

EE489 Seminar - Netflix (James, Beck)

Their research paper is about 'Factors affecting the subscription decisions for Netflix Premium of Thai people' which is an interesting topic for me as I am the one of Netflix's subscriber and daily use Netflix especially in this quarantine period. About their presentation, the colours they use are easy to read and match with the concept of Netflix which are red, black and white. The white and red letter are clear with the black background that make each screen simple and good. I think some pages are too much information and the figures about the result are not clear and have less focus which may lead the audiences cannot follow their explanation about the numbers (increase and decrease). The technical problem occurs on how they record this presentation that may not have great quality as others (it's quite blurred), however, their sound are very good and clear which can keep the audience focusing on the presentation. With the results, they separate into enough possible cases that make senses and reflect our behaviors so the consequences are convincing with their primary conclusion. I think they do their best on this presentation with an interesting research topics.