

# Netflix Presentation Notes

## About Netflix

Over 20 million members, leading Internet subscription service for watching movies and TV episodes via DVD or instantly via the computer on more than 200 devices for as little as \$7.99 a month

## Getting Started

- Requirements - E-mail and Internet access, 1 GHz processor, 512 MB RAM, 3 GB hard disk space
- Start account at Netflix.com - free trial for one month
- Review plan options
- Is adding Blu-Ray worth it? Higher quality, but limited titles, long waits, extra cost

## Finding titles

- Titles available - approximately 90,000 DVDs, 15,000-20,000 streaming - more everyday (Netflix plans to make all titles streamable)
- Browse DVDs by Genre, New Releases, Netflix Top 100, Critic's Picks, Award Winners
- Browse Watch Instantly titles by Genre, New Arrivals and Starz Play
- Within a genre or new releases/arrival category, click See All to view titles in Gallery or Sortable List format
- Sortable List provides more options, i.e. sort by title, year, maturity, and rating
- Using Search Feature - search by title, actor, director, genre, etc.
- Rate titles to get more and better recommendations
- Movie info - synopsis, runtime, trailers, details, and reviews

## Managing Your Queue

- Adding titles to your queue
- Receiving, watching, and returning DVDs (2-3 day turnaround - postage is free)
- If a DVD will not play properly, try cleaning it - report problem if it still won't play
- Sorting your queue - using Move to Top, Drag and Drop, and Remove Title
- Save titles to your queue as soon as you know of them
- New releases generally come out on Tuesdays
- Some titles available on DVD and streaming - stream when possible and remove from DVD queue
- Some streaming content has limited time frame
- Have I already watched a title? How to view and search your DVD and Instant history

## **Throttling**

- Netflix's practice of restricting DVDs available to you and how to overcome it
- Pare down your queue
- Consider switching from Blu-Ray to DVD format on popular titles
- Move short wait and long wait titles to the top of your queue

## **Streaming Content**

- Streaming Options - computer, game consoles, Roku, Apple TV (top rated in several reviews), Google TV, and many Blu-Ray players, TVs, and home theater systems
- Netflix on Mobile Devices - iPhone, iPad, iPod Touch, Windows 7 Phone (no Android yet)
- Streaming content to devices requires device activation (and app for some)
- Multiple devices are permitted - some work better than others, i.e. display, browse, search
- Streaming content to your computer - requires free Netflix viewer (demonstrate)
- Image quality will depend on connection and bandwidth
- Netflix streaming HD is only 720P and offers no 5.1 surround sound yet - 1 exception, PS3 does Netflix 1080P and 5.1 but there are limited titles
- Note: Amazon has some 1080P and 5.1 sound titles and free streaming for Prime users
- If streaming content starts out low quality, pause and start again
- Need to pause/stop the title you are viewing? Netflix remembers where you were so you can resume play from that location even on a different device or computer
- Subtitles: often available with DVDs, some devices when streaming (not Roku) - 30% of streaming content has subtitles, 80% by end of 2011

## **Managing Your Account**

- Change Plan, Put Account on Hold (up to 90 Days), Cancel Membership, Update Credit Card
- Manage Blu-Ray Access
- DVD and Instant Watching Activity
- Watching Instantly on your TV or computer
- Preferences, Gift Subscriptions, and Help

## **Additional Netflix Items of Note**

- Tell a Friend - They can try Netflix free for one month
- Great gift idea - choose plan, number of months, and delivery method
- App Gallery - FeedFliks is most popular app, most manage your queue
- Netflix Blog - useful, timely information
- Hacking NetFlix - [www.hackingnetflix.com](http://www.hackingnetflix.com)