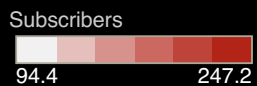


NETFLIX

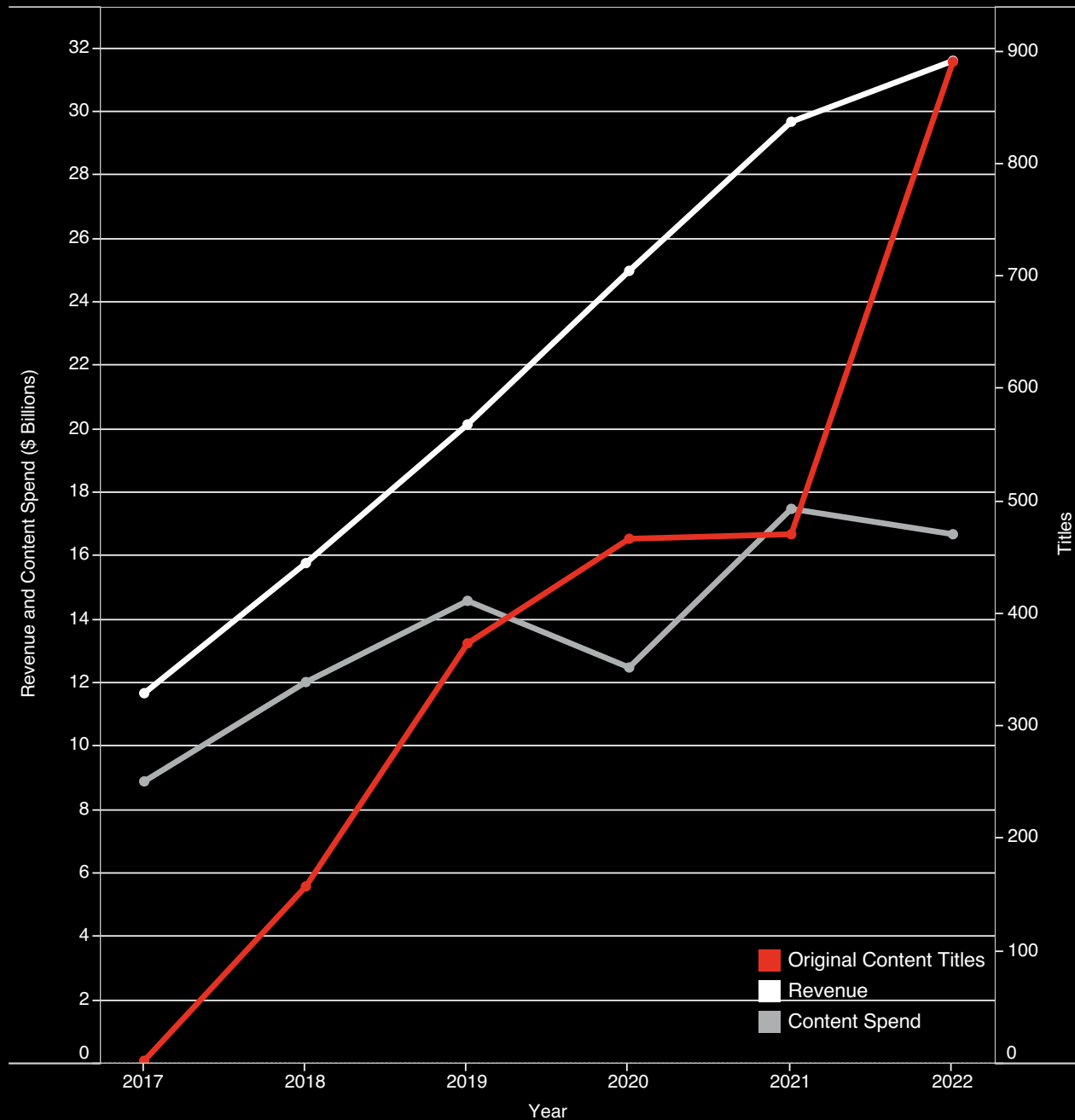
**Is Creating Original Content a Good Business
Strategy for Netflix?**

Netflix Subscribers

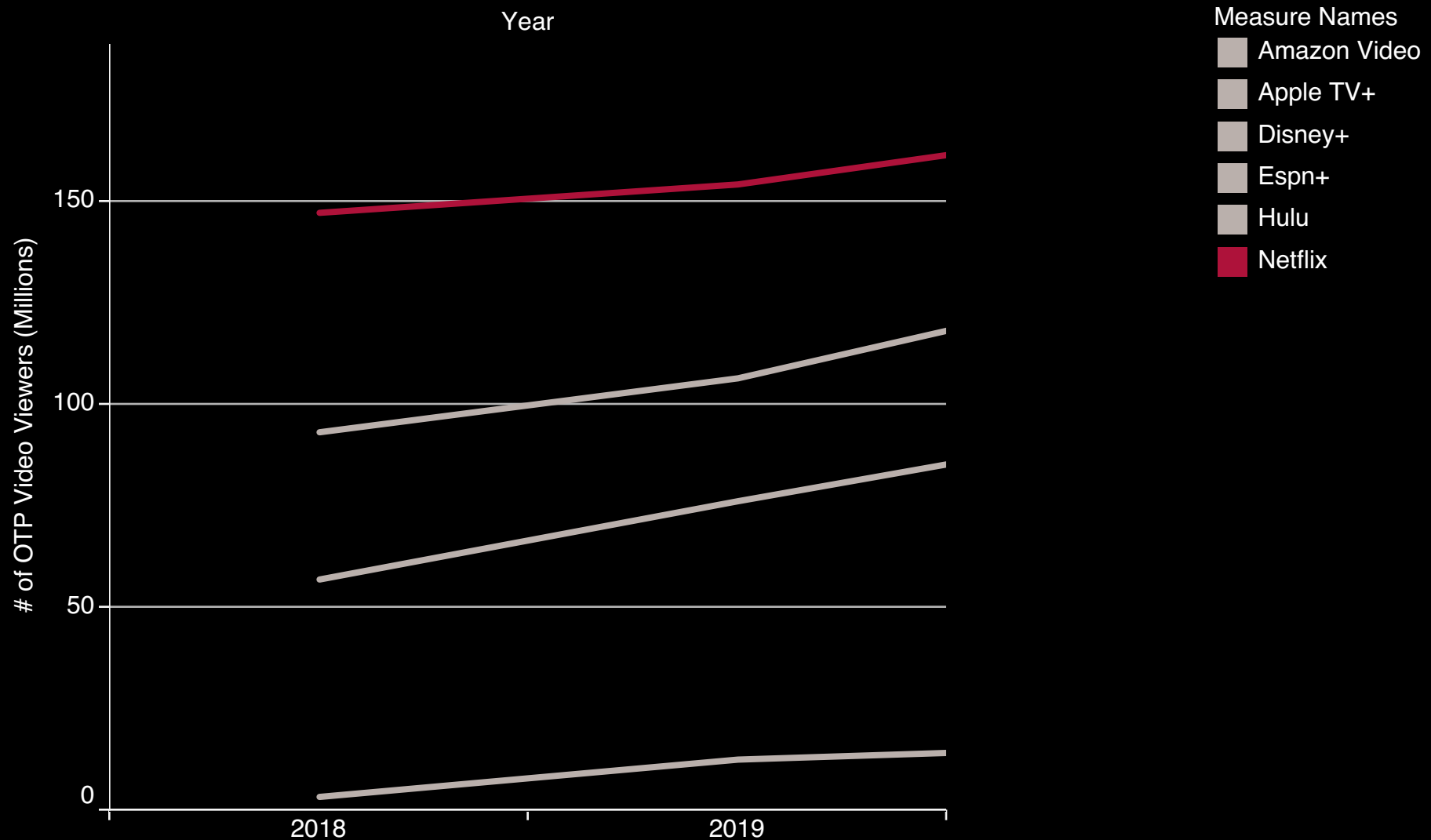
Time	
2017 Q1	94.4
2017 Q2	99.0
2017 Q3	104.0
2017 Q4	110.6
2018 Q1	118.9
2018 Q2	124.4
2018 Q3	130.4
2018 Q4	139.3
2019 Q1	148.9
2019 Q2	151.6
2019 Q3	158.3
2019 Q4	167.1
2020 Q1	182.9
2020 Q2	193.0
2020 Q3	195.2
2020 Q4	203.7
2021 Q1	207.6
2021 Q2	209.2
2021 Q3	213.6
2021 Q4	221.8
2022 Q1	221.6
2022 Q2	220.7
2022 Q3	223.1
2022 Q4	230.8
2023 Q1	232.5
2023 Q2	238.4
2023 Q3	247.2



