

Study: Netflix, RIM two of five brands likely to be gone by 2015

Posted Dec 13, 2011 by [Andrew Moran](#)

Consumers believe these five brands are likely to disappear by 2015. A new study conducted with consumers suggests that Kodak, Netflix, the U.S. post office, RIM and Sears will most likely be gone in the next three years.

There have been many reports published in the media as of late that show the financial difficulties and decrease in sales by some of the companies in a new study that shows public perception as to what company will likely to disappear by 2015.

According to a new survey by [Prophet](#) (via [Forbes](#)), approximately 5,000 consumers in the United States were asked on the spot as to whom they believe will fail within the next three to four years. The top five included some that may not be a shocker to anyone.

The first company on the list is [Eastman Kodak](#). 27 percent of respondents believe Kodak will likely shut down by 2015 because it has a “bad product development, [is] not forward-looking [and] not adapting to change.”

Second place is [Netflix](#) with 19 percent. The multi-million dollar online movie rental service has suffered some [setbacks](#) within the last year and many customers were upset that it [increased its prices](#) over the summer.

“They have shown they don't know their own clients. They are not even clear with what they want as a company,” said the study respondents. “It's a mess.”

For years, the general public has believed that the [post office would reach its ultimate demise](#). Years later, the general public is still surviving ([barely](#)). The survey suggests that 18 percent believe the



xnatedawgx

Kodak Tower



Photo courtesy Netflix

Mail sorters put DVDs into packages to be sent out to Netflix subscribers. The company sends rental DVDs by mail, and now offers movie downloads to a set-top box.

[United States Post Office](#) will be no more come 2015. Respondents called the mailing agency “inefficient” and “obsolete.”

[Research In Motion](#), the makers of BlackBerry, were placed fourth with 14 percent. Back in October, the company suffered from a [three-day worldwide disruption of service](#). The company has also [sold its tablets for only \\$200](#). With the Apple iPhone and iPad, can RIM surpass 2015?

Rounding out the top five list is [Sears](#). The department store received 11 percent of the vote.

What company do you think will disappear from the market by 2015?



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A BlackBerry 3G