

INTRODUCE

Every day, let's come together to indulge in binge-watching. Who is the true "No. 1"?

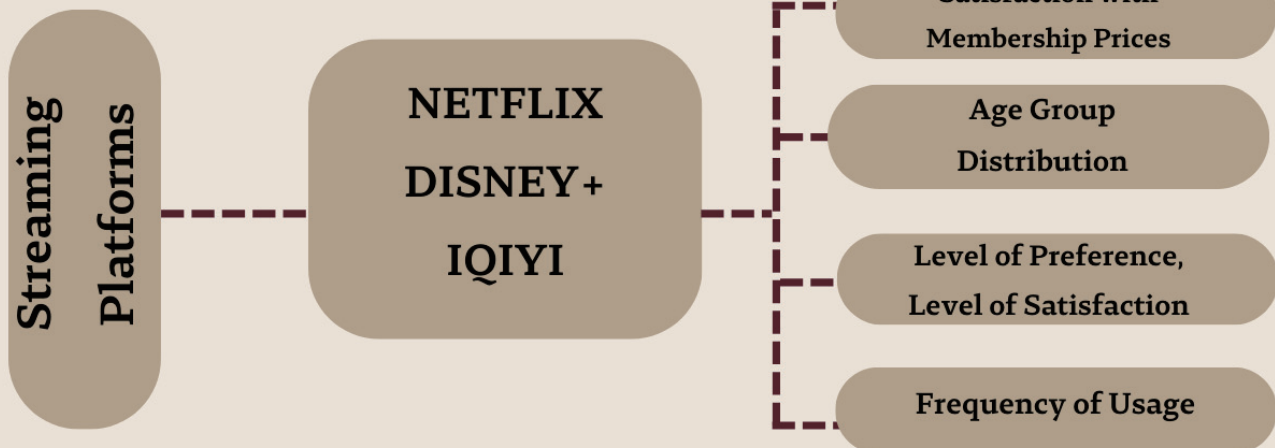


Comparison of Netflix, Disney+, and iQiyi streaming platforms:

Research is conducted to explore the competition among streaming platforms, namely Netflix, Disney+, and iQiyi. A paper is utilized to analyze the technological and marketing strategies employed by Netflix, Disney+, and iQiyi. Additionally, a questionnaire survey is conducted to assess the general public's satisfaction with membership prices, usage frequency, preferences based on age groups, and overall satisfaction.

Subject of Analysis

Research Direction:



Based on the literature discussion, marketing analysis and questionnaire survey to make suggestions

Adjusting membership prices.

The majority of our consumers are students who are particularly sensitive to pricing. Therefore, it is recommended to consider adjusting the membership prices accordingly.

Expanding the range of movies and TV shows.

Netflix and Disney+ currently offer fewer reality shows compared to platforms like iQiyi. It would be beneficial to consider adding a variety of talent shows and variety programs to their content lineup.