THE FOUR FACTORS DOMINATING ONLINE STREAMING PLATFORMS AS WITNESSED BY NETFLIX IN THE WAKE OF GLOBALIZATION

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ABSTRACT

The globalization process has increased everything's accessibility and connectivity. Through information and technology, globalization makes it easier to move products, services, cultures, innovations, and creative ideas. As one of the most popular online streaming services, Netflix is fostering cross-cultural exchanges as part of the increasing globalization of capitalism. The author uses written sources, information, and evidence in the form of quotes from written works, written papers, and written responses to articles, reports, publications, and statistical data that are pertinent to Netflix. The author will apply globalization theory and a transnational approach to investigate why individuals favor Netflix over alternative online streaming services. These two theories are implemented in elaborating four dominant factors that Netflix has influenced the new habit patterns in today's society. Market growth will always play a role in globalization-related economic and cultural activities and processes. As a result, four key elements affect Netflix's market dominance: substitution, barriers to entry and potential competition, measures of profitability, and market share.

Keywords: *globalization; Netflix; online; platform; streaming*

INTRODUCTION

Online streaming platforms are proliferating and receiving much attention (Tichem & Tuinstra, 2018). As is well known, a few years ago, before the internet and online streaming market began to develop in society, television was a means of entertainment in the form of audiovisuals. However, when the internet is readily available, information and entertainment can be easily accessed in the digital era. With a single click, consumers can get the answer to their desires. Today, growth in the technology sector, especially the online streaming market, occurs not only in one age group or field. However, the development of online streaming has affected various age groups. As stated by one of the most popular online streaming companies today, Netflix,

the different age groups here are divided into kids, teens, and adults. These three groups are certainly one of the standards in categorizing shows in the online streaming market. This causes the online streaming market to label shows or entertainment based on their maturity ratings. Where sex, drugs, language, and nudity, as well as parental control, are taken into consideration in their categorization.

No exception, some fields of work also utilize the online streaming market to promote their work. Entertainment industry companies have widely offered the utilization of this online streaming market to deliver their forms of entertainment products. This online streaming market can not only reach one region, but in the digital era like today, with online streaming, entertainment industry players can reach all regions and countries worldwide. Many digital companies, better known as startups, have sprung up and offer a large selection of applications or online streaming that can be used to watch the latest and updated entertainment. Over time, online streaming platforms cannot be underestimated in this modern era, as online streaming entertainment is increasingly globalized and favored by children, teenagers, and adults. Many startup companies have released their work regarding online streaming applications, as is already known, Netflix, Amazon, YouTube, and VLive. According to Wayne (2018), Netflix is the biggest new player, with more than 180 million combined subscribers in the global media climate in the online streaming market.

With the cultural changes of today's world tending to move to online streaming platforms, this indicates that the online streaming market is growing rapidly. Television and radio programs are being abandoned and replaced by more varied programs in the online streaming market. In this case, it also changes people's habits and perspectives toward the viewing culture that has shifted online. The changes caused by Netflix are one form of globalization worldwide. According to Fishkin (2004), people, ideas, and goods and the social, cultural, and economic intersections created by the historical roots of multidirectional flows. In this way, Netflix is conducting a process of cultural contact around the world, which is part of the rapid globalization of capitalism. The presence of Netflix as an online streaming platform that can be subscribed to from all over the world shows that the power of Netflix as an online platform is strong as an online streaming platform worldwide.

Netflix provides a selection of programs in which there are many viewing options from various countries that join Netflix. This process of globalization that occurs in the Netflix phenomenon is also called transnationalism. Netflix has become one of the platforms for connecting countries through an online entertainment offer. This transnationalism has significant implications for the topic discussed (Traister, 2010). The implication is that Netflix has hegemony in countries outside America. The concept of cultural hegemony enters as a form of implication caused by Netflix. Netflix has changed society's habits in enjoying entertainment shows from conventional TV to online streaming, which provides a large selection of shows that are not only original entertainment from America. Not only that, but they also managed to establish relationships with the entertainment industry

outside the US to offer to join in presenting their work on Netflix.

