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For Eyeballs Gina Keating

Then it jumped into an even bigger battle for online video streaming against Google, Hulu, Amazon, and the big cable companies. Netflix ushered in such innovations as DVD rental by mail, a patented online queue of upcoming rentals, and a recommendation algorithm called Cinematch that proved crucial in its struggle against bigger rivals.

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Netflixed focuses almost exclusively on the battle between Netflix and Blockbuster for online rental, and almost not at all on the rise of livestreaming, which is a shame, but still quite a good read on the final years of an industry once booming. Read more. 2 people found this

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Book # 12 Netflixed: The Epic Battle for America ' s Eyeballs could as well have been renamed as Netflix vs Blockbuster: David vs Goliath (with occasional guest appearances by Walmart and Amazon). The book is an engrossing read and quite fast paced at that to the point of being a thriller.

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Book Summary In Netflixed, Gina Keating traces Netflix's rise

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throughout a decade-long war against Blockbuster. Keating analyzes its polarizing founders while evaluating how the company has become...

Netflixed : NPR

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Mr Grohl. The song you wrote for me was truly, truly EPIC! You really are LEGENDARY! I wrote a song for you to say THANK YOU! I made up and played all the in...

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Eyeballs Gina Keating

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Netflix has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Randolph and Reed Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their server and resulted in 150 sales. Journalist Gina Keating recounts the absorbing, fast-paced drama of the company's turbulent ...

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Netflixed: The Epic Battle for America's Eyeballs. Netflixed. : Gina Keating. Penguin Publishing Group, 2013 - Business & Economics - 292 pages. 1 Review. This book relates the history of Netflix...

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America's Eyeballs | Traces Netflix's rise throughout a decade-long war against Blockbuster, analyzing the polarizing characters attributed to its founders while evaluating how the company has become subject to competition and marketing tactics by cable companies and telecoms.

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Shop Now. The financials were there in black and white for all to see: reliable, triple-digit growth in a mature industry where single-digit revenue increases were the norm; the devoted subscribers; the growing market share.

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