Netflixed: The Epic Battle for America's Eyeballs

Gina Keating
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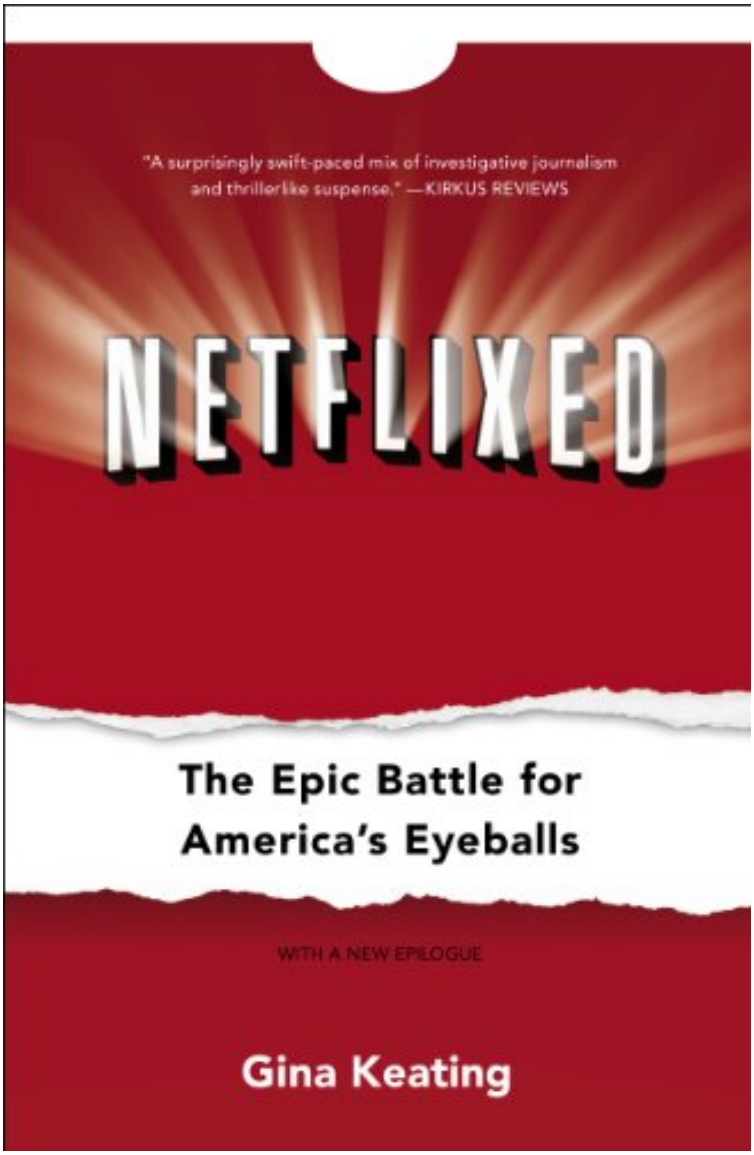

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Gina Keating : Netflixed: The Epic Battle for America's Eyeballs before purchasing it in order to gage whether or not it would be worth my time, and all praised Netflixed: The Epic Battle for America's Eyeballs:

5 of 5 people found the following review helpful. Blockbusted!By K. NewcomerAs an avid movie fan and long time customer of Blockbuster I switched to Netflix a few years ago as I loved the no late fees concept. The library from Netflix of course was huge so that was a plus as well. This book helps to explain the disruption in the market for movie fans and how slow Blockbuster was to respond. Reminds me a lot about the ongoing battle with and Barnes and Noble (Barnes and Noble responded a little better).Gina Keating does a good job balancing the two sides and taking

the reader into both houses to understand the thought process for Blockbuster and Netflix. I enjoyed reading about Johnny Antioco from Blockbuster as he so badly wanted to implement certain ideas, but at times was misguided.Anyone who is a fan of corporate strategy will enjoy this read as Netflix enjoyed having large amounts of cash and low overhead compared to Blockbuster with a serious cash burn and high overhead. In addition Blockbuster had franchisees not on the same page with overall strategy. Netflix also had a personal credo of "great brands had to connect with customers on a personal level". If used wisely and monitored this is where social media helps certain companies.Good book on how to get after the more established companies and disrupt "business as usual". Anyone starting a business and challenging mature companies and markets needs to read and understand this book. Well written and an interesting read for sure.3 of 3 people found the following review helpful. Mandatory read for any tech entrepreneurBy Ilya GrigorikThree well-researched books in one: history and evolution of movie rental business, the rise of Netflix and downfall of Blockbuster, battles with Carl Icahn, and more. Gina Keating manages to give the reader a first-person account of all the critical turning points as if you were in the boardroom of each of these companies - it's a real page-turner, both for the storytelling as well as the business, operational, and technology insights hidden in these pages.It's rare to find a book that can provide a complete head-to-head and blow-by-blow overview of an entire industry -- "Netflixed" is exactly that for the media rental industry. A mandatory read for any tech entrepreneur!0 of 0 people found the following review helpful. an enjoyable read of perhaps the greatest global shift in entertainment delivery since the introduction of ...By 80s BoyAbout as in depth as you can get, and then some. Keating leaves no DVD unturned in this extremely detailed, if a bit long, bio. Most of the principal players are heard from, Keating also touching on the origins and slow-grind meteoric rise that Netflix was able to attain. Most appreciated is explorations of both Block(bastard)buster and Red Box as well, the competition from the former a real roller-coaster of media big business. Keating's only shortfall -- and it's understandable, this is her first book -- is far too much verbosity involving monetary figures and maybe one too many quotes. Otherwise, an enjoyable read of perhaps the greatest global shift in entertainment delivery since the introduction of televsion at the dawn of the '50s. A feat that will likely never be matched by the online media empire.

Netflix has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Ranshy;dolph and Reed Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their server and resulted in 150 sales. Today, Netflix has more than 25 million subscribers and annual revenues above $3 billion. Yet long- term success-or even survival-is still far from guaranteed. Journalist Gina Keating recounts the absorbing, fast-paced drama of the company's turbulent rise to the top and its attempt to invent two new kinds of business. First it engaged in a grueling war against video-store behemoth Blockbuster, transforming movie rental forever. Then it jumped into an even bigger battle for online video streaming against Google, Hulu, Amazon, and the big cable companies. Netflix ushered in such innovations as DVD rental by mail, a patented online queue of upcomshy;ing rentals, and a recommendation algorithm called Cinematch that proved crucial in its struggle against bigger rivals. Yet for all its success, Netflix is still a polarizshy;ing company. Hastings is often heralded as a visionary-he was named Business Person of the Year in 2010 by Fortune-even as he has been called the nation's worst CEO. Netflix also faces disgruntled customers after price increases and other stumbles that could tarnish the brand forever. The quest to become the world's portal for preshy;mium video on demand will determine nothing less than the future of entertainment and the Internet. Drawing on extensive new interviews and her years covering Netflix as a financial and entertainment reporter, Keating makes this tale as absorbing as it is important.