Original Content and Financial Metrics

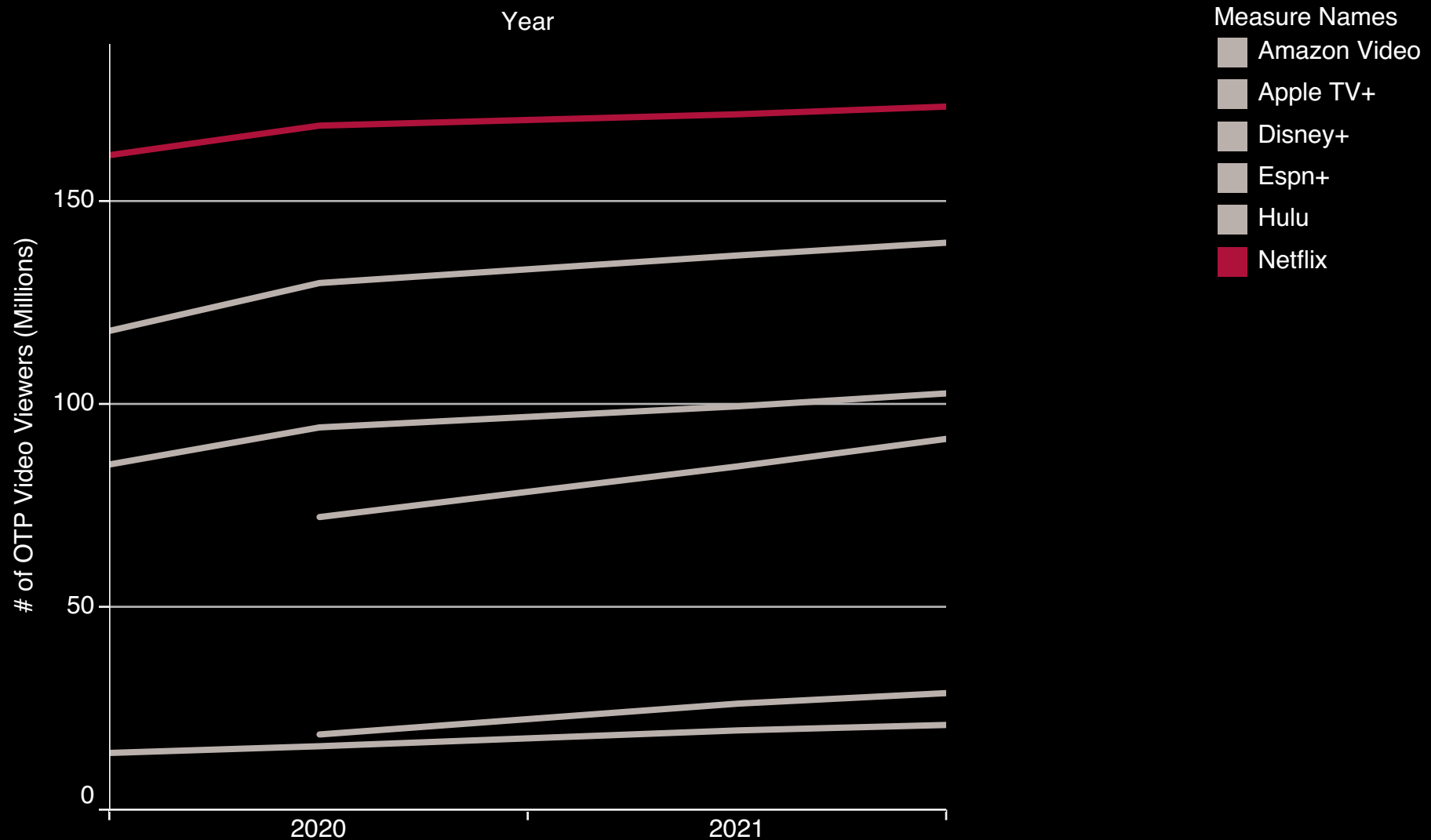


Number of Over-The-Top Video Viewers in the United States from 2018 to 2023, by provider



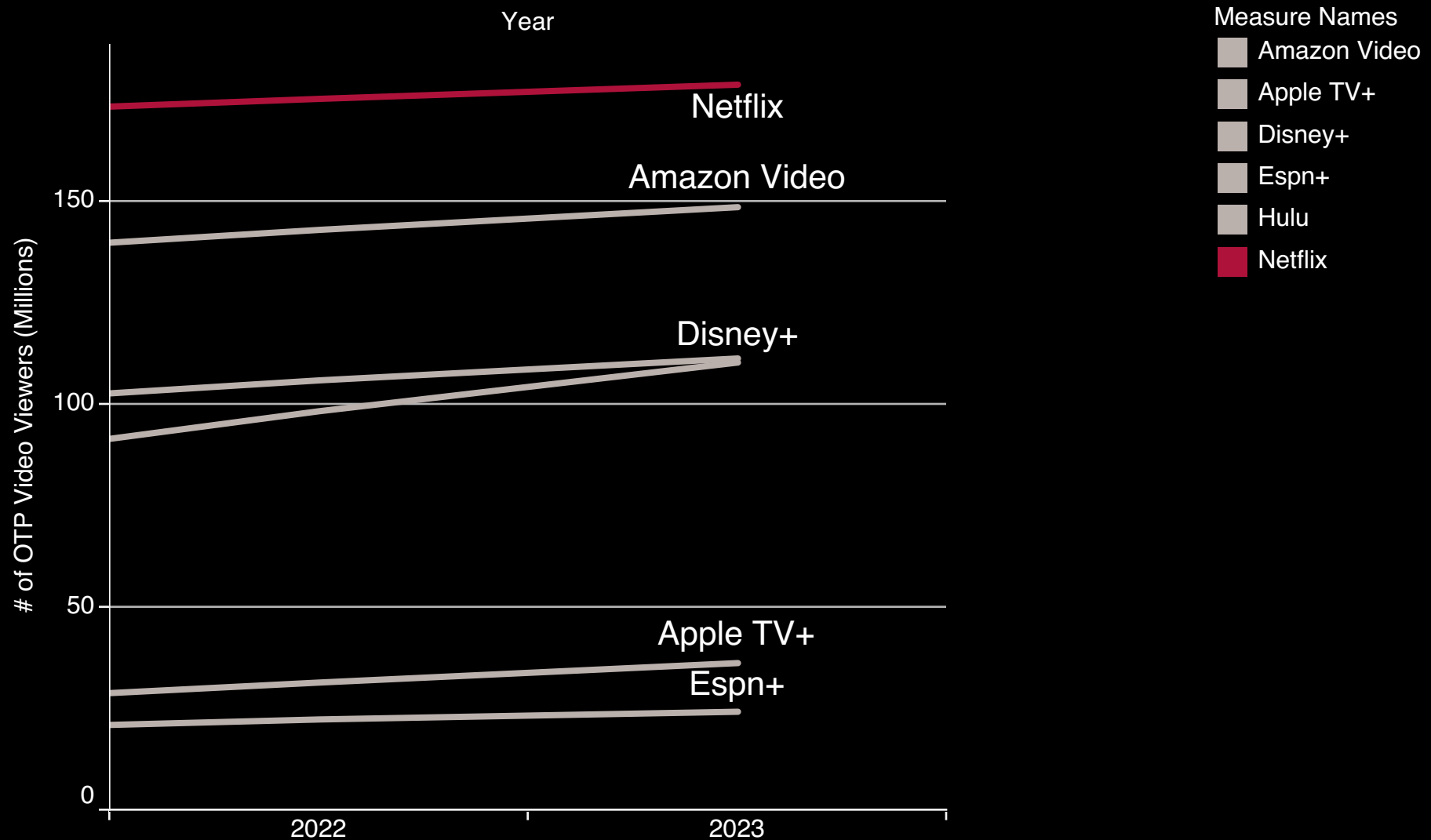
The trends of Amazon Video, Apple TV+, Disney+, Espn+, Hulu and Netflix for Year. Color shows details about Amazon Video, Apple TV+, Disney+, Espn+, Hulu and Netflix. The marks are labeled by Amazon Video, Apple TV+, Disney+, Espn+, Hulu and Netflix.

