4-1-2010

**Netflix: Streaming Ahead**

Lynda Irons

---

**Recommended Citation**


This Article is brought to you for free and open access by the Interface: The Journal of Education, Community and Values at CommonKnowledge. It has been accepted for inclusion in Volume 10 (2010) by an authorized administrator of CommonKnowledge. For more information, please contact CommonKnowledge@pacificu.edu.
Netflix: Streaming Ahead

Rights
Terms of use for work posted in CommonKnowledge.

This article is available at CommonKnowledge: https://commons.pacificu.edu/inter10/17
Netflix: Streaming Ahead

By Lynda Irons

I have not been to a video store in years. There are several reasons for this. First, I am trying to be more energy conscious, relying on public transportation. As a result, it is not very convenient to travel by bus to my nearest video store. Second, the video stores don’t often carry what I want to see. Some of the latest releases are those classified as “straight to video,” bypassing the theaters. These definitely are not high on my must-see list. Third, I really like having my movie mailed to me. It’s fun anticipating that red envelope in my mail box. And now even that is becoming passé as I am rapidly becoming a fan of something else entirely.

I am not the only one who is shunning video stores. The Wilsonville Oregon-based Hollywood Video is going the way of the dodo bird, having filed for Chapter 11 bankruptcy (its second bankruptcy filing in recent years) and closing stores nation-wide. Blockbuster has re-instated their strict late fee policy and shortened their rental period from 7 to 5 days in an effort to raise revenues so as to compete with Red Box. While Blockbuster does offer mail rental services, I fear this may not be an economically feasible business model as even they are closing nearly 1,000 stores [1].

What is happening to the video market? In two words: video streaming. According to NewTeevee.com, video streaming was “11.2 billion streams while video watchers dropped to 138.6 million unique viewers in October 2009, from 139.3 in September 2009 [2].”

Though Netflix is not immune to market forces, they have an edge and are sufficiently flexible to respond accordingly, and they are good at what they do [3]. They reported that “48 percent of its subscribers watched streamed content in the fourth quarter of 2009, up from 41 percent in the third quarter [4].”

Netflix subtly changed their tab order on their customers’ login page. The first tab is not the “Browse DVD” tab but rather the “Watch Instantly” tab. This modification illustrates the changing philosophies at Netflix. According to the Wall Street Journal, Netflix “fourth-quarter profit in 2009 climbed 36 percent as the DVD streaming and rental company added more than a million
subscribers while reducing the costs to keep them [5].”

Right now, we have 22 Watch Instantly movies in our queue. And what’s amazing is Netflix’ business model: it does not cost any extra beyond our subscription package to watch them. We can watch as many as we want when we want. While I do have a nice Toshiba Satellite laptop, it is not my favorite location to watch a movie. Rather, we have a Roku player. In 3 easy steps, we can watch videos on our 52-inch, HD TV set [6]. Now I have choices and convenience.

However, convenience is a relative term. According to a recent Advertising Age article, Netflix in a “recently renegotiated deal with Warner Brothers gets access to more Warner content to stream; in return, the studio gets a 28-day blackout period on rentals of new DVD releases [7].” I may have to wait a bit for a newly released film, but I am willing to have a time delay for the convenience of not waiting for the mail. According to NewTeevee.com, Netflix spends approximately $600 million a year on postage but with video streaming, they will only spend only a nickel a gig for bandwidth [8].

And I’m not limited to only a Roku. As Shwiff reported, “The company has begun streaming movies through a wider array of electronic devices as a way to combat increased competition from stand-alone DVD-rental kiosks and online video services [9]. Netflix is expanding their devices to include not only their own Roku player but also Wii, PlayStation 3, Xbox 360, and Blu-Ray players, though it may be some time before you will see anything on your Apple devices [10].

Netflix is becoming ubiquitous through their nimble responsiveness to meet the ever-changing technological environments.

Endnotes


[3] A friend works for a printing and direct mail company. He said that Netflix has an arrangement with the Post Office. The barcodes are scanned at the Post Office and the information is sent to Netflix. This triggers the mailing the next film in the queue. I haven’t confirmed this with Netflix though, but it sounds logical.


