







#	STRENGTHS (+)	
1	Leading global streaming platform with a large subscriber base	
2	Strong brand recognition and reputation for original content	
3	Extensive library of diverse and exclusive content	
4	User-friendly interface and personalized recommendations	
5	Global presence and expansion into international markets	
6	Successful track record of content production and distribution	
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#	WEAKNESSES (-)	
1	Reliance on third-party content licensing agreements	
2	Increasing competition from other streaming platforms	
3	High production and licensing costs for original content	
4	Dependence on internet connectivity for streaming	
5	Limited control over content piracy and illegal sharing	
6	Potential customer churn due to subscription fatigue	
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#	OPPORTUNITIES (+)	
1	Growth in demand for streaming services and cord-cutting trend	
2	Expansion into untapped international markets	
3	Development of localized and regional content offerings	
4	Focus on original content production and talent partnerships	
5	Integration with emerging technologies like virtual reality	
6	Partnerships with telecom providers for bundled offerings	
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#	THREATS (-)	
1	Intense competition from established and emerging streaming platforms	
2	Shifting consumer preferences and content consumption habits	
3	Piracy and unauthorized sharing of content	
4	Regulatory changes impacting content licensing and distribution	
5	Economic downturns affecting consumer spending on entertainment	
6	Technological advancements in video streaming and delivery	
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