

Storytelling with insightmaker.com

Step	Action	Story designer action	Extras
1	Hide all elements (variables, links, polarities and pictures)	Add Step > Visibility change Opacity=0 Select all elements to hide	
2	Tell the story	Add Step > Show Message Add text	"Netflix is an Internet television company that is today present in 190 countries and makes money by selling subscriptions to streamed proprietary and third party content. This model tells the story of the recent fall in new subscribers."
3	Synchronize the text and the model	Add Step > Group Steps Name: "Introduction"	
4	Show marketing driven growth loop	Add Step > Visibility change Opacity=100 Select the elements to show	
5	Tell the story	Add Step > Show Message Add text	"Netflix recruits new subscribers through strong marketing actions"
6	Synchronize the text and the model	Add Step > Group Steps Name: "Marketing growth"	
7	Show content driven growth loop	Add Step > Visibility change Opacity=100 Select the elements to show	
8	Tell the story	Add Step > Show Message Add text	"Netflix invests revenues the production of exclusive content such as television series and full-length movies. This also drives subscriptions."
9	Synchronize the text and the model	Add Step > Group Steps Name: "Content growth"	
10	Show market saturation slowing action	Add Step > Visibility change Opacity=100 Select the elements to show	
11	Tell the story	Add Step > Show Message Add text	"As market share increases it becomes harder to recruit new customers. The size of the market acts as a limit to growth. The market size is the number of households in each overseas market that is interested in watching streamed content in English."
12	Synchronize the text and the model	Add Step > Group Steps Name: "Market limit"	
13	Show competition for subscribers slowing action	Add Step > Visibility change Opacity=100 Select the elements to show	
14	Tell the story	Add Step > Show Message Add text	"As the streaming market grows, other competitors are attracted to the market and compete for market share. Amazon.com recently announced its Prime Video service that will compete head-on with Netflix for subscribers."
15	Synchronize the text and the model	Add Step > Group Steps Name: "Competition"	