

# GROWTH OF NETFLIX

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## About the Company

**Netflix** is an American subscription video on-demand over-the-top streaming service owned and operated by Netflix, Inc. The service primarily distributes films and television series produced by the media company of the same name from various genres, and it is available internationally in multiple languages.

Netflix was launched on January 16, 2007, nearly a decade after Netflix, Inc. began its DVD-by-mail service. With 238.39 million paid memberships in more than 190 countries, it is the most-subscribed video on demand streaming service. By 2022, original productions accounted for half of Netflix's library in the United States, and the company had ventured into other categories, such as video game publishing via the Netflix service.

## Timeline

TIMELINE	DESCRIPTION
1997	Reed Hastings and Marc Randolph have an idea to rent DVDs by mail. They test the concept by mailing themselves a DVD. The DVD arrives intact, and the idea for Netflix is born
1998	Netflix.com, the first DVD rental and sales site, is launched
2000	A personalized movie recommendation system is introduced, using members' ratings on past titles to accurately predict future choices.
2002	Netflix makes its initial public offering (IPO), at a selling price of \$1 a share under the NASDAQ ticker NFLX.
2005	The Profiles feature launches, allowing members to create different lists for different users and/or different moods.
2006	Membership grows to 5 million.
2007	Streaming is introduced, allowing members to instantly watch series and films.
2009	membership surpasses 10 million
2010	Netflix arrives in Canada and streaming launches on mobile

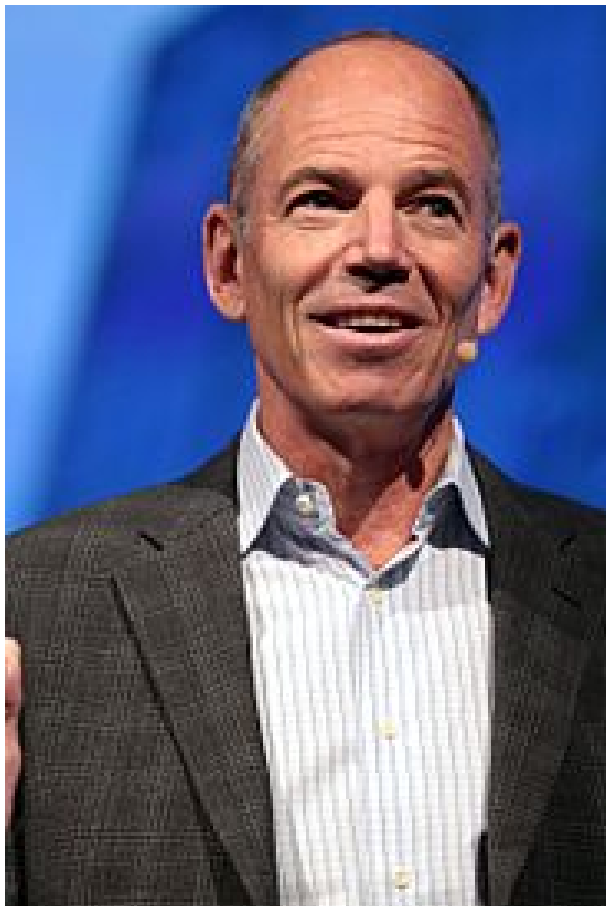
	devices. The first dedicated kids experience debuts on streaming
2012	Membership reaches 25 million members
2016	Netflix expands to 130 new countries, bringing the service to members in more than 190 countries and 21 languages around the world. The Download feature is added for offline and on-the-go viewing.
2017	Membership hits 100 million members globally.
CURRENT	Membership surpasses 200 million. Netflix releases its first-ever film and series diversity study, in conjunction with the USC Annenberg Inclusion Initiative, and announces plans to reach net-zero greenhouse gas emissions by the end of 2022. Netflix launches mobile games.

