# Netflix Event Pass: Turning Live Event Demand into Long-Term Member Growth

Independent Product Strategy Exploration

**Working Case Study Source Document**

This document is an independent product strategy exploration and does not represent Netflix's actual strategy, internal plans, or proprietary data.

## Executive Summary

Netflix Event Pass is framed as a controlled product experiment: a one-time, event-based access offer for select premium live events designed to convert high-intent non-members into recurring subscribers. The concept is not a proposal to unbundle the Netflix catalog. Instead, it tests whether live-event demand can reduce acquisition friction, capture first-party account and payment signals, and create a stronger pathway into membership.

The primary post-event conversion path should be a one-click upgrade to Netflix's ad-supported monthly plan. A limited-time starter plan can be tested as a secondary bridge offer for users who remain price-sensitive after the event.

## Strategic Question

Should Netflix test one-time event-based access for select premium live events as an acquisition funnel into recurring membership?

## What This Is / What This Is Not

| This is | This is not |
|---|---|
| • A controlled acquisition experiment<br>• Event-based access for select live moments<br>• A way to convert high-intent non-members<br>• A test of post-event subscription conversion | • A proposal to unbundle the Netflix catalog<br>• A replacement for monthly membership<br>• A broad pay-per-title rental model<br>• A standalone ticketing business |

## Product Thesis

Netflix should test one-time transactional access for select premium live events as a lower-friction acquisition path for high-intent non-members. The objective is to learn whether live-event demand can create durable member growth by capturing account creation, payment intent, viewing behavior, content preferences, and post-event conversion signals.

## User Problem

Many consumers manage multiple streaming subscriptions and are increasingly selective about adding another recurring bill. For non-members, the barrier may not be lack of interest in Netflix; it may be a "misfit cost" problem. They want one specific live moment—such as a concert, comedy event, creator-led show, or fandom event—without immediately committing to a monthly subscription.

## Strategic Context

Streaming growth is increasingly shaped by pricing pressure, subscription fatigue, churn behavior, and the rise of live programming as appointment viewing. Public reporting indicates that Netflix has expanded live programming across sports, comedy, awards, and fan events, while its ad-supported tier has become a meaningful acquisition path in markets where it is available.

Event Pass should therefore be treated as an acquisition and conversion experiment, not as a standalone ticketing business. The central question is whether event-based access can identify motivated non-members and move them into recurring membership with acceptable retention, economics, and brand clarity.

## Target User Segments

| Segment | Need / Behavior | Why Event Pass Fits |
|---|---|---|
| Light viewer | Appears for major cultural moments but has limited current engagement with the broader catalog. | Creates a low-friction entry point and enables personalized content discovery after the event. |
| Superfan | Willing to pay for specific exclusive IP, fandom moments, music, comedy, or creator-led programming. | High intent makes the segment suitable for premium event-based access and post-event upsell. |

| | | |
|---|---|---|
| Serial churner | Rotates services and resists ongoing subscriptions unless value is immediate and clear. | Tests whether a compelling event plus targeted follow-up can restart recurring membership. |

## Proposed MVP

Pilot Event Pass with a premium non-sports superfan event, such as a global music livestream, comedy special, creator-led live show, or fandom event connected to Netflix-owned or Netflix-distributed IP. Non-members can purchase one-time access without auto-renewal and create a lightweight Netflix account. Existing subscribers retain access through their current plan or receive preferred pricing if required by event economics.

The MVP should avoid complex sports rights in the first test, because sports and partner contracts may include subscription-only constraints, blackout rules, or rights economics that obscure the core acquisition learning.

## Core User Journey

| Stage | User Action | Netflix Goal | Data Captured | Product Surface |
|---|---|---|---|---|
| Discover | User sees event promotion. | Drive intent. | Source/channel. | Event landing page or campaign surface. |
| Purchase | User buys Event Pass and creates a lightweight account. | Capture account and payment. | Email, payment method, event interest, acquisition source. | Checkout. |
| Prepare | User receives confirmation and reminders. | Reduce no-show and day-of friction. | Reminder opens/clicks and add-to-calendar behavior. | Email, SMS, app, or web reminder. |
| Watch | User streams live event. | Deliver high-quality event completion. | Event start, watch duration, completion, stream quality, device. | Video player. |
| Reflect | User rates the event and sees related content previews. | Capture preferences and drive content discovery. | Rating, preview clicks, genre/artist interest, related-title engagement. | Post-event modal or landing page. |

| | | | | |
|---|---|---|---|---|
| Convert | User receives membership offer. | Convert to recurring membership. | Offer view, offer click, plan selected, upgrade completion, decline reason. | Upgrade screen. |

## Monetization Logic

Event Pass creates three layers of value: direct event revenue, first-party account and payment capture, and downstream subscription conversion. The strongest business case is not the one-time transaction; it is whether transactional access lowers acquisition friction and improves the path into recurring membership.

Pricing should be set so the ad-supported monthly plan feels like the better long-term value relative to buying event access one at a time. The starter plan should remain a test variant, used only to understand whether a short bridge offer improves conversion without weakening the core subscription model.

