

# NETFLIX – ON DEMAND AND ON THE RISE

## A focus on Netflix's social media strategy

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**NETFLIX –  
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A focus on Netflix's social media strategy

Netflix is changing the way audiences consume content. Its growing subscriber base has gotten used to binge-watching which means watching more than two episodes of the same show in one single sitting - making full use of Netflix's business model of launching entire seasons on one day. 61% of subscribers are binge-watching shows every few weeks (Source: CNET, Dec. 13, 2013). On a day to day basis that's more than 90 minutes of Netflix every single day (Source: Gigaom, Sep. 25, 2014). Overall, its subscribers stream more than 2 billion hours of movies and TV shows each month (Source: BGR, Nov. 14, 2014).

It all started as DVD-by-mail service limited to the United States in 1997. Ten years later, the Internet streaming service was first introduced and now Netflix is one of the largest Subscription Video on Demand platforms worldwide. The third quarter of 2014 brought the company additional 3 million subscribers which makes 53.1 million subscribers in total - worldwide. (Source: The Verge, Oct. 15, 2014)

SVoD has been on the rise in the past years with Netflix having monopolized the SVoD market with 37,2 million users in the United States (Source: The Verge, Oct. 15, 2014). In comparison Hulu reached 6 million subscribers in Q2 2014 (Source: TechCrunch, April 30, 2014) and Amazon confirmed to having over 20 million Prime subscribers in Q1 2014, although this does not represent its SVoD users since a Prime subscriber isn't automatically using Amazon's SVoD service (Source: Business Insider, Jan. 6, 2014).

### Original Series

To offer its subscribers more than beloved TV shows and differentiate themselves from their cable company competitors, each of the three SVoD services produces original series.

Netflix has been the first to venture into the unknown lands of original content produced solely by a SVoD service. They teamed up with filmmaker Roger Corman to create the three-part web series "Splatter" which premiered on October 29, 2009. Later in 2012 the comedy-drama "Lilyhammer" was published which has received 3 seasons since then. The series was not Netflix-exclusive because it also aired on NRK1 in Norway.

# NETFLIX – ON DEMAND AND ON THE RISE

## INTRO

The most recent examples of original series are "Marco Polo" and "All Hail King Julien" which are available on Netflix since December 12 and December 19, 2014. "Marco Polo's" production value for the first season with 10 episodes is estimated at \$90 million (Source: New York Times, Nov. 29, 2014).

The flagships of Netflix original series are the comedy-drama "Orange is the New Black" and the political thriller "House of Cards" which are both critically acclaimed and returning each with a third season in 2015. The production cost for one episode, let alone an entire season, cost far more than what a lot of TV networks are spending on average. "House of Cards" two seasons produced by Media Rights Capital cost Netflix \$100 million. "Orange is the New Black" produced by Lionsgate Television cost about the same amount. The cost for an episode were around \$4 million for each series (Source: Equities, Jun. 5, 2014). In contrast the rights to an episode of "Blacklist" cost \$2 million (Source: Deadline, Aug. 28, 2014).

The investment Netflix poured into its original content paid off. In 2013, Netflix made history by being nominated for 14 Emmy Awards for "House of Cards", "Arrested Development" and "Hemlock Grove" which marks the first time the Television Academy nominated an original series hosted online. In 2014, Netflix reached 31 nominations for "Orange is the New Black" and again "House of Cards", but only winning 7 Emmy Awards.

The success of its original programming isn't only measured by winning awards but also by its subscribers' attention.

The awareness of its original programming "House of Cards" is high with 94% among its subscribers. "Orange is the New Black" reached 89%. Both of the series are also well known by non-subscribers with 72% (Source: Statista, July, 2014). In comparison 6 in 10 Netflix users have watched one of its original series into Q2 2014. Those numbers are putting Netflix again ahead of its competitors since Hulu reached 46% and Amazon only 27% of recognition for their original content (Source: Centris, Q2, 2014)

### VPN

The use of virtual private networks (VPNs) makes it possible for Non-US residents to access the Netflix US library by disguising their location and making it appear as if they were accessing Netflix from a computer in the US. A recent study by the Global Index has uncovered, that 29% of all VPN users are accessing Netflix (Source: Broadband TV News, Jan. 13, 2015).

The usage of VPNs puts Netflix under growing pressure from the TV and movie right holders. Netflix's license agreements vary based on each country, hence the rights for streaming certain content in one country might lie in another company's hands or aren't negotiated yet.

For example, although Australia has not been added to Netflix's portfolio yet, the SVoD provider is already the second most popular service in Australia with 27% after Foxtel with around 49%, according to a study made by Pocketbook Australia in July 2014 (Source: Pocketbook, Jul. 10, 2014).

### Expansion

Since the numbers of Australians already using Netflix via VPNs and paying for it are rising, the necessary step for the company is making its service officially available for Down Under. In March 2015, Australia will be officially added to the Netflix country portfolio. In the same month, New Zealand residents will be able to subscribe to Netflix which will offer original series such as "Marco Polo", "BoJack Horseman" and "All Hail King Julien".

After those releases in Q2 2015, Netflix expects this year to have at least as many expansions as in the past year. In 2014, Netflix made its service available to France, Germany, Austria, Switzerland, Belgium and Luxembourg.

### Technology

Ironically one of Netflix' major components is the Amazon build cloud computing service Amazon Web Services (AWS). Amazon is the only company that enables Netflix to seamlessly deploy thousands of terabytes of storage within minutes which has become necessary since its subscribers are consuming roughly 1 gigabyte of streaming data per hour. In a month, that's around 45 GB for a single US Netflix user (Source: Gigaom, Sep. 25, 2014).