This transition to globalization is based on a critique of American exclusivism and a rejection of the collective memory of imagined homogeneity produced by the field (Graff, Basiuk, & Krasuska, 2018). On the one hand, the many backgrounds obscured by the word "American" and, on the other hand, the colonial status of the US and how exclusivism works are fundamental. Hence, scholars recognize that status and culture are shaped by it. However, it is only recently that the ongoing and changing globalization in American studies has been enough to eliminate American Exceptionalism. According to McMahon (August 19, 2023), the idea that the US holds an exclusive spot in history and on the international stage due to certain characteristics considered special to the US is called American Exceptionalism. As an example, it is shown in the Netflix series *Emily in Paris*. As the main character, Emily was sent to work in Paris, where she did not speak French. She was surprised by the Parisian work culture, which differed from the American work culture and did not match Emily's American hustle. (Berlatsky, October 4, 2023). Today, globalization or transnational processes in American studies emphasize the complex relationships between states, cultures, and countries that intersect with the United States, or it can be concluded that this transnational field of studies tends not to reinforce the ideology of "American Exceptionalism" more naturally. Thus, globalization in American studies encourages more focus on the US as an idea or product to be consumed within the scope of globalization.

According to Tomlison (1999) and Hetherington (2001), the form of the current globalization process, all things become more connectable and accessible. Tomlison added that globalization facilitates the movement of goods, services, culture, innovation, and creativity through information and technology. The distance seen geographically is very far and is now felt very close to the existence of electronic media. Not only is distance a concern, but the transfer of information becomes much faster and more efficient. In a discussion related to globalization, of course, globalization will continue to be associated with economic activities or processes that can be realized in the market expansion (Fithratullah, 2018, p. 84). So, globalization not only changes the culture of a society but also shapes society to be far more innovative and creative in responding to changes caused by the emergence of globalization. This definition of globalization is also supported by the opinion expressed by Giddens (1990) that globalization is a form of interdependence between one another, one nation and another nation, humans and other humans. This emerging dependence can be through tourism, culture, information, technology, and interactions with each other. It can be said that this globalization process is a process of communities or countries interacting and communicating with each other, depending on each other, and even influencing each other across national borders. Netflix shows this globalization process in a more modern form. Wayne and Sandoval (2023) stated that Netflix is one of the bridges in cultural interaction worldwide. The presence of shows that maintain the original language or show the culture of each country in a movie, documentary, or series.

With globalization becoming more widespread, this also increasingly affects technology development, especially online streaming platforms that affect everyone in all countries. Many people are now more interested in using online streaming media. Now, there is a lot of discussion about the existence of online streaming platforms, one of which is Netflix. This phenomenon has become familiar today. Without realizing it, people today are dependent on online streaming. Almost every day, they consume Netflix as their entertainment media. Vertovec (2001) reveals that Rastafarianism focuses on complex cultural aesthetics, values, beliefs, and practices that have globalized through music that has increased consumer capitalism, so Netflix increases consumer capitalism with a globalized form of online streaming entertainment. As stated by Stoll (2023), until the second quarter of 2023, Netflix has almost 80 million subscribers, most coming from Europe, the Middle East, and Africa.

METHODOLOGY

In this discussion, the author uses a qualitative method where the findings are the result of the author's perception, and the author's treatment will have a hand in determining the interpretation of an analysis of this writing (Adi, 2011, p. 240). This qualitative research is based on a transnational approach based on the theory of globalization used by the author as a guide in writing this article. Vertovec (2001) states that transnationalism emphasizes that in the vast transnational literature, some individuals in two or more nation-states now live in a social world spread between, or simultaneously in, physical places and societies. This means people share common interests that unite them into a common community or habit. In this research, the author uses written media and data in quotations, written documents, and written answers in publications, reports, statistical data, and articles that have information and relevance to Netflix. Based on the explanation above, the author will raise a discussion of what factors influence Netflix to dominate public interest in watching online streaming platforms at this time.

DISCUSSION

Netflix, founded in 1997 by American entrepreneurs Reed Hastings and Marc Randolph, in full Netflix, Inc. is a media streaming and video rental company. The company also develops original programming (Hosch, 2020). Los Gatos, California, is its corporate headquarters. Netflix started offering customers the option of streaming some movies and TV shows directly to their homes through the Internet in 2007. At the beginning of its establishment, Netflix was only spread across Canada, Latin America, and the Caribbean. Hosch added that Netflix later spread beyond the US, and by 2016, the subscription service was accessible in more than 190 countries and territories. Initially, Netflix as an online streaming platform was defined as a home entertainment service (Tryon, 2015), but Osur broke that statement. Osur (2016) states that Netflix now epitomizes the "TV anywhere" technique with a "TV everywhere" approach. A seamless series of access points through laptops, tablets, mobile phones, and conventional TV sets. Anytime, anywhere, and everywhere, viewers can watch Netflix.

