

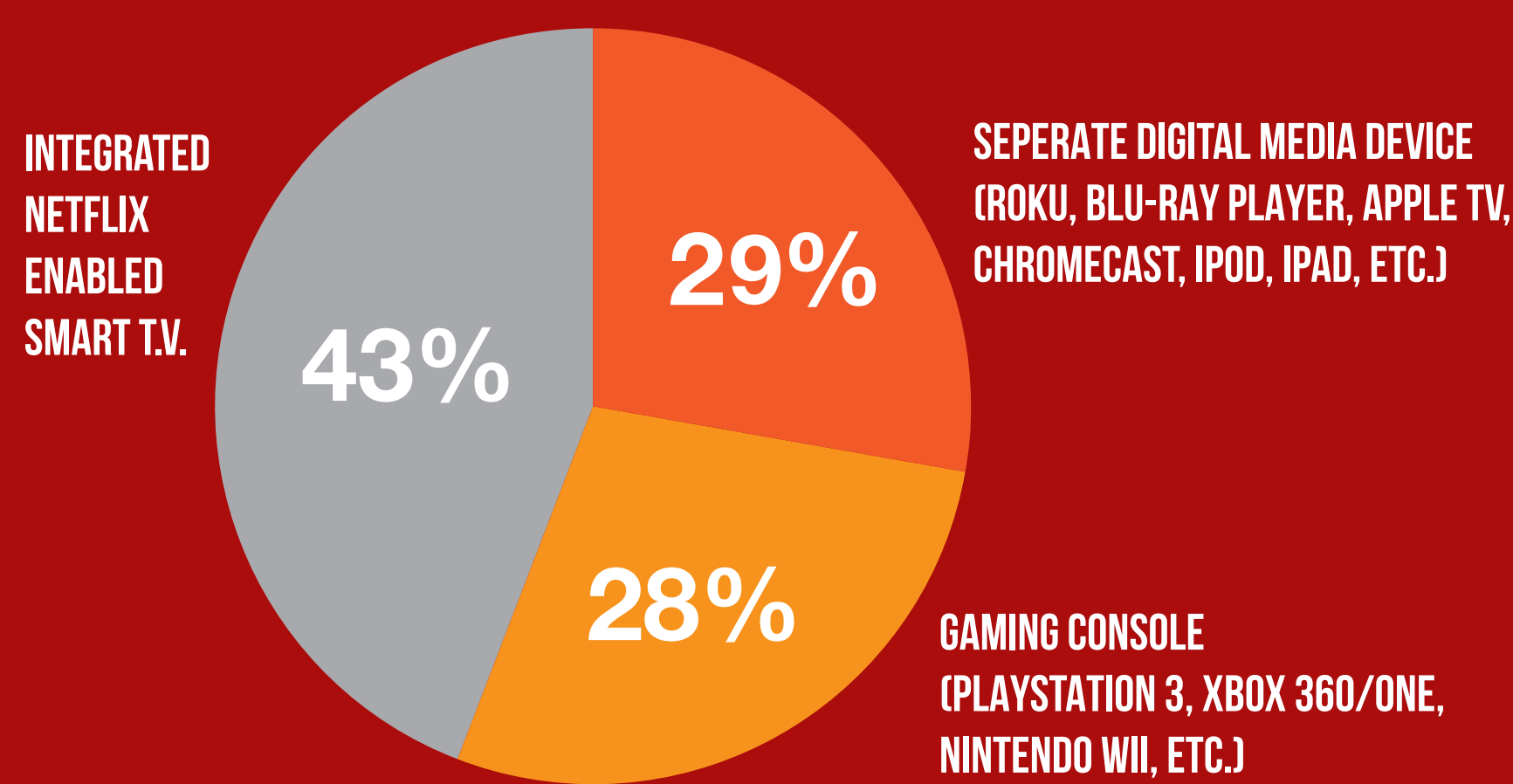
# NETFLIX: BEHIND THE SCENES

## WHAT IS NETFLIX?

Netflix Inc. is an international provider of on-demand Internet streaming media available to viewers in all of North and South America, Australia, New Zealand, Japan, and parts of Europe, and of flat rate DVD-by-mail in the United States, where mailed DVDs and Blu-ray are sent via Permit Reply Mail. The company was established in 1997 and is headquartered in Los Gatos, California. It started its subscription-based service in 1999. By 2009, Netflix was offering a collection of 100,000 titles on DVD and had surpassed 10 million subscribers.

