

**AMZN**

**Social context**

**“When we win a Golden Globe, it helps us sell more shoes. [...] Because if you look at Prime members, they buy more on Amazon than non-Prime members, and one of the reasons they do that is once they pay their annual fee, they’re looking around to see, ,How can I get more value out of the program?’ [...] A lot of their behaviours change in ways that are very attractive to us as a business.”**

**source:** Jeff Bezos at Code Conference 2016, cited after Nathan McAlone, *Amazon CEO Jeff Bezos said something about Prime Video that should scare Netflix*, “Business Insider”, 2016