from a silicon valley start up to an international television service has transformed media consumption on a global scale netflix nations will help readers make sense of a complex ever shifting streaming media environment

The Netflix Effect

2016-08-11

netflix is the definitive media company of the 21st century it was among the first to parlay new internet technologies into a successful business model and in the process it changed how consumers access film and television it is now one of the leading providers of digitally delivered media content and is continually expanding access across a host of platforms and mobile devices despite its transformative role however netflix has drawn very little critical attention far less than competitors such as youtube apple amazon comcast and hbo this collection addresses this gap as the essays are designed to critically explore the breadth and diversity of netflix s effect from a variety of different scholarly perspectives a necessary approach considering the hybrid nature of netflix its inextricable links to new models of media production distribution viewer engagement and consumer behavior its relationship to existing media conglomerates and consumer electronics its capabilities as a web based service provider and data network and its reliance on a broader technological infrastructure

Netflix Nostalgia

2019-04-15

whether it s flashback friday or throwback thursday audiences are hungry for nostalgic film and television and the streaming giant netflix serves up shows from the past that satisfy this craving in addition to producing original contemporary content with nostalgic flavor as a part of the series reboots remakes and adaptations originated by series editors dr carlen lavigne and dr paul booth this edited volume focuses exclusively on the intersection between the netflix platform and the current nostalgia trend in popular culture as both a creator and distributor of media texts netflix takes great advantage of a wide variety of audience nostalgic responses banking on attracting audiences who seek out nostalgic content that takes them back in time as well as new audiences who discover old and reimagined content the book aims to interrogate the complex and contradictory notions of nostalgia through the contemporary lens of netflix examining angles such as the netflix business model the impact of streaming platforms such as netflix on the consumption of nostalgia the ideological nature of nostalgic representation in netflix series and the various ways that netflix content incorporates nostalgic content and viewer responses many of the contributed chapters analyze current ongoing netflix series providing very timely and original analysis by established and emerging scholars in a variety of disciplines what can we learn about our selves our times our cultures in response to an examination of netflix and nostalgia

Industry 5.0 and Paradigm Shift—Emerging Challenges

2023-01-23

industry 5 0 is the successor of the industry 4 0 concept which employed high technology in the manufacturing industry industry 5 0 is a new idea that adds a human touch to the work of robots and smart machines the basic idea of humans and machines working together is to increase efficiency and effectivity like the internet of things lot it aims to merge the increasing cognitive computing abilities of the robots with the intelligence and resourcefulness of the humans the progress of industry 5 0 is inevitable as the technology grows more each day we find ways to make our work simpler the development of such technologies to make the world more efficient requires its manufacturers i e humans who collaborate with these machines and technologies humans are indispensable resources as what a machine can do is limited and with all these efficiencies we have come so far there is no path leading us back with adoption of new concepts comes a paradigm shift as development continues and we move from industry 4 0 which speaks of the future of production its primary purpose continues to be achieving seamless connectivity between machines and it systems for higher productivity and efficiencies across the value chain overall it focuses mainly on traditional financial and operational kpis whereas industry 5 0 gives a human touch to the

concept of 4 0 keeping in mind the well being of the environment and society making the machines and humans work together on a path of green future industry 5 0 has the balance of both humans and technologies which benefits the ecosystem with discovery of new energy sources and renewable resources helping in a sustainable working environment it can be used to reduce harmful residue caused due to manufacturing processes and recycle rare materials taking this theme the multidisciplinary congress on industry 5 0 and paradigm shift emerging challenges will highlight research challenges and open issues that should be further developed to realize industry 5 0

