

Netflix Global Content Distribution

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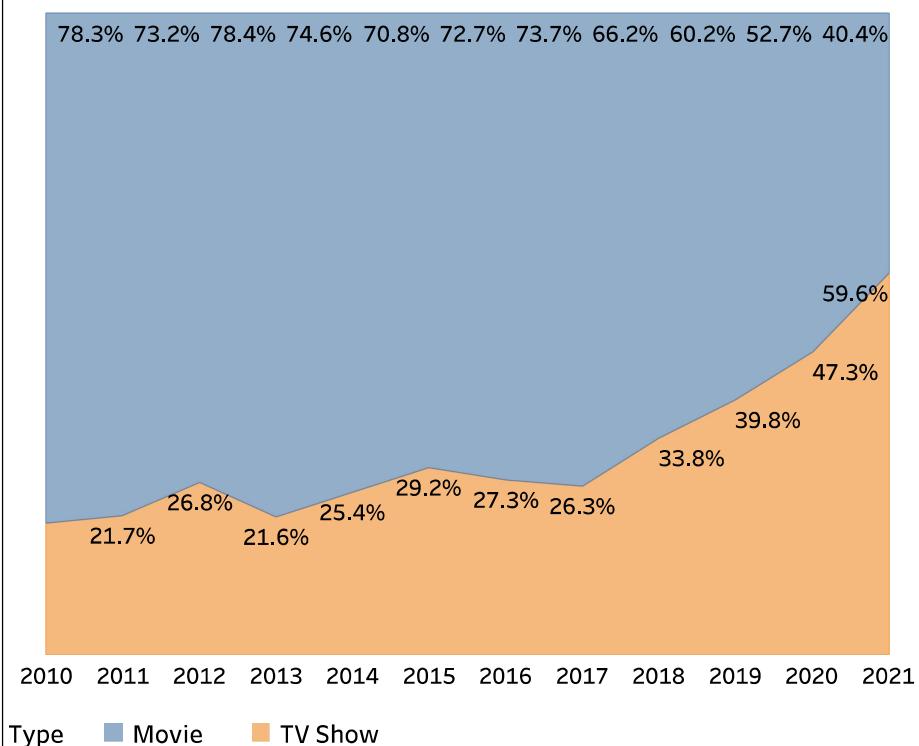
Netflix Catalog Size & Diversity

How big is Netflix's catalog and how diverse is it?

Total Shows	8,501
%Movies	69.02%
%TV Shows	30.98%
Total Distinct Countries	83
Avg. Release Year	2,014

How has Netflix's content mix (Movies vs TV Shows) evolved over time?

This shows how Netflix's catalog has shifted over time, with TV content growing as a share of new additions relative to movies.



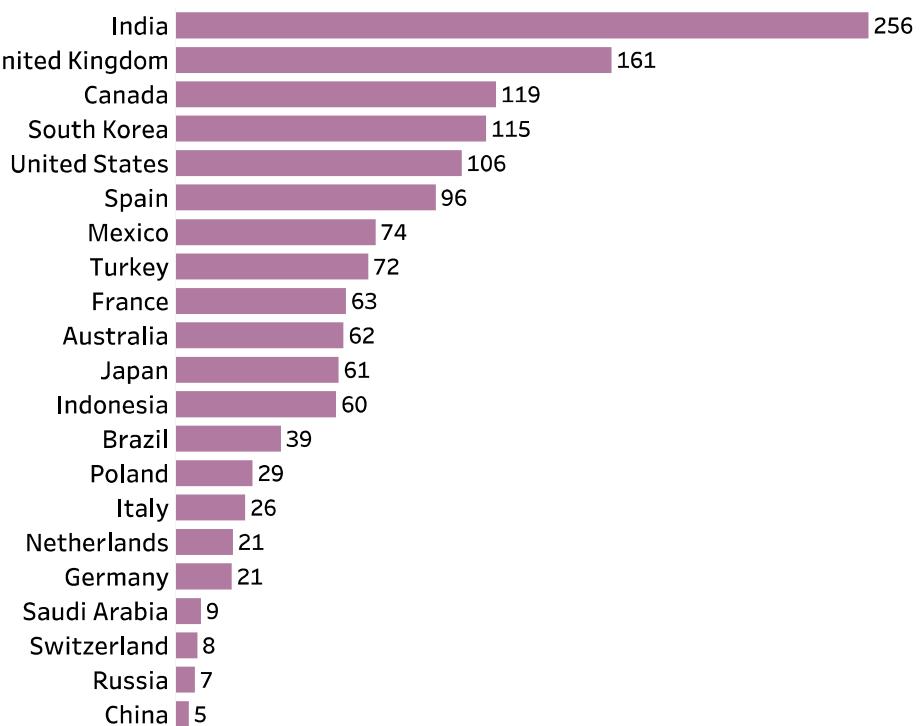
Distribution of titles by country and content type