## The Big Picture

<b>MISSION:</b> To entertain the world by providing a diverse range of high-quality streaming content.	<b>VISION:</b> To be the leading global streaming platform, connecting people with compelling stories and content they love.	<b>VALUE PROPOSITION:</b> Access to a vast library of movies, TV shows, and original content on-demand, anytime, anywhere, offering personalized recommendations based on individual preferences.
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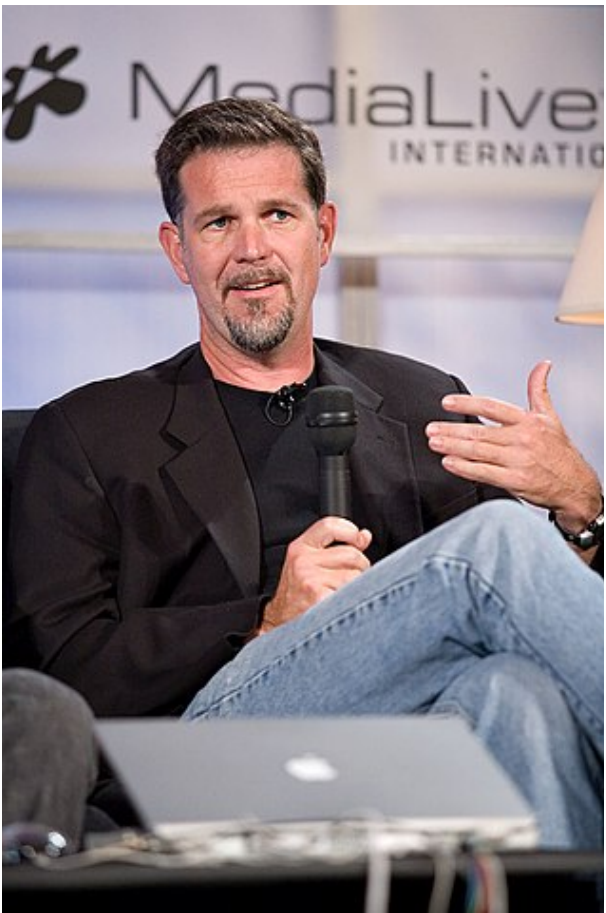
# The Leadership