Communicating Corporate Social Responsibility in the Digital Era

2017-12-12

although literature on corporate social responsibility is vast research into the use and effectiveness of various communications through digital platforms about such corporate responsibility is scarce this gap is surprising communicating about corporate social responsibility initiatives is vital to organizations that increasingly highlight their corporate social responsibility initiatives to position their corporate brands for both consumers and other stakeholders yet these organizations still sometimes rely on traditional methods to communicate or even decide against communicating at all because they fear triggering stakeholders skepticism or cynicism a systematic interdisciplinary examination of corporate social responsibility communication through digital platforms therefore is necessary to establish an essential definition and up to date picture of the field this research anthology addresses the above objectives drawing on marketing management and communication disciplines among others this anthology examines how organizations construct implement and use digital platforms to communicate about their corporate social responsibility and thereby achieve their organizational goals the 21 chapters in this anthology reflect six main topic sections challenges and opportunities for communicating corporate social responsibility through digital platforms moving toward symmetry and interactivity in digital corporate social responsibility communication fostering stakeholder engagement in and through digital corporate social responsibility communication leveraging effective digital corporate social responsibility communication digital activism and corporate social responsibility digital methodologies and corporate social responsibility

Netflix Recommends

2021-10-05

introduction why we need film and series suggestions how algorithmic recommender systems work cracking the code part i developing netflix s recommendation algorithms cracking the code part ii unpacking netflix s myth of big data how real people choose films and

series afterword robot critics vs human experts appendix designing the empirical audience study

Netflix and Qwikster

2016

in 2011 netflix announced changes that observers characterized as among the greatest missteps in the history of corporate strategy first the company significantly raised prices then reed hastings the founder and ceo of netflix described plans to split the company between streaming and disc rental spinning off the dvd rental business to a new entity called qwikster the outrage from customers and investors was extreme within two weeks hastings reversed the plan to split the company though maintaining the price increases during the debacle netflix lost 2 million subscribers and the stock dropped more than 75 percent in value this case study discusses this topic

Netflix, Dark Fantastic Genres and Intergenerational Viewing

2023-07-04

focusing on netflix s child and family orientated platform exclusive content this book offers the first exploration of a controversial genre cycle of dark science fiction horror and fantasy television under netflix s family watch together tv tag using a ground breaking mix of methods including audience research interface and textual analysis the book demonstrates how netflix is producing dark family telefantasy content that is both reshaping child and family friendly tv genres and challenging earlier broadcast tv models around child appropriate family viewing it illuminates how netflix encourages family audiences to watch together through intergenerational dynamics that work on and offscreen the chapters in this book explore how this netflixication of family television developed across landmark examples including stranger things a series of unfortunate events the dark crystal age of resistance and even squid game the book outlines how netflix is consolidating a new dark family terrain in the streaming sector which is unsettling older concepts of family viewing leading to considerable audience and critical confusion around target audiences and viewer expectations this book will be of particular interest to upper level undergraduates graduates and scholars in the fields of television studies screen genre studies childhood studies and cultural studies

The Death Of Netflix

2019-08-21

streaming services over the internet for distribution of content have transformed broadcasting and the way we consume productions the death of netflix is a thought provoking synthesis of the current streaming market its imminent downfall and path forward to fairer content distribution combining media industry analysis with economics theory the author explores the commercial practice policy tensions between studios and the nature of anti competitive markets to uncover the truth about what video on demand is to become what s in the book pseudo competitive market real competitive market intellectual property cable tv garbage marvel super heroes the movie theatre case the downfall

Zero to AI

2020-04-08

summary how can artificial intelligence transform your business in zero to ai you ll explore a variety of practical ai applications you can use to improve customer experiences optimize marketing help you cut costs and more in this engaging guide written for business leaders and technology pros alike authors and ai experts nicolò valigi and gianluca mauro use fascinating projects hands on activities and real world explanations to make it clear how your business can benefit from ai purchase of the print book includes a free ebook in pdf kindle and epub formats from manning publications about the technology there s no doubt that artificial intelligence has made some impressive headlines recently from besting chess and go grand masters to producing uncanny deep fakes that blur the lines of reality but what can ai do for you if you want to understand how ai will impact your business before you invest your time and money this book is for you about the book zero to ai uses clear examples and jargon free explanations to show the practical benefits of ai each chapter explores a real world case study demonstrating how companies like google and netflix use ai to shape their industries you begin at the beginning with a primer on core ai concepts and realistic business outcomes to help you prepare for the transition the book breaks down a successful ai implementation including advice on hiring the right team and making decisions about resources risks and costs what s inside identifying where ai can help your organization designing an ai strategy evaluating project scope and business impact using ai to boost conversion rates curate content and analyze feedback understanding how modern ai works and what it can can t do about the reader for anyone who wants to gain an understanding of practical artificial intelligence and learn how to design and develop projects with high business impact about the author gianluca mauro and nicolò valigi are the cofounders of ai academy a company specializing in ai trainings and consulting table of contents 1 an introduction to artificial intelligence part 1 understanding ai 2 artificial intelligence for core business

