

10.18686/aitr.v2i2.4013

# Netflix's Cross-Screen Linkage and Cross-Platform Media Content Distribution Strategy: The Path to Innovation Leadership in the Digital Age

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**Abstract:** Amidst the continuous advancement of science and technology and the deepening of globalization, Netflix, a pioneering streaming media service provider, has garnered widespread attention within the industry for its cross-screen interlinkage and cross-platform media content dissemination strategy. This article commences with an overview of Netflix's core strategy, which encompasses multi-platform support, personalized recommendations, social integration, original content, global expansion, offline downloads, and collaborations with third-party platforms. Subsequently, the implications of these strategies on user experience, market competition, and business models are explored. Furthermore, the paper delves into the challenges that Netflix confronts in content generation and copyright, technology, user behavior, competitive pressures, and regional cultural disparities. Ultimately, the future growth trajectory of Netflix is prognosticated.

**Keywords:** Cross-screen linkage; Cross-platform media content distribution; Digital era; Personalized recommendation; User experience

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## 1. Introduction

In the digital age, streaming media services have become an integral part of people's entertainment lives. As a pioneering industry leader, Netflix offers users an unparalleled movie-watching experience through innovative cross-screen integration and cross-platform media content dissemination strategies. These strategies not only fueled the rapid growth of Netflix but also induced a profound impact on the entire media industry. This paper aims to comprehensively analyze Netflix's cross-screen integration and cross-platform media content distribution strategy, and discuss its implications, challenges, and future trends.

## 2. NetFlix cross-screen linkage and cross-platform media content transmission concept

Cross-screen linkage refers to the seamless docking and sharing of content across different devices and platforms. With robust technical support and an abundance of user data, Netflix has successfully crafted accurate user profiles and tailored recommendations, enabling users to access their preferred content on any device, at their convenience, and in any location. Additionally, Netflix is actively collaborating with other media platforms to extend the reach of its content to a broader audience.

The cross-platform media content transmission of Netflix is primarily manifested in its service model, which primarily offers two types of services to platform users. The first type is Video On Demand (VOD), enabling users to independently view video content through the video-on-demand system. This mode provides audiences with significant self-choice space, transforming users from passive recipients to active participants, thereby constituting not only a service concept but also a novel mode of communication. Netflix's VOD service not only offers a diverse range of movies, TV series, documentaries, and other video content but also provides users with accurate content recommendations through personalized algorithms. The second category is OTT service (Over-The-Top Media Services), which refers to the streaming media service that delivers content directly to audiences via the Internet, primarily relying on the open Internet and serving various terminal systems, aiming to facilitate the interconnection of home devices. This service model enables users to access Netflix content on a variety of devices, transcending the limitations of traditional TV media and fundamentally altering the transmission mode of traditional video. Consequently, users can watch Netflix content anytime and anywhere, significantly enhancing the viewing experience.

## 3. The cross-screen linkage and cross-platform media content communication strategy of NetFlix are primarily manifested in the following aspects

### 3.1 Multi-platform support and personalized recommendations

The Netflix app is accessible on a wide range of devices, such as smartphones, tablets, TVs, computers, and game consoles. This multi-

platform compatibility ensures that users can effortlessly stream their preferred shows or movies on any device, regardless of their location<sup>[1]</sup>. Netflix employs sophisticated algorithms to provide personalized content recommendations to users based on their viewing history, ratings, search patterns, and other interaction data, ensuring that the content suggestions cater to their individual preferences.

### **3.2 Social Integration and Original content**

Although Netflix itself is not a social media platform, it has started incorporating social features, such as enabling users to share their viewing experiences and comments on the platform. Furthermore, Netflix has collaborated with other social media platforms, including Facebook, to further extend the reach of its content distribution. Netflix devotes significant resources to creating original content, including TV series, movies, and documentaries. This exclusive content not only draws a substantial audience but also enhances Netflix's brand recognition and customer loyalty<sup>[2]</sup>.

### **3.3 Global expansion and Offline downloads**

Netflix is accessible worldwide, providing localized content in various regions. This global expansion strategy enables Netflix to cater to a wider audience and facilitate the dissemination of its content across diverse cultural contexts. In order to cater to users' demand for accessing content on mobile devices, Netflix provides the functionality for offline downloading. Consequently, users are able to enjoy their preferred shows or movies without the need for an internet connection.

### **3.4 Cooperation with third-party platforms**

Netflix enters into partnerships with numerous third-party platforms, including telecom operators and smart TV manufacturers, to extend the scope and accessibility of its services. These collaborations enable Netflix's content to reach a broader audience.