That explains the results of Sandvine's latest Global Internet Phenomena Report. According to their report, Netflix and Youtube are responsible for approximately half of North America's downstream traffic mid-rush hours in the evening and on weekends. Netflix instant streaming service is the largest contributor to Internet traffic with 34,9% during peak hours, with Youtube causing 14%. In comparison Facebook reaches 3%, Amazon Prime Instant Video is at 2,6% and Hulu at 1,4% (Source: Statista, Nov. 24, 2014).

Netflix is always tweaking its recommendation system to match its users' needs. Today, Netflix's library has over 76.890 micro-genres (Source: The Atlantic, Jan. 2, 2014). The genres are nothing common like 'horror' or such. More in the likes of 'visually striking violent action and adventure' or 'critically-acclaimed emotional underdog movies'. Having a genre for every tiny slice of cinema drives the service development.

Assuming that the huge amount of micro-genres is just machine-made isn't correct. Netflix has a group of real live TV junkies and movie maniacs who watch and tag TV shows and movies on several criteria. The company estimated that around 75% of what people are watching is triggered by recommendation which is a key feature of the Netflix experience (Source: Wired, Jul. 8, 2013).

Another important part of Netflix is their Chaos Monkey system which runs in the Amazon Web Services (AWS). It follows the philosophy of failing constantly to avoid major failures. By configuring its schedule, the Chaos Monkey allows for stimulated failures to happen at times when they can be supervised. The Chaos Monkey isn't the only primate Netflix uses to test their AWS system on security, reliability, resiliency and recoverability by creating various kinds of failures, discovering abnormal behavior and testing the ability to survive them. The so-called Simian Army is open source, Netflix steadily works on the existing members and creates new additions to the team, some based on community suggestions.

### Social Media

To this day, Netflix's SVoD service is available in over 70 countries and for a huge amount of them, separate social media accounts exist. The involvement and use of those accounts which are spread across different social networks such as Facebook, Twitter, Instagram and Tumblr are an important part of Netflix's overall strategy. The keyword is content marketing.

Its social media strategy rests on the three stable pillars of creating shareable content, interacting with its fans and followers and engaging them via a variety of user generated content (UGC) campaigns.

Every country represented via social media has its own Facebook account. It uses the same Facebook domain with localized versions which are only accessible to the country's residents. This explains the total amount of 11.1 million likes.

A Twitter account is also a given for most countries with each of them having separated domains with an abbreviation of their name. The Netflix US Twitter account sets the standard for most of the other nationalities with its 1.14 million followers. A broad range of Tweets consist of shareable content and creating engagement potential such as promotional pictures or gifs with additional character quotes, teaser videos or trailers, sweepstakes, seasonal and award show-related posts and linking to Netflix's SVoD library. Retweeting posts of Netflix related series, character and actor are also common.

The social media campaigns on Twitter range from setting up a Reminder for Netflix's new historical drama "Marco Polo", eliminating every spoiler for "House of Cards" from their feed and many others. A selection will later be featured in the case studies' section.

Instagram isn't as broadly used as Facebook or Twitter: less than a dozen localized accounts exist. The overall direction for each of the Instagram accounts consist of promotional pictures or video teasers with quotes and content-related text being posted in each original language. Additionally, reposting content from other Netflix-related accounts and publishing fan art is also common.

In December 2014, Netflix started teasing the press and its social media followers about its future Tumblr account launch. The release was promised in the current month. Until today, the page only holds teaser trailers. The Tumblr account of Netflix UK & Ireland has been posting promotional pictures or gifs, teaser videos and engaging its followers in fan art contests since September 2014.

An important part of Netflix' social media strategy is its '#StreamTeam' which consists of family bloggers around the world who promote Netflix via blogposts and social media activity. #StreamTeam is the designated hashtag for their activities. They talk about their kids' exposure, involvement with the new media and the general advantages their families gain by having Netflix in their life. Every new member is greeted by a nice package of presents. Being a member of the '#StreamTeam' comes with more benefits such as invitations to exclusive events or opening nights for original series.

The next pages feature a selection of great case studies how Netflix uses social media to create buzz and promote their original content.

# NETFLIX – ON DEMAND AND ON THE RISE INDEX

<b>NETFLIX</b> .....	p. 11
WANTED: GRAMMASTER	
INSTAGRAM ADVENTURE	
LIVING WITH SPOILERS	
REAL LIFE GIFS	
STUDENT AMBASSADORS	
<b>MARCO POLO</b> .....	p. 18
INTERACTIVE INSTAGRAM MAP	
TWEET ME A REMINDER	
<b>ORANGE IS THE NEW BLACK</b> .....	p. 21
#TAYSTEETWIST DANCE MOVES CAMPAIGN	
ON WEDNESDAYS WE WEAR ORANGE	
ORANGE IS THE NEW APP	
GLOBAL FAN ART COMPETITION	
CRAZY PYES FOOD TRUCK	
FEISTY CHICKEN	
TUESDAY SNEAK PEEKS	
BIG BOO'S HALLOWEEN COSTUME COMPETITION	
<b>THE KILLING</b> .....	p. 29
THE ART OF KILLING	
#THEKILLINGLIVES	
THE KILLING TOUR	

# NETFLIX – ON DEMAND AND ON THE RISE INDEX

<b>LILYHAMMER</b> .....	p. 32
#JOHNNYCANTWAIT #DRINKWITHJOHNNY	
<b>HOUSE OF CARDS</b> .....	p. 34
SPOILER FOILER	
<b>HEMLOCK GROVE</b> .....	p. 35
#PROJECTHEMLOCK #SCAREDSHEEITLESS FACE	
<b>ALL HAIL KING JULIEN</b> .....	p. 37
NEW YEAR'S EVE COUNTDOWN	

# WANTED: GRAMMASTER

1) On September 29, 2014, Netflix announced that they are searching for three fans to become the company's official Instagram photographers. For two weeks, the selected so-called 'Grammasters' will then travel to famous TV and film locations across America to take pictures for the Netflix Instagram accounts. Netflix will not only cover all travel expenses, but also pay the 'Grammasters' \$2,000 a week. Users could apply for the job via Instagram until October 7, 2014.



