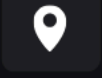




# Executive Overview

NETFLIX

Night



8800

Total  
Titles

270M

Total Users  
(Memberships)

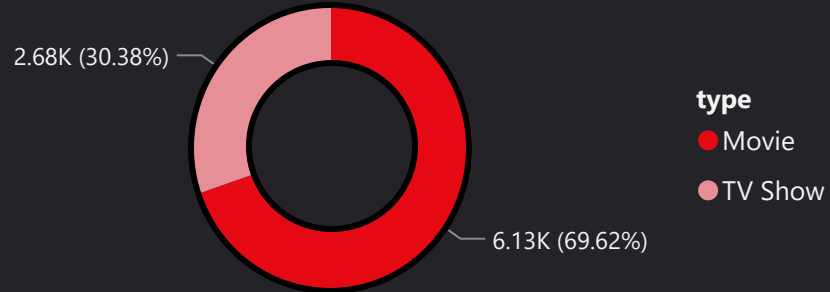
9bn

Latest Global  
Revenue

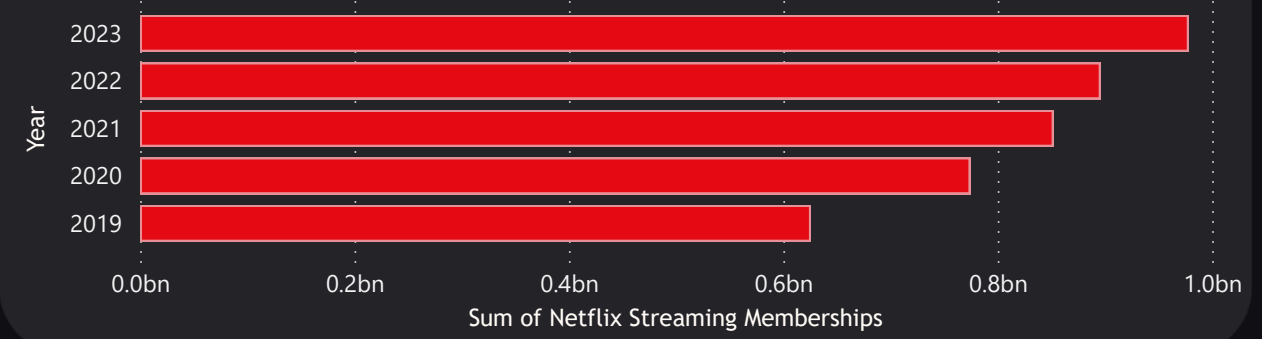
0.50

Churn  
Rate

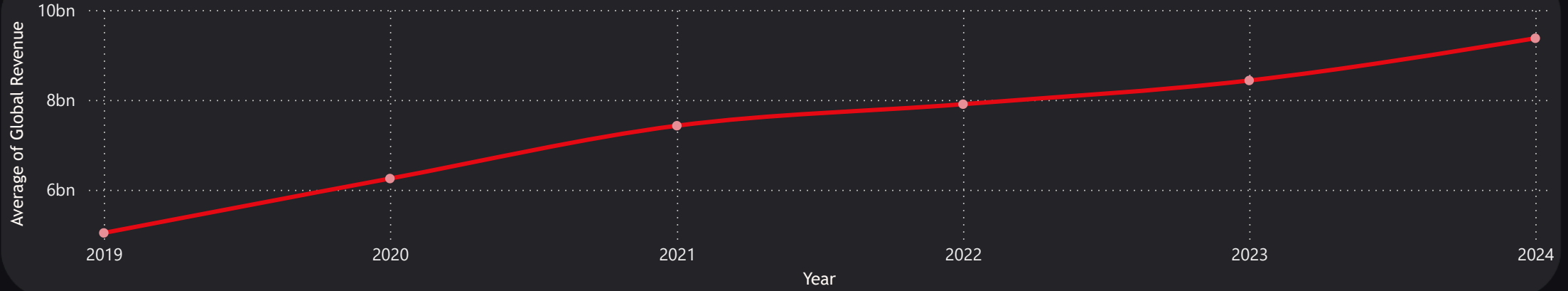
## Content Type Distribution



## Memberships vs Churn Rate



## Global Revenue Over Time



Settings

Log out



Movie

TV Show

