

NetFlix Customer segment is Mass Market. Student ID:

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 0352 1236
 0683
 0766

<u>Key partner</u>	<u>Key Activities</u>	<u>Value propositions</u>	<u>Relationships</u>	<u>Customer segments</u>
content provider (Dependant film maker) DVD store Telecom Distributor - amazon	Streaming service Data management Original content <u>Key resource</u> AI media infrastructure copy right license	convenient cost effective customization accessibility High quality Unique content variety innovative content interactive Unique experience	automated service <u>Channels</u> online website online application bill board events, booth	Mass

Revenue streams

subscriber fees
 DVD box set revenue

cost structure

cloud server RSD
 operating cost manufacturing cost
 Marketing cost maintenance cost
 license