

# Promoting European Works

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Netflix

**Netflix's most popular titles**

**=**

**small fraction of viewing-hours**

**Broadcasters' prime-time titles**

**=**

**larger fraction of viewing-hours**

**Giving consumers choice results in  
more diverse viewing, not less.**

**Dysfunctional Family TV Dramas · Dark Biographical 20th Century Period Pieces · Classic Goofy Musicals · Critically-acclaimed Underdog Dramas · Suspenseful Spy Movies Based on Real Life · Quirky Crime TV Shows · Feel-good Opposites-Attract Movies · Revenge Movies · Gory Action & Adventure · Romantic Gay & Lesbian Coming-of-age Movies · Critically-acclaimed Nature & Ecology Documentaries · Gritty Conspiracy Movies · Controversial Courtroom Movies · Campy Prison Movies · Understated Detective TV Shows · Quirky TV Shows Featuring a Strong Female Lead · Biographical Tortured-Genius Movies · Visually-striking Scary Serial-Killer Movies · Romantic Independent Musicals · Violent Movies from the 1980s · Witty British TV shows · Suspenseful Buddy TV Shows · Heartfelt Biographical 20th Century Period Pieces · Critically-acclaimed Violent Suspenseful Movies · Controversial Conspiracy Documentaries · Emotional Period Pieces Featuring a Strong Female Lead · Raunchy Gay & Lesbian Comedies · Fight-the-System 60s Movies · Heartfelt Children & Family Movies · Steamy Romantic Foreign Movies · Mind-Bending Foreign Movies · Witty Dysfunctional-Family TV Animated Comedies · Suspenseful British Movies · Cerebral Con-Game Thrillers · Visually-striking Father-Son Movies · Violent Nightmare-Vacation Movies · Understated Independent Workplace Movies · Emotional Drug Documentaries · Gambling Dramas · Period Pieces about Royalty Based on Real Life · Campy Mad-Scientist Movies · Dinosaur TV Documentaries**

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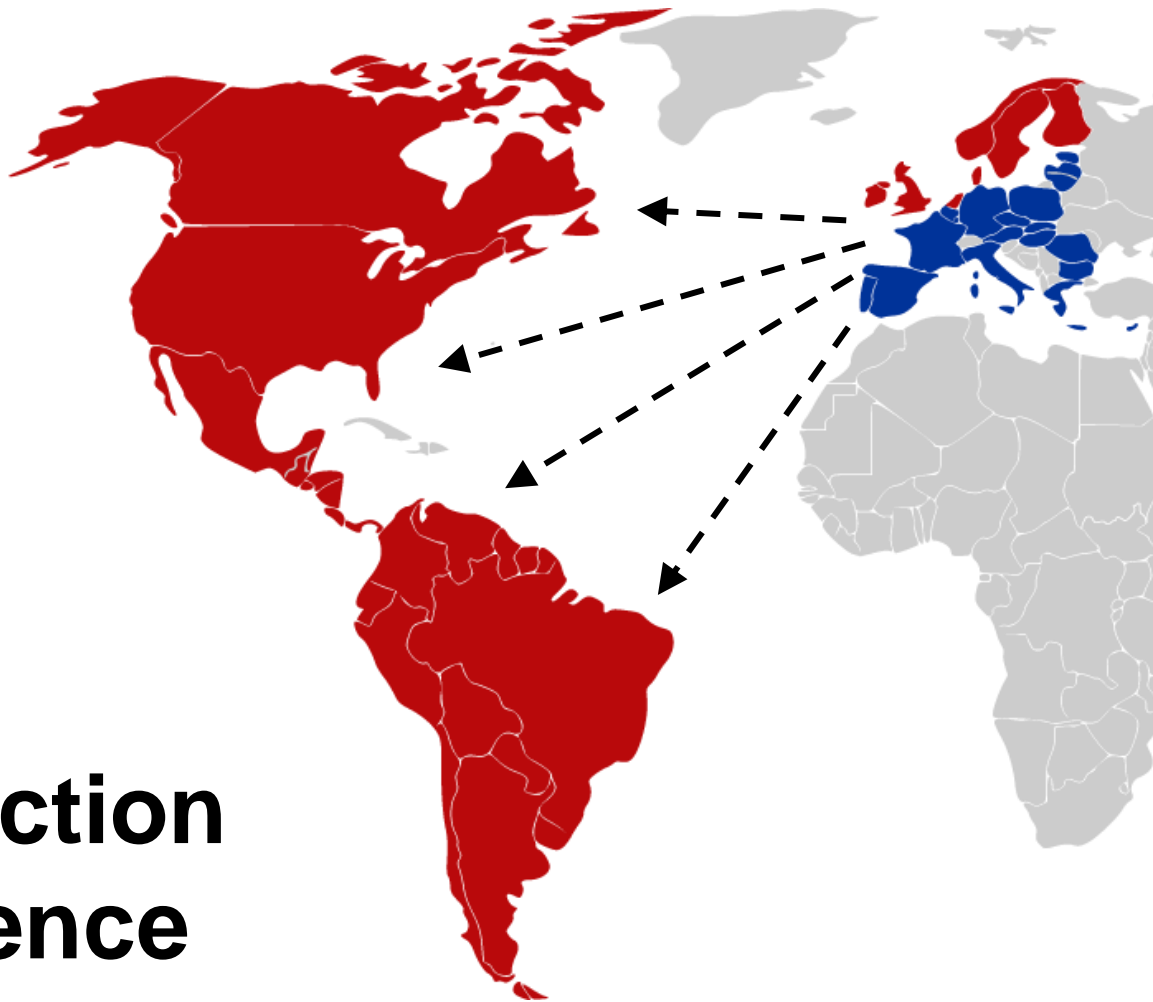
**Domestic content producers are best positioned to understand the diversity of tastes in a country.**

