

COMPANIES & PRODUCTS

# Netflix

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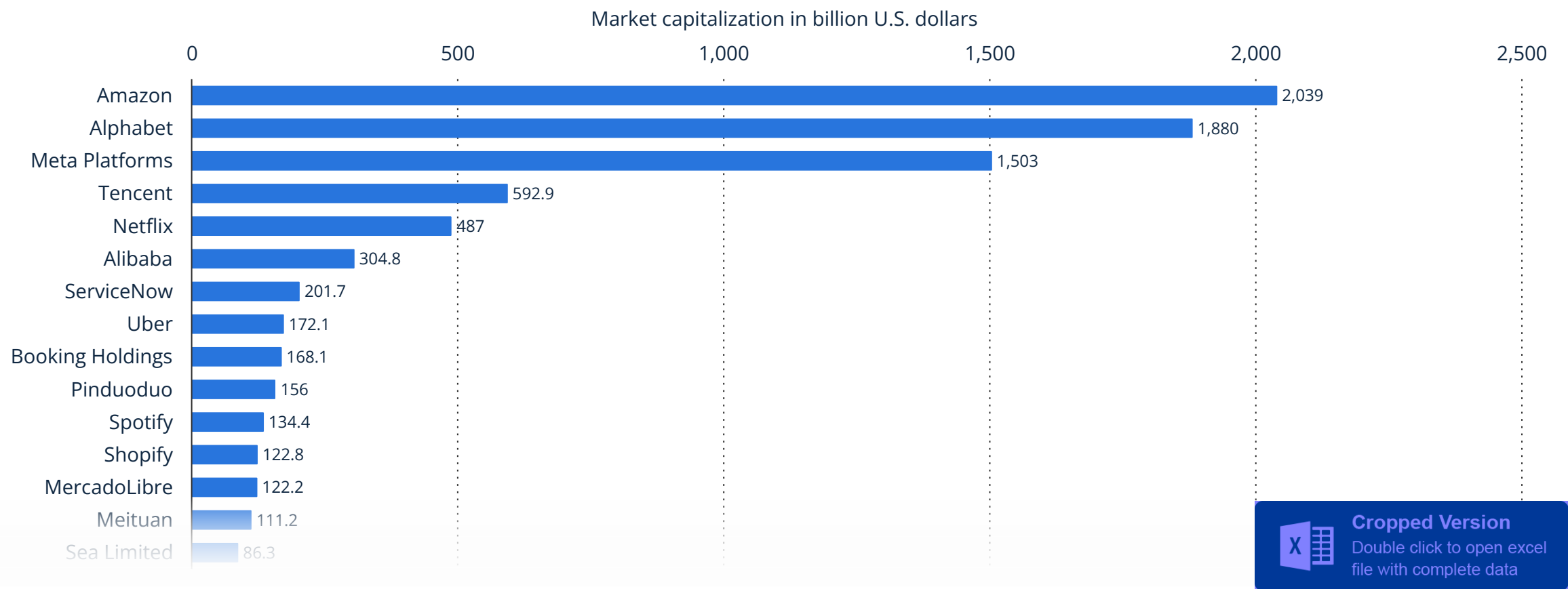
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CHAPTER 01