Netflix has an indirect hegemony in the mindset of the world community regarding online streaming platforms that are growing rapidly in this modern era, especially with the rapid flow of globalization. Netflix has managed to become an actor with the power to dominate the online streaming market. This worldwide globalization process has certainly influenced Netflix's position as an online streaming platform in contemporary society. This form of Netflix's influence has also hegemonized the world of online streaming platforms. The hegemonizing process by Netflix is undoubtedly caused by several triggering factors related to digital platforms, especially online streaming platforms. To see the factors that influence Netflix's market dominance. OECD (2020) divides them into four main factors: substitution, barriers to entry and potential competition, measures of profitability, and market share.

Substitution

As stated by Tomlinson (1999), the globalization process is a process that allows and facilitates elements or processes in human life to become more accessible and connectable. Internet access or technology is one form of convenience that is felt and continues to occur in society. Younes and Al-Zoubi (2015) state that people are aware of the ongoing technological changes that occur in their midst because technology is a necessity for life at this time. Moreover, technology in today's society shows an indication of cultural awareness. Technology variations today are diverse, one of which continues to accompany people's lives today is the online streaming platform Netflix. As one of the online streaming platforms in great demand by modern society today, Netflix is

an online platform where people can see various types of movies, dramas, documentaries, anime, or variety shows from various countries.

Netflix, originally a business model of selling and renting DVDs through delivery, expanded its business in 2010 by introducing streaming services to people in the US and Canada. Then, in 2013, Netflix began to be creative to produce Netflix Original content in their database on a large scale, both in television and movies, then distributed internationally. However, with the development of the globalization process, the progress of the times, and market demand, the content and programs carried by Netflix have also changed and experienced substitution. When Netflix first emerged as a streaming service, its database comprised content and programs related to entertainment and Western culture. Not only substitute the emergence of conventional television with an exciting entertainment technology. The ongoing process of globalization, of course, also affects the content and program options that Netflix offers. Moreover, Netflix is spread across several countries and almost all countries except North Korea, Mainland China, Syria, Crimea, and Montenegro. Netflix replaces conventional television that cannot provide many choices of shows from various countries. The presence of Netflix offers a large selection of categories of shows from various countries wherever and whenever the audiences want to watch them.

In response to this, Netflix tries to do substitution treatment in the programs they offer. The substitution referred to here is to see changes in demand from the market based on the interests of today's society. So

Netflix modifies the entertainment offerings or the choice of content or programs on their online streaming platform. As of now, an example that is quite obvious is the development of the Korean Wave, which is globalized in almost all countries. Netflix also uses this in substituting entertainment programs or shows for Netflix subscribers by adding and even replacing entertainment programs with Korean culture brought by the current Korean Wave. This is emphasized by a statement issued by Ted Sarandos, co-CEO of Netflix when he met with the President of South Korea in the US last April.

> We were able to make this decision because we have great confidence that the Korean creative industry will continue to tell great stories. We were also inspired by the President's love and strong support for the Korean entertainment industry, fueling the Korean wave. I'd like to thank the President for his kind response letter personally. (Frater, 2023)

From the statement above, Ted Sarandos, as co-CEO of Netflix, clearly states that the Korean Wave is a tremendous attraction for Netflix's current development process. Park et al. (2023) emphasized that with the original series offered by Netflix, Netflix can become a new space for the Korean industry to continue to be creative in drama or series content that has a genre that is not possible to be accepted by television. This shows that Netflix is a safe and flexible substitute for the Korean industry that has diversity in investing in genres, stories, or ideas in a drama, series, or documentary.

> Sarandos said South Korean stories are "now at the heart of the global cultural zeitgeist" as more than 60 percent of Netflix's 233 million subscribers worldwide are watching South Korean films, dramas, and reality shows, according to company data. (Bohdan, 2023)

Sarandos stated that the influence of the Korean Wave is also a factor in the increase of Netflix subscribers and users worldwide. From the data owned by Netflix itself, it can be seen that the enthusiasm due to the Korean Wave is genuine in the process of Netflix's development in various countries. Especially during and after the COVID-19 pandemic, Netflix became one of the online streaming platforms that replaced many other activities or entertainment by presenting many viewing options for the public. Kim (2022) added that, in other words, Netflix has become a breakthrough for many film and entertainment industries.