**Domestic content producers are best positioned to ~~understand the diversity of tastes in a country.~~**

**benefit from increasing consumer choice.**

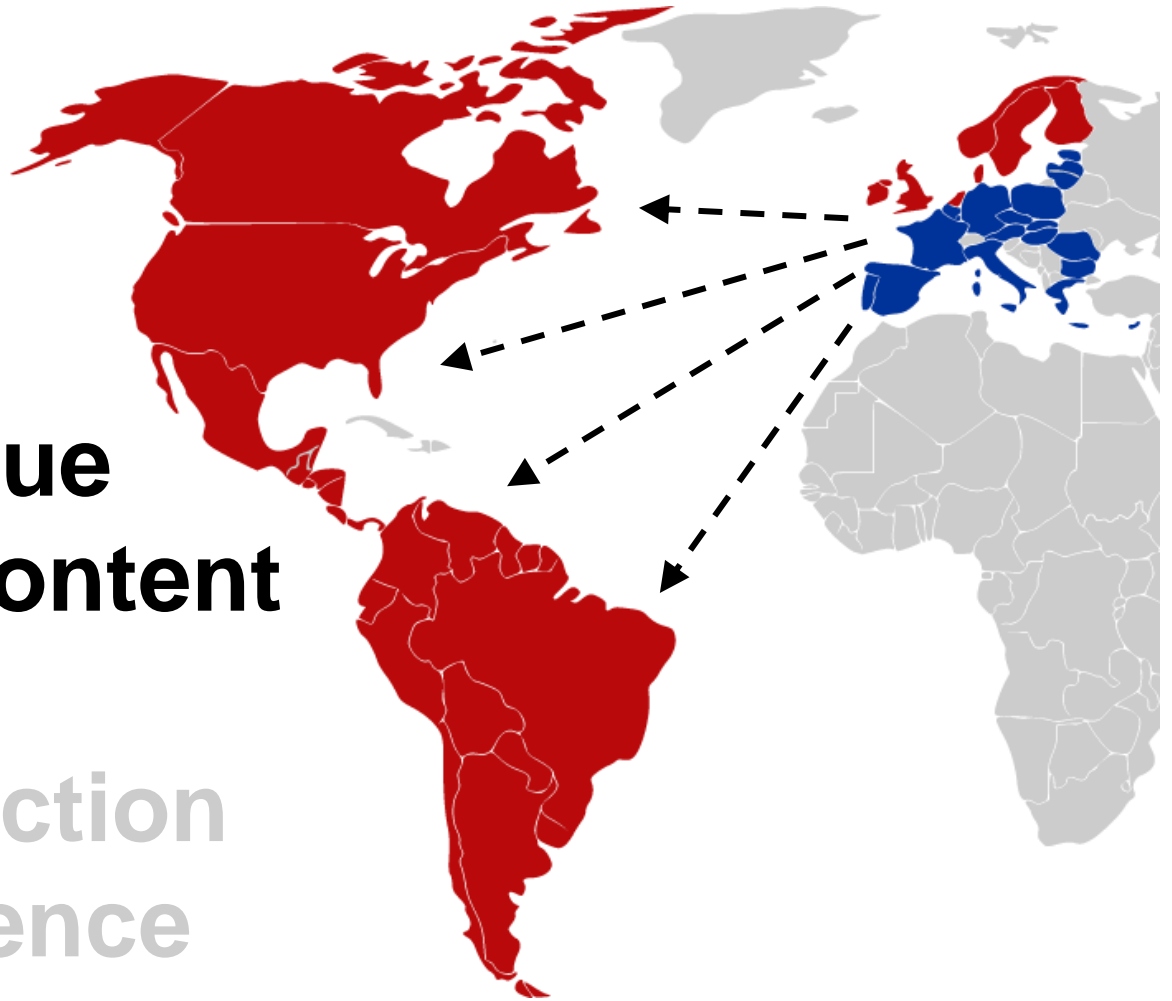


**Local production**  
**Global audience**



**U.S. catalogue  
is 20% EU content**

Local production  
Global audience



# **Personalization as Promotion**

# U.S. member watched this title

NETFLIX

Watch Instantly

Just for Kids ▾ Taste Profile ▾ DVDs ▾ DVD Queue

Movies, TV shows, actors, directors, genres

Colin ▾

Hey Colin, want some quick suggestions? Rate this title...