Number of Over-The-Top Video Viewers in the United States from 2018 to 2023, by provider



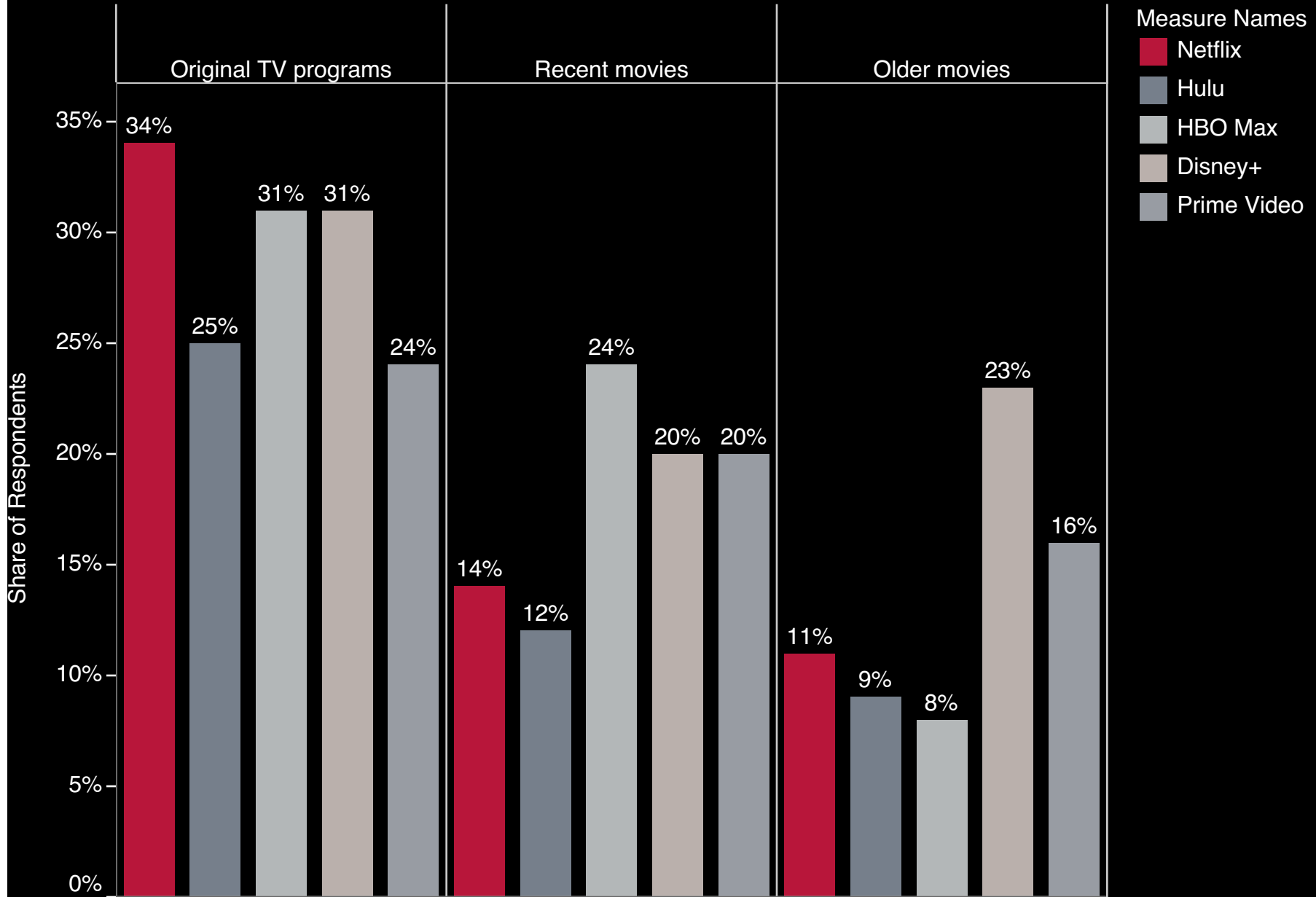
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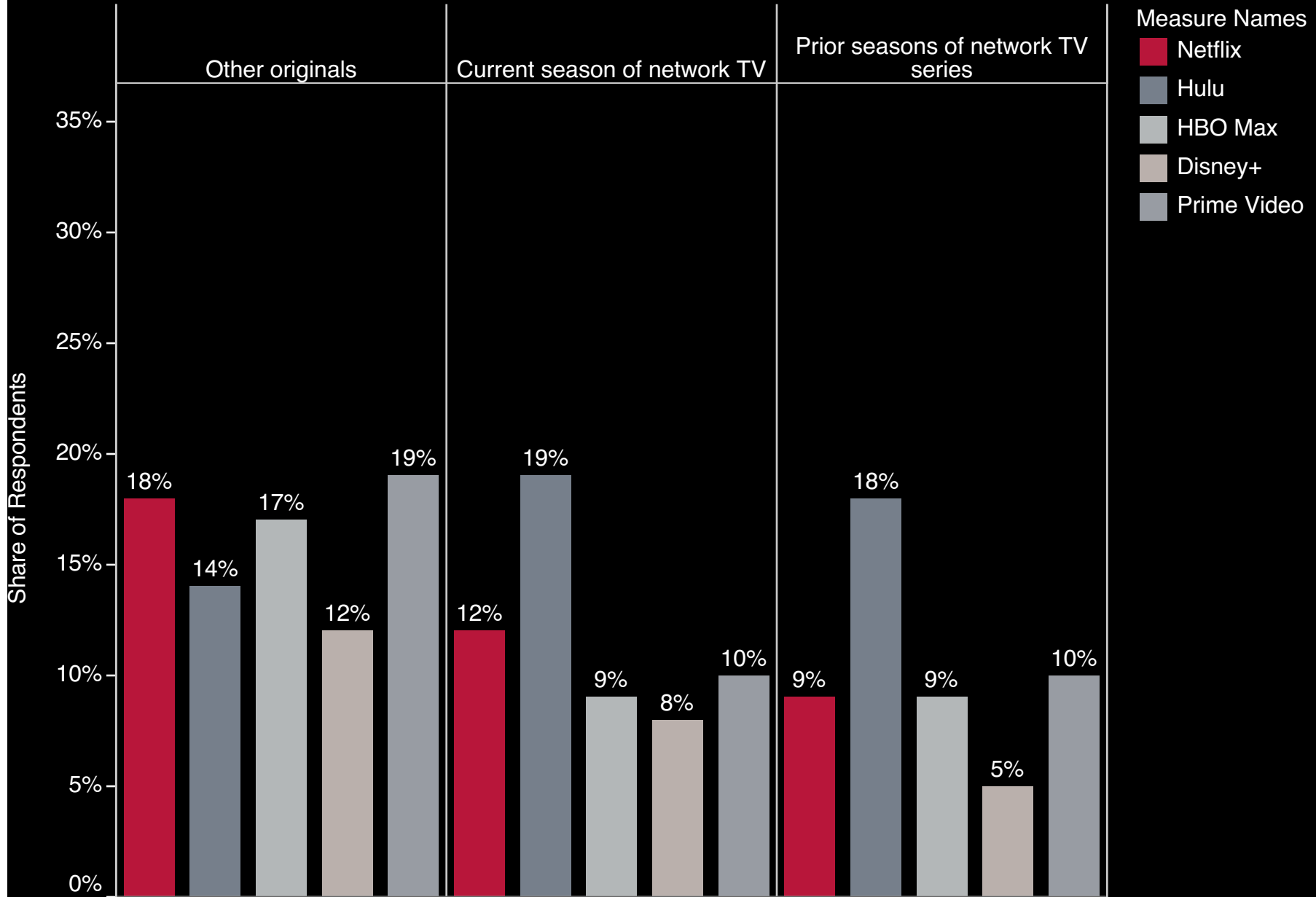
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Most Popular Streaming Content



