

613,300,000+

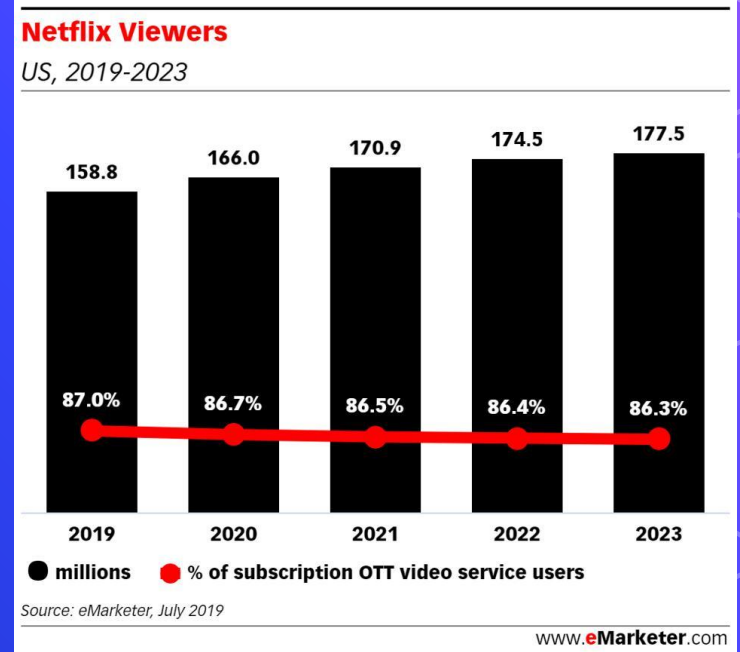
Online Video Subscriptions in 2018

# Streaming Wars

Cut-throat race to secure content:  
Disney+, Amazon Prime, Hulu, HBO Max,  
Apple TV, Comcast Peacock

2-front war: acquiring classics and  
building successful original content

Sights set on Netflix massive market  
share — 150+ million subscribers



Comcast.

peacock 

# Welcome Comcast Peacock.



Service announced last week — set to debut April 2020

Comcast pivoting to target Netflix market share — 150+ million subscribers

Leveraging subsidiary NBC Universal

# Applied Marketing Mix

The background features a blue-to-purple gradient. It is overlaid with a network of white lines forming various geometric shapes, including hexagons and rectangles. Small blue dots are placed at several points along these lines. Additionally, there are small white speech bubble icons containing binary code: '011', '001', and '100'.

# Product

*“I’m not sure anybody else out there can do what we can do. We expect to have great content and a great product” — Bonnie Hammer, NBCUniversal Exec.*

- 15,000 hours of content
- **Major Classics:** The Office, Parks and Recreation, Brooklyn Nine Nine
- **Exciting New Content:** Seth Meyers, Jimmy Fallon, Alec Baldwin, Battlestar Galactica Reboot



# Place

Integrated into Comcast's existing platforms

- Smart TV Integration
- Xbox, PS4 Applications
- Laptop, Tablet, etc. Compatibility
- Mobile Devices

Online Platform Designed to be Accessible from Anywhere at Any Time

- Online Instantaneous Streaming
- Downloads for Offline Viewing





# Price

- Free for existing Comcast TV subscribers
- TBD Price for New Subscribers
- (Similar competitors range from anywhere between \$4.99 and \$14.99)



# Promotion

- Force loyal fans of classics to the platform (\$500+ million deal for The Office)
- Hiring legends: Fallon, Mike Schur (produced the Office), Lorne Michaels (SNL), Alec Baldwin
- Hype Build (Released April 2020)

The Peacock logo is centered within a large black hexagon. The word "peacock" is written in a white, lowercase, sans-serif font. To the right of the text is a vertical stack of five colored dots: yellow, orange, red, blue, and green. The background of the slide is a vibrant blue with faint white lines and a small "001" in a speech bubble in the top right corner.

peacock

# SWOT.

## Strengths:

- Soon to reacquire extremely popular classic shows
- Network of celebrities, actors, and writers to build original content
- Leverage 22+ million active pay-TV subscribers

## Opportunities:

- Target new segment: OTT

## Weaknesses:

- Platform is Untested, Widely Unknown
- Low Current Engagement with Comcast

## Threats:

- Intense Competition and Industry Giants Make Up large Portion of Market
- Streaming Services are sticky

Netflix.