What did you think?

☆☆☆☆☆

Polisse

How often do you watch **French-Language Movies**?  
This will help improve the suggestions you get overall.

Never  Sometimes  Often

# (It's a French production)

The screenshot shows the Netflix website interface. At the top, the Netflix logo is on the left, followed by navigation links: "Watch Instantly", "Just for Kids", "Taste Profile", "DVDs", and "DVD Queue". A search bar contains the text "Movies, TV shows, actors, directors, genres". On the right, a user profile icon for "Colin" is visible.

The main content area features a recommendation card with the title "Hey Colin, want some quick suggestions? Rate this title...". The card displays a movie poster for "Polisse" with a French flag overlay. Below the poster, the text "What did you think?" is followed by five empty star icons. To the right of the poster are three placeholder boxes, each containing a question mark, representing suggested titles.

At the bottom of the card, there is a question: "How often do you watch **French-Language Movies**?" with three radio button options: "Never", "Sometimes", and "Often". A note below the question states: "This will help improve the suggestions you get overall."

# Gives a positive rating

The screenshot shows the Netflix user interface. At the top is a red navigation bar with the Netflix logo, 'Watch Instantly', 'Just for Kids', 'My Profile', 'DVDs', and 'DVD Queue'. A search bar contains the text 'Movies, TV shows, actors, directors, genres'. The user's name 'Colin' is visible in the top right corner.

The main content area features a recommendation card for the movie 'polisse'. The card includes the movie poster, a rating of three yellow stars out of five, and a red button labeled 'Rate Another Title'. A large yellow arrow points from the text 'Gives a positive rating' to the three-star rating.

Below the 'polisse' card is a recommendation carousel with three movie posters: 'DECLARATION OF WAR', 'MY PIECE OF THE PIE', and 'the kid with a bike'. Three yellow arrows point from the text 'Receives recommendations' at the bottom to these three recommendation cards.

At the bottom of the interface, there is a survey question: 'How often do you watch French-Language Movies? This will help improve the suggestions you get overall.' The options are 'Never', 'Sometimes', and 'Often', with radio buttons next to each. A yellow arrow points from the 'Sometimes' option to the 'Receives recommendations' text.

Receives recommendations

# (They're French and Belgian productions)

NETFLIX Watch Instantly Just for Kids Taste Profile DVDs DVD Queue Movies, TV shows, actors, directors, genres Colin

Awesome, glad you enjoyed it! Try these next...

[Rate Another Title](#)

How often do you watch **French-Language Movies**?  
This will help improve the suggestions you get overall.

Never  Sometimes  Often

# Recommended titles

The screenshot shows the Netflix interface with a red top navigation bar. The navigation bar includes the Netflix logo, 'Watch Instantly', and several menu items: 'Just Kids', 'Taste Profile', 'DVDs', and 'DVD Queue'. A search bar contains the text 'Movies, TV shows, actors, directors, genres' and a search icon. A user profile icon for 'Colin' is on the right. Below the navigation bar, the section is titled 'British TV Dramas'. Underneath, it says 'Based on your interest in...' and shows two small thumbnails for 'Derek' and 'Marple'. To the right of these are six larger thumbnails for 'SHERLOCK', 'POIROT', 'LAND GIRLS', 'MIDSOMER MURDERS', 'GEORGE GENTLY', and 'THE BLETCRACKING'. The 'LAND GIRLS' and 'GEORGE GENTLY' thumbnails have a 'NEW EPISODES' badge. A yellow arrow points from the text 'Recommended titles' to the top navigation bar. Another yellow arrow points from the text 'Titles recently viewed by U.S. member' to the 'Based on your interest in...' section.

Titles recently viewed by U.S. member



NETFLIX

Watch Instantly

Just for Kids Taste Profile DVDs DVD Queue

Movies, TV shows, actors, directors, genres



Colin

### British TV Dramas

Based on your interest in...



**An exciting time  
for content producers**

**Catalogue quotas incentivize buying  
cheap titles, not world class titles**

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**Financial contributions discourage  
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**Prominence tools are challenging to  
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Catalogue quotas incentivize buying cheap titles, not world class titles

Financial contributions discourage new market entrants

Prominence tools are challenging to do well **(but we're on the right track)**

**Thank You**