

Name _____ Date _____

Marketing Essentials
Chapter 21 Channels of Distribution

eMarketing Worksheet Activity: Digital Distribution

Directions When studying channels of distribution, a new option is now available—digital distribution. Digital distribution is a form of direct distribution whereby the product is sold via the Internet in a digital format. Work alone or in small groups to complete this three-part worksheet on digital distribution.

A. Brainstorm

1. Work in groups of three or four to brainstorm other products that are available via digital distribution.

2. Share your lists with classmates in order to produce one master list of all the products that are currently using direct distribution via a digital format.

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B. Research NetFlix's Competition

1. Who are Netflix's competitors?

2. Which competitor is more of a threat to Netflix? Provide rationale for your answer.

C. Predict

1. Will DVDs be a thing of the past once streaming videos become more popular? Support your reasoning with research facts.

2. How will digital distribution of products and services affect other industries?