# Overview

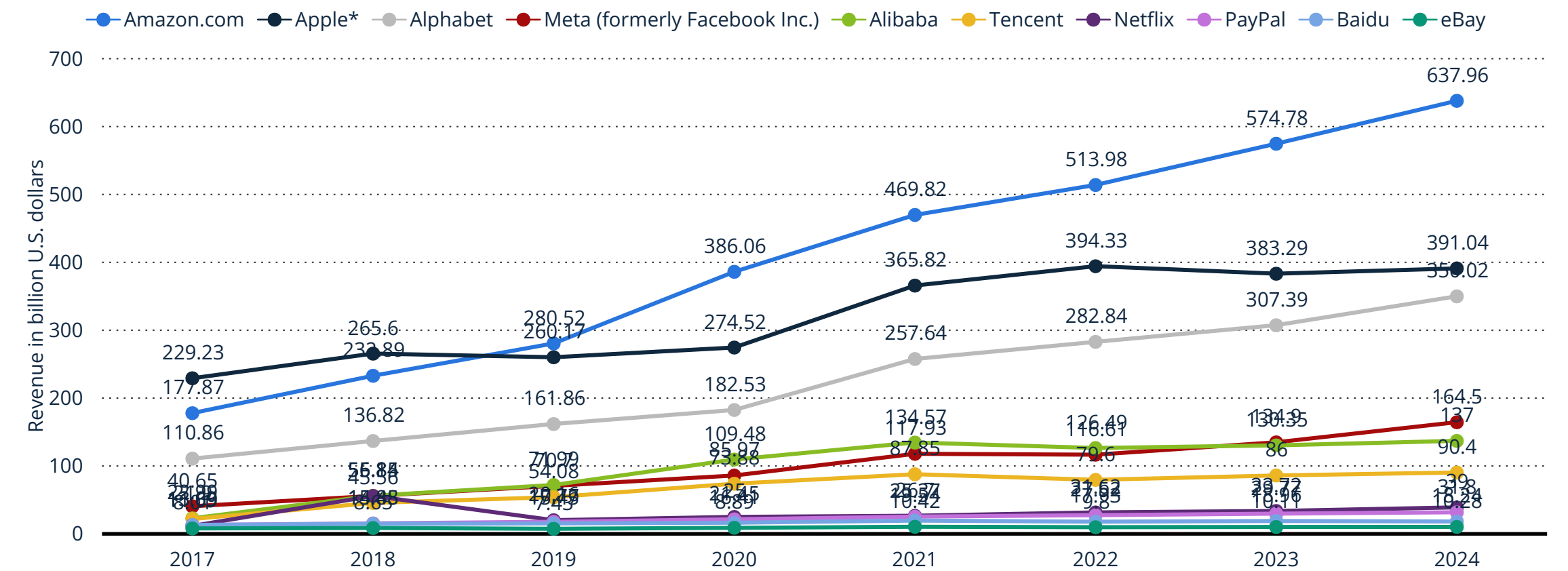
# Market capitalization of the largest internet companies worldwide as of May 2025 (in billion U.S. dollars)

Market value of the largest internet companies worldwide 2025



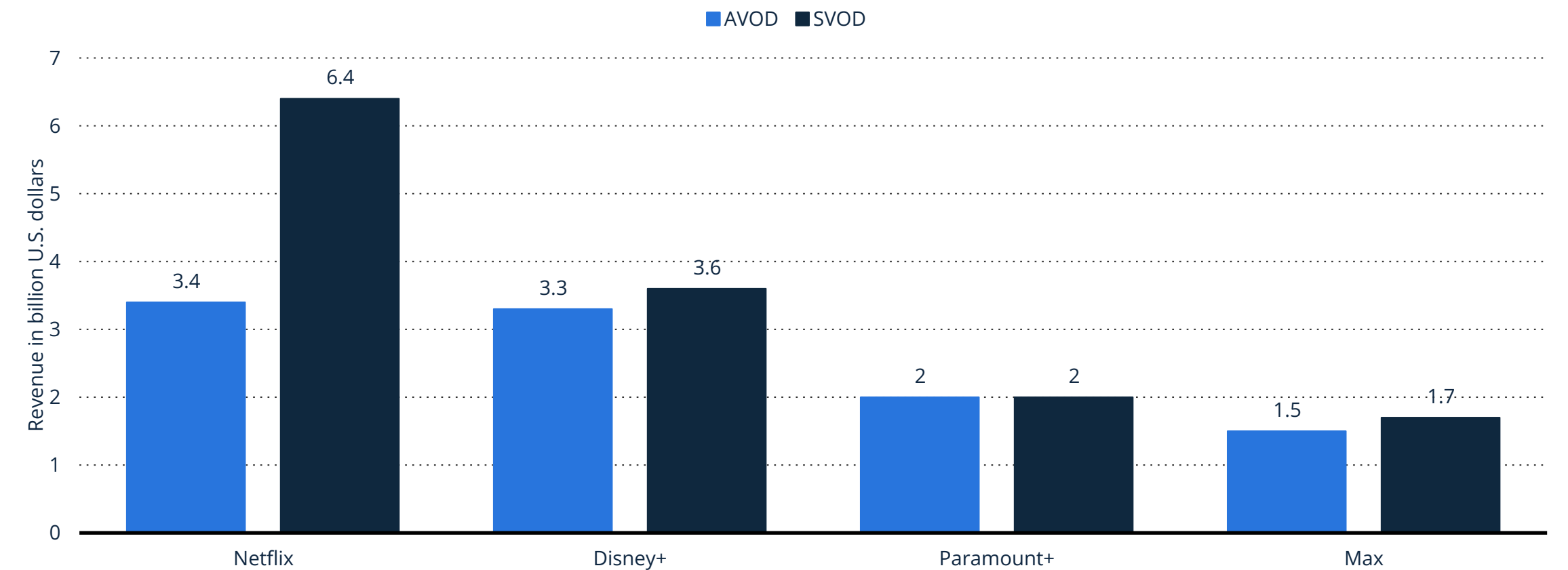
# Leading online companies ranked by revenue from 2017 to 2024 (in billion U.S. dollars)

