**Audio Title #1:** Netflix goes Global with Expansion into 130 new countries (Audio)

**Audio URL:** <http://www.npr.org/player/v2/mediaPlayer.html?action=1&t=1&islist=false&id=462293379&m=462293382>

**Running Time/Source:** 4:10,NPR-*All things that Matter*/YouTube

**Close Caption Available:** Transcripts available.

**Video Title #1:** Netflix CEO Reed Hastings: Part 1 - Taking TV to the Internet with Jim Cramer (Video)

**Video URL:** <https://www.youtube.com/watch?v=9DLbFUNMon8>

**Running Time/Source:** 8:38, CNBC-*Mad Money*/ YouTube

**Close Caption Available:** Yes

This audio and video consists of an interview with Gina Keating, author of NETFLIXED, as conducted by NPR's Kelly McEvers and Jim Cramer, Host of CNBC’s *Mad Money*. It deals with Netflix's announcement that it was going to expand into 130 international markets and would, as a result, need to use several new languages. Jim Cramer spoke with the CEO of the company responsible for transforming the way we watch TV around the world. This video interfaces with three topics included in this chapter--international markets, strategies, and the marketing mix.

Questions:

1. What was the timing strategy used to enter these new international markets?
2. What are the advantages of each of these two strategies?
3. What major factor in this video was given to explain why Netflix did not enter all of the countries of the world at the same time?
4. Describe the marketing mix strategy Netflix used to enter these markets.
5. What should this marketing strategy of Netflix's be called