

ANNOUNCEMENT

Bachelor Thesis

KEYWORDS

- Movie Industry
- Digital Distribution
- Channel Cannibalization
- Difference-in-Difference Analysis
- Empirical Bachelor Thesis

TOPIC: THE EFFECT OF ON-DEMAND MOVIE STREAMING SERVICES ON MOVIE PURCHASES AND PIRACY

Since the rise of digital channels for media distribution, the movie industry has undergone a major transformation process characterized by a shift toward access-based consumption channels (e.g., streaming services like Netflix). For marketing managers, it is crucial to understand the relationships between the different distribution channels, since the introduction of new business models likely cannibalizes demand from existing channels. For example, the adoption of a streaming service like Netflix may cause consumers to reduce their expenditures in other channels (e.g., cinema visits, DVD purchases), and potentially reduce illegal piracy (e.g., BitTorrent, illegal streaming websites). The goal of this bachelor thesis is to empirically investigate how the introduction of streaming services like Netflix impacts the demand from other distribution channels (e.g., purchases, piracy). The analysis will be based on a large panel data set comprising detailed information on the online browsing and purchasing behavior of thousands of Internet users in the US over a period of two years. To identify cannibalization effects, a difference-in-difference model should be applied using the statistical software R. The thesis can be written in German or English language.

LITERATURE:

- **Godinho de Matos, M., Ferriera, P., & Smith, M. D. (2017):** The Effect of Subscription Video-On-Demand on Piracy: Evidence from a Household Level Randomized Experiment. *Management Science*, forthcoming.
- **Danaher, B., Dhanasobhon, S., Smith, M. D., & Telang, R. (2010):** Converting Pirates Without Cannibalizing Purchasers: The Impact of Digital Distribution on Physical Sales and Internet Piracy, *Marketing Science*, 29(6), 1138-1151.
- **Smith, M. D. & Telang, R. (2009):** Competing with Free: The Impact of Movie Broadcasts on DVD Sales and Internet Piracy, *MIS Quarterly*, 33(2), 321-338.

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APPLICATIONS

Applications with CV and transcript of records should be sent to Nils Wlömert (nils.wloemert@wu.ac.at).