## ♥ Revenue & Membership Trends

# NETFLIX

🌙 Night



150bn

Total Global  
Revenue

736.44M

Avg APAC  
Revenue

2.20bn

Avg EMEA  
Revenue

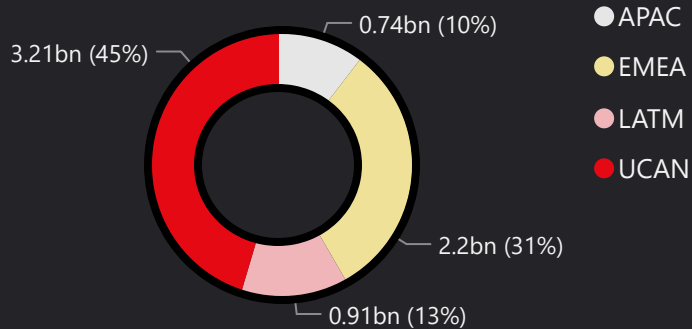
914.79M

Avg LATM  
Revenue

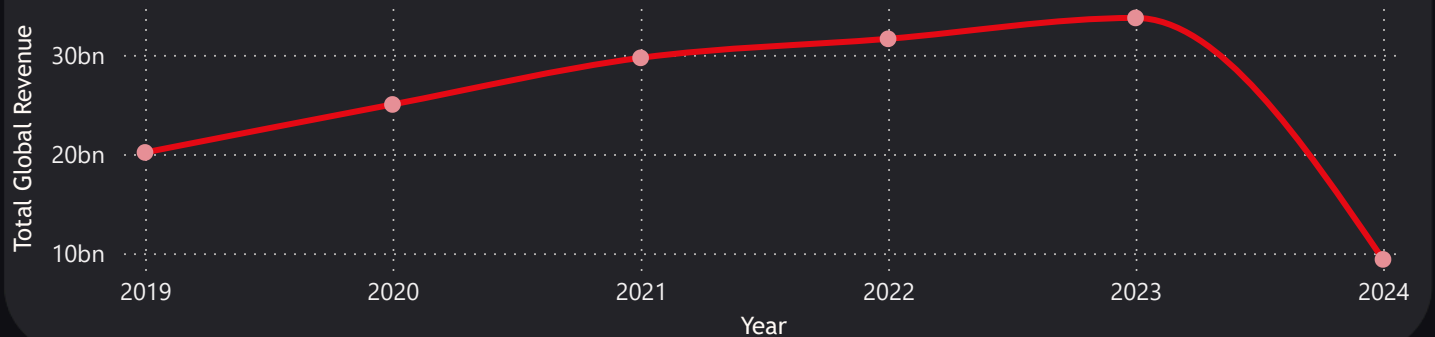
3.21bn

Avg UCAN  
Revenue

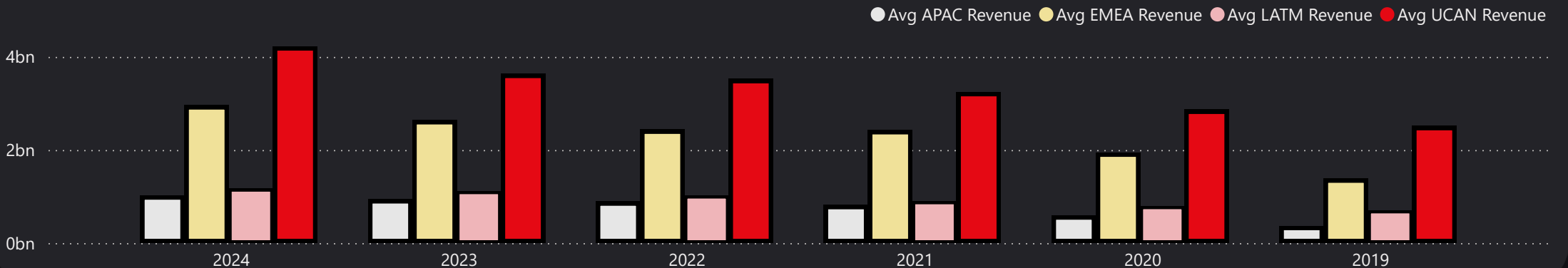
### Avg Revenue by Region



### Global Revenue Over Time



### Regional Revenue Breakdown





# Content Library & Genre Insights

NETFLIX

