

Name: \_\_\_\_\_ Lesson 1.3/Lesson 2.5/Lesson 4.9/Lesson 5.1



Class Period: \_\_\_\_\_

## 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
- Understand what makes a sports and entertainment product unique
- 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><b>1</b> <a href="#">Discussion Prompts</a></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"> <li>1. List the various ways that entertainment products can be represented.</li> <li>2. Describe what is meant by sports and entertainment products are perishable.</li> <li>3. Explain the phrase "going viral".</li> <li>4. What is viral marketing?</li> <li>5. Why is social media important to a sports or entertainment marketer?</li> </ol>
<p>STUDENT ACTIVITY</p> <p><b>2</b></p> <p><a href="#">TIGER KING BTN PPT</a></p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> <li>1. What are ratings? What are viewers? What are "unique" viewers?</li> <li>2. Why are ratings important to traditional broadcast and cable companies?</li> <li>3. Why are ratings important to advertisers?</li> <li>4. Netflix does not sell advertising. Why do you think ratings might still be important to the company?</li> <li>5. 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?</li> <li>6. Would you still watch Netflix if there were advertisements in your favorite shows?</li> </ol>

## 3

7. What are your favorite shows on streaming services? Why do you think that information might be important to Netflix, Amazon, Disney+, Hulu or Apple+?
8. 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?
9. Industry experts would suggest Tiger King went viral. What does that mean and how did it help Netflix to boost its audience?
10. How do you think social media helped to boost Tiger King viewership?
11. What is competition?
12. Clarify what is meant by the competition for entertainment dollars.
13. Explain what characteristics make sports and entertainment products unique.
14. What is the difference between direct and indirect competition?
15. Who might represent direct competition for Netflix? Indirect competition?
16. Do you think Netflix is concerned with indirect competitors? Why or why not?
17. What is “market share” and how do you think streaming companies gain market share in the competition for viewers?
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?
19. Why do streaming platforms spend so billions of dollars creating original content?
20. In the business of sports and entertainment, how might the quality of a product influence the company’s profitability?
21. Why might winning Academy Awards be important to a streaming service? Why would Netflix spend millions in Oscars-related marketing campaigns?

## 4 CHECK COMPREHENSION

Estimated time: 15 mins

1. \_\_\_\_\_ refers to a means of communicating a message to large numbers of people.
  - a. Media
  - b. Selling
  - c. Promotion
  - d. Advertising
2. TRUE or FALSE. Viral marketing is the digital marketer’s version of “word-of-mouth” advertising.

3. List 3 direct competitors of Netflix:

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

4. List 3 indirect competitors of Netflix:

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_