Entry Barriers & Potential Competition

Although in its development process, globalization has many positive impacts on people's lives. According to Azkia (2019), this society stated that globalization currently developing includes economic, technological, political, and cultural dimensions (p. 15). However, globalization, which includes many dimensions, also provides potential not only in positive terms but also an impact on competition. This form of competition is undoubtedly experienced by Netflix, which is one of the online streaming platforms in the world, where technologies in the current era of globalization are developing a lot. In the development of Netflix, which operates globally, they have expanded a lot of content by applying original culture in each country (Wang & Weng, 2022). These local dramas, series, documentaries, or content are distributed internationally by Netflix.

One of the original cultures that Netflix is working on is developing drama series, documentaries, movies, and other content from South Korea. South Korean culture is currently in great demand by the world community. South Korea's success with its current soft power has succeeded in stealing the world's attention not only politically but also culturally (Valieva, 2018). It is what Netflix also uses and utilizes in developing its productions. However, as the world's largest online streaming platform, Netflix also faces obstacles to growth or potential competition from its existence as one of the world's online streaming platforms.

> Netflix is not the only streaming platform that's looking to capitalize on the "Korean wave". Disney+, Apple TV, and Asia-based ViuTV are also increasing investments in South Korea and hosting more K-content. (Frater, 2023)

Being one of the dominant online streaming platforms among other online streaming platforms (Putri, 2022), of course, does not necessarily make Netflix an easy position to be the leader in the field of online streaming platforms. In developing content and disseminating it to the public, few have made Netflix a benchmark for creating online streaming content. For example, Netflix's investment process in the original series that highlights the culture of South Korea eventually became a reference for other online streaming platforms to do the same. As mentioned, Disney+, Apple TV, and ViuTV are also doing the same thing, investing in content for their online streaming platforms by promoting Korean culture. Something like this cannot be avoided and cannot be stopped, so in practice, according to Sitanggang (2022), Netflix and other online streaming platforms

continue to compete for the hearts of the public with their respective innovations and creativity in presenting a spectacle by combining cultural and political factors.

The ever-growing globalization, accompanied by the sophistication of technology and the internet, makes everything virtually be seen and enjoyed worldwide. Netflix, which has been developed and shaped in such a way, has produced many original content that attracts public interest. However, the obstacles do not stop at the competition. There are also obstacles faced by Netflix, namely restrictions on the broadcast of content produced by Netflix in several countries.

> Further, several of its existing shows are licensed only for the U.S. and cannot be broadcast in other regions. This limits its content library until the company renegotiates the terms for these shows. Expanding its existing content to international markets will lead to higher licensing costs, impacting the margins negatively. Creating original, local content for each international market is also an expensive proposition, especially if the costs cannot be justified by a huge subscriber base. (Trefis Team, 2016)

Based on Park et al. (2023), from 2015 to 2020, Netflix invested over 700 million USD in more than 80 Korean original series or content. This amount is expected to provide large revenue from the results of the original content produced by Netflix. During the COVID-19 pandemic, Netflix reaped many profits from its content broadcast. During a pandemic, people spend time at home. Online streaming platforms like Netflix became one of the entertainment for people at that time. However, when the pandemic began to end, entering 2022,

Netflix had lost at least 2 million subscribers (Putri, 2022). With the expenses incurred by Netflix getting bigger, of course, this also has an impact on the subscription fees set by Netflix to its subscribers. She also explained that many online streaming platforms other than Netflix offer much cheaper subscription fees than Netflix.

In addition, the obstacle experienced by Netflix is the restriction on the display of their content. According to Matrix (2014), it is explained that by consuming Netflix, traditional TV viewing is disrupted, which has a disruptive effect in terms of viewing schedules and advertisements and in the form of reduced cable TV subscriptions. Also, Netflix shows, sometimes only meant for one region or country, cannot be enjoyed globally due to content restrictions, age limitations, story ideas, and other factors unsuitable for the country where they will be broadcast. Thus, people in several countries cannot enjoy the broadcast of original series content. As an example stated by Putri & Paksi (2021), several parties have blocked Netflix viewing since its inception in Indonesia. However, with the development of existing technology, this obstacle can still be resolved using the sophistication of VPN technology or with country settings provided by Netflix so subscribers can still view Netflix content (O'Driscoll, 2023).