Night



8800

Total  
Titles

69.60

Percentage of  
Movies

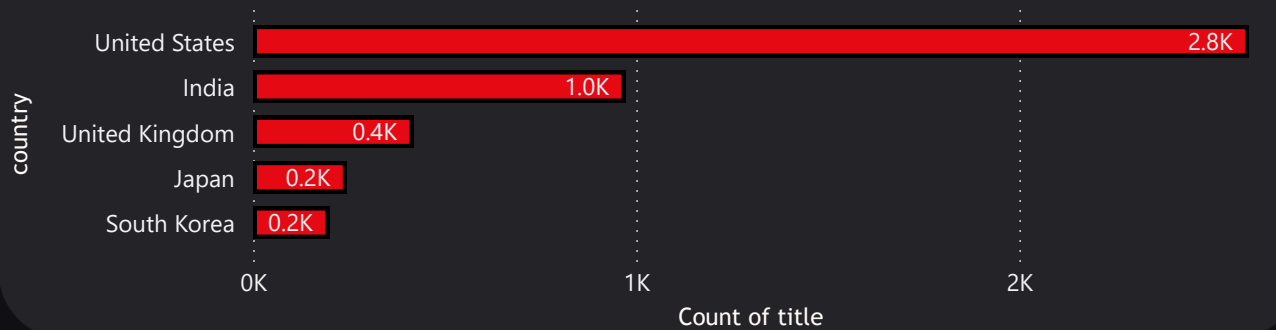
30.38

Percentage of  
TV Shows

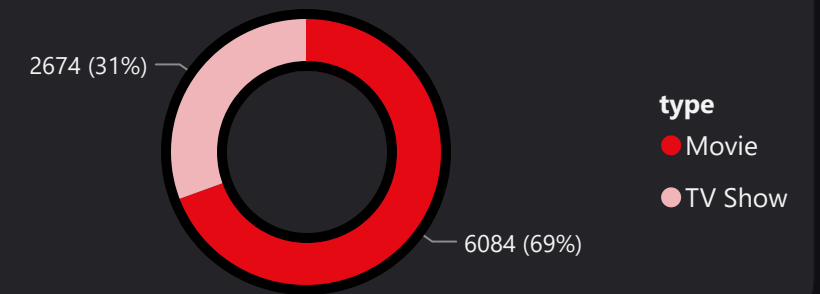
515

Unique  
Genres

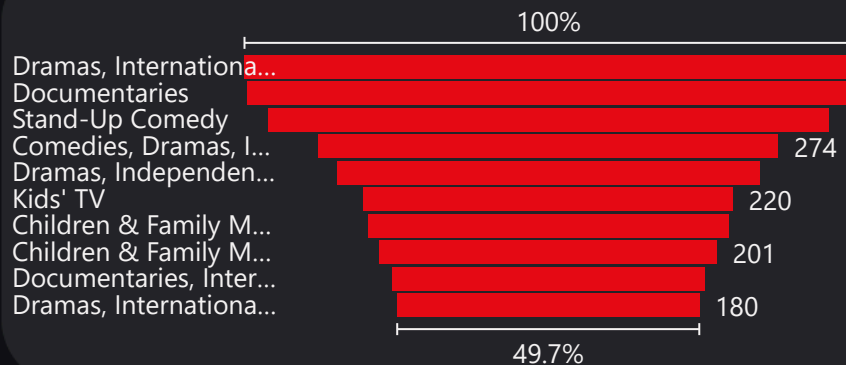
## Country-wise Content (Top 10)



## Ratings by Type



## Genre Distribution



## Content Added Over Years



British TV Shows,...

Children & Family...

Classic Movies,...