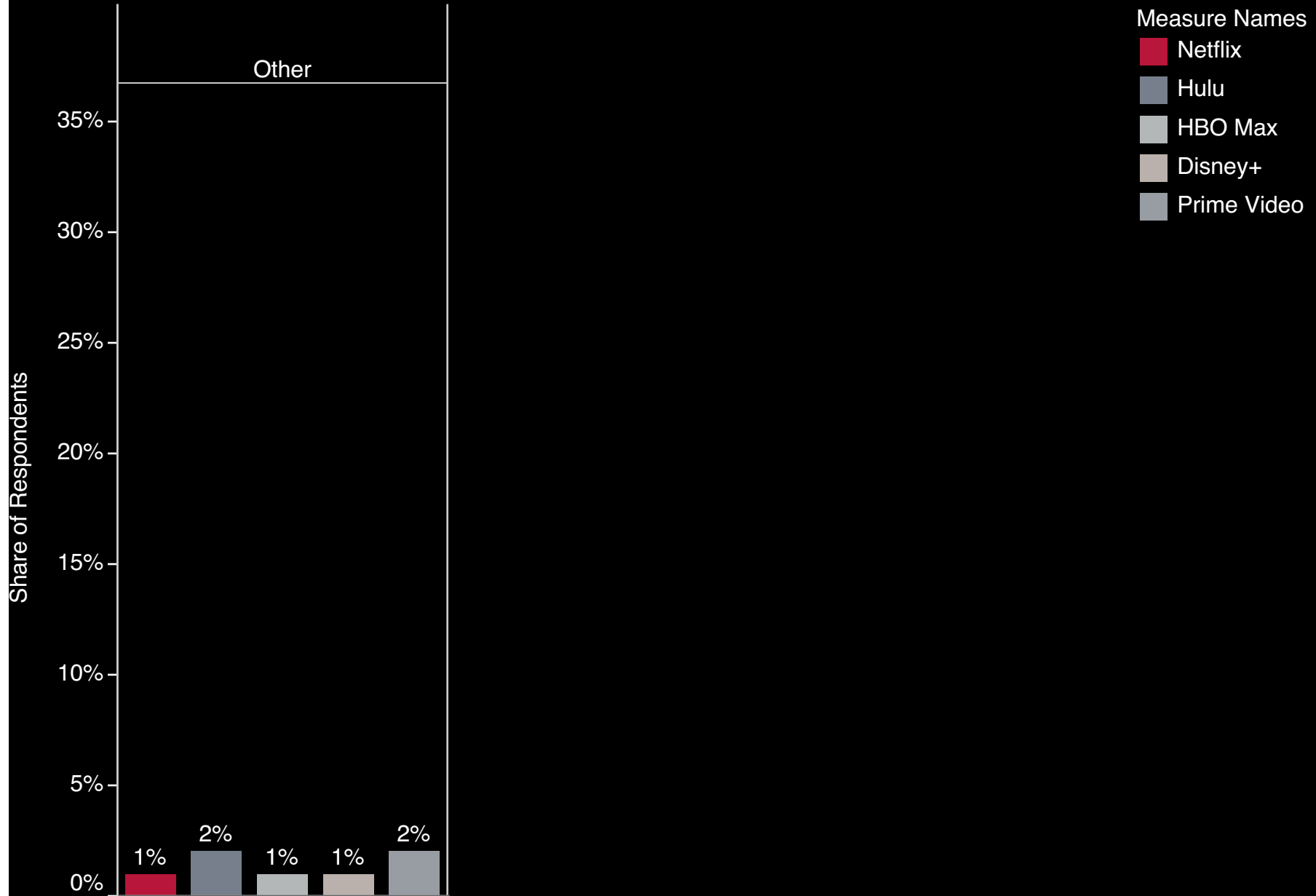
Disney+, HBO Max, Hulu, Netflix and Prime Video for each Share of respondents. Color shows details about Disney+, HBO Max, Hulu, Netflix and Prime Video.

Most Popular Streaming Content



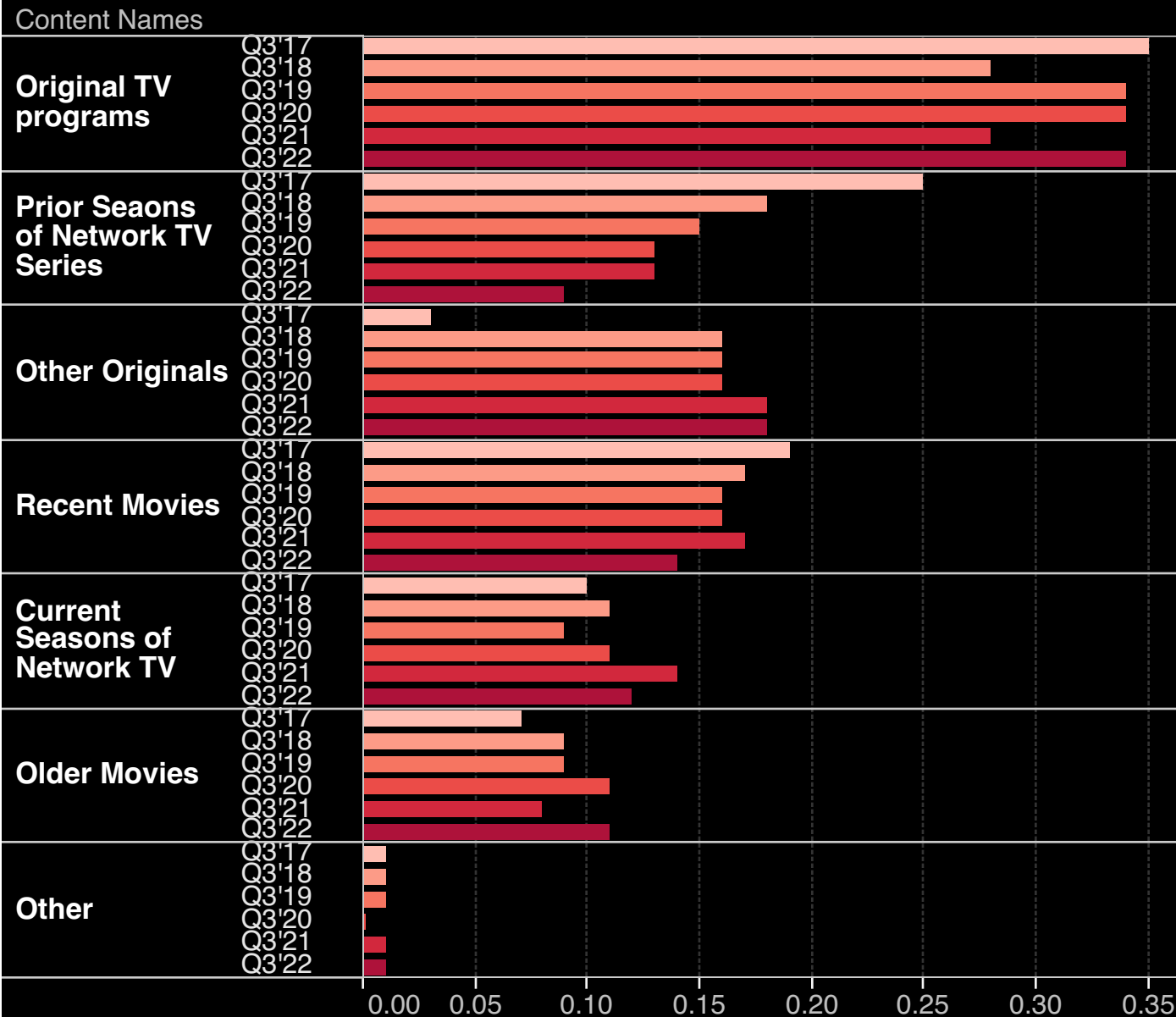
Disney+, HBO Max, Hulu, Netflix and Prime Video for each Share of respondents. Color shows details about Disney+, HBO Max, Hulu, Netflix and Prime Video.