co-founder of Netflix and the first CEO of the company



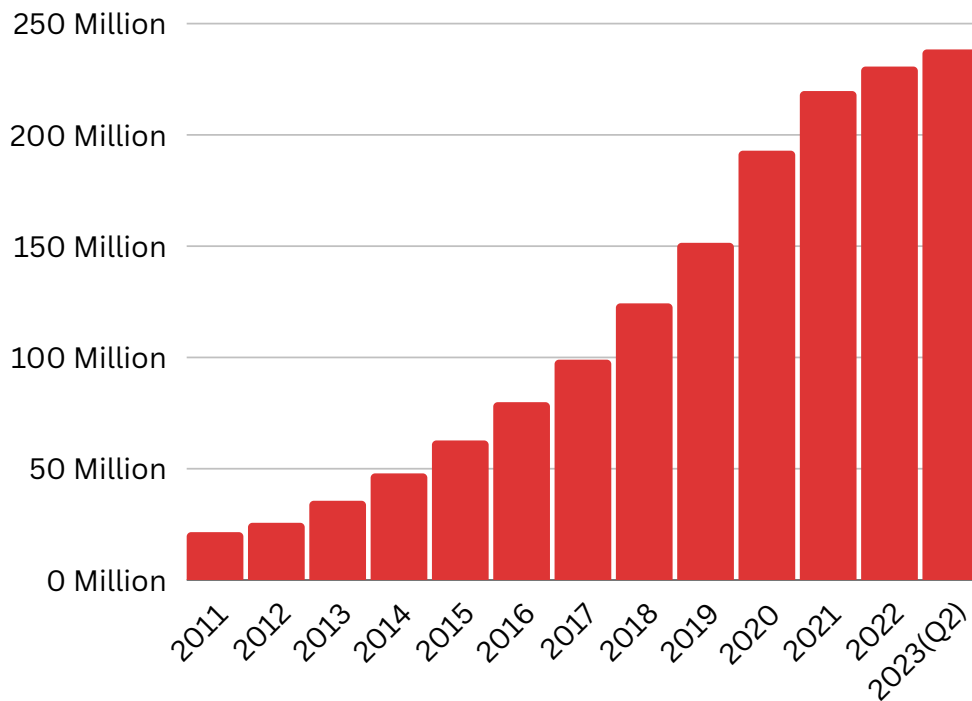
Marc Randolph

co-founder and the current chairman and CEO



Reed Hastings

# RISE IN SUBSCRIBERS



YEAR WISE RISE IN SUBSCRIBERS

### Netflix's Subscribers count took a hit in 2022

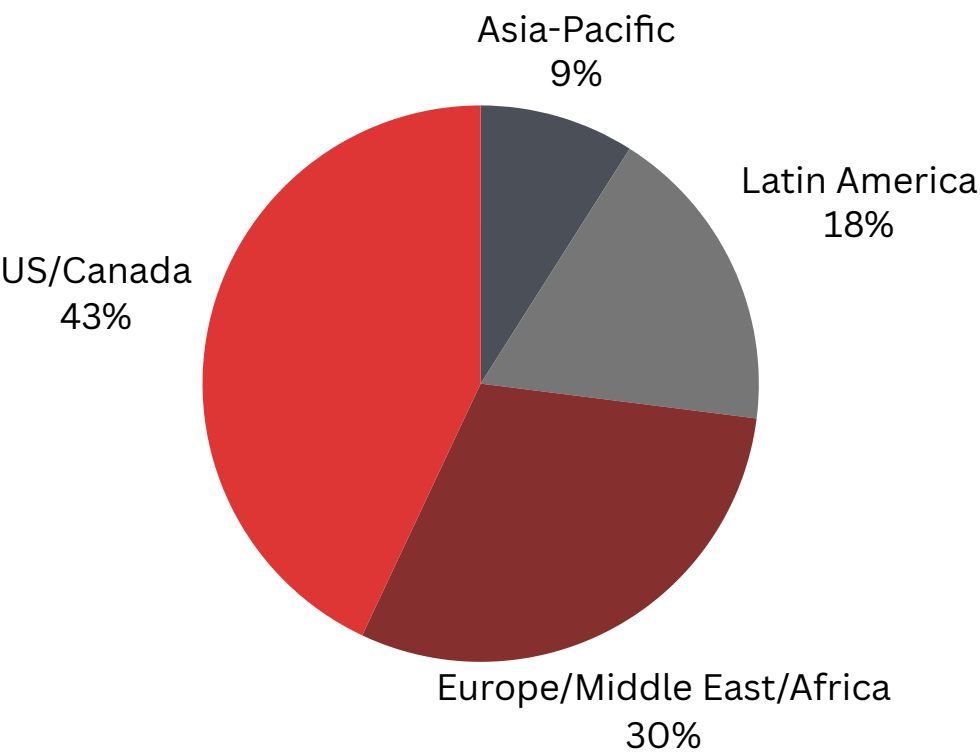
Netflix's Subscriber growth at the beginning of 2022 wasn't great. The company had predicted that it would add 2.5 million subscribers in Q1 of 2022, but instead, **it lost around 1170 million subscribers in the first two quarters of 2022.**

The Good thing is that Netflix is recovering from these losses; according to the Q2 2023 reports to its shareholders, Netflix reveals that it now has **238.39 million paid subscribers.**

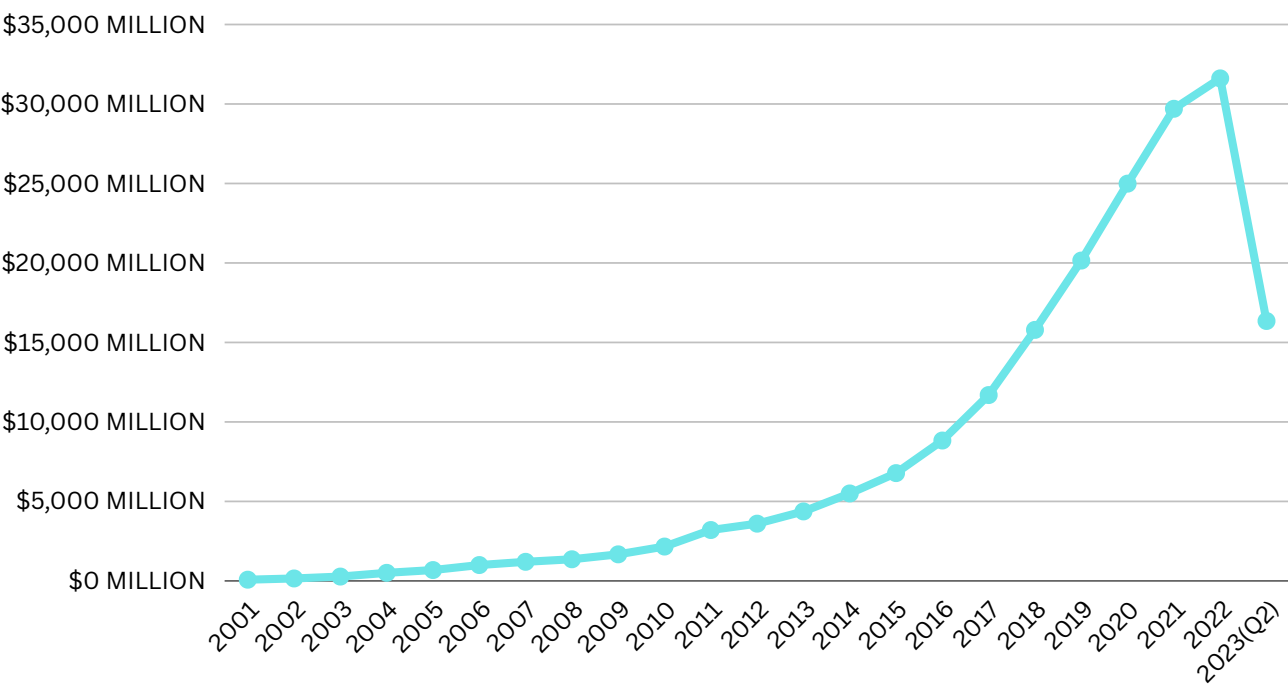
### Netflix has 238.39 Million Subscribers as of Q2 2023