data 3 ai for sales and marketing 4 ai for media 5 ai for natural language 6 ai for content curation and community building part 2 building ai 7 ready finding ai opportunities 8 set preparing data technology and people 9 go ai implementation strategy 10 what lies ahead

From Big Data to Big Profits

2015

vast holdings and assessment of consumer data by large companies are not new phenomena firms ability to leverage the data to reach customers in targeted campaigns and gain market share is and on an unprecedented scale major companies have moved from serving as data or inventory storehouses suppliers and exchange mechanisms to monetizing their data and expanding the products they offer such changes have implications for both firms and consumers in the coming years in from big data to big profits russell walker investigates the use of internal big data to stimulate innovations for operational effectiveness and the ways in which external big data is developed for gauging or even prompting customer buying decisions walker examines the nature of big data the novel measures they create for market activity and the payoffs they can offer from the connectedness of the business and social world with case studies from apple netflix google and amazon walker both explores the market transformations that are changing perceptions of big data and provides a framework for assessing and evaluating big data although the world appears to be moving toward a marketplace where consumers will be able to pull offers from firms rather than simply receiving offers walker observes that such changes will require careful consideration of legal and unspoken business practices as they affect consumer privacy rigorous and meticulous from big data to big profits is a valuable resource for graduate students and professionals with an interest in big data digital platforms and analytics

Netflix and Streaming Video

2022-07-22

netflix and streaming video is the first book to provide a comprehensive foundation for understanding the business of subscriber funded streaming video and its implications for the role of these services in culture drawing on lotz s two decades of research it highlights the similarities and differences among streaming video services netflix amazon and video distribution technologies broadcast satellite internet making a number of provocative and thought provoking arguments the book first reveals how the reliance on subscriber payment and video on demand produces different norms and strategies compared to previous video businesses it then investigates netflix and how its particular blend of characteristics distinguishes it from other subscriber funded video on demand services the author

expertly shows that by understanding the underlying economic and technological dynamics of these services and their differences it is possible to better assess the actions taken by the companies and what the future of video may encompass the book is a must read for students and scholars of media and communications studies as well as those wishing to learn more about netflix and streaming video services

Talent4LIFE Model Handbook

2023-06-21

this guide is conceived for hr professionals sme business owners and all those interested in hrm and talent management agendas and aims to improve employee retention and development through implementing a talent management system although the handbook highlights specific considerations in relation to employees 45 years it is designed to be inclusive of all employees thus widening its appeal to all size companies sectors and industries in europe the talent4life model handbook contains the most important topics of the employee lifecycle from a talent management perspective the handbook comprised six key chapters detailing the core elements of a talent management system 1 recruiting for talent 2 onboarding 3 develop 4 grow 5 retain 6 offboarding and succession planning the european commission s support of this publication does not constitute an endorsement of the contents which reflect the views only of the authors and the commission can not be held responsible for any use which may be made of the information therein project number 2020 1 at01 ka202 077993

Exploring Management

2009-12-30

exploring management second edition by john schermerhorn presents a new and exciting approach in teaching and learning the principles of management this text is organized within a unique learning system tailored to students reading and study styles it offers a clean engaging and innovative approach that motivates students and helps them understand and master management principles

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2020-10

netflix

Venture Capital Valuation

2011-11-15

very few of the decision makers involved in a venture backed company have a definitive understanding of how valuation techniques are being applied to their financial statements and their decision making process this casebook provides a quick and accurate road map on how valuation techniques used for tax financial reporting and deal structure impact a company s past present and future the book includes real world case studies to simplify this complex subject for the practitioners serving companies the founders and executives running the companies and the investors that fund the companies

