

作品介紹

「飛網」全世界的影音平台 網飛NETFLIX

近年來，由於疫情影響，許多人減少外出，轉而在家享受室內娛樂，特別是觀看電視影集。NETFLIX成為眾多人的首選影音平台。本組組員及朋友中，許多人都是NETFLIX的忠實用戶，因此對其吸引眾多訂閱者的原因感到好奇，希望能深入了解其背後的原因。

- 1. 影片內容多元
- 2. 符合當地的流行文化
- 3. 品牌名氣高

優勢(Strengths)

- 1. 負債金額逐年提高
- 2. 會員收費偏高
- 3. 版權無法永久持有

劣勢(Weaknesses)

- 1. 因疫情，訂閱人數增加
- 2. MOD與Netflix組成策略聯盟，推廣4K影片

機會(Opportunities)

- 1. 同業競爭激烈
- 2. 帳戶盜用比例增加

威脅(Threats)

本小組根據文獻探討、問卷分析以及IPA分析提出以下建議：

- 1、**促銷**：針對當月壽星用戶提出50元優惠券，供下期消費折抵使用
- 2、**可透過市區大型顯示器來增進宣傳效果**
- 3、**邀請知名影視人物分享對Netflix的喜愛，提升此平台的曝光率**

WORK INTRODUCTIONS

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DUE TO THE PANDEMIC, MORE PEOPLE ARE STAYING INDOORS AND ENJOYING ACTIVITIES SUCH AS WATCHING TV SHOWS. NETFLIX HAS BECOME A POPULAR CHOICE FOR MANY VIEWERS. SOME OF OUR FRIENDS ARE AVID NETFLIX FANS AND WANT TO KNOW WHAT MAKES IT SO APPEALING TO SUBSCRIBERS. THEY'RE EAGER TO LEARN MORE ABOUT ITS POPULARITY.

1. Diverse content in the film.
2. Fits with local pop culture.
3. High brand recognition.

優勢(Strengths)

1. Debts rising yearly.
2. High member fees.
3. Can't keep copyrights forever.

劣勢(Weaknesses)

1. Subscriptions up due to pandemic.
2. MOD and Netflix ally for 4K promotion.

機會(Opportunities)

1. Intense industry rivalry.
2. Rising account theft.

威脅(Threats)

Based on literature review, survey analysis, and IPA analysis, our team proposes the following recommendations:

1. Monthly promotion: \$50 birthday voucher, redeemable next billing cycle.
2. Utilize large urban displays for enhanced publicity.
3. Invite celebrities to share their love for Netflix, boosting exposure.