Netflix as Blockbuster

**Determining Shelf Capacity**
The top row appears to accommodate 24 DVD cases laid end to end. While the lower 5 tiers feature title on an angle, some are repeats. We are going to assume that the shelves have 24 titles on 6 tiers making for 144 facings per side, 288 facings per unit.

**Perimeter Shelf Capacity**
Perimeter shelves were 8 tiers tall and accommodated 9 titles side to side for 72 facings in each unit.

Facings per linear foot = 18.06

**Determining Shelf Footprint**
The top row appears to accommodate 24 DVD cases laid end to end. The width of a standard DVD case is 135 mm (5.314 inches) for a shelf length of 10.628 feet. The average door frame is 33 inches wide. From visual estimation, the shelf is about 90% as wide as the door frame in the photo provided for a shelf depth of 2.475 feet.

Overall shelf footprint = 26.3043 sqft/unit.

**Determining Aisle Width**
After reviewing photos of different Blockbusters and with different reference objects in frame the aisle width is around 3 feet.

**Titles On Netflix**
A Time magazine article from March 2016 says Netflix has 4335 movies and 1197 television series.

5532 Cases overall

**Square Footage Overall**

\[(10.628 \times 2), \text{two shelves per row} + (3 \times 3), \text{three aisle per row} + (1 \times 2), \text{Wall shelf depth, both sides}) \times (3, \text{Aisle length between shelves} + 2.475 \text{Shelf depth}) = 176.60 \text{ sq ft.}\]

576, interior shelves + 99, wall shelves = 675 Titles

675 titles / 176.6 sqft = 3.8222 Titles per sq ft

5532 Titles on Netflix / 3.8222 Titles per sq ft

Netflix would be 1447.33 sq ft as a brick and mortar store.
**Spotify as a music store**

**Determining Rack Length**
5.59 inches (CD case width) * 9 records across each rack section * 8 rack sections = 33.54 ft rack length.

**Rack Depth**
Rack Depth appears to be 3.5 feet.

**Aisle Width**
Assuming same aisle width as Blockbuster, 3 ft.

**Determining Rack Length + Aisle Area**
(33.54 + 3*2), Rack length, with aisles on both sides * (3.5+3), Rack depth, with 3 ft aisle between racks = 256.425 sq ft

**Determining Records per Square Ft.**
9 records wide * 5 tiers * 8 sections = 360 CDs
360/256.425 = 1.4 Records per Sq Ft

**Determining Square Footage**
2.5 Million Albums / 1.4 Albums/sqft = 1785714.28 sqft to house all of Spotify, assuming single facing per album.

**Determining Square Footage For a Copy of Each Album for Each Subscriber**
1785714.28 * 100 Million = 178571428 Million sq ft

**Yelp as a Travel Guide**

- Number of Yelp Entries: 102,000,000
  - http://www.yelp.com/about
- Average Length of a Yelp Review: 135 Words
- Size of a Travel Guide (Assuming 12 point Times New Roman on standard letter paper, lorem ipsum. ~ 467 Words * 2 Double Sided)
  - (102,000,000*135)/(467*2) = 1473040.69 Pages
  - Page width: 0.004 inches
  - 58972.16 inches
  - A paper guide would be 4914.35 Feet tall.

**Amazon as Walmart**

- Items Carried by Amazon USA: 488 Million
• Items Carried by the Average Walmart: 120,000
• Amazon would be about 4066 times larger than the average walmart (107,000 sq ft)
• \((488\text{ Million} / 120,000) \times 107,000 = 435,133,333\text{ sq ft}\)

**Buzzfeed as a Paper News Source**

• Average Length of the New York Times (During the week): 140,000 Words
• Number of articles published each day: 373
• Average article length: 626.73 Words
• \(373 \times 626.73 = 233,769.28\text{ Words Published Per Day}\)
• 166.98% of the New York Times

**Huffington Post as a Paper News Source**

• Average Length of the New York Times (During the week): 140,000 Words
• Number of articles published each day: 1200 Editorial Pieces + 400 Blog Posts
• Average article length: 1139
• [https://www.newswhip.com/2013/12/article-length/#amQ07EgxmudECt2K.97](https://www.newswhip.com/2013/12/article-length/#amQ07EgxmudECt2K.97)
• \(1600 \times 1139 = 1,822,400\text{ Words Published Per Day}\)
• 1301.7% of the New York Times