Business Model Pioneers

2016-07-28

business model innovations are conceived and implemented by a special type of entrepreneur business model pioneers this book presents 14 compelling case studies of business model pioneers and their companies who have successfully introduced new business ideas to the market the examples range from industries such as retail media and entertainment to services and industrial projects for each example the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models moreover current market developments are highlighted and linked to the evolution of the business models lastly the authors present the profile of a typical business model pioneer

European Audiovisual Policy in Transition

2023-05-31

this book describes and critically addresses the innovations and shifts made in the revision of the audiovisual media services directive avmsd adopted by the european parliament and council in 2018 reflecting on european union regulation and policy practice in all its member states the book s unique approach places in depth case study topics against the broader theoretical background taking a europe wide angle an international team of authors focuses on key aspects of the avmsd the expansion of its scope to include video sharing

2023-02-13

12/20

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platforms such as youtube the update of the rules for commercial communications the first attempt for harmonized minimal requirements at eu level regarding transparency of media ownership new rules to ensure that video on demand services offer invest in and prioritise european content the obligation on television distributors and smart tv manufacturers to pass on broadcasters signal without any interference alteration or modification and the formalisation and consolidation of new forms of collaboration among national regulatory authorities this thorough analysis of the cornerstone of european media policy makes this edited collection a crucial reference for scholars and students of media and cultural industries media law and policy european and eu media policy and technology studies

Marketing and Smart Technologies

2016-09-06

this volume examines the differences between resource sharing and resource redeployment and the subsequent effects on firm value creation and industry evolution

Resource Redeployment and Corporate Strategy

2019-10-11

discusses the players theories and trends that affect how the world communicates and gets their information this book is the most definitive text on multinational communication and media conglomerates exploring how global media influences both audiences and policy makers around the world comprehensively updated to reflect the many fast moving developments associated with this dynamic field this new edition investigates who and where certain cultural products are coming from and why and addresses issues and concerns about their impact all over the world global communication theories stakeholders and trends 5th edition is framed by two theories one is world system theory wst which views nations through an economic lens the other electronic colonialism theory ect views nations through a cultural lens through these theories the book examines broadcasting mass media and news services ranging from msnbc mtv and cnn to television sitcoms and hollywood export markets it investigates the roles of the major players such as news corp sony the bbc disney bertelsmann viacom or time warner and probes the role of advertising and the internet and their ability to transcend national boundaries and beliefs new chapters look at the growing importance and significance of other major regions such as the media in the middle east europe and asia outlines the major institutions individuals corporations technologies and issues that are altering the international information telecommunication and broadcasting order focuses on a broad range of issues ranging from social media and new services like netflix as well as arab and asian media explains and interprets three major movements or theories nwico electronic colonialism and

world system theory includes major updates to the chapter on the internet to incorporate global events over the last 5 years such as russian use thereof facebook google looks at how streaming services such as netflix amazon spotify and more have emerged as dominant players in world entertainment offers an updated instructor s website with instructor s manual test banks and student activities global communication theories stakeholders and trends 5th edition is intended as an upper level undergraduate text for students in courses on international global communication global media journalism and media systems in journalism communications or media studies departments

Global Communication

2014-09-22

this book explores the struggle for disability rights with a focus on equality for people with cognitive disabilities

eQuality

2021-06-21

since the emergence of on demand streaming platforms television as a storytelling medium has drastically changed the lines between tv and cinema are blurred traditionally television relied on narrative forms and genres that were highly formulaic striving to tease the viewer onward with a series of cliffhangers while still maintaining viewer comprehension now on platforms such as netflix the lack of commercial breaks and the practice of binge watching have led to a new type of television flow that urges viewers to see and consume a series as a whole and not as a fragmented narrative this book examines the structuring methods of 13 netflix original horror series including chilling adventures of sabrina stranger things hemlock grove the haunting of hill house and santa clarita diet although these shows use television as the medium of storytelling they are structured according to the classical rules of film