	Total Shows	%Movies	%TV Shows	Avg. Release Year
Top 10 Countries	6,495	68.19%	31.81%	2014
Others	2,006	71.68%	28.32%	2015

Netflix Titles per \$1T GDP (2025) — Major Economies

Includes only countries with $\ge \$1$ trillion GDP (IMF 2025); metric normalizes title count by economic size.

Normalized view reveals different leaders than absolute volume: India and the UK rank higher than the U.S. when content is normalized by GDP, indicating that catalog scale is not proportional to economic size.



Global Content Mix: Scale Markets vs Long Tail

GDP in Billions of U.S. dollars (GDP data from IMF 2025)

1. Content scale is not strictly proportional to GDP. While the U.S. leads in both economic size and content volume, several high-GDP countries (e.g., Germany, Japan, UK) produce fewer titles than markets like India, indicating that content volume is driven by market strategy, language reach, and production dynamics—not GDP alone.

2. Top content-producing countries skew movie-heavy. The Top-10 countries by title volume typically allocate ~60–75% of content to movies (with India exceeding 90%), reflecting a preference for globally distributable, standalone formats in scale markets.

3. The long tail favors TV content. Countries outside the Top-10 contribute fewer titles individually but show a relatively higher share of TV content, suggesting more localized, episodic storytelling strategies rather than mass-market releases.

Rank	Country	GDP 2025	Total Shows	%Movies	%TV Shows
1	United States	\$30,615.74	3,240	73.9%	26.1%
2	India	\$4,125.21	1,057	92.3%	7.7%
3	United Kingdom	\$3,958.78	638	60.7%	39.3%
4	Pakistan	\$410.50	421	16.9%	83.1%
5	Canada	\$2,283.60	271	69.0%	31.0%
6	Japan	\$4,279.83	259	33.6%	66.4%
7	South Korea	\$1,858.57	214	22.9%	77.1%
8	France	\$3,361.56	213	69.5%	30.5%
9	Spain	\$1,891.37	182	70.9%	29.1%
10	Mexico	\$1,862.74	138	65.2%	34.8%
11	Egypt	\$349.26	123	88.6%	11.4%
12	Australia	\$1,829.51	114	53.5%	46.5%
13	Turkey	\$1,565.47	112	73.2%	26.8%
14	Nigeria	\$285.00	105	91.4%	8.6%
15	Germany	\$5,013.57	104	76.0%	24.0%
16	China	\$19,398.58	100	59.0%	41.0%
17	Brazil	\$2,256.91	88	68.2%	31.8%
18	Taiwan	\$884.39	86	17.4%	82.6%
19	Indonesia	\$1,443.26	86	97.7%	2.3%
20	Philippines	\$494.16	83	96.4%	3.6%
21	Hong Kong	\$428.23	79	96.2%	3.8%
22	Argentina	\$683.37	76	73.7%	26.3%
23	Thailand	\$558.57	66	63.6%	36.4%
24	Italy	\$2,543.68	66	71.2%	28.8%
25	South Africa	\$426.38	42	83.3%	16.7%
26	Colombia	\$438.12	42	40.5%	59.5%
27	Poland	\$1,039.62	30	73.3%	26.7%
28	Denmark	\$459.61	30	63.3%	36.7%
29	Singapore	\$574.18	28	35.7%	64.3%
30	Netherlands	\$1,320.63	28	82.1%	17.9%
31	Ireland	\$708.77	28	78.6%	21.4%
32	Lebanon	Null	24	75.0%	25.0%
33	Malaysia	\$470.57	23	69.6%	30.4%
34	Israel	\$610.75	22	54.5%	45.5%
35	Chile	\$347.17	22	81.8%	18.2%

