



A qué juega Netflix? La convergencia de contenidos a través de los videojuegos en su estrategia multietapa [

2022

text (article)

Analítica

Netflix's decision to add games to its traditional content catalogue in November 2021 is perceived as a bet whose realisation is still uncertain. This study examines the first months of this new service from the company and seeks to find out how this content has been integrated into the platform, what kind of entertainment is offered and how it fits into the company's strategy, as well as how it has been received by users and subscribers. The methodology is based on a quantitative and qualitative triangulation of methods collected in an analysis sheet for each of the games in the sample (n=14). The results reflect that in these first months, the games offered are aimed to provide light entertainment and reinforce the value of the Netflix subscription, even if the games are gradually oriented towards a transmedia logic or serve to reinforce other content on the platform. In addition, the new data Netflix receives from its subscribers when they view content on the platform and their interaction with the new content could be an important asset for the future of the company

Netflix's decision to add games to its traditional content catalogue in November 2021 is perceived as a bet whose realisation is still uncertain. This study examines the first months of this new service from the company and seeks to find out how this content has been integrated into the platform, what kind of entertainment is offered and how it fits into the company's strategy, as well as how it has been received by users and subscribers. The methodology is based on a quantitative and qualitative triangulation of methods collected in an analysis sheet for each of the games in the sample (n=14). The results reflect that in these first months, the games offered are aimed to provide light entertainment and reinforce the value of the Netflix subscription, even if the games are gradually oriented towards a transmedia logic or serve to reinforce other content on the platform. In addition, the new data Netflix receives from its subscribers when they view content on the platform and their interaction with the new content could be an important asset for the future of the company

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzQ5NDIzMDI>

Título: A qué juega Netflix? La convergencia de contenidos a través de los videojuegos en su estrategia multietapa electronic resource]

Editorial: 2022

Tipo Audiovisual: convergencia multimedia engagement videojuegos Netflix streaming Game Studies multimedia convergence engagement video games Netflix streaming service Game Studies

Documento fuente: Revista de comunicación, ISSN 1684-0933, null 21, N°. 2, 2022, pags. 115-134

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Revista de comunicación, ISSN 1684-0933, null 21, N°. 2, 2022, pags. 115-134

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es