STUDENT NAME	STUDENT ID	TOPIC
IRINA BEATA GVORTI	2115390	INTRODUCTION & BACKGROUND
CRISTIAN-DANIEL ISOFACHE	2115348	CHALLENGES BEFORE INDTRODUCING MODERN TECHNOLOGY
GIULIA OLIVOTTO	2115346	INSIGHT OF MEDERN TECGNOLOGY
DEUBLA SILVA	2115264	IMPACT OF MEDERN TECHNOLOGY
ASHFAK MIAH	2114741	LESSON DRAWN FROM THE CASE STUDY & CONCLUSION AND REFERENCES



DIGITAL SKILLS & RESEARCH METHODS
LECTURER: KOUSHIK MODAK

INTRODUCTION AND BACKGROUND

- NETFLIX IS A SUBSCRIPTION PROGRAMME TO WATCH MOVIES & TV SHOWS, THIS IS A AMERICAN BASED SUBSCRIPTION STREAMING SERVICE
- IT'S AN APP
- FOUNDED ON 29TH AUGUST 1997 BY REED HASTINGS & MARC RANDOLPH IN SCOTTS VALLEY, CALIFORNIA
- IN SEPTEMBER 1998 NETFLIX INTRODUCED THE MONTHLY SUBSCRIPTION METHODS
- BY 2005, NETFLIX SHIPPED OUT 1 MILLION DVDS
- IN 2007, NETFLIX DELIVERED TO 1 BILLION DVDS





CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

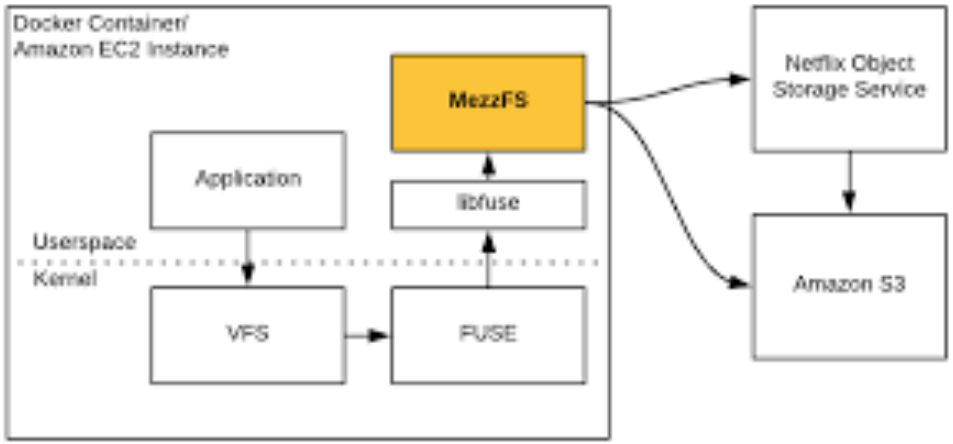
INTERNET SPEED

- SINCE IT IS INTRODUCED, NETFLIX HAS HAD TO ENDURE VARIED CHALLENGES
- SLOW INTERNET SPEEDS THREATENED ITS DEVELOPMENT
- IN THE DIAL-UP INTERNET ERA, UNRELIABLE INTERNET SPEED CURTAILED UPTAKE
- VIDEO STREAMING WAS NOT POSSIBLE DUE TO SLOW INTERNET SPEEDS
- THIS IMPACTED THE COMPANY’S SUBSCRIBERS' NUMBERS



STORAGE

- NETFLIX WAS DEVELOPED BEFORE THE ADVENT OF CLOUD COMPUTING
- AS A DVD RENTAL SERVICE, STORAGE WAS AN ISSUE
- THE COMPANY NEEDED A LARGE SPACE TO STORE THE BULKY CDS
- THEY ALSO HAD TO CONTEND WITH THE LOSS OF DVDS
- THE BULKY CDS ALSO LED TO LESS VARIETY AVAILABLE TO CUSTOMERS



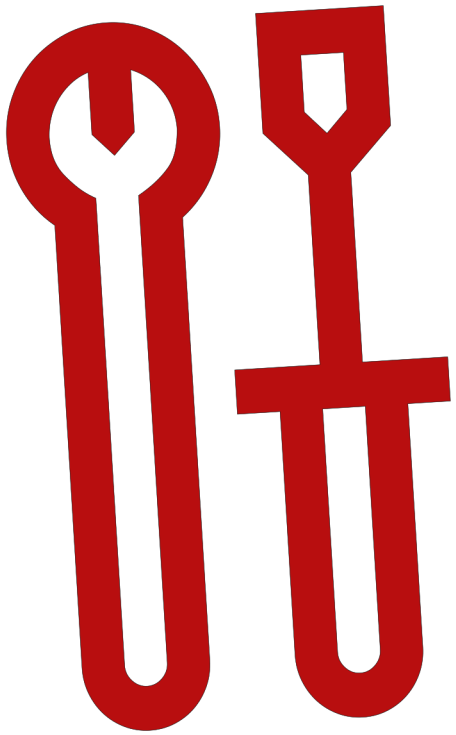
PRODUCTION COST

- With technology at its infancy in the 90s, Netflix could only rent out CDs
- They could not afford the exorbitant production costs
- Thus, Netflix did not produce its own content
- It heavily relied on others to keep their subscribers entertained
- Hence. It lacked original content to keep their subscribers engaged and attract new ones