Most Popular Streaming Content



Disney+, HBO Max, Hulu, Netflix and Prime Video for each Share of respondents. Color shows details about Disney+, HBO Max, Hulu, Netflix and Prime Video.

Content Most Enjoyed on Netflix (US) Q3 2017 to Q3 2022

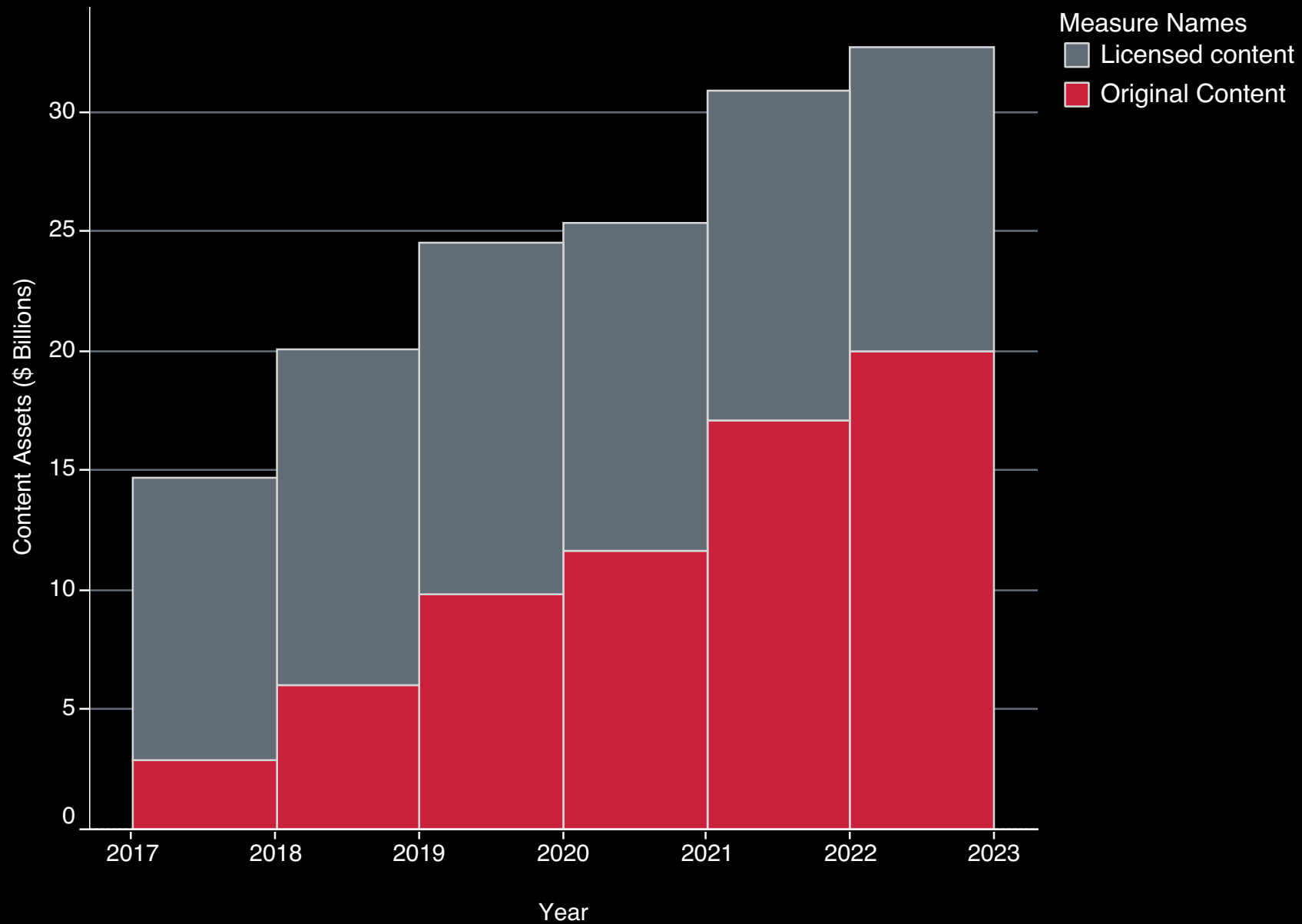


Q3'17, Q3'18, Q3'19, Q3'20, Q3'21 and Q3'22 for each Content Names. Color shows details about Q3'17, Q3'18, Q3'19, Q3'20, Q3'21 and Q3'22.

Measure Names

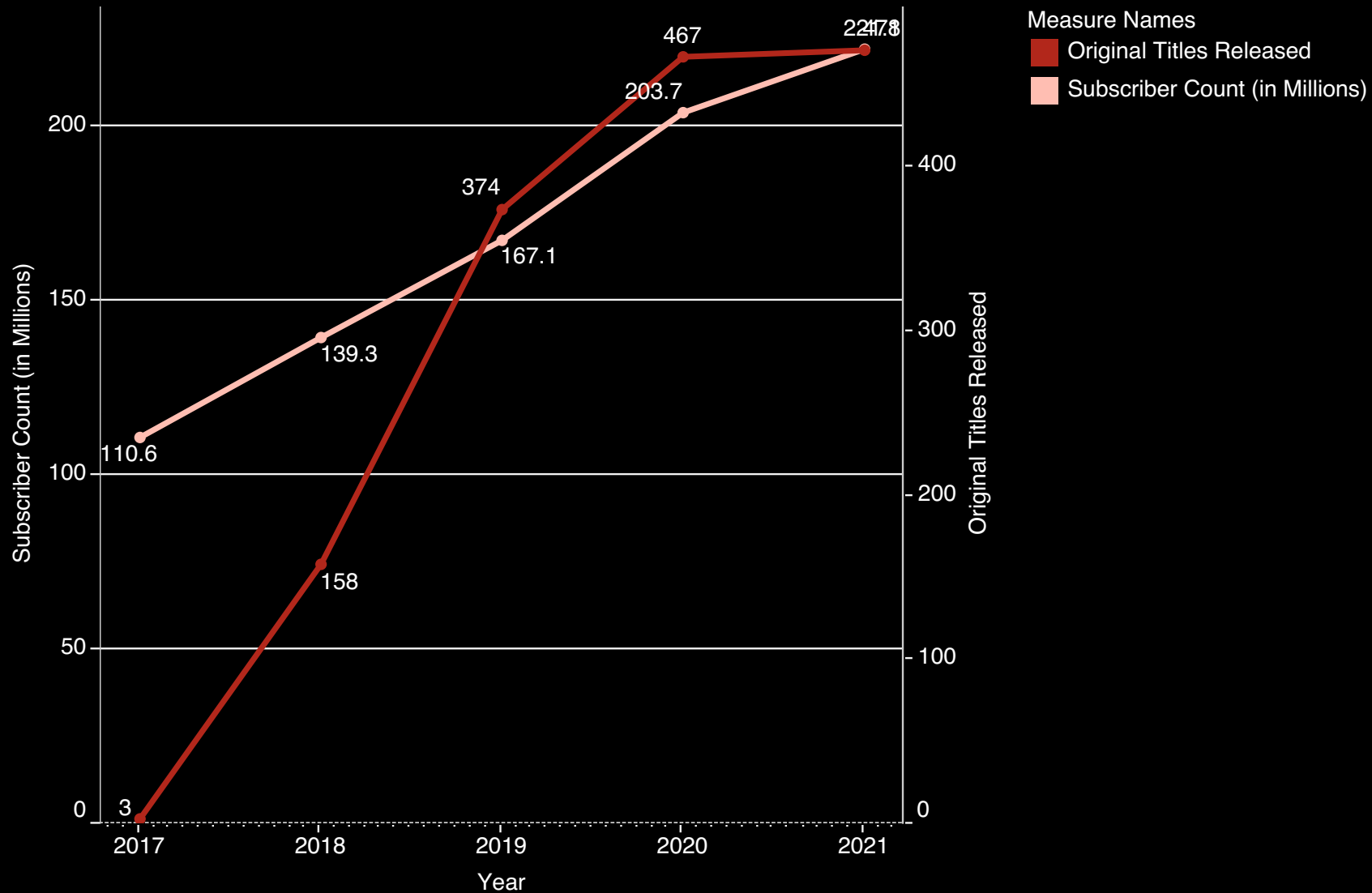
- Q3'17
- Q3'18
- Q3'19
- Q3'20
- Q3'21
- Q3'22