Comedies

Documentaries

Dramas



## Regional Strategy View

NETFLIX



67bn

UCAN  
Revenue

19bn

LATM  
Revenue

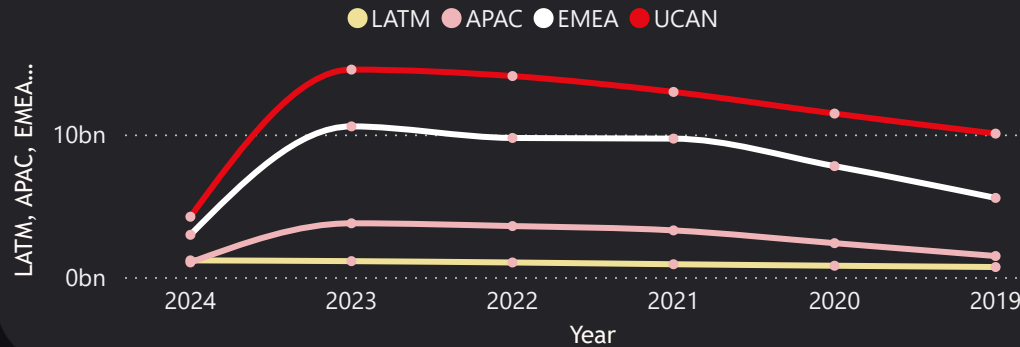
15bn

APAC  
Revenue

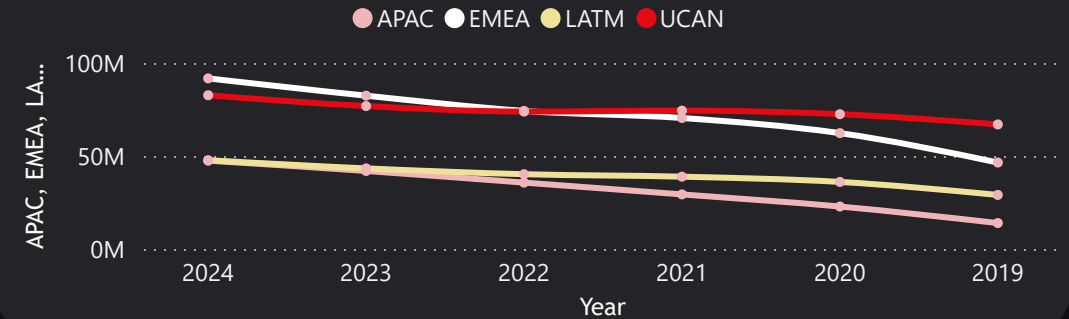
46bn

EMEA  
Revenue

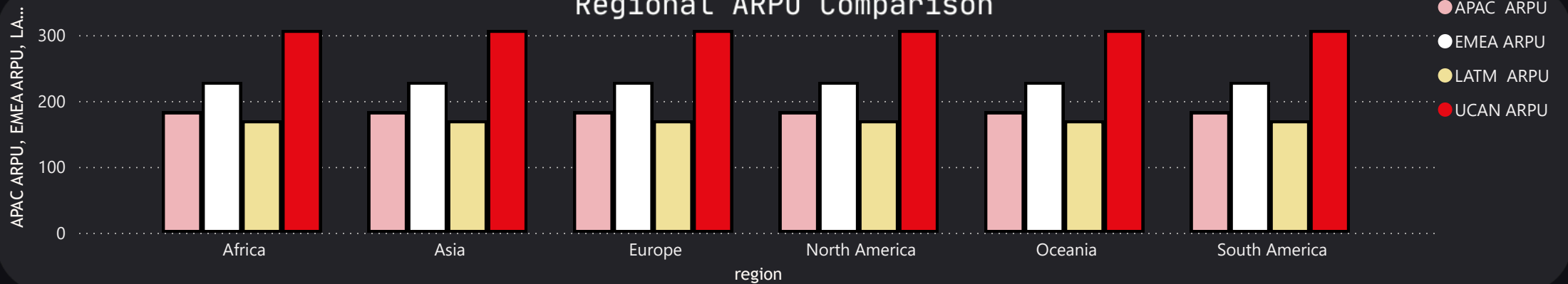
### Regional Revenue Trend



### Regional Membership Growth



### Regional ARPU Comparison



Qtr 1

Qtr 2

Qtr 3

Qtr 4



# Customer Behavior & Churn

NETFLIX

Night



Action

Comedy

Documentary

Drama

Horror

Romance

5000

Total  
Users

2515

Total  
Churned Users

0.50

Churn  
Rate

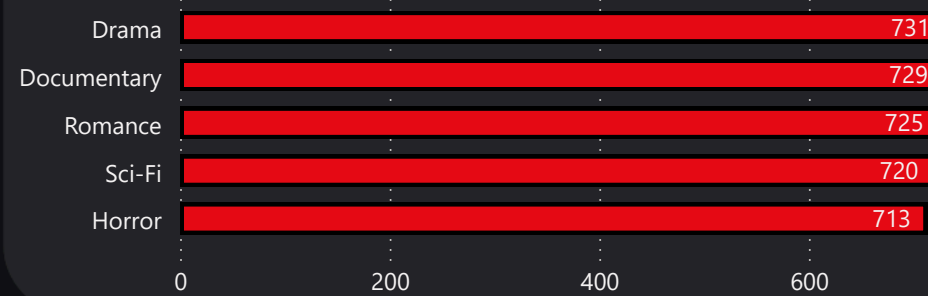
11.65

Avg  
Watch Hours

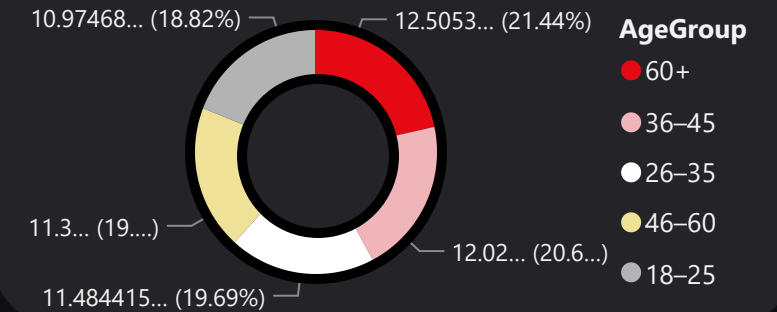
5.92

Avg Watch Hours  
(Churned)