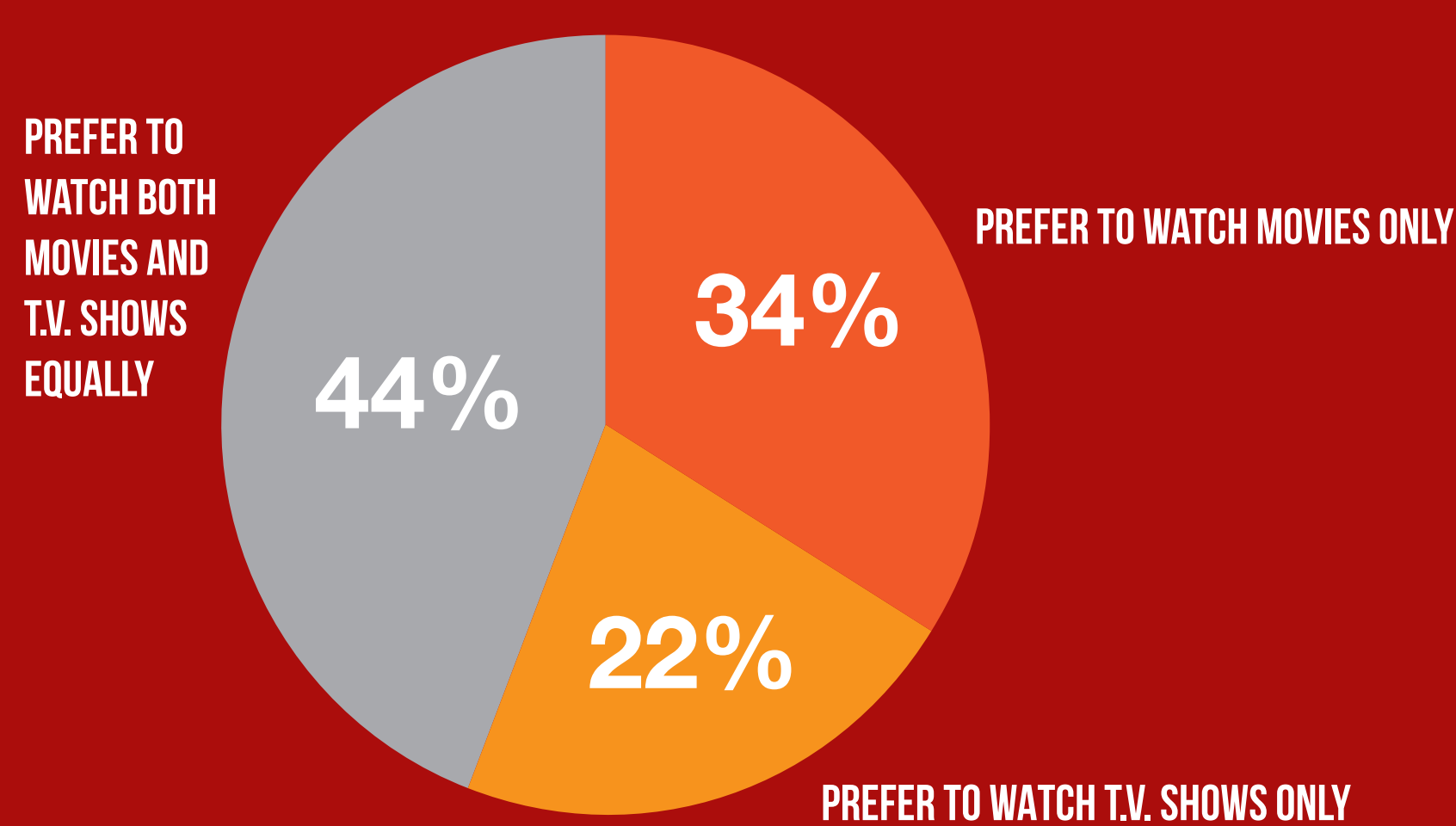
## DISTRIBUTION OF NETFLIX ENABLED DEVICES IN THE U.S. (2014)

WHAT TYPES OF STREAMING DEVICES ARE MOST POPULAR?