Rank	Country	GDP 2025	Total Shows	%Movies	%TV Shows
36	Norway	\$517.10	21.00	57.1%	42.9%
37	United Arab Emirates	\$569.10	21.00	95.2%	4.8%
38	Russia	\$2,540.66	19.00	26.3%	73.7%
39	Sweden	\$662.32	19.00	57.9%	42.1%
40	Belgium	\$716.98	18.00	50.0%	50.0%
41	New Zealand	\$262.91	17.00	88.2%	11.8%
42	Saudi Arabia	\$1,268.54	12.00	58.3%	41.7%
43	Romania	\$422.51	10.00	100.0%	0.0%
44	Austria	\$566.46	9.00	88.9%	11.1%
45	Uruguay	\$84.99	9.00	88.9%	11.1%
46	Switzerland	\$1,002.67	8.00	87.5%	12.5%
47	Kuwait	\$157.47	7.00	71.4%	28.6%
48	Vietnam	\$484.73	7.00	100.0%	0.0%
49	Czech Republic	\$383.38	6.00	83.3%	16.7%
50	Finland	\$314.72	6.00	50.0%	50.0%
51	Iceland	\$38.39	6.00	50.0%	50.0%
52	Peru	\$318.48	6.00	100.0%	0.0%
53	Bulgaria	\$127.92	5.00	100.0%	0.0%
54	Hungary	\$247.76	5.00	100.0%	0.0%
55	Ghana	\$111.96	4.00	100.0%	0.0%
56	Kenya	\$136.01	4.00	100.0%	0.0%
57	Portugal	\$337.94	4.00	100.0%	0.0%
58	Bangladesh	\$475.01	3.00	100.0%	0.0%
59	Serbia	\$100.05	3.00	100.0%	0.0%
60	Cambodia	\$48.80	2.00	100.0%	0.0%
61	Croatia	\$103.90	2.00	50.0%	50.0%
62	Georgia	\$37.40	2.00	100.0%	0.0%
63	Jordan	\$56.16	2.00	0.0%	100.0%
64	Mauritius	\$15.73	2.00	50.0%	50.0%
65	Syria	Null	2.00	100.0%	0.0%
66	Ukraine	\$209.71	2.00	0.0%	100.0%
67	Venezuela	\$82.77	2.00	100.0%	0.0%
68	Belarus	\$85.74	1.00	0.0%	100.0%
69	Cameroon	\$60.58	1.00	100.0%	0.0%
70	Cyprus	\$39.94	1.00	0.0%	100.0%
71	Greece	\$282.02	1.00	100.0%	0.0%
72	Guatemala	\$120.85	1.00	100.0%	0.0%
73	Iran	\$356.51	1.00	100.0%	0.0%
74	Jamaica	\$23.14	1.00	100.0%	0.0%
75	Luxembourg	\$100.64	1.00	0.0%	100.0%
76	Mozambique	\$24.73	1.00	100.0%	0.0%
77	Namibia	\$14.69	1.00	100.0%	0.0%
78	Paraguay	\$47.40	1.00	100.0%	0.0%
79	Puerto Rico	\$126.55	1.00	0.0%	100.0%
80	Senegal	\$36.84	1.00	0.0%	100.0%
81	Slovenia	\$79.22	1.00	100.0%	0.0%
82	Somalia	\$12.94	1.00	100.0%	0.0%
83	Zimbabwe	\$53.31	1.00	100.0%	0.0%