Portability Issues

- Starting off as a DVD rental company immensely limited the company's growth
- Many households watched the movies on their television screens
- A few watched them on laptops
- Desktops and televisions were not portable
- However, the introduction of the mobile app was a game changer
- Other innovations like the firestick ensured portability issues were resolved

INSIGHT OF MODERN TECHNOLOGY



ARTIFICIAL INTELLIGENCE, AND MACHINE LEARNING

- WHAT IS IT?

"IT IS A SIMULATION OF HUMAN INTELLIGENCE PROCESSES BY MACHINE. "

TETCHTARGE, (2021)



- HOW DOES IT WORK?

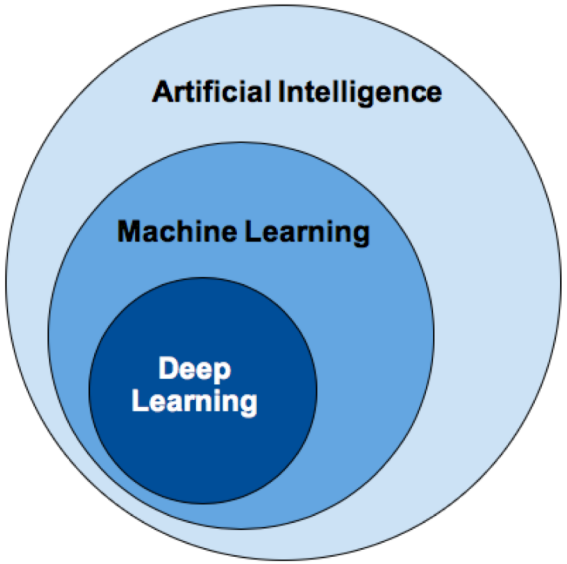
➢ COLLECTING DATA

➢ ANALYZING

➢ MAKING PREDICTIONS

TECHTARGE, (2021)

“MACHINE LEARNING REFERS TO THE STUDY OF COMPUTER ALGORITHMS THAT IMPROVE AUTOMATICALLY THROUGH DATA AND EXPERIENCE”. UPGRADE, (2021)



- Analyzing the past
- Predicting the future

DataFlair, (N.D)

RECOMMENDATION SYSTEM

"CONNECTING PEOPLE TO THE MOVIES THEY LOVE" NETFLIX MANTRA. NETFLIX HELP CENTER, (N. D)

- VIEWING HISTORY
- RATING SYSTEM
- SIMILARITY
- GENRE, ACTORS
- TIME OF THE DAY
- HOW LONG YOU HAVE WATCHED FOR

NETFLIX HELP CENTER, (N. D)

ROWS, RANKINGS AND TITLE REPRESENTATION

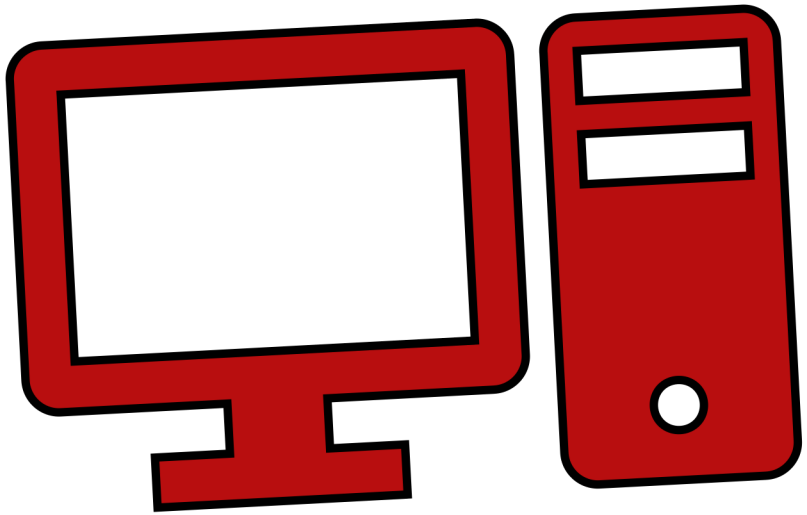


Three layers of personalization:

- Choice of row
- Titles and
- The ranking of those titles.