Original vs. Licensed Content



The plots of Licensed content and Original Content for Year Year. Color shows details about Licensed content and Original Content. The view is filtered on Year Year, which ranges from 2017 to 2022.

Netflix Subscriber Count Worldwide vs Netflix Originals Released 2017 to 2021

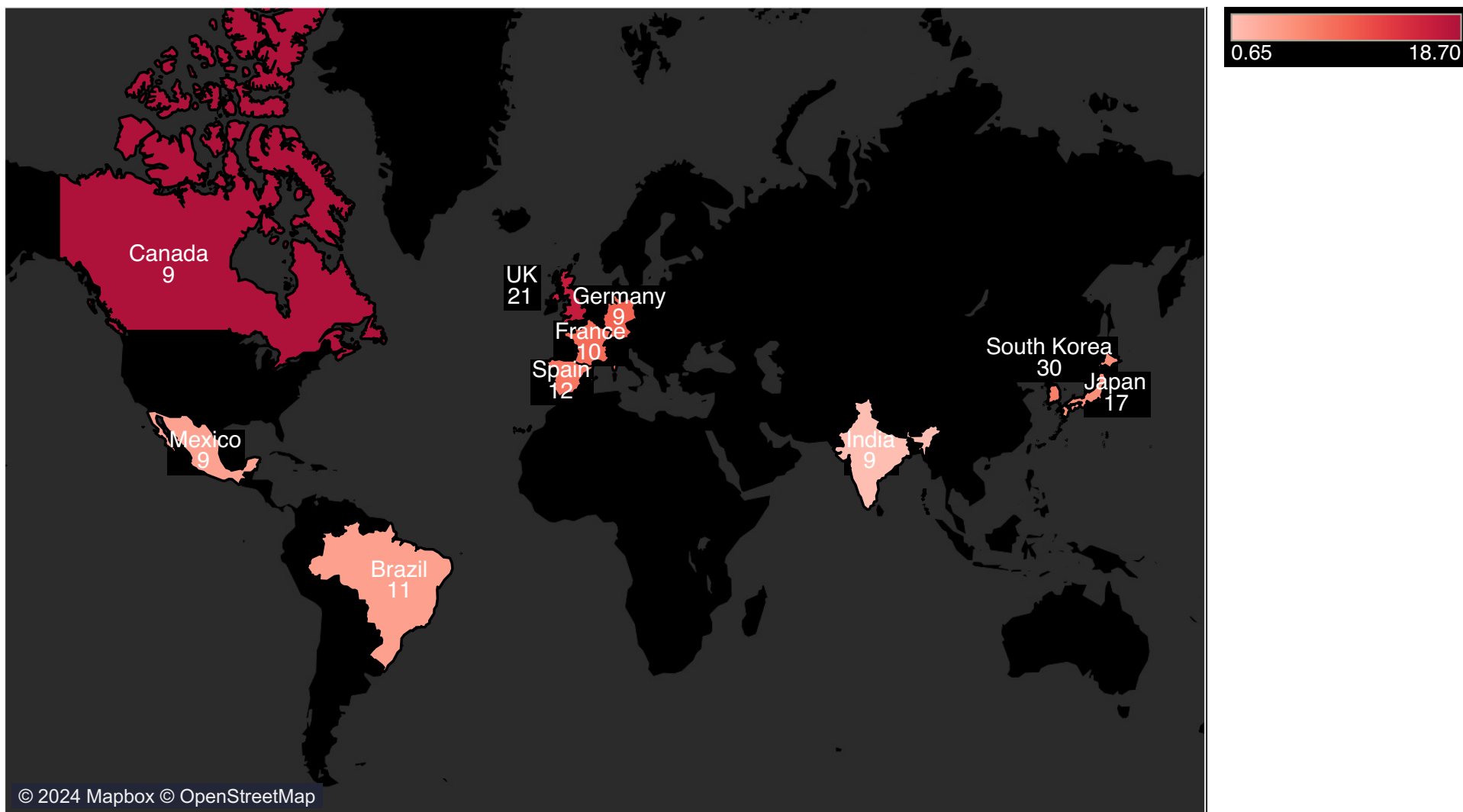


The trends of Subscriber Count (in Millions) and Original Titles Released for Year Year. Color shows details about Subscriber Count (in Millions) and Original Titles Released. For pane Sum of Subscriber Count (in Millions): The marks are labeled by Subscriber Count (in Millions). For pane Sum of Original Titles Released: The marks are labeled by Original Titles Released. The data is filtered on Year Year, which keeps 2017, 2018, 2019, 2020 and 2021.