- After announcing its password crackdown news on May 23, 2023, Netflix experienced a significant increase in subscriber count in the United States. The streaming giant **added 100k subscribers** on both May 26th and 27th, and the average daily signups during that period rose to 73,000.
- The average daily **signups increased by 102%** from the previous 60-day period. That is even better than the spike which happened during the Covid-19 lockdown.

# Regional Percent of Netflix Subscribers



# ANALYSIS OF YEAR-WISE REVENUE



Netflix registered revenue of **\$8,162 million** in Q1 and **\$8,187** in Q2 2023. That brings Netflix’s total revenue to **\$16.349 billion** so far.

Netflix’s overall income in 2022 was around **\$31.61 billion**. This is up from 1.67 billion dollars a decade earlier. The company’s net income in 2022 was **\$4.49 billion**, with a total workforce of 11,300 people globally.

In 2022, Netflix generated a revenue of \$7,868 million in Q1, \$7,970 million in Q2, \$7,926 million in Q3, and \$7,852 million in Q4.

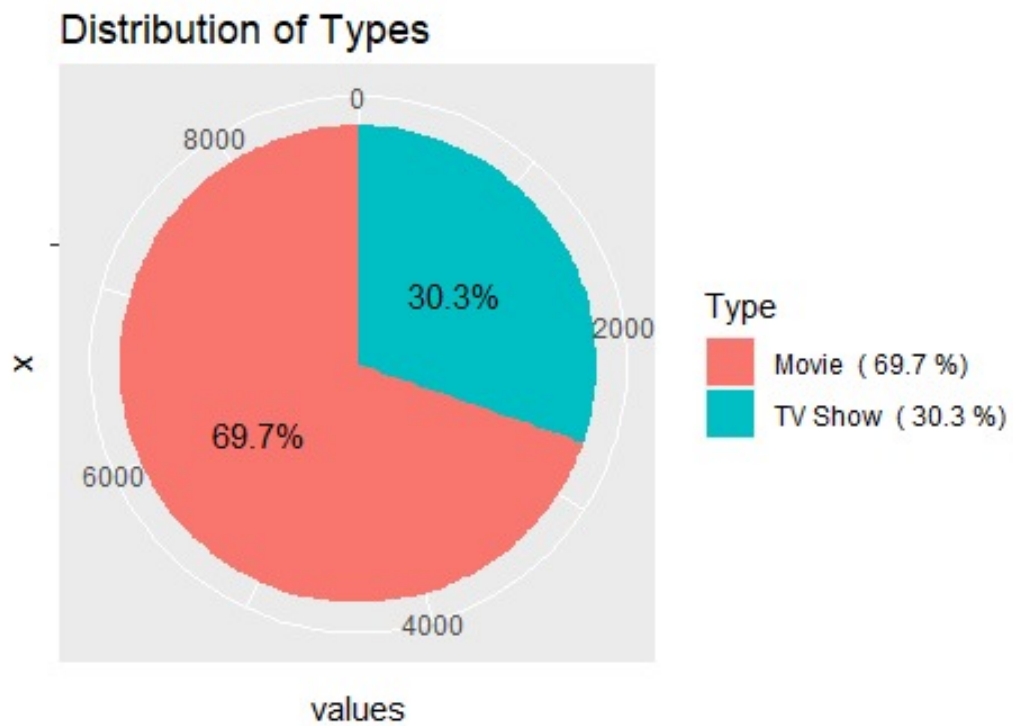
Netflix’s annual income has risen steadily in recent years.