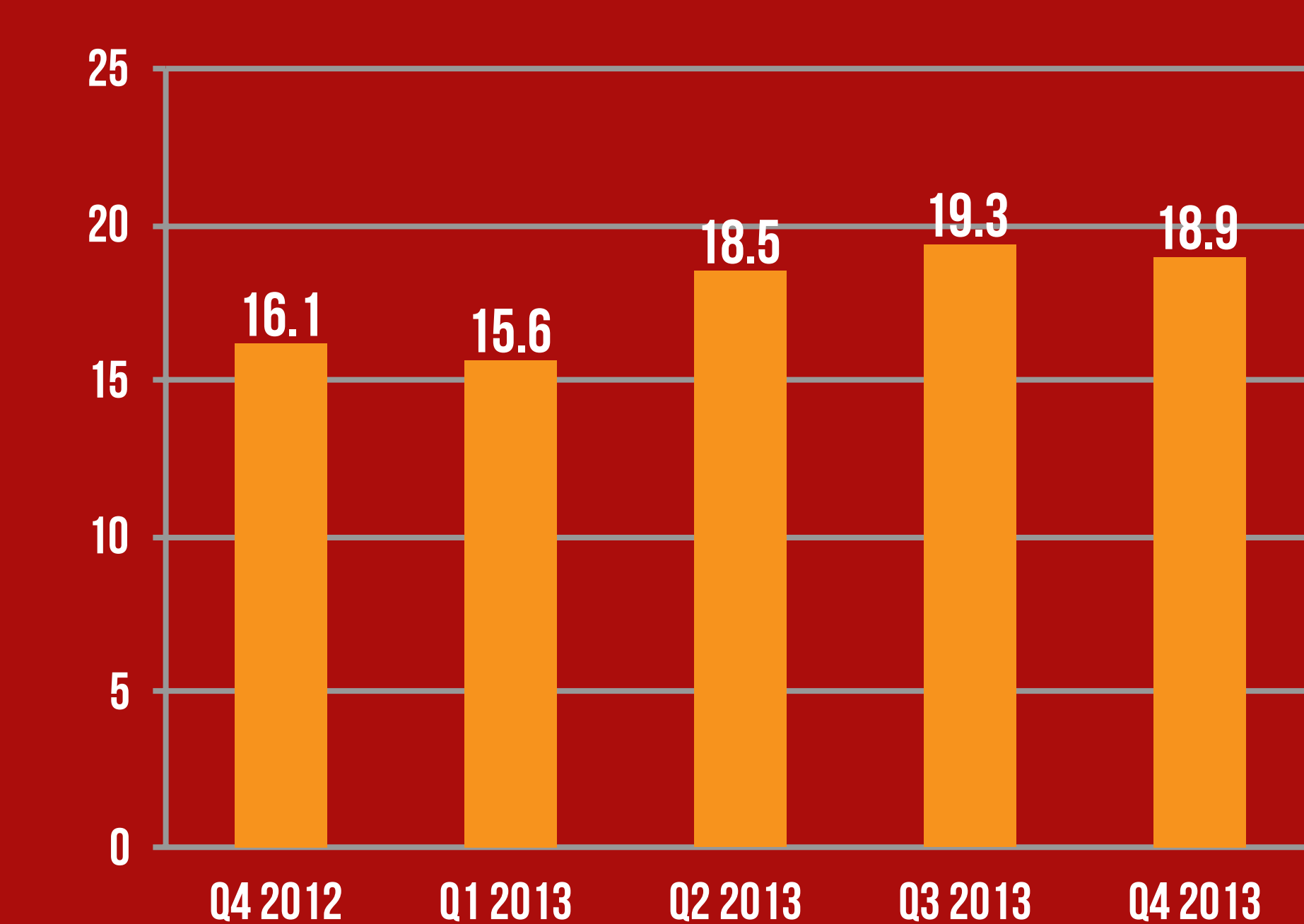


## PREFERRED MEDIA CONTENT OF U.S. NETFLIX USERS AS OF MARCH 2014

WHAT DO USERS PREFER TO WATCH WHEN STREAMING?