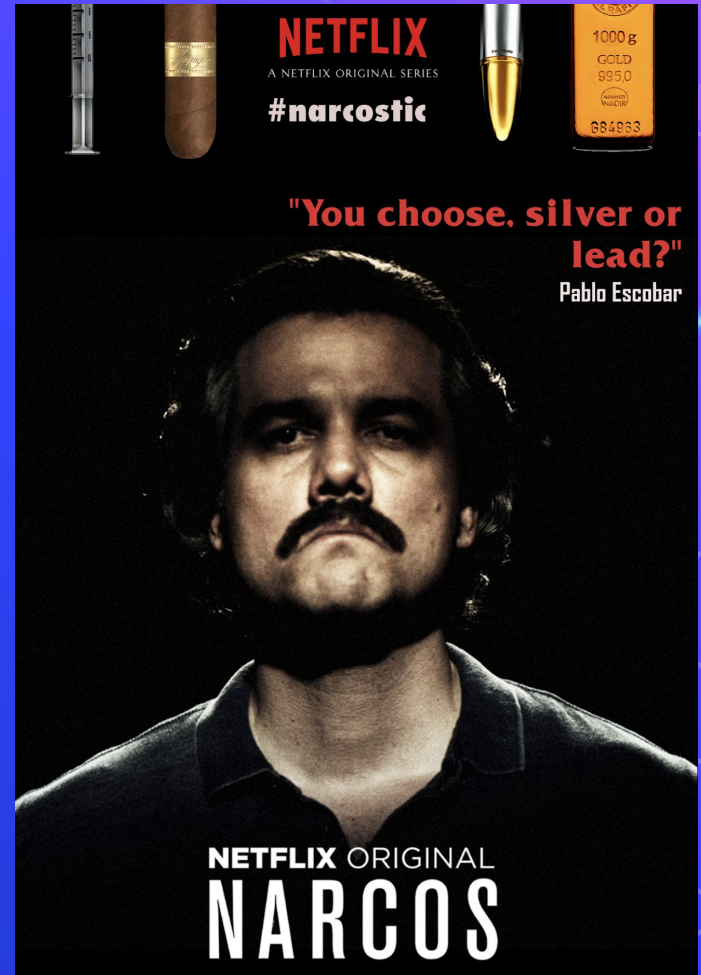
# Netflix in Person:

- ◊ La Casa de Papel
- ◊ Lost In Space



# Netflix Online:

- Narcos
- Big Mouth



# SWOT.

## Strengths:

- Large Content Selection
- Netflix Originals
- 151 Million + Subscribers
- Brand Loyalty
- Culture

## Opportunities:

- More Original Content
- New Subscribers

## Weaknesses:

- 'Classic' Content Disappearing
- Prices Increasing

## Threats:

- New Contenders in the Market
- 'Classic' Netflix Shows being moved to Alternative Platforms

Disney +



Disney +





Sign up early and start streaming November 12, 2019

DAYS 50	HOURS 11	MINS 29	SECS 06
------------	-------------	------------	------------

\$6.99/month

\$69.99/year



PIXAR



# Disney +

- Disney
- Pixar
- Marvel
- Star Wars
- National Geographic



# SWOT.

## Strengths:

- Pre-Existing Following
- Family Friendly Appeal
  - Youth and Adult Content
- Diverse Selection
- New Content Creation
- Funding from Outside Streaming Services