Netflix Content Popularity by Producing Country

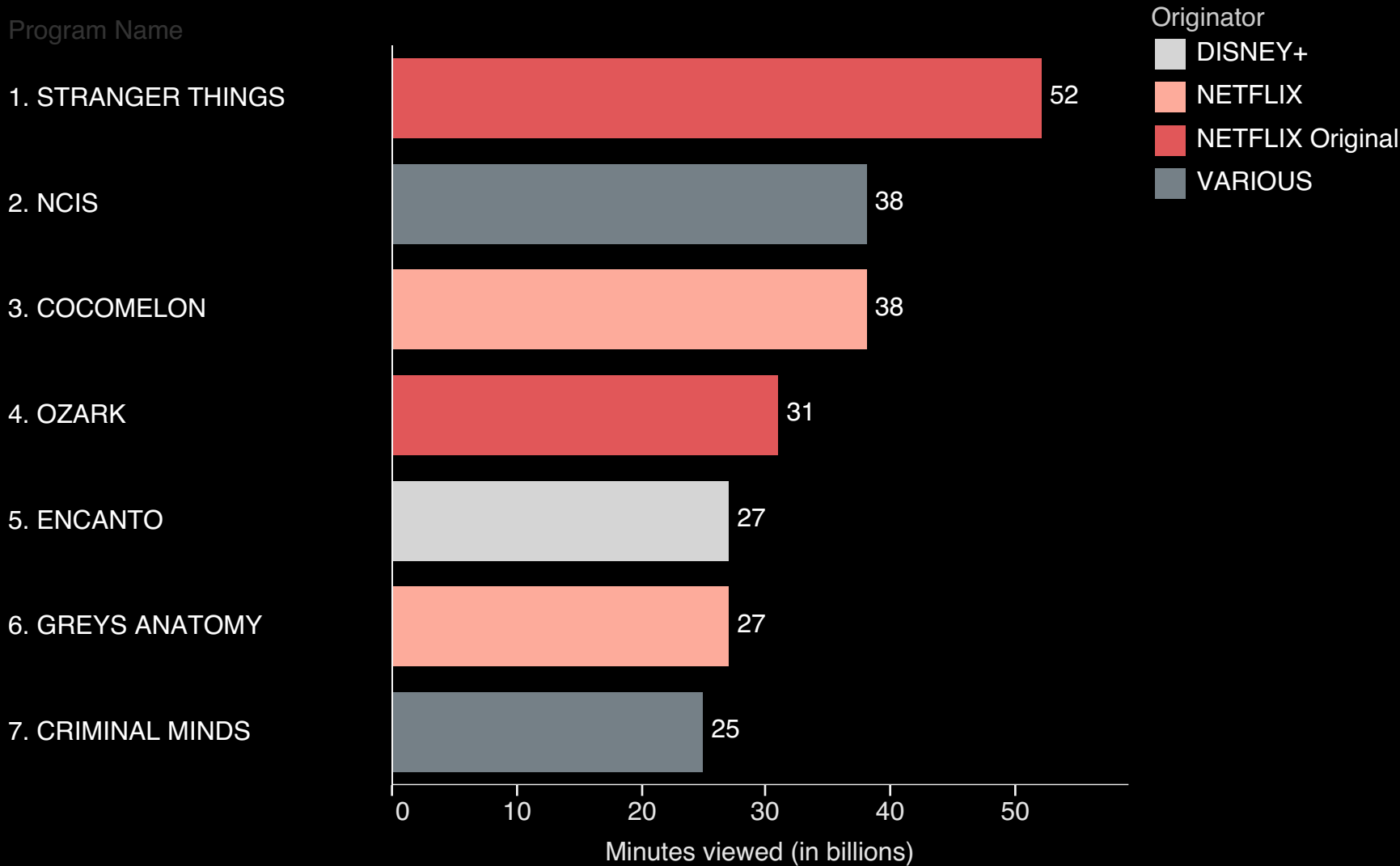


Country. Color shows sum of Proportion. Size shows sum of Proportion. The marks are labeled by Country.



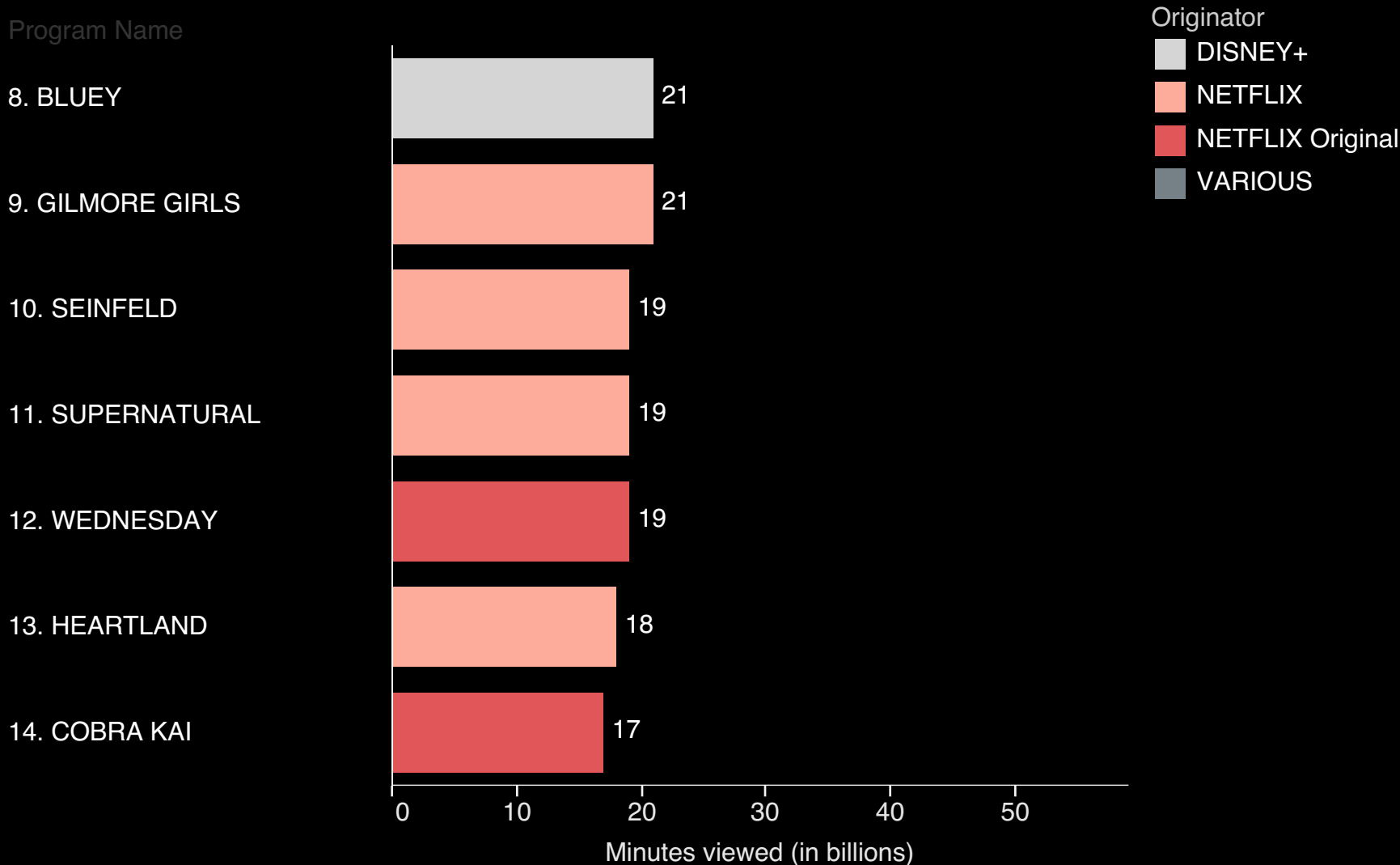
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Calculation1. The marks are labeled by F1 and sum of Total Commissions.

Top 15 Streamed Shows in 2022 by Provider



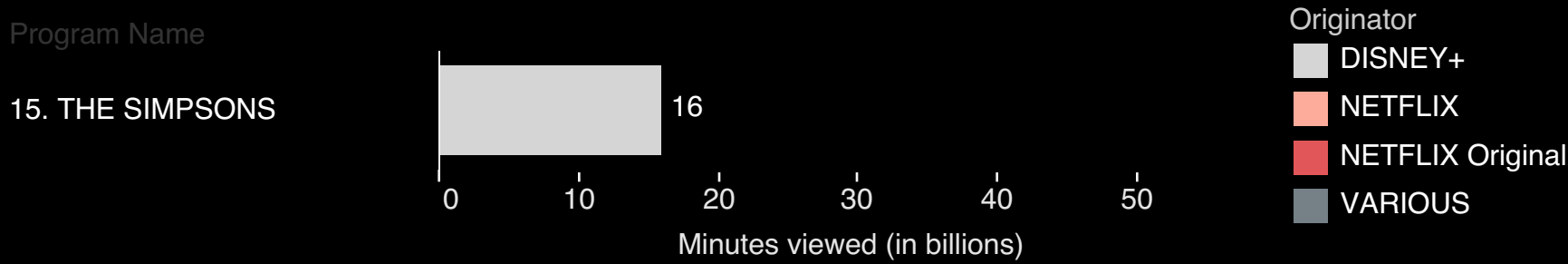
Minutes viewed (in billions) for each Program Name. Color shows details about Originator. The marks are labeled by Minutes viewed (in billions). Details are shown for Minutes viewed (in billions). The view is filtered on Program Name, which excludes Null.