The Netflix Vision of Horror

2014-08-25

note about this ebook this ebook exploits many advanced capabilities with images hypertext and interactivity and is optimized for epub3 compliant book readers especially apple s ibooks and browser plugins these features may not work on all ebook readers we organize

things we organize information information about things and information about information organizing is a fundamental issue in many professional fields but these fields have only limited agreement in how they approach problems of organizing and in what they seek as their solutions the discipline of organizing synthesizes insights from library science information science computer science cognitive science systems analysis business and other disciplines to create an organizing system for understanding organizing this framework is robust and forward looking enabling effective sharing of insights and design patterns between disciplines that weren t possible before ideal as a textbook for undergraduates the core concepts edition includes new and revised content about the active resources of the internet of things and how the field of information architecture can be viewed as a subset of the discipline of organizing you ll find stop and think exercises designed to increase engagement and comprehension user contributed case studies to help you with your own organizing problems nearly 60 new pictures and illustrations links to cross references and external citations interactive study guides to test on key points for instructors supplemental materials lecture notes assignments exams etc are available at disciplineoforganizing.org for students make sure this is the edition you want to buy there s a newer one and maybe your instructor has adopted that one instead

The Discipline of Organizing: Core Concepts Edition

2021-01-12

innovation based in data analytics is a contemporary approach to developing empirically supported advances that encourage entrepreneurial activity inspired by novel marketing inferences data analytics in marketing entrepreneurship and innovation covers techniques processes models tools and practices for creating business opportunities through data analytics it features case studies that provide realistic examples of applications this multifaceted examination of data analytics looks at business analytics applying predictive analytics using discrete choice analysis for decision making marketing and customer analytics developing new products technopreneurship disruptive versus incremental innovation the book gives researchers and practitioners insight into how data analytics is used in the areas of innovation entrepreneurship and marketing innovation analytics helps identify opportunities to develop new products and services and improve existing methods of product manufacturing and service delivery entrepreneurial analytics facilitates the transformation of innovative ideas into strategy and helps entrepreneurs make critical decisions based on data driven techniques marketing analytics is used in collecting managing assessing and analyzing marketing data to predict trends investigate customer preferences and launch campaigns

Data Analytics in Marketing, Entrepreneurship, and Innovation

2022-05-25

examining the independent film sector as a business on an international scale author angus finney addresses the specific skills and knowledge required to successfully navigate the international film business finney describes and analyses the present structure of the film industry as a business with a specific focus on the film and entertainment value chain and takes readers through the status of current digital technology exploring ways in which this is changing the structure and opportunities offered by the industry in the future the textbook provides information and advice on the different business and management skills and strategies that students and emerging practitioners will need to effectively engage with the industry in an international context case studies of films and tv including squid game 2021 parasite 2019 game of thrones 2011 2019 and the best exotic marigold hotel 2011 are supplemented by company case studies on redbus renaissance pixar with additional new chapters focusing on netflix tiktok and the metaverse this third edition of the international film business includes up to date information on the status of the international film industry during and post covid 19 expanded content looking at the tv industry and streaming services new case studies and dedicated sections on the streaming wars and the chinese film industry and a new chapter looking at the changes in digital production in the context of the global and territorial film and tv industry written for students of film business and emerging practitioners this book will take readers through the successes and failures of a variety of real film companies and projects and features exclusive interviews with leading practitioners in all sectors of the industry from production to exhibition

The International Film Business

2023-04-04

subscription video on demand svod services are available on many online video streaming platforms vsps in china such as iqiyi youku and tencent video backed by baidu alibaba and tencent groups bat respectively the video content on these platforms can be the same shows as those broadcasted on national or provincial television stations or originally produced and exclusively streamed on the vsp meanwhile vsps purchase the distribution rights of foreign films and television series to enrich the content pool this book aims to provide an account of chinese television particularly online drama series or webisodes with an awareness of the existence and competition of netflix covering topics on business strategies of vsps original content production trends trans media stories telling cases audience behaviors and practitioner insight

Chinese TV in the Netflix Era

2012-09-01

this title examines the remarkable lives of reed hastings and marc randolph and their work building the groundbreaking company netflix readers will learn about each founder s background and education as well as his early career also covered is a look at how netflix operates issues the company faces its successes and its impact on society color photos and informative sidebars accompany easy to read compelling text features include a timeline facts additional resources sites a glossary a bibliography and an index aligned to common core standards and correlated to state standards essential library is an imprint of abdo publishing a division of abdo