## Opportunities:

- Claim Market Share Currently Held by Streaming Giants

## Weaknesses:

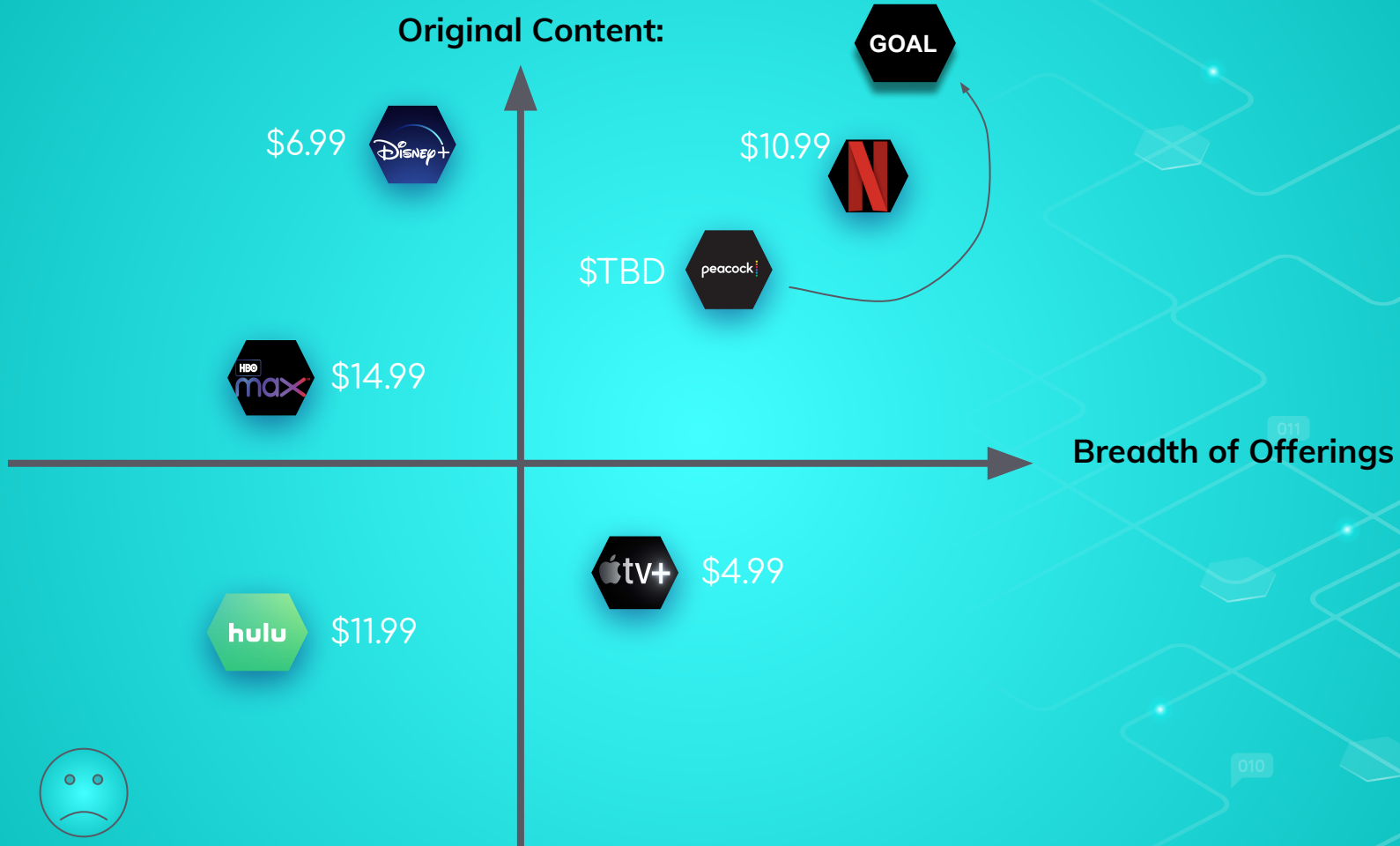
- Platform Starting from Square One

## Threats:

- Giant Contenders (like Netflix) Hold Majority of Market Share



# Original Content:



# Thanks!

**Any questions?**

You can find us on Instagram at:

@sgputnam

@lukedelcore



<https://mashable.com/article/online-video-streaming-subscribers-surpass-cable-tv-customers/>

<https://www.wsj.com/articles/comcasts-peacock-becomes-latest-entrant-in-streaming-scramble-11568725206>

[https://arstechnica.com/gaming/2019/09/nbc-peacock-ads-to-streaming-glut-next-april-with-15000-hours-of-shows/?utm\\_source=morning\\_brew](https://arstechnica.com/gaming/2019/09/nbc-peacock-ads-to-streaming-glut-next-april-with-15000-hours-of-shows/?utm_source=morning_brew)