

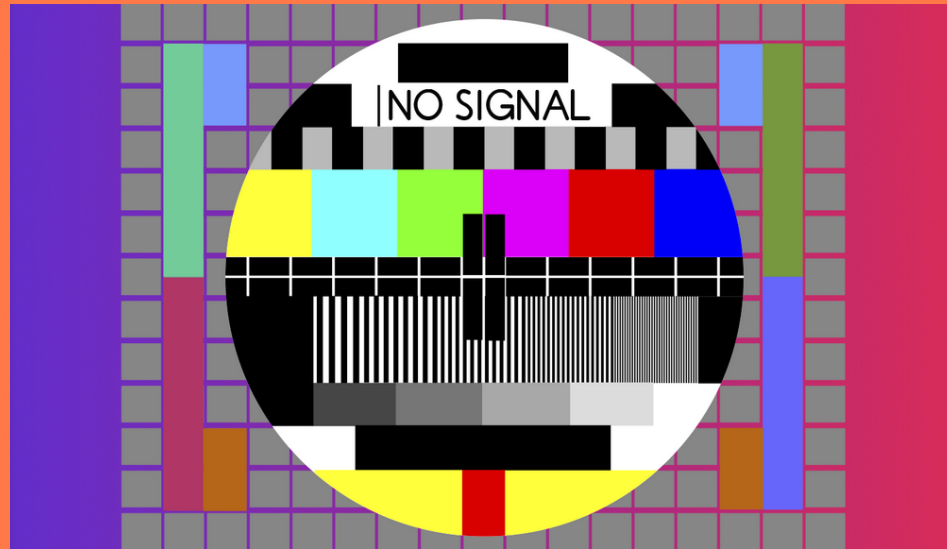
NETFLIX TO DEBATE:

**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...

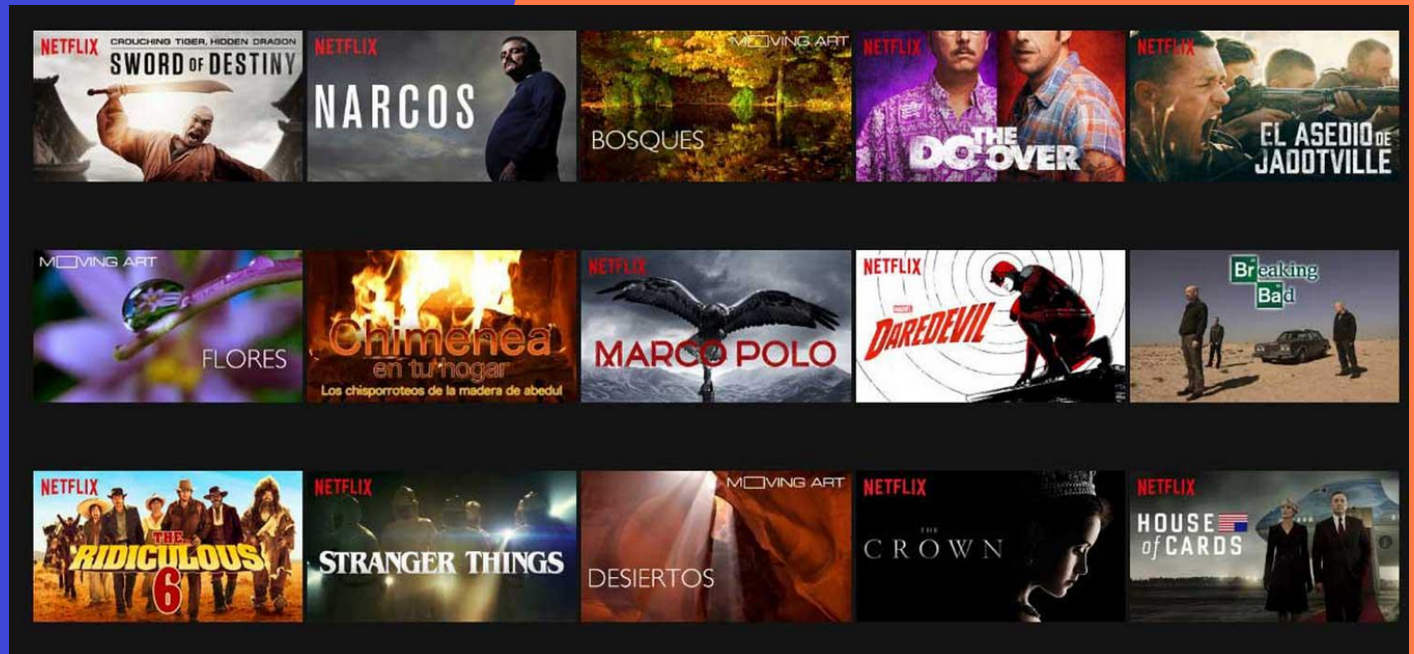


It is not television it is HBO.

