

Streaming Evolution: Unraveling the Transformation of Netflix Over Time

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Abstract: *This research paper delves into the remarkable evolution of Netflix, a company that transformed from a humble DVD rental service to a global streaming powerhouse. By examining the company's history, strategic decisions, technological advancements, and global expansion, we provide insights into the factors contributing to Netflix's success and its impact on the entertainment industry. The study begins with an examination of Netflix's early beginnings, tracing its founding and the innovative concept that allowed it to disrupt the traditional video rental market. It then delves into the company's transition to streaming, investigating the technological and strategic shifts that led to the dominance of digital streaming services. One of the key turning points in Netflix's history was its foray into original content and production. The paper discusses how groundbreaking series like "House of Cards" set a new standard for streaming platforms and highlights Netflix's ongoing commitment to content production and its recognition by prestigious award bodies. Netflix's expansion beyond its U.S. borders is another crucial aspect of its evolution, with a focus on how the company entered international markets, adapted to diverse consumer preferences, and invested in local content to cater to global audiences.*

Keywords: Streaming, Subscription-based, model, Global, expansion