2) To apply, users needed to choose three of their best Instagram photos and include the hashtag #Grammaster in the captions. In addition, they needed to follow @Netflix on Instagram.



3) Applying users were judged on their photographic skills, personality and influence on Instagram. Within only two days, more than 17,000 photos on Instagram had been tagged with the hashtag #Grammaster.

# INSTAGRAM ADVENTURE

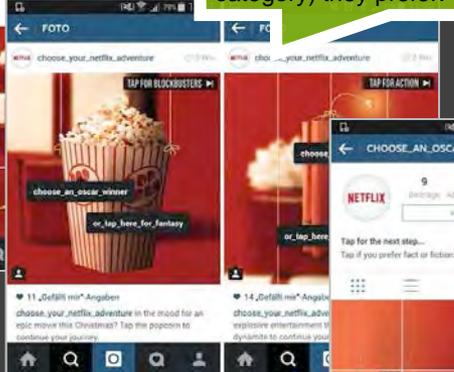


1) In anticipation of the Christmas holidays, Netflix UK & Ireland launched the 'Netflix Instagram Adventure' on December 23, 2014. In order to provide users with help in finding the perfect thing to watch over the holidays, Netflix connected several especially created Instagram accounts using the photo sharing app's tagging system. By following the Instagram tags, users are guided to recommended content according to their interests.

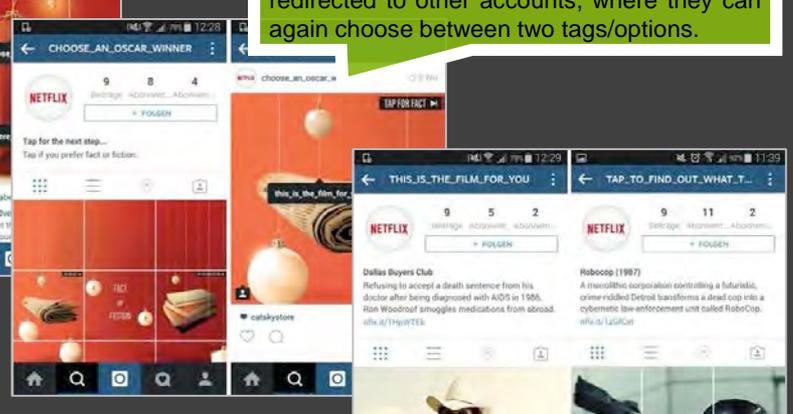


3) Each photo of a category contains two tags for other Instagram accounts, asking the users to tap the tag (i.e. sub-category) they prefer.

2) The 'Netflix Instagram Adventure' starts on an Instagram account of the same name, where users are provided with an overview of categories to choose from: Horror, Action, Documentaries, Blockbusters, Kid's Favorites, Bingeable TV and Comedy. The photos for the categories, as well as the photos on all the other connected accounts, are arranged in such a way that they form an overall picture.



4) Depending on their choices, users are then redirected to other accounts, where they can again choose between two tags/options.



5) In the end, users are redirected to a recommendation. For that purpose, Netflix created Instagram accounts for a variety of movies and series.



# LIVING WITH SPOILERS (1/3)

1) On September 22, 2014, streaming video service Netflix launched the interactive website 'Living with Spoilers - Some Secrets Are Too Good to Keep' as part of its fall season premiere promotion campaign. The website features a quiz, a rating poll and a special 'Spoil Yourself' button. A main goal of the campaign is to remove the stigma of spoiling TV or movie key plot points - since Netflix' business model to put an entire series online at once and let users watch content at their own pace actually encourages spoilers.

3) ... and are then redirected to the first question. Each question comes with two or three different answers. Users have to answer all questions to find their personal spoiler profile. Possible results include the 'Shameless Spoiler', the 'Impulsive Spoiler' and the 'Clueless Spoiler'.

2) Designed like an interactive flowchart, the quiz allows users to find out which of five spoiler personalities they are. To get started, they have to click on a red button ...

4) Each result comes with a profile description and a small video clip featuring a matching scene from a TV series or movie.



# LIVING WITH SPOILERS (2/3)



5) For each spoiler profile, there is also a (sometimes ironic) apology card available for sharing on Facebook or Twitter along with the hashtag #NetflixSpoilers.



6) Additionally, users are provided with a jpg-file featuring an overview of the quiz chart, available for download



7) An overview of all spoiler profiles can be accessed through the navigation menu located at the top of the website.

8) Moreover, users are encouraged to help creating a public domain of spoilers - from TV series and movies available on Netflix - as either 'Old News' or 'Too Soon'. Clicking on 'What's This From' will give users the title and year of a movie or TV series. Furthermore, users can skip a spoiler and go to the next one.



## LIVING WITH SPOILERS (3/3)

LIVE RESULTS  
*(Most popular are those spoiled)*

87%	THE GRADUATE	1967
87%	GHOSTBUSTERS	1984
87%	COOL RUNNINGS	2013
85%	KILL BILL VOL. 2	2004
83%	SCREAM	1996
82%	OLD YELLER	1956
82%	GLADIATOR	2000
80%	THE 6TH ELEMENT	2004
80%	MY GIRL	1935
78%	DAWSON'S CREEK: SEASON 6	2003
75%	CRIMINAL MINDS	2011
74%	JANE EYRE	2011
73%	GREAT EXPECTATIONS	2012
72%	AMERICAN PSYCHO	2000
72%	THE HUNGER GAMES	2012
70%	LOST: SEASON 6	2010
70%	GUSSIP GIRL: SEASON 6	2012
68%	RESEARCH LOGS	2012
68%	PRIMAL FEAR	2001

9) Located below is a list of the real-time voting results with direct links to the Netflix library. A high percentage number next to a movie or film indicates that many people rated it 'public' which means that it's more accepted to be discussed openly.



