

PRESS RELEASE

EDiMA welcomes new member Netflix

Brussels, 19 January 2015 - EDiMA* is delighted to welcome Netflix as its newest member. Netflix will join the strong association of members within EDiMA working towards the realisation of an EU digital single market and greater services and opportunities for consumers and businesses alike.

Launched in 1997, Netflix is the world's largest provider of on-demand Internet streaming media.

"Netflix is pleased to have joined EDiMA. We view the association as the voice of Internet platforms in Europe and are delighted to add our effort to creating better policy for Internet services aimed directly at European consumers" said Janneke Sloetjes Director Public Policy Europe at Netflix.

"Netflix will add a strong voice to the EDiMA membership and add to our critical role in policy debates at the EU level as it brings an additional dimension to our representation," stated Siada El Ramly EDiMA Director General.

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* EDiMA is the European trade association representing online platforms. It is an alliance of new media and Internet companies whose members include Allegro Group, Amazon EU, Apple, eBay, Expedia, facebook, Google, LinkedIn, Microsoft, Nokia, Yahoo! Europe. EDiMA's members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.