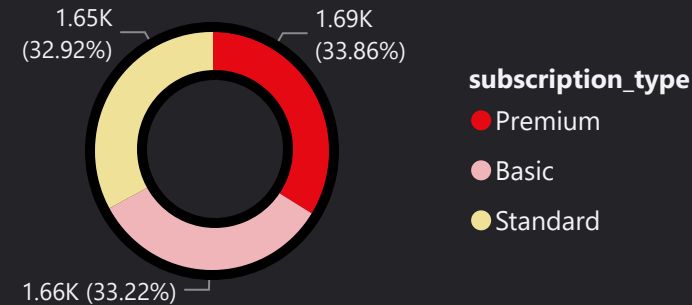
Churn by Genre



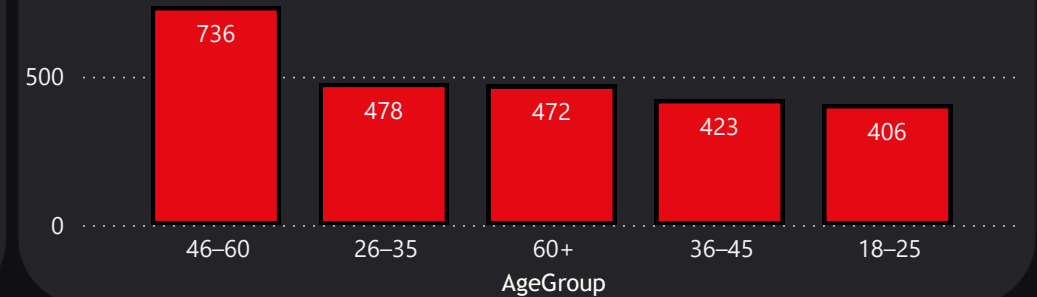
Watch Time by Age Group



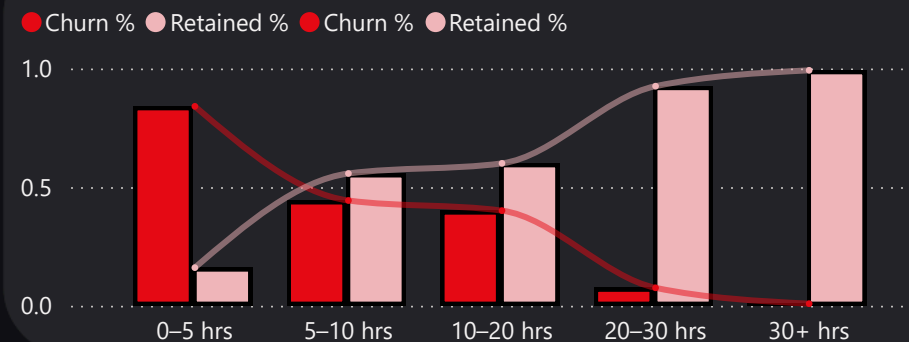
Subscription Churn Analysis



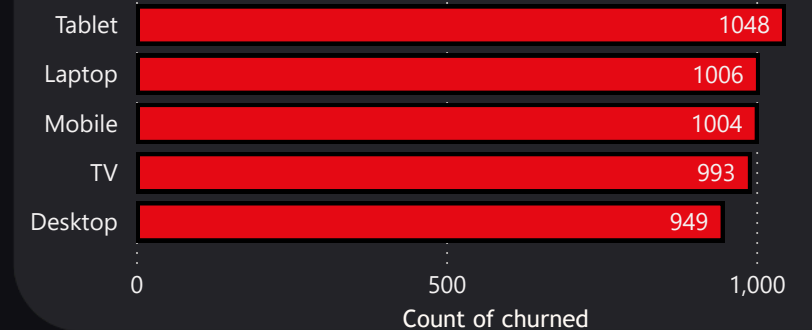
Age Group Churn Rate



Watch Time Impact on Churn



Churn by Device





Action

Comedy

Documentary

Drama

Horror

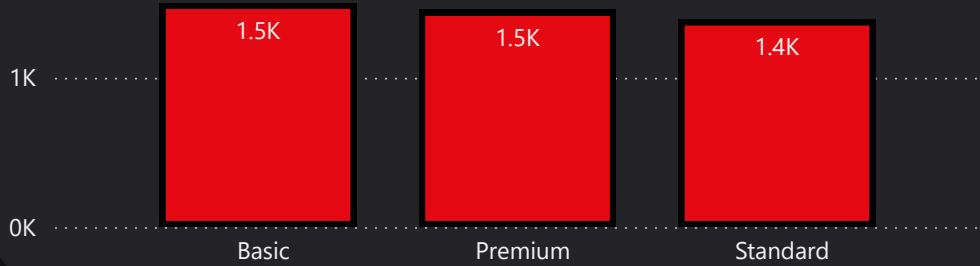
Romance