10) In addition, the so-called 'Spoil Yourself' feature makes for a Russian-roulette-like experience. A 'Spoiler Alert' informs users that they're about to see some of the biggest spoilers in TV and film. By pressing the red button ...

11) ... users are provided with a small video clip featuring one of the most important key plot points from popular shows and movies such as "Lost", "Kill Bill" or "The Sixth Sense". The 'Spoil Yourself' feature also includes original Netflix shows such as "House of Cards" and "Orange Is The New Black". At the end of a clip, users can choose to watch another spoiler by pressing the red button again.



# REAL LIFE GIFS



1) To promote the launch of Netflix in France in Fall 2014, the streaming service teamed up with advertising agency Ogilvy Paris to create the first digital outdoor campaign that is made entirely of GIFs that react to subjects like weather, local events, and even emotions in real-time. From October through Christmas, more than 100 digital billboards were installed in the entire country.



2) The team behind the campaign is watching for weather changes, news or sports events and creates GIFs from shows and films available in Netflix' streaming library. The GIFs will then be displayed via the digital billboards shortly after.



3) A GIF of King Leonidas (from the movie "300") hiding from rain under his shield will appear if it is raining outside.

4) If there is a retailer sale close by for example, the billboards would show a GIF of a running horde of Zombies from the series "The Walking Dead".



# STUDENT AMBASSADORS



1) In early October 2013, Streaming platform Netflix launched the so-called 'Student Ambassadors' program asking students in the UK and Ireland what they think about the available content on the platform. In return the students received a free one year subscription to the service.

2) Over the course of seven weeks, the students were asked a few questions about films and TV shows on Netflix which then should be answered on Twitter with the hashtag of their university. The ambassador who generated the most social buzz until December 2013 received additional prizes including a smart TV, tablet etc.

NETFLIX STUDENT AMBASSADOR	GET INVOLVED USING THE AMBASSADOR HASHTAG
CHESTER UNIVERSITY	#NEFLIXCHE
DUBLIN CITY UNIVERSITY	#NEFLIXDUB
DURHAM UNIVERSITY	#NEFLIXDURHAM
ESSEX UNIVERSITY	#NEFLIXESX
HERTFORDSHIRE UNIVERSITY	#NETFLIXHERTS
HULL UNIVERSITY	#NETFLIXHULL
KENT UNIVERSITY	#NEFLIXKEN
LEEDS METROPOLITAN	#NEFLIXLMET
LEEDS UNIVERSITY	#NEFLIXLEEDSUNI
NATIONAL UNIVERSITY OF IRELAND	#NEFLIXNUIM
NOTTINGHAM UNIVERSITY	#NEFLIXUON
PLYMOUTH UNIVERSITY	#NEFLIXPLYM
QUEEN'S UNIVERSITY BELFAST	#NEFLIXQUE



# MARCO POLO: INTERACTIVE INSTAGRAM MAP (1/2)



1) On December 12, 2014, Netflix released the first season of their new historical drama series "Marco Polo". To help viewers get to know the series' characters and settings, Netflix Germany launched an interactive map on its official Instagram account. By using the app's tagging system, Netflix connected several specially created accounts that form a comprehensive experience for the users.

2) The tour starts with photos of three map sections on the Netflix Germany Instagram account. Each of the photos contains tags for dedicated Instagram accounts of the locations on the map (e.g. Venice and the Silk Road), ...



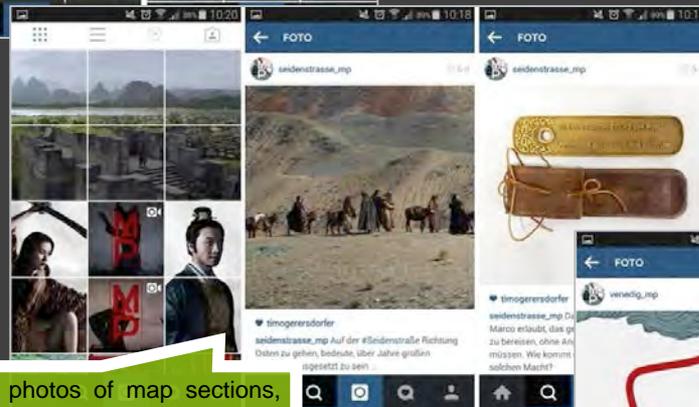
3) ... where users find a more detailed map of the areas and additional information on the locations, their role in the series as well as on relevant characters in the photo descriptions.



# MARCO POLO: INTERACTIVE INSTAGRAM MAP (2/2)



4) The photos on each account are arranged in such a way that they form an overall picture.



5) Apart from photos of map sections, the accounts for the locations contain scene photos from the series and photos of characters and important objects.



6) The photos on these accounts also include tags for even more locations, allowing the users to gradually navigate through the whole world of the series.

# MARCO POLO: TWEET ME A REMINDER



1) To make sure users do not forget about the release of the first season of Netflix' new historical drama series "Marco Polo" on December 12, 2014, Netflix teamed up with Twitter to test a new alert feature. The 'Tweet Me a Reminder' button was embedded directly within Tweets of the official "Marco Polo" account.



2) Users could sign up for the reminder by clicking the button. They were then prompted to tweet an automatically generated message from their accounts including the hashtag #NetflixReminder, which shows their support for the series and promotes its release date.



3) As soon as the episodes of the new series became available on Netflix, the official "Marco Polo" Twitter account sent the users having signed up an @Reply with a reminder and a video message from the cast of the series.

# ORANGE IS THE NEW BLACK: #TAYSTEETWIST DANCE MOVES CAMPAIGN



1) SVOD platform Netflix launched a social promotion campaign for its new series "Orange Is The New Black". Fans of the prison drama were asked to post a Vine or Instagram video with the hashtag #TaysteeTwist until late August 2013. In the video, fans should show their best dancing moves ...