## DESKTOP STREAMERS (MONTHLY) FROM Q4 2012 - Q4 2013



This graph represents the number of users (in millions) that stream via desktop computer from Q4 2012-Q4 2013. Desktop viewing is a method millions of users still rely on, despite the many other Netflix enabled devices that exist.

## WHY IS NETFLIX IMPORTANT?

Nowadays, Netflix seems to be getting more and more popular around the world as the primary, go-to entertainment outlet for instant TV and movie streaming. This trend is most likely due to users not wanting to watch their favorite television shows or movies via cable, because of the overwhelming amount of commercials that comes with it, and the lack of on-demand selection. Our world is getting much more impatient as a whole, needing our video almost instantly with no interruptions during our entertainment downtime. Netflix has come a very long way since their initial inception in 2001, generating over 50 million subscribers globally, proving their dominance in the video streaming industry.

## AWARDS & NOMINATIONS FOR NETFLIX ORIGINAL SERIES

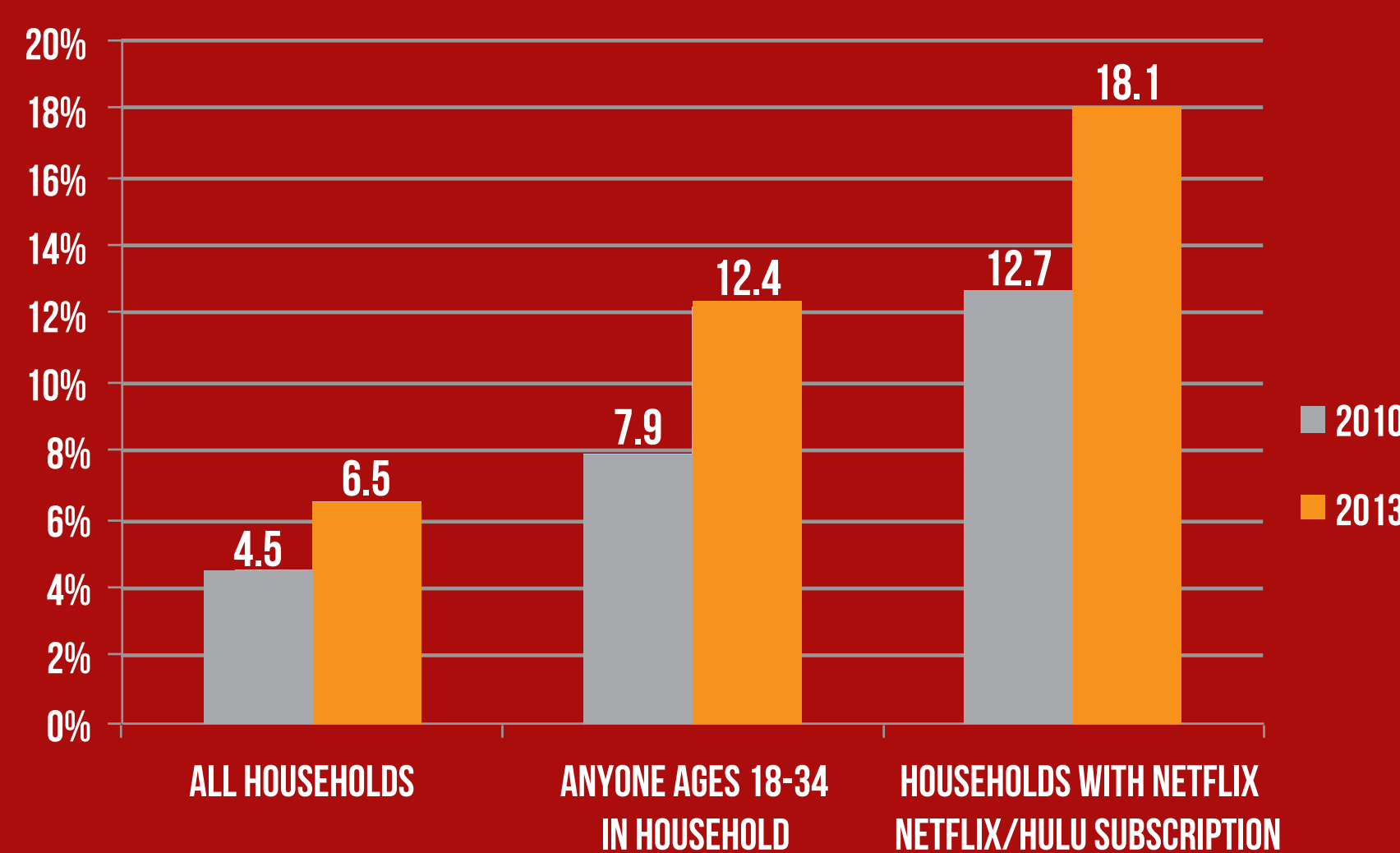


THE EMMY'S  
**12 WINS**  
53 NOMINATIONS

THE GOLDEN GLOBES  
**2 WINS**  
7 NOMINATIONS

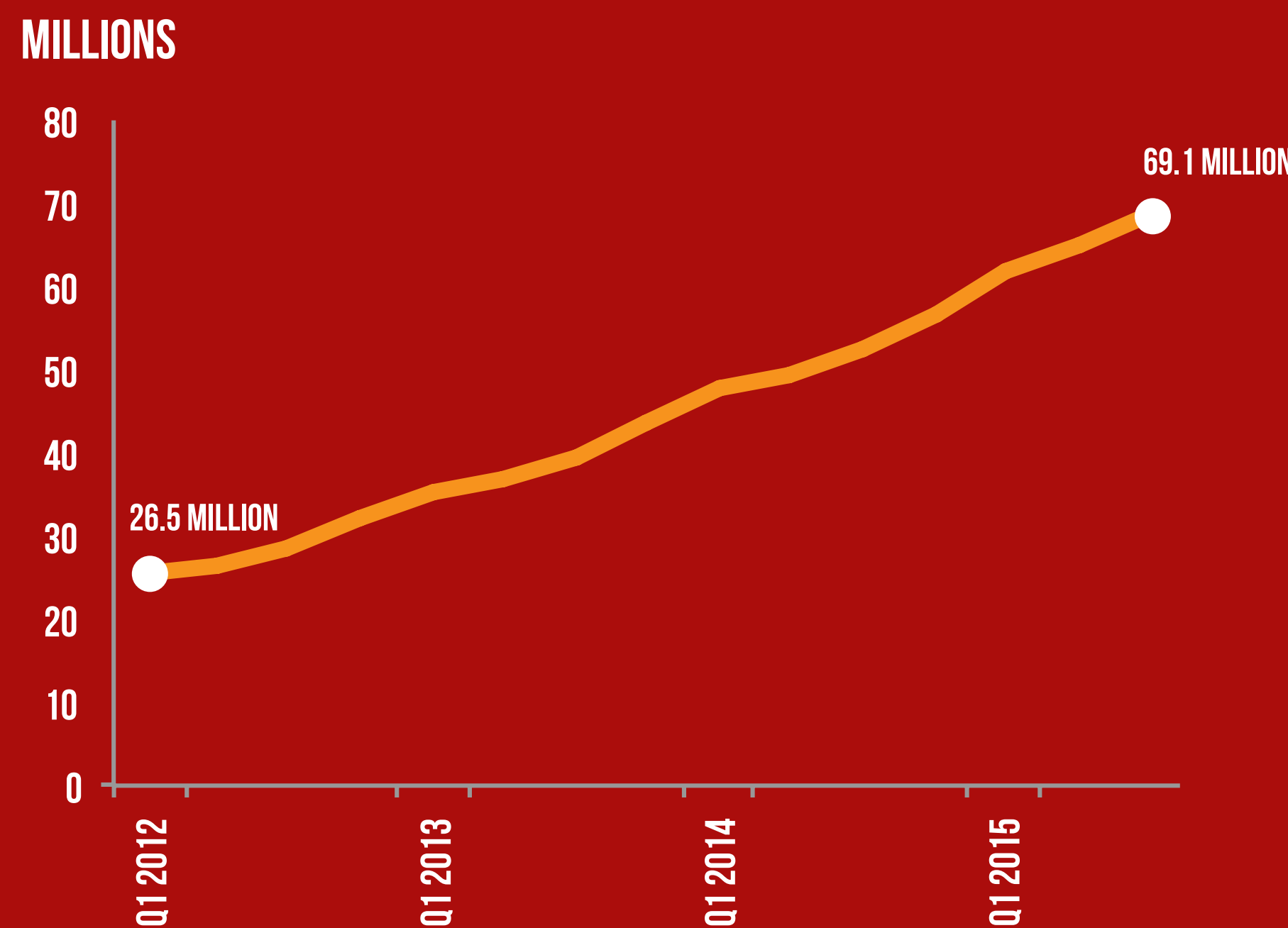
These awards and nominations show the power of Netflix as a leader in T.V. program development, proving they're not only a company that does streaming, but can produce extremely successful, even award-winning content for their streaming service too.