## Pricing, ARPU & Subscription

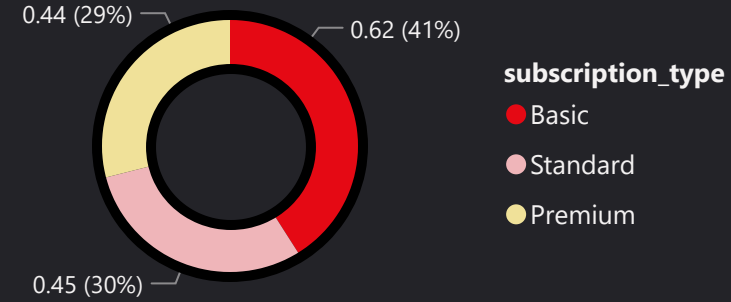
# NETFLIX



Watch Time by Subscription



Subscription Churn Share



150bn

Total  
Revenue

270M

Total Users  
(Memberships)

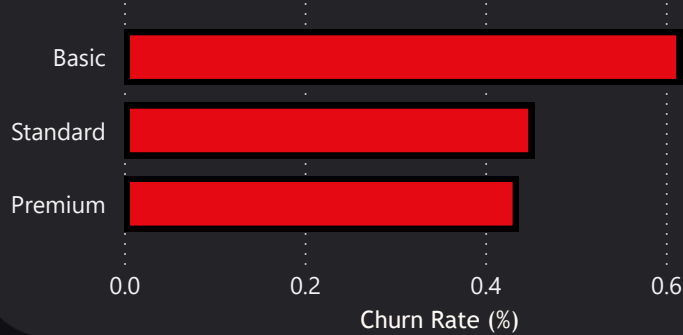
13.68

Avg  
Monthly Fee

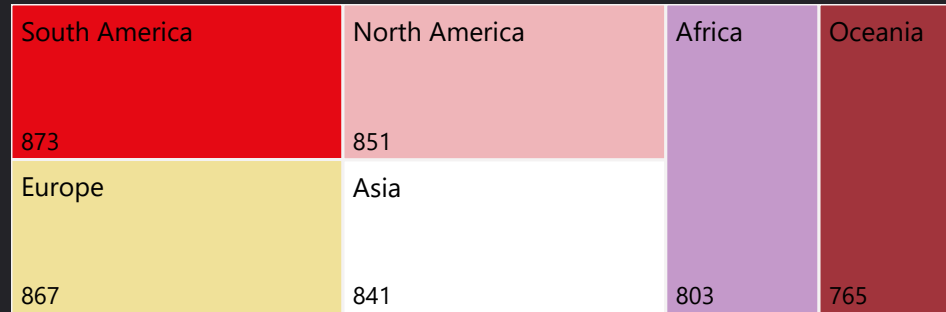
60.18M

ARPU

Churn by Subscription



Regional Subscription Mix



Average Revenue per User (ARPU)