Measures of Profitability

If a digital company or startup shows a relatively high rate of profit compared to others in the market, this can be a measure that the company has a fairly high market power. Gains from stability can signify that the company's market power is excellent. Netflix reported revenue of over 20.15 billion for 2019. In the four years from 2016-2019, Netflix has seen a 127% increase in its annual revenue.

Profit seems always to be related to a number or a graph. Still, when viewed in a cultural study, the role of culture carried due to globalization is also a real factor in the success of a product, for example, Netflix, in this discussion. Netflix's role in bringing the Korean Wave into its content and programs can be seen. Salsabila (2021) mentions that production from a non-English country is not an obstacle for a global audience to enjoy it. Not only that, but content production with non-English production also has the right to get the same recognition as English production. This cultural difference in language is not a problem in Netflix producing and bringing other cultures from cooperating countries. One of them is the production of content in Korean. This form of culture brought by Netflix is emphasized by the success of one of their original series, *Squid Game*.

> As well as providing representation for different identities, Netflix also champions content from a global market. Just recently, Squid Game saw enormous success on Netflix's streaming service and took the world by storm. This was a surprise to many, as it required subtitles for being a South Korean drama series, but is one of many examples of Netflix's diverse content. (Trefis Team, 2016)

Squid Game is a Korean original series that became one of the series on Netflix that received worldwide praise and attention. By bringing a simple story of traditional games that are quite familiar in Korea, this series is packaged nicely so that the storyline of this series steals the attention of viewers and subscribers from Netflix. The series, which

uses full Korean during its broadcast, has nine episodes in its first season. Despite the difference in language used, Netflix got a profitability figure in the Squid Game broadcast of 1.65 billion hours watched. It is inversely proportional to the series *Stranger Things* (season four), which incidentally uses the English language of instruction and received public attention of 1.35 billion hours watched.

> In 2022, Netflix won 26 Emmys, with Squid Game making history as the first-ever non-English series to win (or be nominated). If you're looking for something new to watch, Netflix should be your go-to pick. (Rayome, Rosenzweig & Jackson, 2023)

By bringing a culture different from Netflix itself, *Squid Game*, which was produced with a thick Korean culture and included in the Netflix Series, also provided other benefits to Netflix as a provider where Squid Game was aired. The broadcast of Squid Game in 2021 is one of Netflix's winning factors. The Primetime Emmys Awards is an award show held to honor and reward prime-time shows on American television, the winners of which are chosen by the Academy of Television Arts and Science.

With globalization in this modern era, as stated by Fithratullah (2018), the culture that is formed and packaged in such a way can then be disseminated to society and communities. Such cultural dissemination will eventually become commodified by using a culture that is exported on a large scale. This certainly has many positive impacts on the country's culture. Implicitly, they can spread their culture through an interesting entertainment treat. So that it not

only has a profitable impact or material benefit to Netflix but can also provide benefits for the culture brought into the entertainment industry to be more widely recognized. Thus, the culture and habits of one country and another can be learned or known unconsciously through an entertainment presentation. With the continuous development of globalization, it can be said that globalization has had a huge and significant impact on human life and culture. This has given a new perspective to globalization, where the world is borderless.

Market Shares

This market share is considered part of assessing the dominance of digital technologies, such as online streaming platforms. It provides a useful starting point for analyzing whether a startup company has a large market share during competition. Netflix's market segmentation includes several segmentation groups.

> For streaming services, this includes separating customers into groups based on factors such as weekend vs. weekday usage, 4K vs. HD streaming data quality, ages, gender, movie genres, and locations. (Punwasee, 2022)

Thus, with the division of market segmentation in society, Netflix becomes much easier to accept. These segmentation groups make it easier for Netflix to distribute content based on the interests of their subscribers. Arun (2023) emphasized Netflix's segmentation is mostly targeted at a young audience, not ruling out an adult or elderly audience who are still tech-savvy. However, many of Netflix subscribers are teenagers, college students, and professional workers. Not only in terms of the audience

they consider but also in terms of genre and location, the goal of Netflix.
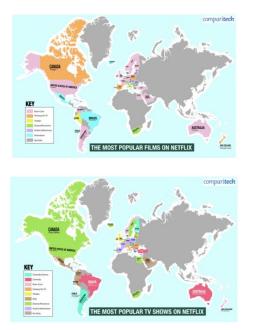