Top 15 Streamed Shows in 2022 by Provider



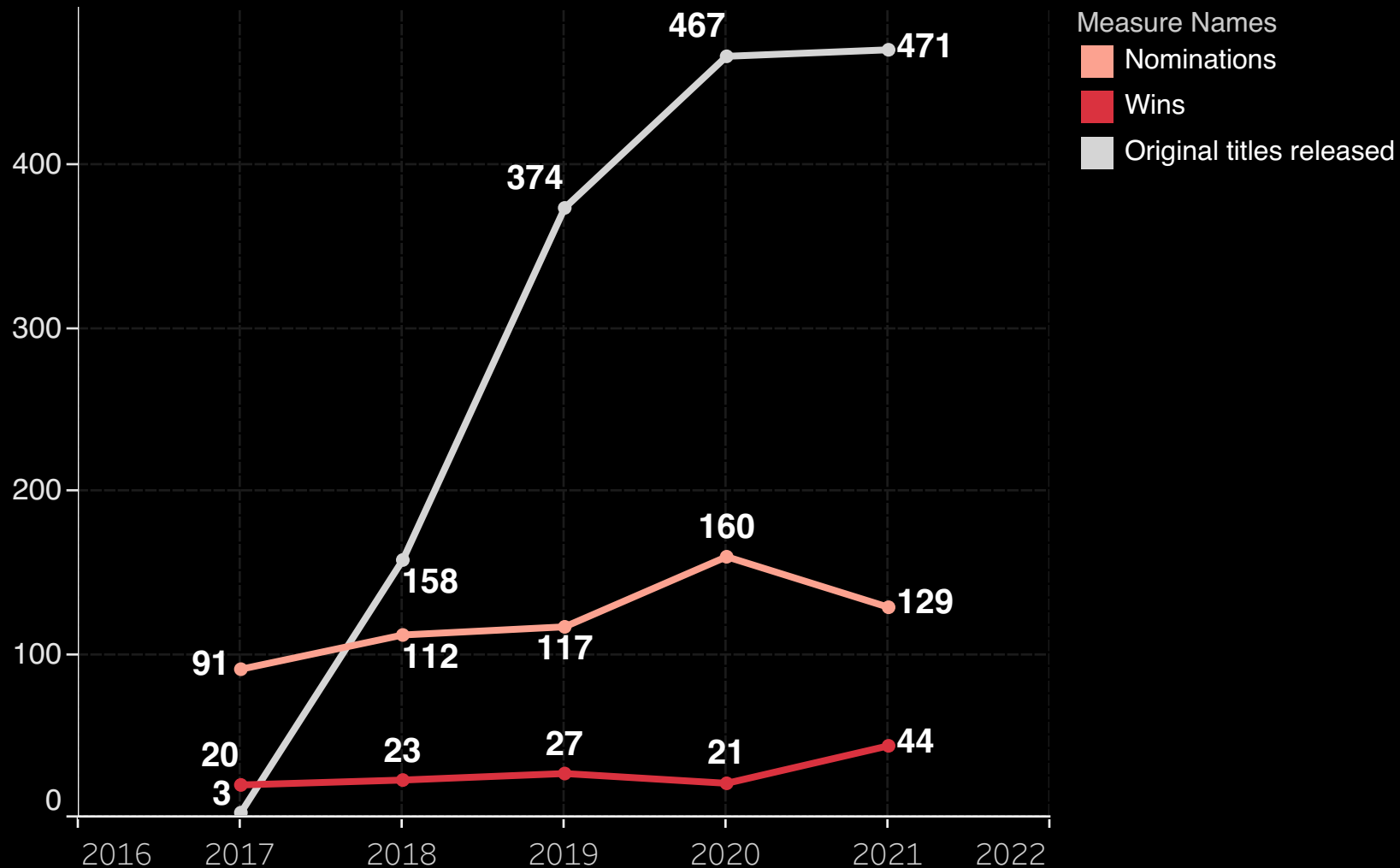
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Top 15 Streamed Shows in 2022 by Provider



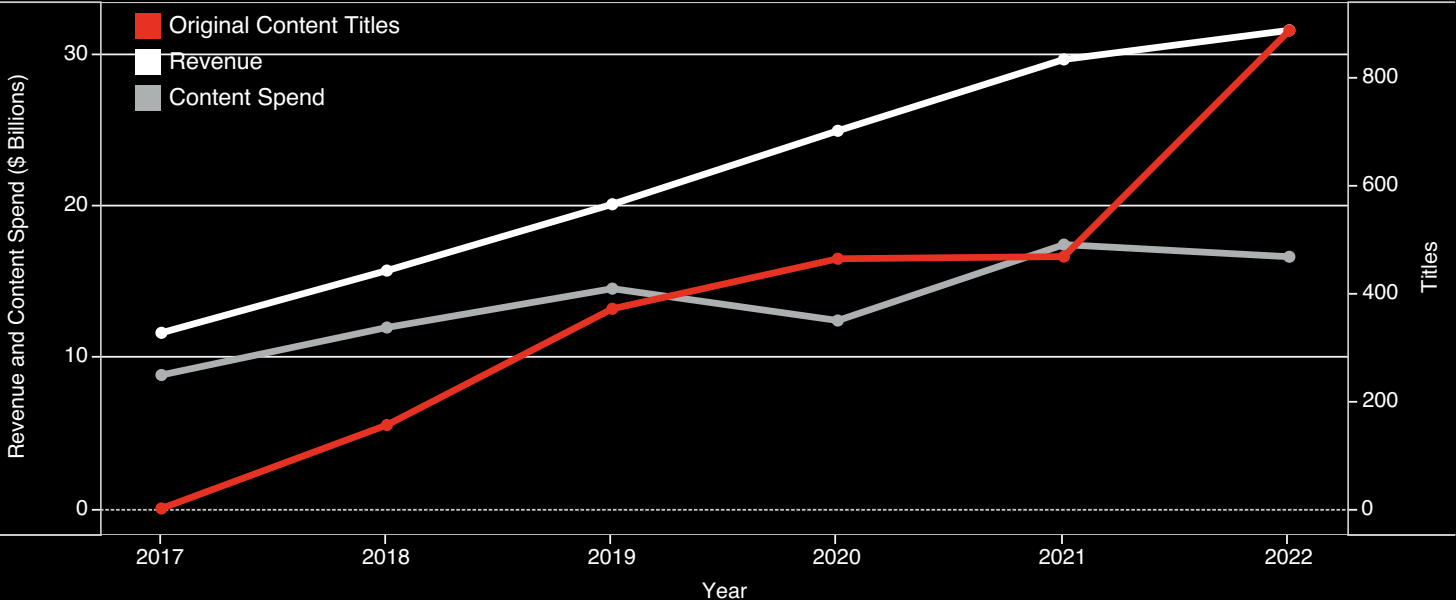
Minutes viewed (in billions) for each Program Name. Color shows details about Originator. The marks are labeled by Minutes viewed (in billions). Details are shown for Minutes viewed (in billions). The view is filtered on Program Name, which excludes Null.

Netflix Originals titles released vs Emmy Nominations and Wins (2013-2022)



The trends of Nominations, Wins and Original titles released for Year1. Color shows details about Nominations, Wins and Original titles released.

Original Content and Financial Metrics



N

Subscribers (2017-2023)

Time	
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Content Assets Worldwide by Type 2016-2022

