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Poster- Marketing Strategy Pitch

Idea of Brand Expansion- Netflix Play

- Netflix Play can be described as an integrated feature within the Netflix platform that enables interactive gaming and storytelling experiences for users.
- The platform allows users to participate in interactive gameplay and make narrative decisions, enabling a more personalised and engaging entertainment experience. (Pajkovic, 2022)

Netflix Brand Extension



Alignment with Sustainable Development

- Netflix Play uniquely encourages advanced digital usage, which significantly reduces the diverse requirements of various physical gaming products.
- It greatly helps in minimising different kinds of impacts on the environment and specifically supports sustainable business practices.

Market Appeal

- This special high-quality expansion is designed targeting Gen Z and Millennials, who prefer interactive and fully personalized content in various ways.
- It grows rapidly along with the increase in advanced digital gaming and screen time.
- As per Hsiao (2024), Netflix Play aligns accurately with current entertainment trends and quickly increases overall user engagement.



Netflix Introduction

- Netflix is a globally advanced digital streaming platform that specifically provides movies, series, and all of its own content to millions of users around the world.
- It is particularly known for innovation and customer-centric entertainment.



HOW NETFLIX IS EVOLVING IN 2025


GLOBAL REACH
190+ COUNTRIES


AD-SUPPORTED TIER GROWTH
70M MAUs NOV 2024
91M MAUs Q1 2025

MONETIZATION FOCUS
SUBSCRIPTION FEES + ADS = HIGHER REVENUE/USER


PAID SUBSCRIBERS
300M+
(AS OF EARLY 2025)


PASSWORD SHARING CRACKDOWN
Converts freeloaders → paid users

NETFLIX TARGET MARKET SEGMENTATION AND MARKETING