## PERCENTAGE OF HOUSEHOLDS THAT HAVE ENDED THEIR CABLE SUBSCRIPTION (2010-2013)



This graph represents the percentage of households that have ended their cable subscription from 2010 to 2013. Households with video streaming subscriptions are three times more likely to have cut their cable subscription.

## NETFLIX STREAMING SUBSCRIBERS 2012 - PRESENT DAY



This graph represents subscribers (in millions) from Q1 2012-Q3 2015. The number of subscribers has more than doubled since Q1 2012, showing the steady success of their streaming services.

## 1997

Reed Hastings and fellow software executive Marc Randolph co-found Netflix to offer online movie rentals.

## 1998

Netflix bursts on the scene with 7-day movie rentals for \$4, plus \$2 shipping. 925 titles available, and 30 employees.

## 1999

Launches the subscription service, offering unlimited rentals for one low monthly subscription. "Marquee" introduced, 4 titles at a time for \$15.95.

## 2000

Launches the personalized movie recommendation system that uses Netflix members' ratings to accurately predict choices for all Netflix members.

## 2001

## 2002

Netflix makes its initial public offering (IPO on Nasdaq under the ticker "NFLX" with 600,000 members in the US.)

## 2003

Reached 1 million subscribers, and 15,000 titles.

## 2004

First profit earned, \$6.5 million on revenues of \$272 million.

## 2005

The number of Netflix members rises to 4.2 million. 35,000 titles available, 1 million DVD's shipped everyday.

## 2006

Offers \$1 million prize to the first developer of a video-recommendation algorithm that could beat its existing one.

## 2007

Streaming introduced, allows members to instantly watch TV shows and movies on their personal computers. Billionth DVD delivered.

## 2008

Partners with consumer electronics companies to stream on the Xbox 360, Blu-ray disc players and TV set-top boxes.

## 2009

PS3, Internet connected TVs and other Internet connected devices. 100,000 titles available, 10 million subscribers.

## 2010

Apple iPad, iPhone and iPod Touch, the Nintendo Wii compatible. 14 million subscribers. \$1 billion deal with Paramount, Lions Gate, and Metro-Goldwyn-Mayer to stream.

## 2011

Latin America and the Caribbean available. \$1.5 billion in revenue, 26 million subscribers.

## 2012

Available in the UK, Ireland and in the Nordic Countries. Wins its first Primetime Emmy Engineering Award. 88% decline in Q3 profits.

## 2013

House of Cards won three Primetime Emmy Awards. First internet TV network nominated for the primetime Emmy. 40.4 million subscribers.

## 2014

Netflix wins 7 creative Emmy Awards for House of Cards and Orange is the New Black. Netflix now has over 50 million members globally.

## 2015

DANIEL GOROSTIETA  
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DAI 523: INFORMATION DESIGN  
FALL 2015

SOURCES: STATISTA.COM, NETFLIX.COM, BUSINESSINSIDER.COM, WIKIPEDIA.ORG