According to the Roku website, you will “need a high-speed Internet connection with a speed of at least 1.2 Mbps (such as mid-level DSL). You may also need a wired or wireless router if you are unable to connect the player directly to your cable or DSL modem.” We have a LinkSys wireless setup in our home. http://www.roku.com/roku-products (Editor’s note: Our VuNow box works much the same way and also interfaces with Netflix. See: http://bcis.pacificu.edu/journal/2009/09/article.php?id=127)

Bulik, 28.

http://newteevee.com/?s=forget+tv+everywhere

Shwiff, B.3.

Ibid, 28.

This entry was posted in Uncategorized by Editor. Bookmark the permalink [http://bcis.pacificu.edu/interface/?p=3770].

15 THOUGHTS ON “NETFLIX: STREAMING AHEAD”

Antoine Phillippi
on January 30, 2014 at 6:14 PM said:

I would like to thank you for the efforts you’ve put in writing this blog. I am hoping the same high-grade website post from you in the upcoming as well. Actually your creative writing abilities has encouraged me to get my own blog now. Really the blogging is spreading its wings quickly. Your write up is a great example of it.

best longboard trucks
on February 3, 2014 at 5:59 AM said:

Thankfulness to my father who stated to me concerning this weblog, this webpage is actually amazing.

best vacuum for hardwood floors
on February 3, 2014 at 9:40 PM said:
I used to be suggested this blog through my cousin.
I’m no longer positive whether this post is written by means of him as no one else recognize such unique approximately my difficulty.
You’re wonderful! Thank you!

---

**best vacuum sealer**
on **February 3, 2014 at 10:40 PM** said:

Good day! This is kind of off topic but I need some advice from an established blog. Is it hard to set up your own blog? I’m not very technical but I can figure things out pretty fast. I’m thinking about making my own but I’m not sure where to start. Do you have any ideas or suggestions? Thank you

---

**espresso machine reviews**
on **February 4, 2014 at 12:27 AM** said:

This is my first time pay a visit at here and i am actually pleassant to read everthing at alone place.

---

**table saw reviews**
on **February 4, 2014 at 1:07 AM** said:

Thank you for the good writeup. It in reality was a amusement account it.

Glance advanced to far delivered agreeable from you! However, how can we be in contact?

---

**jig saw reviews**
on **February 4, 2014 at 1:08 AM** said:
Excellent pieces. Keep posting such kind of information on your site.

Im really impressed by it.
Hey there, You have performed an incredible job.
I will certainly digg it and in my view suggest to my friends. 
I’m sure they will be benefited from this site.

-- recumbent bike reviews 
on February 4, 2014 at 1:42 AM said:

My brother suggested I might like this blog.
He was entirely right. This post actually made my day. You can not imagine just how much time I had spent for this info! Thanks!

-- best pressure washer 
on February 4, 2014 at 2:36 AM said:

Very quickly this web site will be famous amid all blogging users, due to it’s fastidious articles

-- best electric kettle 
on February 4, 2014 at 3:02 AM said:

Hi! I’ve been reading your blog for a while now and finally got the courage to go ahead and give you a shout out from Dallas Texas!
Just wanted to mention keep up the great work!

-- blockbuster 
on February 4, 2014 at 5:03 PM said:

Nice blog right here! Additionally your website loads up fast! What web host are you the
usage of? Can I am getting your affiliate link in your host? I desire my web site loaded up as fast as yours lol

---

**robotic pool cleaner reviews**  
on **February 4, 2014 at 8:57 PM** said:

Hi would you mind sharing which blog platform you’re using?

I’m looking to start my own blog in the near future but I’m having a tough time selecting between BlogEngine/Wordpress/B2evolution and Drupal. The reason I ask is because your layout seems different then most blogs and I’m looking for something unique.

P.S Apologies for being off-topic but I had to ask!

---

**best rifle scope**  
on **February 5, 2014 at 12:41 AM** said:

Thank you for any other wonderful post. Where else could anybody get that kind of info in such a perfect way of writing?

I’ve a presentation next week, and I’m on the search for such info.

---

**best garment steamer**  
on **February 5, 2014 at 1:22 AM** said:

I’ve been exploring for a little for any high-quality articles or weblog posts in this kind of house. Exploring in Yahoo I eventually stumbled upon this web site. Studying this info So i’m happy to express that I have a very excellent uncanny feeling I came upon exactly what I needed.

I such a lot certainly will make certain to do not forget this website and provides it a look regularly.
I wanted to thank you for this very good read!! I definitely loved every bit of it. I have you book marked to check out new things you post.