

Netflix to open real-world stores in 2025

Vocabulary Match

merchandise ● skeptical ● attractions ● interactive ● enhance ● pop-ups ●

● doubtful ● two-way ● temporary stores ● amusements ● goods ● improve

Article

In 2025, Netflix, a major online streaming service, plans to open real-world stores called "Netflix House". Instead of movies, these shops will offer merchandise, special food, and events based on its famous shows. The first two will open in the USA. If these succeed, more could appear globally.

Josh Simon, from Netflix, said they aim to enhance fans' experience. Netflix isn't new to real-world business. They've had pop-ups and events, like "Netflix Bites" in Los Angeles, where chefs created special dishes. There's also an interactive "Squid Game" event.

Many see "Netflix House" as a move to mimic Disney's real-world attractions. Some experts are skeptical about its success against giants like Disney, while others are hopeful.

Details about the store launches are not fully clear. After various changes and ending its DVD service, it's unknown if DVDs will be sold in these new stores.

Quiz

1. What will the Netflix House stores offer?
2. Where will the first two Netflix House stores open?
3. What is the aim of opening these stores, according to Josh Simon?
4. What is uncertain about the store launches?

Conversation

A: Have you seen "Stranger Things" on Netflix? It's amazing!

B: Absolutely! I'm obsessed with Eleven and the gang.

A: Me too! I want a Demogorgon shirt or something.

B: Oh, let's check out the new Netflix House for merchandise!

A: Great idea! Maybe they have exclusive items there.

B: Totally! It'll be fun to wear them while binge-watching.

Discussion

1. Do you think Netflix House is a good idea? Why or why not?
2. Have you been to a Disney store? What did you buy?
3. What kind of TV shows and movies do you enjoy?