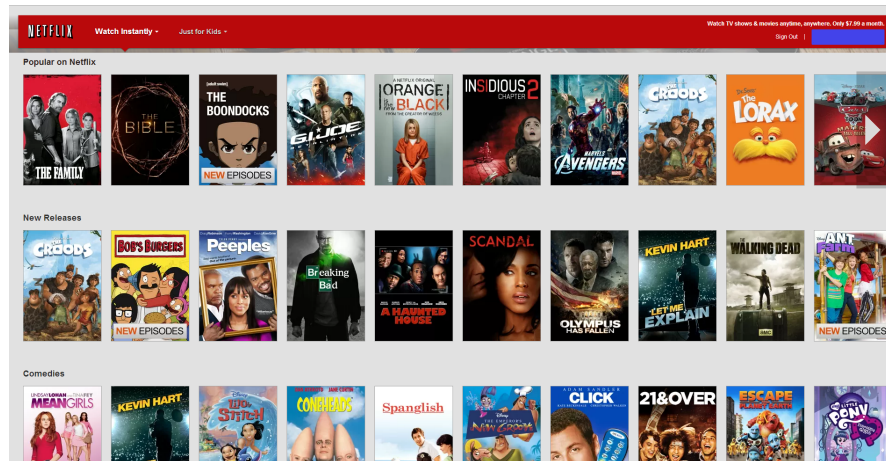


# The Netflix Effect

Matt Bowersox

# Overview

- Social Changes
- Adapting shows for bingeing
- Commercial Reactions



# The Digital Water Cooler

- Netflix vs Programmed Television
- Spoiler Failer
- Show discussions



# Changes to Shows

- Writers know people will binge watch shows
- They change how they write to fit this fact
- Recognizing “binge potential”

**ARRESTED** WINNER OF 5 EMMYS INCLUDING BEST COMEDY SERIES  
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# Company Reactions

- Free advertising via social media
- Challenged to embed products seamlessly into shows
- Other content providers adopting Netflix model

# Product Placement Example



# Summary

- Binge watching has had large effects on social interactions
- Writers and producers recognize that viewers will binge
- Companies still want your money