NETFLIX DOSSIER

A 2016 analysis of Netflix's global strategy concludes that:

> "when Netflix does Bollywood, it will do whatever version of Bollywood it thinks has the best chances for success not just in India, but in Arizona."

In short, Netflix believes even its local content should have global potential. This assignment requires you to analyze how a U.S.-based corporation with global aspirations like Netflix envisions its local and international audiences. Choose **one country** and and, throughout the semester, you will prepare a dossier that critically evaluates how the streaming platform's original content imagines its various global audiences. The dossier should have three sections:

1. MARKET SUMMARY

Why would Netflix want to produce series for this country? Briefly describe the country's media market, regulations, internet availability, and any other features that might have incentivized the streaming platform to develop original content there. Start your investigation by consulting the reports of the **Global Internet TV Consortium** but feel free to find other sources as needed.

2. SERIES ANALYSIS

Choose two Netflix original series from the same country. Watch at least the first three episodes of each and provide analysis of the main features of both series, including:

Genres. Go beyond stating comedy or drama, e.g. what kind of drama is it (historical, family, etc.)? What are its characteristics? Does the series mix several genres? How does this mixing work (or not) in its favor?

Filmmaking style. Consider editing, mise-en-scene, soundtrack, etc. Find one scene that you think best represents each series' style and analyze it in detail.

Contextual knowledge. For comedies, which elements translate well and which do not? If relevant, how does the series explain historical contexts? Do they assume viewers will know about specific events or people?

Celebrity. For example, are the main actors famous in their country or around the world? Do the series reference popular figures from that country? If so, how are they represented?

* for the purposes of this assignment, a "Netflix original" refers to a series for which Netflix provided financing or other form of support during production, or a series to which Netflix has the exclusive world distribution rights.

This section requires you to build on your analysis and speculate as if you were in the mind of a Netflix executive. First, consider what are some similarities between the two series you analyzed. Then, point out what elements of these series seem similar to TV shows we would watch in the U.S. Based on these considerations and what we have discussed in class about mapping, translation, and adaptation, explain:

Why (or why not) do you think these series would have global appeal?

Make sure you support your answer with your analysis from the previous sections, and with insights from course materials, but not with anecdotal evidence. (For example, just because you and your friends watch *House of Flowers* here in the U.S. does not mean it has "global appeal." What are the formal and generic characteristics of the show that make it popular to non-Mexican audiences?) Also remember that you are not making assumptions about any one country and the people there, but speculating about how Netflix executives envision a country's audience and about the local content's potential to appeal to Netflix subscribers elsewhere.

Finally, reflect on your own position. Based on your research for the Market Summary section, what assumptions are you making about what audiences in that country like? What assumptions are you making about what "global" audiences will like? What do you base those assumptions on? Reflect on the limits of your knowledge given your position as a media executive based out of the United States making decisions about media content worldwide. What are the implications of this knowledge position?

ASSIGNMENT TIMELINE

before week 5

Choose a country to focus on and watch several pilot episodes for Netflix originals from that country. Select the two shows you will analyze. Turn in a 300-word summary of the shows and the reasons you have chosen them. Make sure these shows are Netflix originals. If you cannot make sure whether they are, meet with me to discuss. This deliverable is only graded as Satisfactory or Unsatisfactory, but you must have a Satisfactory grade before submitting the rest of the assignment.

on week 10

Turn in the draft of the Market Summary and a brief outline of the elements you will focus on for the analysis of the two series. This deliverable will be graded and counts for 25% of the total assignment grade, but you will be able to revise these sections based on my feedback for the final submission.

during finals

Final dossier due.