2) ... referring to the series' character Taystee and actress Danielle Brooks. She posted a video from the set on Instagram with ...

3) ... funny dance moves. Other actresses joined her. Brooks then selected some winners receiving a special "Orange Is The New Black" prize.



# ORANGE IS THE NEW BLACK: ON WEDNESDAYS WE WEAR ORANGE

1) Leading up to the release of the second season of "Orange Is The New Black" on June 6, 2014, Netflix was engaging fans with the '#OnWednesdaysWeWearOrange' campaign. The social campaign called upon fans of the drama series to upload a photo of themselves wearing or showing orange fashion items on Twitter or Instagram with the hashtag #OnWednesdaysWeWearOrange..

2) Every week, the "Orange Is The New Black" team selected the best user photos to be featured in a collage and to be shared by the series' official accounts.

# ORANGE IS THE NEW BLACK: ORANGE IS THE NEW APP



1) One day after the release of the second season of "Orange Is The New Black" on June 6, 2014, Netflix launched 'Orange Is The New App' (or 'OITNA' in short), an official photo-sharing app that lets fans of the show customize cards, share emojis and create their own series-related memes. The free app is available for iOS and Android devices.

2) The cards feature images from the show, quotes, popular "Orange Is The New Black" themed memes and more. For example, fans can add their photo to a variety of cards...



3) ... or customize others with their own messages. The cards all include the show's official hashtag #OITNB and the second season's premiere date.

4) The app lets fans directly share their cards, memes and emojis via Facebook, Twitter, Instagram, WhatsApp and SMS. Many fans share their creations with the hashtag #OITNA, a selection of which is regularly retweeted by the series' official account on Twitter.

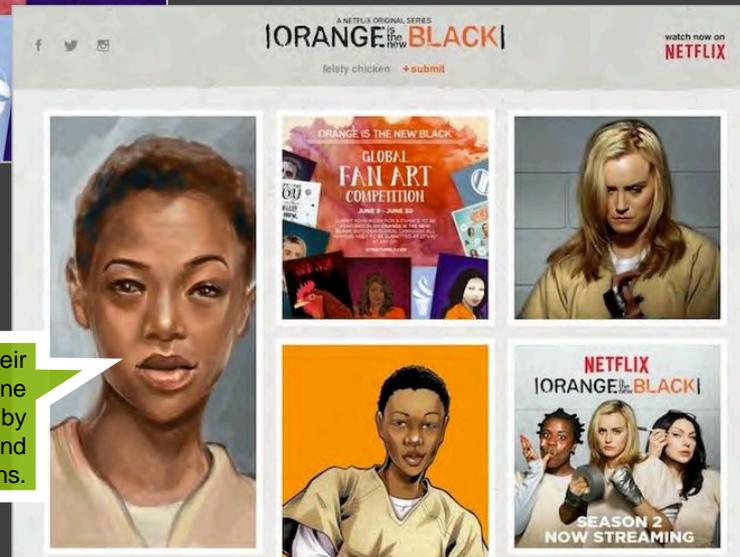


# ORANGE IS THE NEW BLACK: GLOBAL FAN ART COMPETITION



1) The second season of the Netflix original series "Orange Is The New Black" was released all at once on June 6, 2014. To promote the series, a 'Global Fan Art Competition' was launched. Fans were asked to submit fan art to the series' official Tumblr account for the chance to be featured in an "Orange Is The New Black" global outdoor campaign.

2) Participating fans needed to submit their posters at a certain format and before June 30, 2014. Tumblr has been used before by Netflix to encourage fan art of the series and celebrate the fan communities' contributions.



# ORANGE IS THE NEW BLACK: CRAZY PYES FOOD TRUCK



1) The second season of "Orange Is The New Black" is available since June 6, 2014. To celebrate the release, Netflix created 'Crazy Pyes', a promotional food truck handing out free chocolate-vanilla swirl ice cream and fruit-flavored pies. From June 12 to 15, the truck visited various locations in New York City

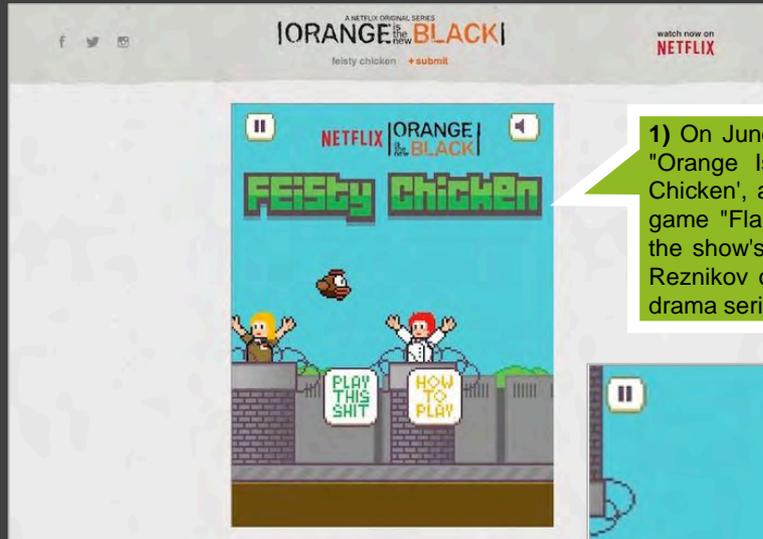


2) The truck's name 'Crazy Pyes' and the food items handed out are inspired by the series' character Suzanne "Crazy Eyes" Warren and refer to her catchphrase "I threw my pie for you!" as well as her popular "chocolate and vanilla swirl" line from the first season.

3) Netflix brought the truck to additional cities in the US throughout June. Fans were encouraged to tweet pictures of their visit with the hashtag #CrazyPyes.