Netflix: The Company and Its Founders

2023-06-26

artificial intelligence ai is becoming a reality for pioneering organizations while they are facing complex and multifaceted aspects of business sustainability with ambiguous and changing ethical norms and vague or nonexistent legislation the first quarter of the 21st century was identified as the beginning of the continuous ongoing and accelerating wave of simultaneous general purpose technologies revolutions causing accelerated shrinkage of the half life of knowledge cases on enhancing business sustainability through knowledge management systems presents teaching case studies exploring the formulation and implementation of knowledge management systems kms in organizations covering topics such as automation machine learning and socio ecological innovation this case book is an essential resource for business leaders and managers it managers entrepreneurs government officials computer scientists students and educators of higher education librarians researchers and academicians

Cases on Enhancing Business Sustainability Through Knowledge Management Systems

2024-02-28

the routledge handbook of homicide studies comprehensively examines the topic of homicide from a diverse collection of perspectives and backgrounds it brings together original contributions on homicide with a focus on the broad range of impacts of homicide from a

multitude of disciplines that evaluate and examine homicide in actual practice and theory the editors have assembled a comprehensive collection highlighting the multifaceted causes and ramifications of homicide both across the united states and globally with chapters exploring the current state of homicide typologies of homicides offenders causes and correlates of homicide homicides and the criminal justice system and a professional observations chapters authored by some of the leading practicing professionals in the world many of whom have made pivotal contributions to the evaluation and investigation of homicide offenders and cases providing state of the art scholarship on homicide in modern society this handbook is a key collection and an invaluable resource for students researchers and practitioners engaged in the study of homicide across a diverse range of disciplines including criminal justice and criminology psychology sociology forensics interdisciplinary departments and sociolegal studies

Routledge Handbook of Homicide Studies

2019-11-08

cloud native architectures design high availability and cost effective applications for the cloud

2023-05-26

this book focuses on the intelligent technologies that are transforming creative practices and industries the future of creative work will be more complicated than the robots will take our jobs the workplace is becoming increasingly hybridized with human and computational labor complementing each other some economic roles for the former will no doubt fade over time while new roles are created to produce artificial intelligence ai related technologies and implementations for productivity new tools for the generation and personalization of content across platforms will be as ubiquitous as the automation of repetitive tasks in content creation workflows cultural conceptions of what it means to be a creative worker will necessarily change as a result of these transformations in human machine labor the volume covers the possibilities of humans and robots developing collegial relationships creative cybernetics as machines and artists become co creators of art the reconcentration of corporate power as ai transforms the music industry the rhetoric of algorithm driven cultural production in streaming media and how artisans provide a model of counter hegemony to automation

processes scholars and students from many backgrounds as well as policy makers journalists and the general reading public will find a multidisciplinary approach to questions posed by creative labor and industry research from communication philosophy robotics media music and the creative arts informatics information science and computer science and engineering

AI and the Future of Creative Work

2020-06-10

strategy decision making and action used to be off limits to all but the select few at the very top of an organization it was a largely cerebral activity focused on grand long terms plans made at annual off site retreats away from the daily challenges of the business that is no longer the case the current business environment does not wait for companies to slowly adjust in an annual meeting the relentless pace of change renders today s long term future tomorrow s history rapid innovations and ever increasing complexities limit executives ability to make decisions with perfect information does this mean strategy is no longer useful or even feasible no good strategists are needed now more than ever but today s high performing organizations think of strategy differently than in the past these companies make strategy part of every manager s role they strategize continuously and tackle strategic problems through individuals from all parts of the organization strategy in this new fast paced world is about diagnosing the diverse array of complex challenges confronting organizations deciding on novel solutions to address those challenges and delivering by taking action on those solutions including a novel organizational framework and never before published application examples strategy in 3d helps build these foundational skills and prepares the reader for success as a strategist in the 21st century

Strategy in 3D

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