

# AI-01754 Netflix Geolocation Strategy

👤 Owner	Ⓜ Rigel Arcayan
☰ Tags	Problem
🕒 Created time	@June 19, 2025 5:20 AM

## How does Netflix geolocation strategy works?

Netflix's geolocation strategy is primarily driven by its need to adhere to content licensing agreements, which dictate what shows and movies can be viewed in specific regions. Here's a breakdown of how it generally works:

### 1. IP Address Detection:

- **Primary Method:** The most fundamental way Netflix determines your location is through your IP address. Your IP address is like your internet address, and it's assigned by your Internet Service Provider (ISP). Each IP address is associated with a geographic region.
- **Netflix Household:** For account sharing policies, Netflix specifically defines a "Netflix Household" as a collection of devices connected to the internet at the main place you watch Netflix. This is largely determined by the primary IP address used for that household.

### 1. Device Information and Account Activity:

- **Device IDs:** Netflix uses unique device identifiers (device IDs) in conjunction with IP addresses to identify devices connected to an account.
- **Account Activity:** They also analyze account activity, such as viewing patterns and login locations, to help determine if devices are part of the same household or if there's suspicious activity (like an account being used from widely disparate locations simultaneously).

### 1. VPN and Proxy Detection:

- Why they detect VPNs: Due to content licensing, Netflix actively tries to prevent users from bypassing geo-restrictions using Virtual Private Networks (VPNs) or proxy services. If you use a VPN, Netflix will typically only show you content for which they have worldwide rights.
- How they detect VPNs:
  - Shared IP Addresses: VPNs often assign many users the same IP address. If Netflix detects a large number of users accessing its service from a single IP address, it's a strong indicator of a VPN, and that IP address may be blocked.
  - Known VPN IP Databases: Netflix maintains databases of IP addresses known to belong to VPN providers. If your IP address matches one in their database, it's likely to be flagged.
  - DNS Mismatches: Sometimes, a VPN might route your IP address through one location while your device's DNS server (which translates website names into IP addresses) remains in your actual location. This mismatch can tip off Netflix to VPN usage.
  - Traffic Patterns: While less directly stated, some speculate Netflix might also analyze traffic patterns for anomalies that suggest VPN usage.

#### 1. Localization Beyond Geolocation:

Beyond just blocking or allowing content based on location, Netflix's strategy includes a broader localization effort:

- Tailored Content: They invest in local content production and acquire content relevant to specific regions.
- Language and Subtitles: They provide localized interfaces, subtitles, and dubbing in numerous languages.
- Cultural Sensitivity: Their strategy aims to understand and cater to cultural preferences and storytelling styles in different markets.

What Netflix DOES NOT use for geolocation:

- GPS Data: Netflix explicitly states that they "do not collect GPS data to try to determine the precise physical location of your devices." Their methods rely on network information.

In essence, Netflix's geolocation strategy is a sophisticated system that

combines IP address analysis with device and account activity monitoring, all aimed at upholding their content licensing agreements and providing a tailored, legal viewing experience to users worldwide.

### **How to bypass Netflix Household restrictions?**

Netflix's "Household" restrictions are designed to limit account sharing to people living in the same physical location. They use a combination of IP addresses, device IDs, and account activity to enforce this.

While Netflix's goal is to ensure users pay for access, there are a few methods people have tried to bypass these restrictions. It's important to note that Netflix is actively working to make these workarounds less effective, and their effectiveness can change over time.

Here are some common approaches people attempt, along with considerations:

#### **1. "Vacation" Access Codes / Monthly Check-ins:**

- How it works: Netflix sometimes provides a temporary access code for devices detected outside the "household." The primary account holder receives this code via email or text, and it needs to be entered on the remote device.
  - Some users also report that if the "remote" device connects to the primary household's Wi-Fi at least once a month (and plays a few seconds of content), it can maintain its status as part of the household.
- Considerations:
  - Temporary: Access codes are usually time-limited (e.g., 15 minutes), so it's not a long-term solution.
  - Inconvenient: It requires communication with the primary account holder for each code.
  - Monthly trips: If relying on the monthly check-in, it requires physical presence at the main household.

#### **1. Using VPNs with Meshnet (like NordVPN's Meshnet):**

- How it works: Some VPN services offer features like "Meshnet" that allow you to link multiple devices to a single IP address. This effectively makes it appear

to Netflix that all linked devices are on the same network, regardless of their physical location.

- Considerations:
  - Specific VPN feature: This isn't a standard VPN feature; you need a VPN provider that offers it. NordVPN's Meshnet is a commonly cited example.
  - Setup: It requires setting up and configuring the Meshnet feature on all participating devices.
  - Netflix's ongoing efforts: Netflix is constantly improving its VPN detection, so even this method might become less reliable over time.

#### 1. Avoiding Smart TVs and Streaming Devices:

- How it works: Netflix's "Household" definition is primarily established by TVs or dedicated streaming devices (like Roku, Fire Stick, Apple TV). Some users have found that if they only watch Netflix on mobile devices (phones, tablets) or computers (via web browser), they are less likely to trigger the household restriction.
- Considerations:
  - Limited viewing experience: This means you can't easily watch on a large TV screen directly.
  - Casting: You might be able to cast from your phone or laptop to a TV, but even then, Netflix could potentially detect this in the future.
  - Inconvenient: Not ideal for those who prefer a traditional TV viewing experience.

#### 1. Browser-based Workarounds (Less reliable/temporary):

- How it works: Some users have reported temporary success by using browser developer tools to delete specific lines of code related to the household verification prompt.
- Considerations:
  - Highly technical: Requires some technical knowledge to execute.
  - Temporary: This typically only works for the current browser session and needs to be repeated every time you log in or refresh the page.

- Doesn't work on apps or TVs: This is limited to web browsers.
- Very unreliable: Netflix can easily change their code to break this.

#### 1. Downloading Content Offline (Mobile devices):

- How it works: If you download movies or shows to your mobile device while connected to the "household" Wi-Fi, you can then watch them offline later, regardless of your current location. Some users have also found that by simply opening the Netflix app offline, then re-enabling the internet, it can temporarily bypass the restriction.
- Considerations:
  - Limited content: Only downloaded content is available.
  - Storage limitations: You can only download so much content.
  - Mobile only: Primarily works on phones and tablets.

#### 1. Purchasing Extra Member Slots:

- Netflix's official solution: This is Netflix's intended and legitimate way to allow people outside your household to use your account. You pay an additional fee for each "extra member" slot.
- Considerations:
  - Additional cost: This directly contradicts the desire to avoid extra payments.
  - Limitations: There are limits to how many extra members you can add, and they may have different streaming/downloading capabilities than the primary account.

##### Important Considerations:

- Netflix's Enforcement: Netflix is continuously refining its detection methods. What works today might not work tomorrow.
- Terms of Service: Attempting to bypass these restrictions goes against Netflix's Terms of Service. While the consequences are usually just being blocked from viewing, Netflix technically reserves the right to take further action.

- Legitimacy: The most legitimate way to share Netflix with someone outside your household is to purchase an extra member slot. Ultimately, the most reliable and legitimate way to use Netflix is within the defined "household" or by purchasing additional member slots. Workarounds are often temporary and may not always be effective.