**Around 27% of Netflix subscribers in the United States share their accounts with family members**

Another **18%** share it with their friends, while **9%** share it with relatives from another home. 47.5% of users refuse to reveal their passwords.

People viewing Netflix without paying is around **41%**

Distribution of Projects



## Netflix's most watched TV shows, ranked

The following are Netflix's most watched series, based on Netflix's own reporting of total hours viewed in the first 28 days of each title's release. Again, if a new season releases its episodes in two volumes on different dates, Netflix counts the watch time of the first volume's episodes for their first 28 days, then it counts the watch time of the second volume's episodes for their first 28 days.

1. Squid Game (season 1), a Korean survival thriller -- 1.65 billion hours.
2. Stranger Things (season 4), a retro sci-fi series -- 1.35 billion hours.
3. Wednesday, a coming-of-age supernatural dark comedy -- 1.24 billion hours
4. Dahmer, a true-crime serial killer series -- 856.2 million hours.
5. Money Heist (part 5), a Spanish-language thriller -- 792.2 million hours.
6. Bridgerton (season 2), a period romance -- 656.3 million hours.
7. Bridgerton (season 1) -- 625.5 million hours.
8. Money Heist (part 4) -- 619 million hours.
9. Stranger Things (season 3), a retro sci-fi series -- 582.1 million hours.
10. Lucifer (season 5), a fantasy police procedural -- 569.5 million hours.

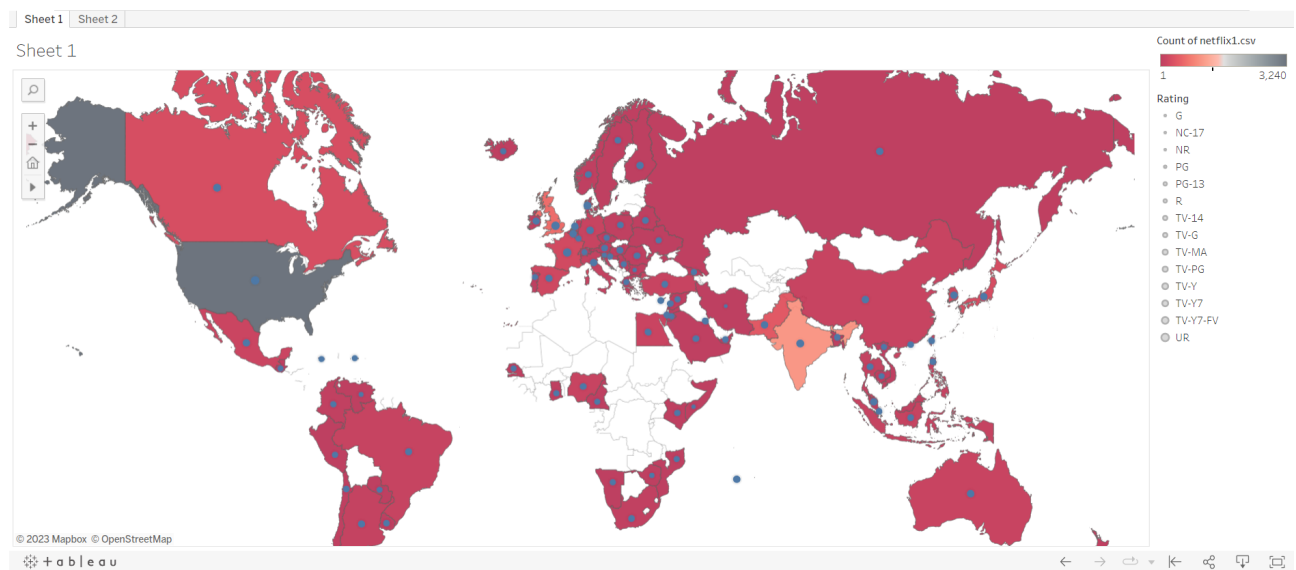


## Netflix's most watched movies, ranked

The following are Netflix's most watched movies, based on Netflix's own reporting of total hours viewed in the first 28 days of each titles' release. Any changes are in bold text.

