

A Level Business – Summer Homework

Netflix (UK) and PED:

Netflix put their prices up [LINK](#) in the first quarter of 2021 but their number of subscribers continued to increase. As well as pushing up prices, they have attempted to reduce the number of shared accounts and added adverts to their lowest priced service.

From the data / context provided and your own knowledge, explain whether you think Netflix has ELASTIC or INELASTIC demand AND how this might impact their business!

ASSUMPTION: Use the 2019 period (4 quarters) to calculate the % change in demand (bar chart) and reference the Decider article to calculate the % change in Price for ALL the price changes.

Click [HERE](#) if you need info on PED.

NOTE: I'm only expecting a paragraph or two!

Click to open

[statistic_id529734_netflixs-household-take-up-in-the-united-kingdom--uk--quarterly-2014-2020.pdf](#)