## Success Metrics

| **North Star Metric:** Incremental 30-day conversion to recurring membership among Event Pass buyers, net of refunds, support costs, and cannibalization.<br>**Metric Area** | **Example Measures** |
|---|---|
| Acquisition | Event Pass purchase conversion; share of buyers who are new or churned users; acquisition cost per buyer. |
| Engagement | Event start rate; completion rate; reminder open/click behavior; related-content preview engagement. |
| Conversion | Upgrade to ad-supported plan within 24 hours, 7 days, and 30 days; starter-plan take rate where tested. |
| Retention and value | Retention after first billing cycle; projected LTV versus acquisition cost; reactivation rate for churned users. |

| | |
|---|---|
| Risk and operations | Cannibalization from existing members; refund rate; customer support volume; live stream reliability. |

## Key Risks and Mitigations

| **Risk** | **Why It Matters** | **Mitigation** |
|---|---|---|
| Cannibalization | Users may substitute one-off event purchases for recurring plans. | Limit Event Pass to select premium live events; do not extend it to the full catalog. |
| Rights constraints | Sports or partner contracts may restrict transactional access. | Start with a non-sports superfan event and validate rights feasibility before launch. |
| Technical reliability | Live failures can damage trust and drive support/refund costs. | Run scaled load tests, fallback messaging, and clear refund/support protocols. |
| Brand confusion | Users may misinterpret Event Pass as broad catalog unbundling. | Use clear language: event-based access, no auto-renewal, and membership upgrade path. |

## Recommended Experiment

Run a controlled pilot around a premium non-sports superfan event in a market with strong fandom behavior and measurable price sensitivity. The test should isolate the impact of post-event offer design while holding the event experience, reminder strategy, and merchandising surfaces as consistent as possible.

| **Experiment Element** | **Design** |
|---|---|
| Hypothesis | Event Pass buyers who receive a personalized post-event offer will convert to recurring membership at a higher rate than comparable non-members exposed only to standard subscription messaging. |
| Control group | Non-members who see standard “Join Netflix” messaging after the event. |
| Variant A | Event Pass → one-click upgrade to Netflix’s ad-supported monthly plan. |

| | |
|---|---|
| Variant B | Event Pass → limited-time starter or bridge offer → full membership offer. |
| Primary decision metric | 30-day conversion to recurring membership. |
| Guardrail metrics | Refund rate, customer support volume, existing-member cannibalization, live-stream reliability, and first-billing-cycle retention. |
| Decision Rule | Expand the pilot only if Event Pass buyers convert to recurring membership at a materially higher rate than standard acquisition messaging, maintain acceptable first-billing-cycle retention, and do not create meaningful existing-member cannibalization or excessive support/refund costs. |

## Validated Evidence and Claims

| **Claim** | **Source / Evidence Type** | **Why It Matters** |
|---|---|---|
| Netflix's ad-supported plan represented over 60% of Q1 signups in ads-supported countries. | Netflix Q1 2026 shareholder letter / investor materials. | Supports using the ad-supported plan as the primary post-event conversion path. |
| A Netflix BTS live event delivered 18.4M global viewers. | Netflix public release and trade coverage. | Supports the idea that global fandom events can create large-scale live demand. |
| The Tyson-Paul fight drove a major signup spike. | Third-party subscription analytics / Ampere-style reporting. | Suggests live events can operate as acquisition moments, though results may vary by event type and audience. |
| A benchmark from the Hamilton release showed that 30% of new signups canceled within one month. | Antenna-style subscription churn benchmark. | Supports the need for a post-event retention tail rather than treating event-driven signups as automatically durable. |
| The average U.S. household manages approximately six video subscriptions. | Consumer streaming subscription research benchmark. | Supports the subscription fatigue and misfit-cost problem for non-members. |

| | | |
|---|---|---|
| Transactional-to-subscription benchmarks suggest TVOD-style entry points can become subscription conversion paths. | OTT monetization / transactional-to-subscription benchmark. | Supports Event Pass as an acquisition funnel rather than only a one-time purchase. |

## Key Assumptions to Test

| Assumption | How to Test |
|---|---|
| Non-members will pay for one-time access to select premium live events. | Test through Event Pass landing page conversion and purchase completion. |
| Event Pass buyers are more likely to convert than cold prospects. | Test against standard acquisition funnel conversion rates. |
| The ad-supported plan is the strongest post-event offer. | Test ad-tier upgrade against starter/bridge offer and standard subscription messaging. |
| Event Pass does not materially cannibalize existing subscribers. | Monitor existing-member downgrade, cancellation, and support behavior. |
| Support and refund costs do not erase the margin or acquisition benefit. | Track refunds and customer support contacts per 1,000 Event Pass buyers. |
| Post-event personalization improves conversion. | A/B test personalized related-content previews and offers against generic upgrade messaging. |

## Next Artifacts to Build

| Artifact | Purpose |
|---|---|
| Figma product screens | Show discovery, purchase, event access, post-event rating, and membership upgrade flows. The User Journey Map should feed the screen sequence and interaction priorities. |
| Amplitude event taxonomy and funnel | Define instrumentation from acquisition click through event completion and subscription conversion. The User Journey Map should also feed the Amplitude instrumentation plan. |
| Excel revenue/conversion model | Model pricing, conversion, retention, support cost, cannibalization, and LTV sensitivity. |
| Final PowerPoint case study deck | Translate the working source document into a concise executive presentation. |