



Image. Pixabay, 2015

AND THE WINNER IS?... THE TV ENTERTAINMENT WAR

2-SP02-09-100

This problem situation was written by Carlos Romero Uscanga (carlos.romero@tec.mx), with the purpose of serving as support material for instructors of the “And The Winner Is?... The TV Entertainment War” document. The problem situation was elaborated from secondary sources.

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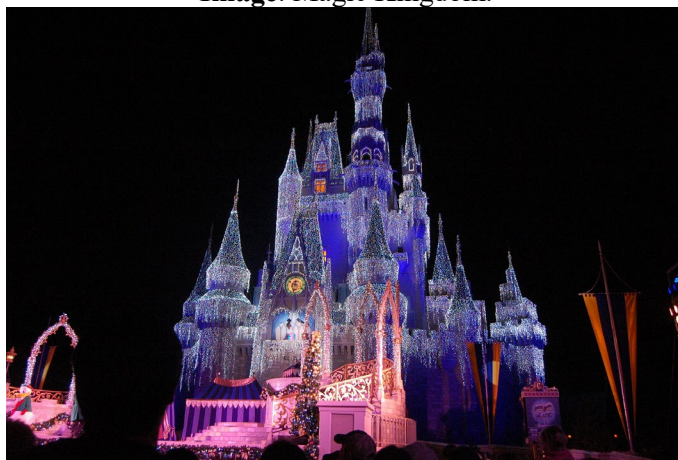
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One of the top American subscriptions video on-demand company

Launched on November 12, 2019, in the United States, Canada, and the Netherlands (according to The Business Terminal, 2016), and having expanded to Australia, New Zealand, and Puerto Rico a week later, Disney+ is an American subscription video on-demand over-the-top streaming service owned and operated by the Media and Entertainment Distribution division of The Walt Disney Company.

Disney+ primarily distributes films and television series produced by The Walt Disney Studios and Walt Disney Television, with specific content hubs for brands such as Disney, Pixar, Marvel, Star Wars, National Geographic, and including Star in some countries. Original films and television series are also distributed on Disney+.

Image. Magic Kingdom.



Source. Pixabay, 2016.

The Battle of the company against its main competitor

Disney+ is facing very [intensive competition](#) by its main competitor, Netflix, and by new entrants. Disney+ must define how they will design their future and the strategic transformation of the company.

Disney + is the brainchild of former Disney CEO and current CEO Bob Iger. Disney's direct-to-consumer division that includes Disney +, Hulu, ESPN + (in the United States) and Disney +, HotStar and Star internationally (Cinemascomics, 2021).

As brands, both have strengths: Netflix created the world of streaming and has been the leader for thirteen years, and Disney has got nearly a century of content and has acquired some of the biggest brands in entertainment (Cinemascomics, 2021).

Netflix surpassed Disney in terms of market value for the first time since last year: it was up by 27% and, since the end of July the market value of Netflix has risen to \$ 291 billion. Disney's market value fell about \$ 288 billion (Wittenstein y Adinarayan, 2021). Regarding the number of [subscribers](#), Netflix has 203.7 million worldwide and Disney has 100 million subscribers, in a cut recorded in April 2021 (González, 2021).

What should Disney+ do to win the battle against NETFLIX?

Alternatives

Company's Competitors

Compared to NETFLIX and other current competitors, Disney+ is the cheapest service. Disney+ keeps things simple with a single subscription plan priced at £7.99 / \$227.20 Mexican Pesos a month, or £79.90 / \$2272.00 Mexican Pesos a year. This includes access to HD, 4K and HDR content on up to four screens at once according to (What Hi-Fi?, 2021).

Netflix offers users a choice of three plans. Netflix Standard, which includes HD viewing on up to two screens, with a cost of £9.99 / \$284.07 Mexican Pesos per month. Netflix Premium, which includes 4K viewing on up to four screens and is therefore the most comparable to Disney+'s single tier, and a cost of £13.99 / \$397.82 Mexican Pesos a month. Not bothered about HD or 4K? Netflix Basic, which streams in only standard definition to just one screen, can be yours for £5.99 / \$170.33 Mexican Pesos a month (Callaham, 2021).

Disney+ offers US customers the option to save money with the Disney Plus, Hulu, and ESPN Plus bundle. It gets you access to all three Disney-owned streaming services for the bargain price of US\$13.99/299.39 Mexican Pesos per month (Callaham, 2021).

Here are the top Disney+ competitors and alternatives (Business Strategy Hub, s/f):

1. NETFLIX
2. HBO
3. CBS All Access
4. Hulu
5. Amazon Prime Video
6. Peacock
7. Apple TV Plus
8. YouTube TV
9. SlingTV
10. FuboTV
11. Sony Crackle
12. Showtime
13. Crunchyroll
14. Showmax
15. Curiosity Stream

Image. Shanghai Fireworks.



Source. Pixabay, 2019.

It is also very important to consider potential future competitors such as all the other Movie Studios like Universal. How should this scenario, strategy and KPIs be like to control it if this happens?

Decisions to make

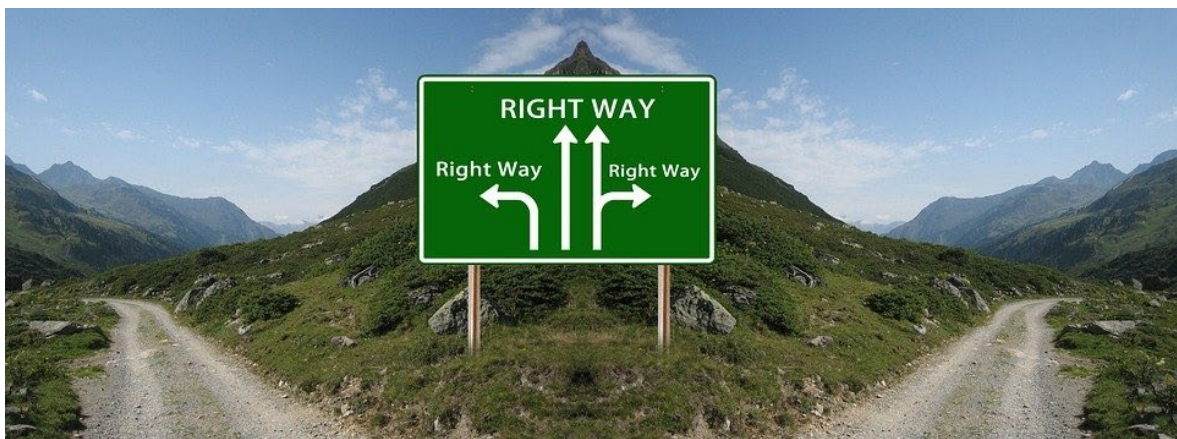
Disney+ needs to plan future possible scenarios, looking for competitive solutions that would allow them to design a strategic plan, develop a competitive advantage and offer value to its current and potential customers into the “new normality” in the market.

How to create probable future scenarios in TV Entertainment and for Disney +, and select the best scenario?

What are the strategies that Disney + must apply to meet the surrounding challenges?

How to design a control system (dashboard) that evaluates organizational performance during the execution stage of its strategies?

Image. Meadow Path Panorama.



Source. Pixabay, 2016.

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