**IT WAS HAPPENING...
WE COULD DREAM.**

- **PAY TV**
New narratives.
.Diferent 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?!



Paquita



LACASA DE PAPEL

**IT IS THE TELEVISION
OF THE FUTURE.**

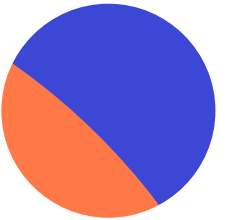
**THE NEW
TELEVISION.**

NETFLIX PRODUCES.

INFINITE CATALOGUE.

NO LIMIT CONSUMPTION.

FOR YOUNG PEOPLE
AGAIN.



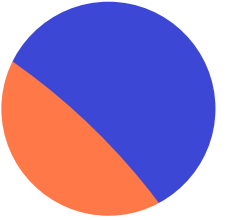
**AND WE CREATE, AS ALWAYS,
BUT NOW WE COUNT.**

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?

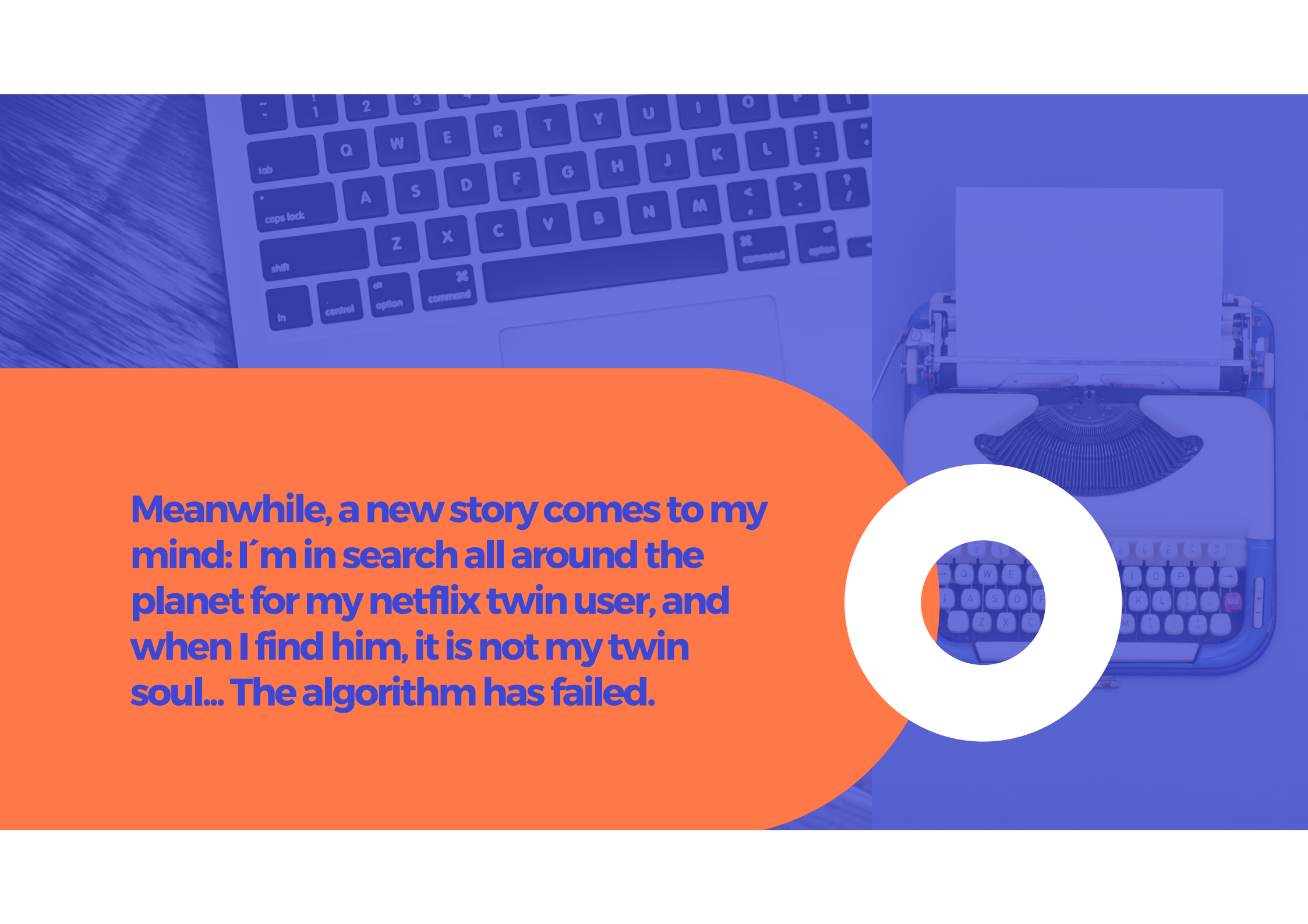
DO THEY BET FOR
TALENT?

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.