# ORANGE IS THE NEW BLACK: FEISTY CHICKEN



1) On June 6, 2014, the day of the season 2 release of "Orange Is The New Black", Netflix launched 'Feisty Chicken', an online game inspired by the popular mobile game "Flappy Bird". The game's launch screen features the show's characters Piper Chapman and Galina "Red" Reznikov on the hunt for the infamous chicken from the drama series' first season.



2) The gameplay is the same, but instead of the original bird the players guide a chicken through obstacles covered with barbed wire by clicking, hitting the space bar or tapping the screen.

# ORANGE IS THE NEW BLACK: TUESDAY SNEAK PEEKS



1) To get fans excited for the second season of "Orange Is The New Black", which will be released on June 6, 2014, Netflix started a 'Tuesday Sneak Peeks' promotion campaign counting down to the premiere. Starting on May 6, the series' official Instagram account posted exclusive sneak peeks of what to expect in the upcoming season every Tuesday.



2) Fans had only 15 minutes to watch the short videos before they were taken down again. They were notified of a new sneak peek coming soon by the official "Orange Is The New Black" account on Twitter.

3) As the videos were only available for 15 minutes, many fans took screenshots to share them with others across various social networks.



# ORANGE IS THE NEW BLACK: BIG BOO'S HALLOWEEN COSTUME COMPETITION



1) On October 28, 2014, Netflix' hit series "Orange Is The New Black" again launched 'Big Boo's Halloween Costume Competition' on Twitter, Instagram and Tumblr. As in the year before, fans of the series were encouraged to share a photo of their "Orange Is The New Black"-inspired Halloween costume for the chance to win a special surprise.

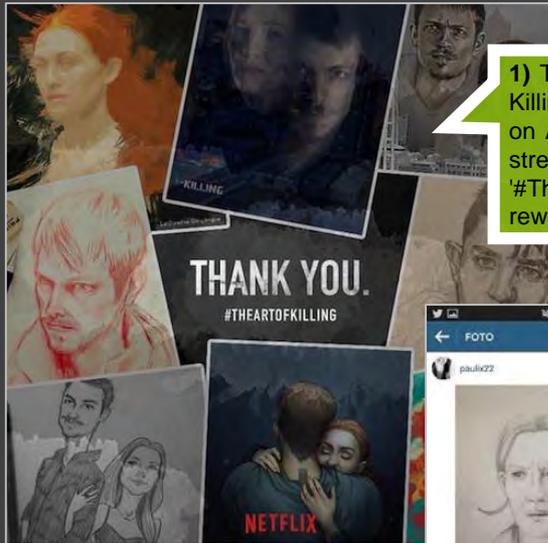


2) Until November 1, fans could enter the competition by posting their pictures with the hashtag #BigBooHalloween on Instagram, Twitter or Tumblr.

3) Actress Lea DeLaria, who portrays Big Boo in the series, was judging the pictures and selecting three winners. On November 6, Lea DeLaria announced the winners in short videos posted on the series' official Instagram account.



# THE KILLING: THE ART OF KILLING



1) The production of the fourth and last season of "The Killing" was picked up by Netflix and released all at once on August 1, 2014. One month later, in September, the streaming service launched a sweepstakes competition '#TheArtofKilling' on Twitter, Facebook and Instagram to reward fans for their commitment to the series.

2) For a chance to receive a gift, fans had to submit their personal fan art of the show on social media sites along the hashtag #TheArtofKilling. Furthermore, submission entries were featured on official "The Killing" accounts throughout Twitter, Facebook and other social networks to provide followers with sharable content.



3) Selected fans received "The Killing" fan packages that included a thank you message, lip balm, series art posters and more.



# THE KILLING: #THEKILLINGLIVES

WHO'S WATCHING?  
TWEET A PHOTO OF YOU WATCHING THE NEW SEASON  
WITH THE HASHTAG #THEKILLINGLIVES  
AND WE MAY SEND SOMETHING SPECIAL BACK!

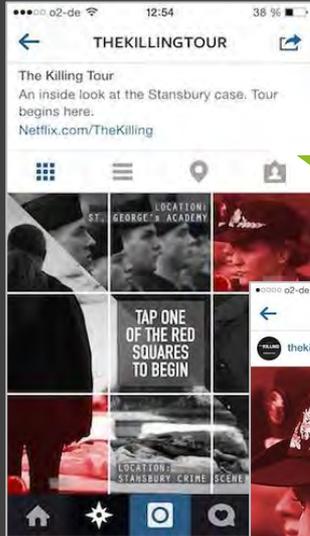
the **KILLING**

1) On August 1, 2014, Netflix released the complete fourth season of its crime drama series "The Killing". On that occasion, the series' official account on Twitter called upon fans to tweet a photo of themselves watching the new season with the hashtag '#TheKillingLives'.

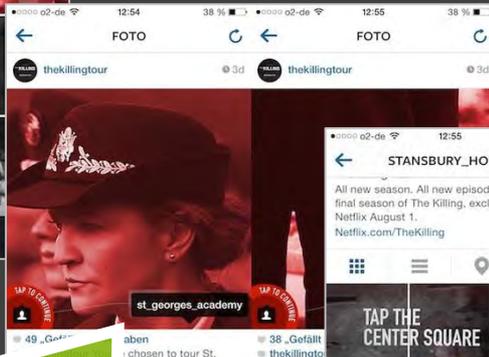


2) The official "The Killing" account retweeted their favorite pictures. In addition, selected fans having participated in the campaign received an exclusive "The Killing" fan package including a thank you card, a mug and lip balm.