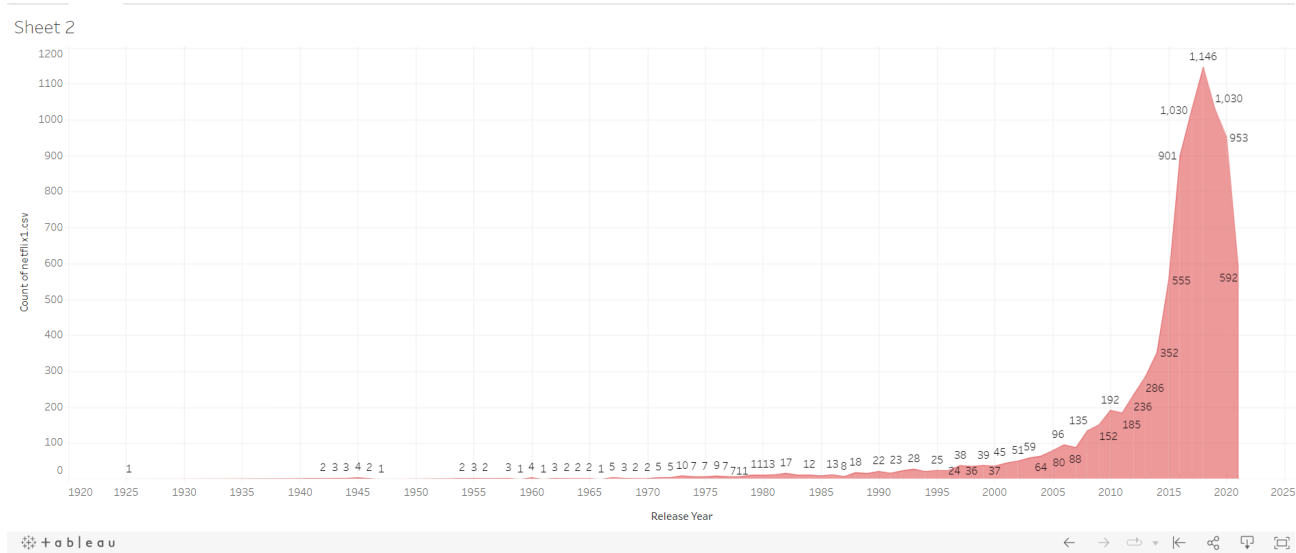
1. Red Notice, an action movie starring Dwayne Johnson, Gal Gadot and Ryan Reynolds -- 364 million hours.
2. Don't Look Up, a dark comedy with a star-packed cast -- 359.8 million hours.
3. Bird Box, a post-apocalyptic movie starring Sandra Bullock -- 282 million hours.
4. Glass Onion: A Knives Out Mystery, a whodunit sequel -- 279.7 million hours.
5. The Gray Man, a CIA action thriller -- 253.9 million hours.
6. The Adam Project, a sci-fi adventure comedy -- 233.2 million hours.
7. Extraction, an action movie starring Chris Hemsworth -- 231.3 million hours.
8. Purple Hearts, a romantic drama about a musician marrying a Marine -- 228.7 million hours.
9. The Unforgivable, a drama about a woman rebuilding her life after prison -- 214.7 million hours.
10. The Irishman, a period Mafia epic directed by Martin Scorsese -- 214.6 million hours.

## Release Across The Globe According To Rating



TABLUE LINK: [https://public.tableau.com/views/NetflixReleasesincountries/Sheet2?%3Alanguage=en-GB&%3Adisplay\\_count=n&%3Aorigin=viz\\_share\\_link](https://public.tableau.com/views/NetflixReleasesincountries/Sheet2?%3Alanguage=en-GB&%3Adisplay_count=n&%3Aorigin=viz_share_link)

# No Of Releases Per Year



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## Resources:

1. <https://about.netflix.com/en>

2. <https://www.demandsage.com/netflix-subscribers/>

*Thank You*