## **4. The impact of cross-screen linkage and cross-platform media content on Netflix is primarily manifested in the following aspects**

### **4.1 User experience**

Seamless cross-screen interaction and cross-platform media content significantly enhance the user experience. Users can effortlessly switch between various devices, such as mobile phones, tablets, and TVs, to access content without concerns regarding compatibility across different devices. This consistency and convenience serve to attract and retain a larger user base.

### **4.2 Content distribution**

Cross-platform media content enables Netflix to disseminate its content more extensively and rapidly. This not only enhances the visibility of the content but also aids Netflix in attracting additional subscribers.

### **4.3 Market competition**

As an increasing number of media enterprises enter the streaming industry, Netflix is compelled to persistently innovate in order to preserve its competitive advantage. Cross-screen integration and cross-platform media content are integral components of its innovative strategy, which can aid Netflix in outpacing the intense competition<sup>[3]</sup>.

### **4.4 Business model**

Cross-screen linkage and cross-platform media content may also impact Netflix's business model. For instance, Netflix might need to establish partnerships with additional device manufacturers and content providers in order to broaden its content distribution channels. This could potentially open up new revenue streams; however, it could also result in increased operating costs.

## **5. Challenges and future trends**

The primary challenges confronted by Netflix's cross-screen integration and cross-platform media content dissemination strategy emanate from the following aspects:

### **5.1 Content production and copyright issues**

As Netflix continues to expand, it necessitates an abundance of high-quality original content to captivate and maintain subscribers. Nonetheless, generating such content is resource-intensive and may involve copyright concerns. Consequently, striking a balance between content quality and copyright avoidance constitutes a vital challenge that Netflix must confront.

### **5.2 Technological challenges and changes in user behavior**

Ensuring smooth cross-screen linkage and cross-platform media content transmission requires robust technical support, including data processing, streaming media transmission, device compatibility, and more. How to optimize playback on various devices and platforms and enhance user experience is a technical challenge that Netflix must address. As technology advances and user needs evolve, so do users' viewing behaviors and habits. Consequently, adjusting and refining cross-screen linkage and cross-platform media content dissemination strategies

to align with user behavior changes is a crucial issue that Netflix must prioritize.

### 5.3 Competitive pressure and regional cultural differences

In the media industry, the competition is intense. Numerous streaming platforms, including Amazon Prime Video, Disney, HBO Max, and others, are actively endorsing cross-screen interaction and cross-platform media content distribution strategies. Netflix is required to preserve its forefront position in this competitive landscape, which necessitates stringent demands on its cross-screen interconnectivity and cross-platform media content dissemination strategy. Given that Netflix operates globally, users from diverse regions possess distinct cultural backgrounds and viewing preferences. Consequently, determining how to guarantee content quality while considering the needs of users from various regions and cultural disparities constitutes a crucial issue that Netflix must address.

In the future, given the continuous advancement of technology and the evolving market landscape, Netflix's cross-screen interconnectivity and cross-platform media content dissemination are likely to exhibit the following trends:

### 5.4 More diversified content ecology and personalized user experience

To cater to the varying content preferences of its users, Netflix is committed to extending its content library to encompass a broader range of movies, TV series, documentaries, anime, and more. Concurrently, the company will intensify its collaboration with other media platforms to foster a more comprehensive content ecosystem. This alliance could involve strategic partnerships with streaming platforms, copyright agreements with traditional media companies, and co-productions with independent filmmakers, directors, and other creative professionals<sup>[4]</sup>. As user requirements evolve, Netflix will increasingly prioritize the personalization of the user experience. For instance, Netflix might introduce more tailored services for diverse user groups, such as exclusive content recommendations and user interface designs catering to different age groups and interests<sup>[5]</sup>. Furthermore, Netflix may also provide users with an even more immersive viewing experience by leveraging cutting-edge technologies like augmented reality (AR) and virtual reality (VR).

### 5.5 More global market expansion

As global Internet penetration continues to escalate and device accessibility amplifies, Netflix will further augment its global market expansion. For instance, Netflix might escalate its investment in burgeoning markets like Asia and Africa, launch more content tailored to local users' preferences, and fortify strategic collaborations with local partners to amplify its share in the global market.

## 6. Conclusion

Netflix's cross-screen linkage and cross-platform media content dissemination strategy not only significantly enhances the user experience, but also positions it favorably in the competitive market. However, due to the continuous advancement of technology and the ever-changing market landscape, Netflix also confronts various challenges, including content generation and copyright issues, technical obstacles, shifts in user behavior, competitive pressure, and regional cultural disparities. In the future, Netflix must persist in innovating and refining its strategy to accommodate the evolving market demands and technological environment, ultimately achieving sustainable growth.

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