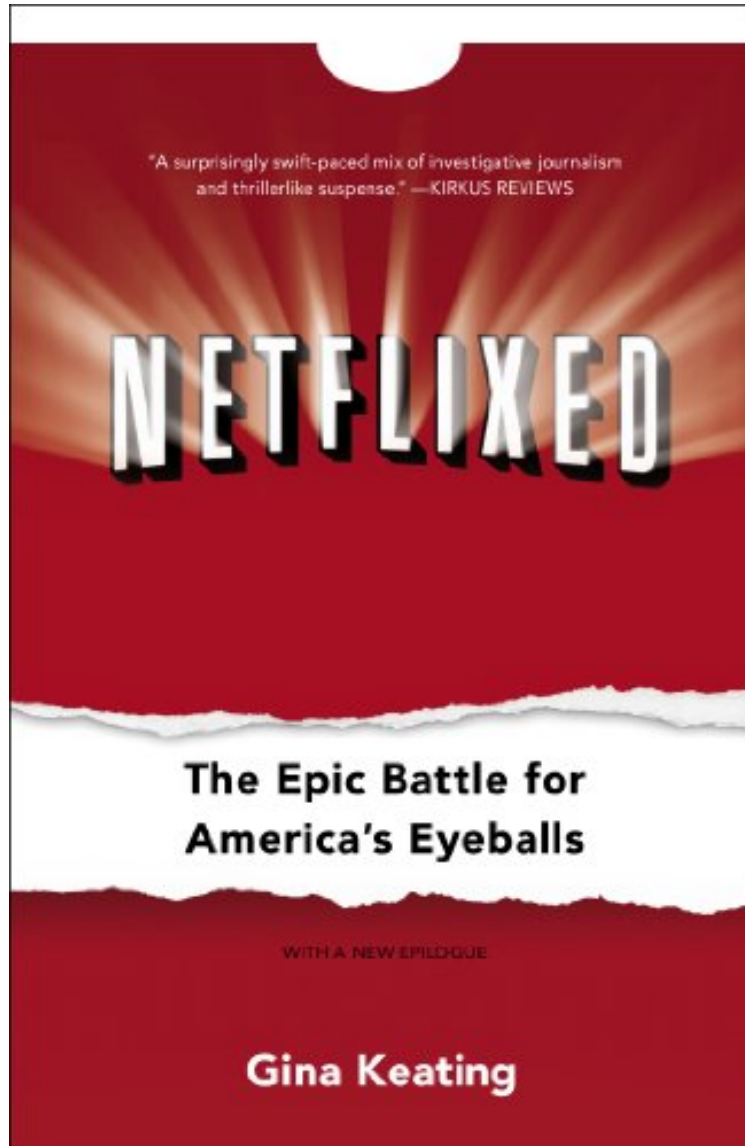


(Ebook free) Netflixed: The Epic Battle for America's Eyeballs

## Netflixed: The Epic Battle for America's Eyeballs

*Gina Keating*

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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 entrepreneur. By Ilya Grigorik Three 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! 10 of 10 people found the following review helpful. an enjoyable read of perhaps the greatest global shift in entertainment delivery since the introduction of ... By 80s Boy About 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 television at the dawn of the '50s. A feat that will likely never be matched by the online media empire.

The inside story of Netflix's incredible rise and uncertain future as master of the video universe Netflix has come a long way since 1997, when Marc Randolph and Reed Hastings decided to start an online DVD store before most people owned a DVD player. Yet its long-term successor even survival is still far from guaranteed. Journalist Gina Keating recounts the 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 videostore 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. Drawing on extensive interviews and her years covering Netflix as a reporter, Keating makes this tale as absorbing as it is important.

From Booklist Founded in 1997 by Marc Randolph and Reed Hastings, Netflix became one of the biggest dot-com success stories. But at the time, the idea of renting DVD movies by mail was considered a long shot, as DVD was barely an established format. Keating separates fact from legend in this story of how the tiny upstart, Netflix, took on and ultimately decimated the goliaths of the industry, Blockbuster Video and Hollywood Video. Although consumers caught on to the service and benefited from the price wars between Netflix and Blockbuster's rival online service, the companies strained under the pressure of competing at a loss to see who could outlast the other. Fans of either service will be amazed at the machinations that went on behind the scenes while they were blithely enjoying movie after movie on the industry's dime. It seems that only Apple Computer rivals Netflix in how its customers hold a deep personal attachment to the brand experience, and fans of the service will get a lot of insight into how much risk, dedication, and commitment it took to bring that experience into being. --David Siegfried The little red envelope that could . . . and did! This is a classic Silicon Valley start-up tale and Keating gives readers behind-the-scenes access to a story that continues to play out in America's mailboxes, living rooms, and mobile devices every day. JIM COOK, CFO of Mozilla; Netflix founding team member A well-crafted, well-researched, and well-sourced page-turner. Keating is no stranger to this subject, having covered Netflix for years as a reporter, and gives readers a fascinating and insightful look into the inner workings of a company that forever changed how America watches movies. LORI STREIFLER, executive editor, City News Service Inc. Even if all you know about Netflix is that it has bright red mailers and comes out of your Roku box, Keating's reporting will make you want to sit down and learn more. It's a tale of corporate intrigue, gigantic success, and enormous failure. ALLAN PARACHINI, adjunct professor, California State University; former Los Angeles Times reporter Netflixed has all the drama and intrigue of a Hollywood blockbuster, but for me, it was also nostalgic. Gina Keating perfectly captured the pressure, energy, and emotion we all felt as we fought Netflix for control of America's living rooms. I'm often asked by people, What happened at Blockbuster? Now I can tell them . . . just read Netflixed. BEN COOPER, EVP, Camelot Strategic Marketing Media; former head of marketing, Blockbuster Online Veteran media journalist Keating's nonfiction debut is a surprisingly swift-paced mix of

investigative journalism and thrillerlike suspense. The major players in the game Netflix CEO Reed Hastings and Blockbusters John Antioco are both complicated characters, and Keating does a commendable job painting a portrait of these very different business leaders, each with his own unique approach to vying for the same brass ring: domination of the American home-entertainment market. An impressive look at the infinite complexities and cutthroat competition driving the deceptively simple business of 21st-century movie delivery. Kirkus s There's a grim reality behind the magical wafting of DVDs to our mailboxes, according to this lively, canny business potboiler. [This] colorful narrative climaxes with Netflix and archrival Blockbuster throttling each other in an old-fashioned price war that Netflix wins by a hair. Keating hypes the allegedly world-shaking technological transformations in how we access digital content, but what's far more interesting and dramatic is her smart portrait of how an ever-changing capitalism stays very much the same. Publishers Weekly Keating separates fact from legend in this story of how the tiny upstart, Netflix, took on and ultimately decimated the goliaths of the industry, Blockbuster Video and Hollywood Video. It seems that only Apple Computer rivals Netflix in how its customers hold a deep personal attachment to the brand experience, and fans of the service will get a lot of insight into how much risk, dedication, and commitment it took to bring that experience into being. DAVID SIEGFRIED, Booklist About the Author Gina Keating was a staff reporter for Reuters and United Press International for more than a decade. Her work has appeared in Variety, Southern Living, and Forbes.