

Oops

Episode 6

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What Had Happened Was...?

[Arab Fashion Show Replaced Models with Drones](#)

Do You Even Nerd/Geek?

Geek Battle quiz

Say What?!?!?

Alondo

Have you heard of Netflix? Most have, internet streaming service - before, DVD rental service. Netflix offered itself up for sale to Blockbuster Video in 2000, which could was another "Oops", but that's not the story I want to tell. First announces it will start streaming video January 15, 2007, only 2 months before Hulu. Who hosts Netflix library of movies...?

Go to Hong Kong 10 years earlier - one of the world's highest per-capita income - 6 million residents - Hong Kong Telecom service called iTV - on-demand movies and internet for the living room - \$200 million initial investment - area of about 1,000 square miles - easier to cover with Fiber Optic cable - after \$1.5B invested - not a single customer - launch ceremony Mar 1998 , months before Netflix mailed first DVD - 90k subscribers at most - \$24 a month - The failure..."Saturday between five and six I was trying to pick a movie, I had my beer, my snacks in front of me, the movie all picked out—and it took me 45 minutes to get the movie loaded," Was

trying to watch Batman and Robin - too many users used all the licenses - Hollywood was extremely hesitant - piracy rampant in the area - subscribers overwhelmed by the myriad of options and functions - Service dead in 2002
Showed proof of concept, fiber optic network was usable - precursor to Microsoft starting its own set top box internet device - company that bought assets - 1.3 million subscribers - deployed Netflix on their boxes in 2016

Bevan

Jennifer

Kodak would have been the first to launch the digital camera. However, the idea was turned down by the management who laughed at the engineer who presented 'filmless camera' to the executives back in 1975. Kodak didn't see the potential in the digital future. Sadly, in 2012, Kodak declared bankruptcy after many poor mismanagement issues-one being...failing to adopt the idea and go digital. Oh and by the way the inventor of that first digital camera was Steve Sasson employed at the time by...drumroll...KODAK!!!!!!

Basically, back then, there were no cell phones, no internet, most TVs were still black and white and computers were the size of houses. Basically, mankind was simply not yet ready for this extreme technology!

Kodak also held about 90% of the film market at the time. Seeing digital cameras as a competitor to their own film products, rather than the future of photography, So Kodak chose not to pursue it.

<https://hbr.org/2016/07/kodaks-downfall-wasnt-about-technology>

Apple's third co-founder Ron Wayne lost out big time. The lesser known Wayne sold his complete stake of 10 percent for just \$800 in 1976. Those shares today are almost worth \$50 billion. Many say he would have been the richest man in the world if he would have held on to his stock!

<https://www.cnbc.com/2017/09/12/apples-third-co-founder-ronald-wayne-sold-his-sake-for-800.html>

QR codes-were supposed to be a genius marketing tool for companies to educate consumers and entice them to buy their products but internet connectivity and production issues caused so many problems that few really use QR codes when making decisions.

Blackberry phones-for a while very prominent in the cell phone industry but really became a tool for business people. Once the Iphone emerged, the Blackberry was seen as "ancient".

Mapquest-started as a premier internet browser map company but...overtime, Google maps out performed it in every way .

AOL was the largest internet service provider in the US, but a merger with Time Warner and the inability to meet broadband demands lead to their failure.

<https://www.youtube.com/watch?v=6-Libx93Shc>

Other References

[The First Video Format War](#)

[Format Wars: Blu Ray vs HD DVD](#)

Music

Intro and Outro music - Brasilia by Michael Glass

[See What Had Happened Was - Kutt Calhoun](#)

[Puttin' on the Ritz - Taco](#)

[Oops - Louis Armstrong & Ella Fitzgerald](#)