NETFLIX TO DEBATE:
OPORTUNITY OR THREAT?

THE FUTURE IS TODAY
when I THINK ABOUT NETFLIX...
THE TELEVISION I GREW UP WITH:

- OPENING AND CLOSING TIME.
- BROADCAST PROGRAMING.
- LIMITED FICTION.
- ADVERTS.
- AND THE GREATEST MISTERY...

TWO ROMBOS
After 20 years.
We were in the future.
My professional career launches.
I start writing series.
POSSIBLE COSTUMERS:

- Family series.
- Content limitations.
- Advertising time.
- 60˚ - 70˚.
In the following 20 years...

It is not television it is HBO.
IT WAS HAPPENING... WE COULD DREAM.

- **PAY TV**
  New narratives. Different thematic. LFreedom.

- **FULL SEASON BROADCAST**

- **NO FEAR OF STATISTICS**
  People meters don’t play.
WHAT WE DIDN´T IMAGINE
IS THAT WE COULD DREAM
WITHOUT ANY LIMITS.
EVERYTHING IS POSSIBLE.

BEING AUTHENTIC
To create our own stories, but doing it in a different way.

BEING DIFFERENT
New structures, genres mixture.

TRAVELLING STORIES
190 countries.

THE CREATOR IS THE STAR
Stellar signings.
HOW COULD IT NOT BE AND ADVANTAGE?!
IT IS THE TELEVISION OF THE FUTURE.

THE NEW TELEVISION.

NETFLIX PRODUCES.

INFINITE CATALOGUE.

NO LIMIT CONSUMPTION.

FOR YOUNG PEOPLE AGAIN.
AND WE CREATE, AS ALWAYS, BUT NOW WE COUNT.

THEY WANT US.

THEY BET FOR TALENT.

THEY LOOK AFTER THE CONTENTS.

THE PAY.
AND SUDDENLY YOU WAKE UP AND READ:

Netflix allows to modify the reproduction speed and creators refuse to.

The platform is trying on Android that their users can consume their contents in a longer or shorter time increasing or decreasing the speed.

DO THEY WANT US?

DO THEY BET FOR TALENT?

DO THEY LOOK AFTER THE CONTENTS?

DO THEY PAY MORE?
AND I THINK TO MYSELF: 

Really their series could only be made by them?
Meanwhile, a new story comes to my mind: I’m in search all around the planet for my Netflix twin user, and when I find him, it is not my twin soul... The algorithm has failed.