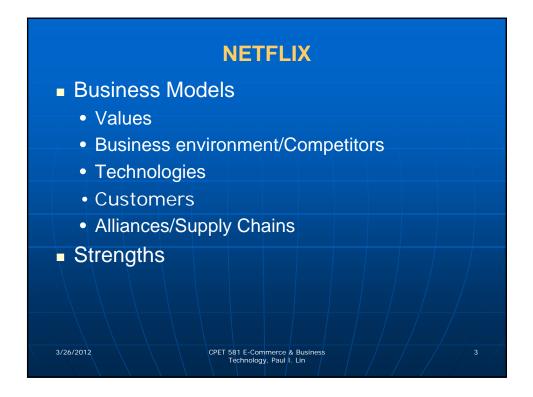


| NETFLIX |
|---|
| Netflix, <u>https://signup.netflix.com/MediaCenter</u> |
| Company Overview |
| Company Facts, Management, Company Timeline |
| Technologies DVD by mail business |
| Web streaming (far lower cost) |
| Customers Alliances/Supply Chains Competitors |
| Challenges 3/26/2012 CPET 581 E-Commerce & Business Technology, Paul I. Lin 2 |



| Competitors |
|---|
| <u>Amazon Prime</u> (Web streaming service) \$79 a year |
| Dish Network |
| Verizon Communication Apple Inc |
| Google Inc |
| <u>Comcast Takes Aim at Netflix</u>, by Sam Schechner, WSJ, Feb. 22, 2012 |
| Xfinity Streampix: a new Internet-video subscription service that will compete more directly with online streamer Netflix |
| Comcast' service (\$4.99 a month) vs. Netflix service (\$7.99 a month) |
| |
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