



Sports Career Consulting - Netflix's "Tiger King" & The Streaming Wars

In this lesson, you will learn to:

- Define media
- Comprehend why ratings are important
- Explain viral marketing
- Define and understand the importance of competition
- Recognize the importance of a quality product
- Understand the impact that competition has on marketing strategies
- Distinguish between direct and indirect competition
- Understand the concept of digital marketing

Resources	Questions
<p>1 Discussion Prompts</p> <p>Discuss these questions with your classmates or with a partner.</p>	<p><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> 1. List the various ways that entertainment products can be represented. <p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> 2. Explain the phrase "going viral". <p>When an image, video, or link that spreads rapidly through a population by being frequently shared with several individuals.</p> <ol style="list-style-type: none"> 3. What is viral marketing? <p>Describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence</p> <ol style="list-style-type: none"> 4. Why is social media important to a sports or entertainment marketer? <ul style="list-style-type: none"> • Social media is free • Allows an organization to reach a massive audience • Statistics show the likelihood of a consumer making a purchase increases when the user has a social connection with a brand or its products (social activities such as sharing and recommendations drive sales, and fans of brands are 51 percent more likely to buy than non-fans)
<p>DISCUSSION</p> <p>2</p> <p>TIGER KING BTN PPT</p> <p>Supplemental PPTs</p> <p>LESSON 1.3 PPT</p> <p>LESSON 2.5 PPT</p> <p>LESSON 4.9 PPT</p> <p>LESSON 5.1 PPT</p> <p>Use these PPT to refer to content material.</p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> 1. What are ratings? What are viewers? What are "unique" viewers? <p>Ratings refers to the number of households or people tuned into a radio or television program at a specific time. Unique track the number of different people that watch a particular program rather than looking only at the total number of times a program was viewed.</p> <ol style="list-style-type: none"> 2. Why are ratings important to traditional broadcast and cable companies? <p>Radio, cable and broadcast television programming measure their effectiveness through ratings, which are expressed as a percentage of the potential TV audience viewing at any given time. Without ratings, broadcast companies would have a difficult time selling advertising and sports/entertainment programs would not be able to command million-dollar rights fees</p>

	<ol style="list-style-type: none"> Why are ratings important to advertisers? Higher ratings attracts more advertising dollars and sponsors Netflix does not sell advertising. Why do you think ratings might still be important to the company? STUDENT ANSWERS WILL VARY Netflix has publicly stated that they will not change their business model and sell ads. Do you think they might change their minds at some point? STUDENT ANSWERS WILL VARY Would you still watch Netflix if there were advertisements in your favorite shows? STUDENT ANSWERS WILL VARY
<p>EXPAND THE DISCUSSION</p> <p>3</p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> What are your favorite shows on streaming services? Why do you think that information might be important to Netflix, Amazon, Disney+, Hulu or Apple+? STUDENT ANSWERS WILL VARY Did you watch Tiger King? If so, did you like it? Do you think it was a success for Netflix even if people did not like it? STUDENT ANSWERS WILL VARY Industry experts would suggest Tiger King went viral. What does that mean and how did it help Netflix to boost its audience? When something goes viral, a video, conversation, gif, meme etc. spreads rapidly among consumers with a high frequency of "shares" through social media and other digital platforms How do you think social media helped to boost Tiger King viewership? As it went viral, including pop culture icons like Cardi B. joining the conversation, it drove up the interest and encouraged more people to watch the show What is competition? Competition refers to a rivalry between two or more businesses selling products or services to the same customers or markets Clarify what is meant by the competition for entertainment dollars. Competition for the entertainment dollar is a reference to the many entertainment options available to the consumer today. The role of the sports and entertainment marketer is to find ways for consumers to spend those dollars with their organization. Explain what characteristics make sports and entertainment products unique. The characteristics that make sports and entertainment products unique are characteristics shared with services in that they can be perishable and intangible. What is the difference between direct and indirect competition? Direct competition occurs between sellers of similar products and services Indirect competition occurs between sellers that compete for the same share of consumers' discretionary income (competition for the entertainment dollar) Who might represent direct competition for Netflix? Indirect competition? Direct competitors: Amazon Prime; Hulu; Disney+; Apple+; YouTube; HBO Now Indirect competitors: Local Cable Operators; TV Channels; Cinemas/Theaters

	<p>16. Do you think Netflix is concerned with indirect competitors? Why or why not? STUDENT ANSWERS WILL VARY</p> <p>17. What is “market share” and how do you think streaming companies gain market share in the competition for viewers? Market share is a key indicator of how well one company is performing against competitors within the marketplace</p> <p>18. YouTube is not typically considered part of the “Big Five” in the streaming wars (Netflix, Amazon, Hulu, Disney+, Apple+). Why do you think that is and do you think that could change in the future? Why or why not? STUDENT ANSWERS WILL VARY</p> <p>19. Why do streaming platforms spend so billions of dollars creating original content? Content is king! Without original content, streaming platforms cannot compete for viewers</p> <p>20. In the business of sports and entertainment, how might the quality of a product influence the company’s profitability? Whether a sports team that struggles or streaming platform without quality original content, the product suffers and sales decline</p> <p>21. Why might winning Academy Awards be important to a streaming service? Why would Netflix spend millions in Oscars-related marketing campaigns? Awards help provide the positive PR that encourages people to watch shows, helps to increase the volume of quality content</p>
<p>4 CHECK COMPREHENSION</p>	<p style="text-align: right;"><i>Estimated time: 15 mins</i></p> <p>1. _____ refers to a means of communicating a message to large numbers of people. a. Media b. Selling c. Promotion d. Advertising</p> <p>2. TRUE or FALSE. Viral marketing is the digital marketer’s version of “word-of-mouth” advertising.</p> <p>3. List 3 direct competitors of Netflix: a. Amazon Prime _____ b. Hulu _____ c. Disney+ _____</p> <p>4. List 3 indirect competitors of Netflix: a. Local Cable Operators _____ b. TV Channels _____ c. Cinemas/Theaters _____</p>