Figure 1 & 2. The Distribution of The Most Popular TV Shows on Netflix (Moody, 2022)

In the process of distributing Netflix's content, each country location has a different preference for the category of films and TV Shows. For example, fantasy or science fiction movies are more in demand in Canada. Examples of *Fantasy* or *Science Fiction* movies that are in demand are *Harry Potter* and *Twilight*. This is different from some others. Compared to the US, Argentina, Australia, and other countries, they watch more *Romantic-Comedy* content on Netflix. Examples of *Romantic-Comedy* movies that are quite popular on Netflix are *Clueless* and *Mean Girls*. In addition, some countries prefer the *Animation* and *Drama-Romance* genres provided by Netflix. Then, on the TV Shows content broadcast on Netflix, one country and another also has different habits. In Canada, more people enjoy Netflix content, namely Drama-Romance TV Shows, unlike Brazil and Australia, which prefer comedy content on TV Shows on Netflix. As

Putri & Paksi (2021) stated, this wide variety of interests and markets gives Netflix the space to explore and innovate their content, ultimately generating benefits and profits for the company.

This interdependence between Netflix and its customers is a form of the globalization development process. As stated by Gidden (1990), this is a form of the globalization process that is intertwined and dependent. What Netflix is doing is becoming much more accessible and connectable for many people, anywhere and anytime. With the largest number of subscribers in 2020 and 183 million worldwide, Netflix is one of the online streaming platforms people rely on today. Netflix has become a new habit for society, which is consumed by many people in the world today. With this diverse market share, Netflix has succeeded in presenting a new culture among the people. Koblin (2016) mentioned that this new Netflix habit is binge-watching.

Since October 2015, Koblin has been categorizing this binge-watching model based on the duration of Netflix content watched by subscribers, namely The Very Fast Binger. Subscribers in this category are categorized based on how long it takes them to finish a single content or season on Netflix within four days, where they spend two and a half hours per day. The market in this category watches a lot of Netflix content in the horror, science fiction, and thriller genres. The next category is The Fairly Quick Binger, where viewers spend an average of five days finishing a Netflix season, with most viewers spending two hours a day. The market share in this category is seen from the genres watched, such as dramatic comedies,

crime dramas, and superhero shows. The last category is The Slightly More Relaxed Binger, where viewers watch one season on Netflix for six days. In a day, viewers in this category spend approximately one hour and 45 minutes. The market share in this category is mostly in the genres of political dramas, irreverent comedies, and historical dramas.

CONCLUSION

With globalization continuing to develop in today's society, the ease of technology cannot be doubted. People can easily see different customs, places, politics, and cultures with just a click. Netflix is an example of transnationalism that can occur through an online streaming platform connecting many countries through entertainment. This has been brought about by Netflix, one of the major online streaming platforms in the world. Netflix utilizes the opportunity they have to develop and bring these differences into online streaming content that is currently enjoyed by many people around the world. They present series, dramas, documentaries, movies, and TV Shows on one platform, and people can easily choose from various content. The development of Netflix as an online streaming platform has its uniqueness and factors that support why Netflix has become large online streaming. In this discussion, four factors make Netflix dominate online streaming. The first factor is the substitution made by Netflix. With the changing times and globalization that continues to develop, television technology is substituted by Netflix by providing more interesting and diverse entertainment. Culturally, too, which used to lean a lot towards Western culture, is now starting to develop and be replaced by

other cultures, for example, the Korean Wave.

The second is the obstacles and competition experienced by Netflix with the development of the times, there are more and more competitors in the field of online streaming platforms, but it does not dampen Netflix's existence. The third factor is Netflix's profitability, which continues to skyrocket with the creativity and ideas that Netflix applies to series, dramas, movies, and other content. Finally, Netflix's varied market share, both in terms of age, genre variations, and locations where Netflix content is in high demand, is one of the factors in Netflix's success as an online streaming platform in the world. It is certainly not bad to follow the ongoing trends in several things, including in the world of technology and digital. Still, choosing a trusted digital platform with good service takes foresight. Netflix has proven to be one of the entertainment options with many segmentations and content choices for the community.

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