# THE KILLING: THE KILLING TOUR



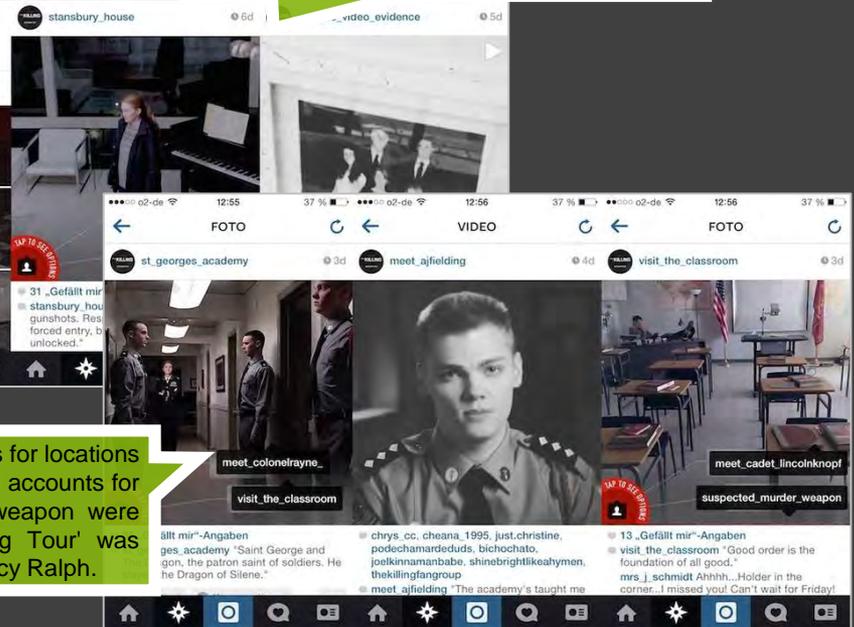
1) On August 1, 2014, the complete fourth season of the crime drama "The Killing" was launched on Netflix. In order to give fans a small impression of what they could expect from the new season, Netflix used the official "The Killing" Instagram account and launched 'The Killing Tour' one week in advance. The interactive tour was optimized for the Instagram app by using the tagging system which allows to tag persons (accounts) on photos.



2) By following 'TheKillingTour' on Instagram, fans were able to choose from different red colored squares. Depending on which square they chose, fans were linked to other specially created Instagram accounts of either the St. George Academy or the Stansbury house. Both accounts provide fans with different images, which give various hints on the upcoming episodes.



3) Each of these accounts contain new tags of other persons of the series with additional Instagram accounts - for example, Colonel Rayne or cadet Lincoln Knopf. Short videos of all featured persons can instantly be watched.



4) Furthermore, accounts for locations such as a classroom and accounts for the suspected murder weapon were set up. The 'The Killing Tour' was created by creative agency Ralph.

# LILYHAMMER: #JOHNNYCANTWAIT



1) In anticipation of the release of the third season of comedy drama series "Lilyhammer" on November 21, 2014, Netflix called upon fans to share their excitement for the new season by tweeting a photo of their '#JohnnyCantWait' face.

2) Until November 20, fans could share their photos imitating series character Giovanni "Johnny" Henriksen's signature grumpy face using the hashtag #JohnnyCantWait. The official "Lilyhammer" account retweeted their favorite pictures.

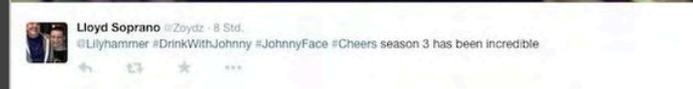


# LILYHAMMER: #DRINKWITHJOHNNY



1) On November 21, 2014, Netflix released all episodes of the third season of its Norwegian series "Lilyhammer". The Drama centers on the fictional New York gangster Frank Tagliano trying to start a new life in Norway where he adapts the name Giovanni 'Johnny' Henriksen. To celebrate the premiere, Netflix launched the social activation campaign '#DrinkWithJohnny' and encouraged fans via Twitter to upload a picture of themselves having a drink while watching the series.

2) Fans that participated in the UGC-campaign and tagged their picture with the hashtag #DrinkWithJohnny had the chance to receive an unknown surprise or to be featured on "Lilyhammer's" official Twitter account. Main character Johnny is known for having a drink once in a while since he is also the owner of a bar called Flamingo.



# HOUSE OF CARDS: SPOILER FOILER



1) Accompanying the release of the second season of their political drama series "House of Cards" on February 14, 2014, Netflix reintroduced 'Spoiler Failer', a tool that hides tweets containing spoilers from the users' Twitter timelines.



2) To avoid being spoiled on Twitter, fans have to log in with their accounts. They can then safely check their timeline on the website as all Tweets containing any words associated with "House of Cards" will be hidden and display a spoiler warning instead.

3) Back in September 2013, Netflix has already the community tool for AMC's drama series "Breaking Bad".



# HEMLOCK GROVE: #PROJECTHEMLOCK

**#PROJECTHEMLOCK**  
JUDGED BY ELI ROTH

**JUNE 27TH - JULY 4TH**  
SUBMIT YOUR HEMLOCK GROVE INSPIRED ART ON TWITTER, INSTAGRAM, & TUMBLR FOR A CHANCE TO ATTEND THE SEASON 2 FAN EVENT IN L.A. ON JULY 10.

USE THE HASHTAG  
**#PROJECTHEMLOCK**  
TO ENTER.



1) On June 27, 2014, shortly prior to the release of the second season of "Hemlock Grove" on July 11, Netflix launched the fan art contest '#ProjectHemlock'. Fans were called upon to submit their "Hemlock Grove" fan art on Twitter, Instagram or Tumblr for the chance to attend the season 2 fan event in Los Angeles on July 10.

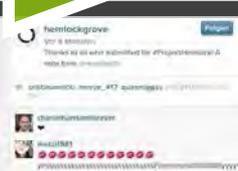
2) Until July 4, fans could submit their series-inspired art and enter the contest by simply posting it on Twitter, Instagram or Tumblr and using the hashtag #ProjectHemlock.

3) The submissions were judged by the series' executive producer Eli Roth. After having picked the winner of the trip to Los Angeles, ...