Netflix Help Centre , (N.D)

IMPACTS OF MODERN TECHNOLOGY



NOT ONLY DID NETFLIX HAVE FASTER CONNECTIONS TO ITS COSTUMERS COMPUTERS SO THEY COULD VIEW ITS CONTENT ONLINE, MOBILE TECHNOLOGY ADVANCED SO THAT NETFLIX COULD FUNCTION ACROSS MULTIPLE OF ITS CONSUMERS DEVICES, MAKING IT A MUCH MORE NECESSARY SUBSCRIPTIC SERVICE TO HAVE.



Positive impacts



ACCORDING TO REPORTS: THE DISADVANTAGES FOR TEENS WHO BINGE WATCH TELEVISION INCLUDING SLIPPING GRADES, BEEN LATE TO WORK OR CLASS, NOT GOING OUTSIDE TO BE ACTIVE THEREBY GAIN WEIGHT, AND CLOSING THEMSELVES OFF FROM HAVING A SOCIAL LIFE.

Negative impacts

WHAT IS THE IMPACT TECHNOLOGY BRINGS ON NETFLIX

- TECHNOLOGY AND ENTERTAINMENT ARE MERGING AT AN ACELERATING RATE AND SERIOUSLY IMPACT THE BUSINESS AND ECONOMICS OF MASS MEDIA. NETFLIX PROVED SIMILARLY, ADEPT AT COMBINING OLD AND NEW MEDIA.



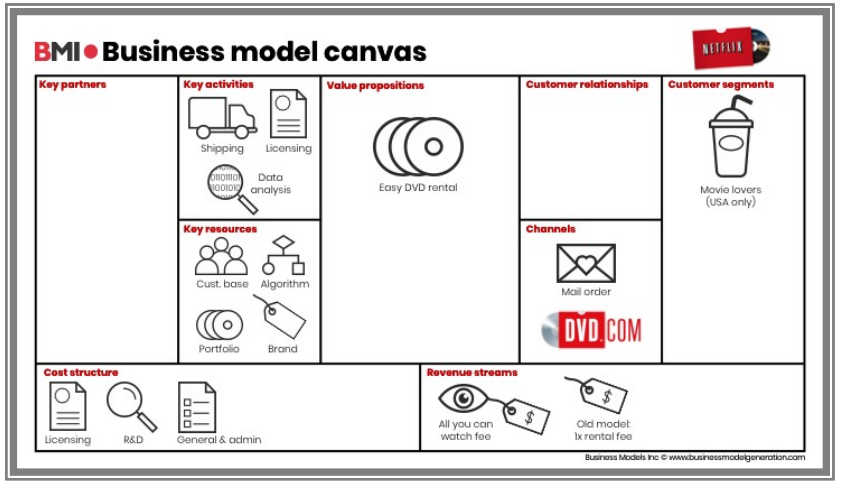


- COMPARING THE PAST & PRESENT
- CONCLUSION AND REFERENCES

PAST

- IN THE PAST YOU HAD TO RENT THE DVD BY MAIL
- IT WAS TIME CONSUMING AS YOU HAD TO WAIT FOR THE DVD TO COME BY DELIVERY
- YOU HAD TO SUBSCRIBE AS CUSTOMER FIRST TO RENT THE DVD'S VIA ONLINE
- SOMETIME THE DELIVERY DOES NOT COME ON TIME OR IT GETS LOST IN THE POST
- TIME LIMITED
- CUSTOMER SERVICE IS VERY POOR





PRESENT

- YOU CAN DOWNLOAD IT AS AN APP ON MULTIPLE DEVICES
- SIMPLE AND EASY TO USE
- NO COMMERCIALS
- ORIGINAL PROGRAMS AND TV SHOWS
- YOU CAN DOWNLOAD THE CONTENT AND WATCH IT OFFLINE
- IT HAS A PRICE PLAN FOR 30 DAYS FREE TRAIL & THE PRICE PLAN WHICH ARE AVAILABLE – BASIC PLAN – £5. 99 – STANDARD PLAN – £9. 99 & PREMIUM PLAN – £13. 99
- YOU CAN USE WI-FI OR DATA

NETFLIX



CONCLUSION

THE MORAL OF THIS WHOLE PRESENTATION, IS THAT AS A GROUP WE DID EXCEPTIONAL WELL INDIVIDUALLY. AS A TEAM WE HAD OUR UPS AND DOWN, WHEREAS IT ALLOWED US TO BOND WITH ONE ANOTHER, ALSO IT HELPED US TO COMMUNICATE WITH EACH OTHER.

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