

## Netflixed The Epic Battle For Americas Eyeballs Gina Keating

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Then it jumped into an even bigger battle for online video streaming against Google, Hulu, Amazon, and the big cable companies. Netflix ushered in such innovations as DVD rental by mail, a patented online queue of upcoming rentals, and a recommendation algorithm called Cinematch that proved crucial in its struggle against bigger rivals.

*Netflixed: The Epic Battle for America's Eyeballs: Amazon ...*

Netflixed focuses almost exclusively on the battle between Netflix and Blockbuster for online rental, and almost not at all on the rise of livestreaming, which is a shame, but still quite a good read on the final years of an industry once booming. Read more. 2 people found this helpful.

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Book # 12 Netflixed: The Epic Battle for America's Eyeballs could as well have been renamed as Netflix vs Blockbuster: David vs Goliath (with occasional guest appearances by Walmart and Amazon). The book is an engrossing read and quite fast paced at that to the point of being a thriller.

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Book Summary In Netflixed, Gina Keating traces Netflix's rise throughout a decade-long war against Blockbuster. Keating analyzes its polarizing founders while evaluating how the company has become...

*Netflixed : NPR*

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Netflix has come a long way since 1997, when two Silicon Valley entrepreneurs, Marc Randolph and Reed Hastings, decided to start an online DVD store before most people owned a DVD player. They were surprised and elated when launch-day traffic in April 1998 crashed their server and resulted in 150

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