5) In addition, the fans having entered the contest received a "Hemlock Grove" fan package including posters, books and hoodies.



4) ... Eli Roth thanked all the fans for their participation in a note posted on the official "Hemlock Grove" social media accounts.



Thank you @HemlockGrove @netflix for the #HemlockGrove hoodie and poster! Excited for season 3! #ProjectHemlock

Thank you @HemlockGrove @netflix for the #HemlockGrove hoodie and poster! Can't wait for Season 3! #ProjectHemlock



# HEMLOCK GROVE: SHOW US YOUR #SCAREDSHEETLESS FACE



1) On the occasion of Halloween 2014, Netflix' horror thriller series "Hemlock Grove" called upon fans to share photos of their freaked out or horrified faces using the hashtag #ScaredSheetless on Twitter. 'Sheet', a longer and more dramatic version of the word 'shit', is a reference to series characters Roman Godfrey and Peter Rumancek, who frequently use that expression.

2) The official "Hemlock Grove" account retweeted their favorite pictures. In addition, fans tweeting a photo had the opportunity to receive a 'special surprise'.



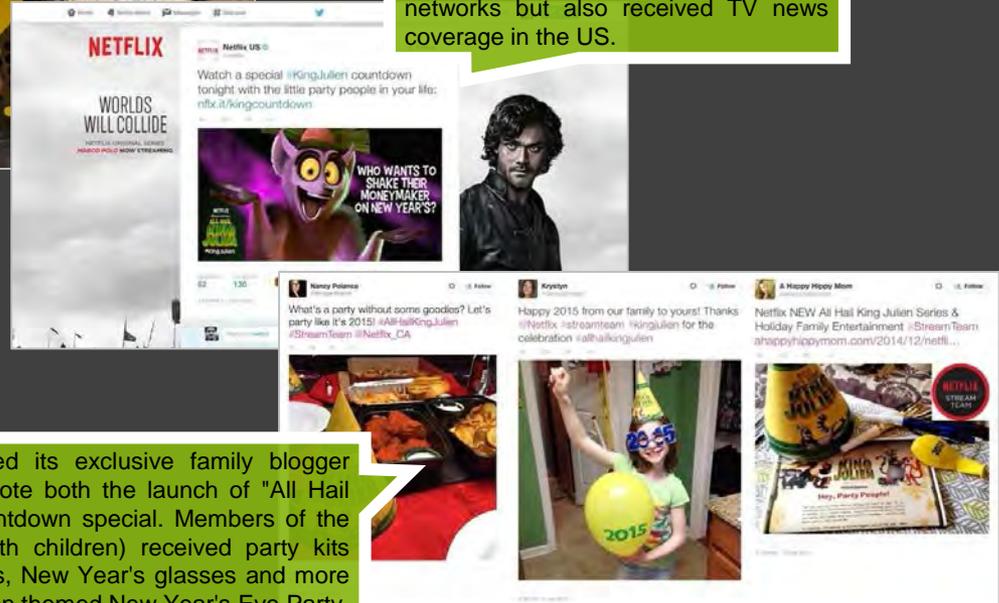
# ALL HAIL KING JULIEN: NEW YEAR'S EVE COUNTDOWN

1) The first five episodes of the new Netflix Original Series "All Hail King Julien", which is based on the DreamWorks Animation franchise "Madagascar", were released all at once on December 19, 2014, in seven different countries. To promote the launch of the series in anticipation of New Year's Eve, Netflix helped parents to trick their kids into going to bed early on December 31 by setting up a three-minute countdown special with the series' main protagonist King Julien, a lemur.



3) The campaign was heavily promoted on Twitter, Facebook and other social networks but also received TV news coverage in the US.

2) Throughout the day, the countdown special was available as an animated video on the official website of the streaming service for all Netflix subscribers. It featured music, a speech by King Julien, and dancing protagonists from the series. Furthermore, Netflix released an official statement saying that the fictional king of the lemurs proclaimed he was 'changing the rules' so that his young audiences can celebrate the holiday with their parents.



4) Furthermore, Netflix activated its exclusive family blogger network 'Stream Team' to promote both the launch of "All Hail King Julien" as well as the countdown special. Members of the networks (especially woman with children) received party kits consisting of party hats, balloons, New Year's glasses and more to celebrate an original King Julien themed New Year's Eve Party.

# NETFLIX – ON DEMAND AND ON THE RISE

## OUTRO

### Future

In 2015, Netflix has a few things up its sleeve, nine of them being new original series. "Unbreakable Kimmy Schmidt" will be released on March 6, "Bloodline" on March 20 and "Daredevil" on April 10. "F is for Family", "Grace and Frankie", "Marseille", "Marvel's A.K.A. Jessica Jones", "Narcos" and "Sense8" will be coming later this year. This year will also see the returning season of the established series "The Fall" as well as the already mentioned "House of Cards" and "Orange is the New Black".

The company stated that at the end of 2014 a total of \$2.97 billion have to be paid and an amount of \$6.2 billion will be due within the three next years to maintain its expansive streaming content library (Source: The Guardian, Feb. 5, 2014). Despite the rising cost of license fees Netflix significantly wants to boost the number of original shows launching each year. The company stated that each year about 20 original series shall be delivered to its subscribers. That's a new original series premiering every two-and-a-half weeks according to the company's chief content officer, Ted Sarandos.

## About the Author

**VAST MEDIA** is a Berlin-based company specializing in tracking and benchmarking digital activities of broadcasters, studios and TV producers worldwide.

The **TV@WEB DATABASE** is part of VAST MEDIA's unique tracking services for the television and digital entertainment industry. Daily updated, it is a comprehensive database with more than 3.000 case studies ranging from Social TV campaigns, multiplatform storytelling and digital extensions of TV shows, to second-screen apps, games and branded content.

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