Internet companies ranked by revenue 2017-2024



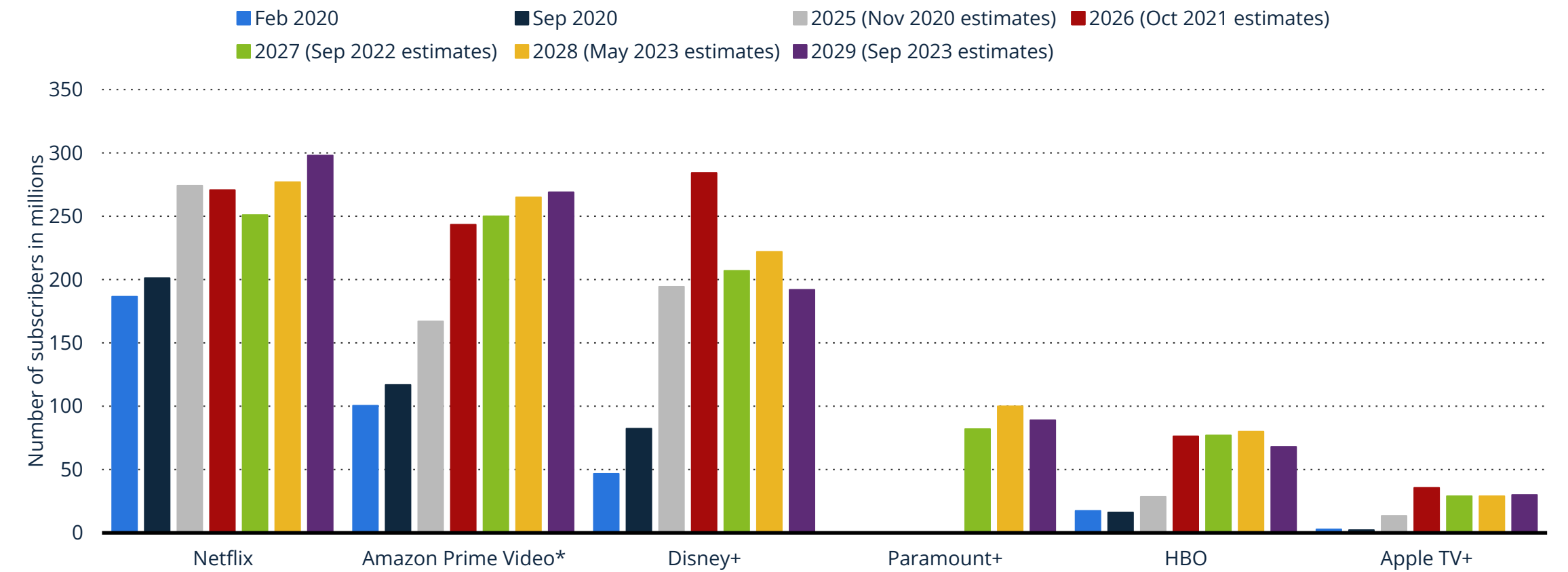
# Revenues of selected hybrid video-on-demand (HVOD) services worldwide in 2029, by plan type (in billion U.S. dollars)

Revenue of selected HVOD services worldwide 2029, by plan type



# Estimated number of SVOD subscribers worldwide from 2020 to 2029, by service (in millions)

SVOD subscriber count worldwide 2020-2029, by service

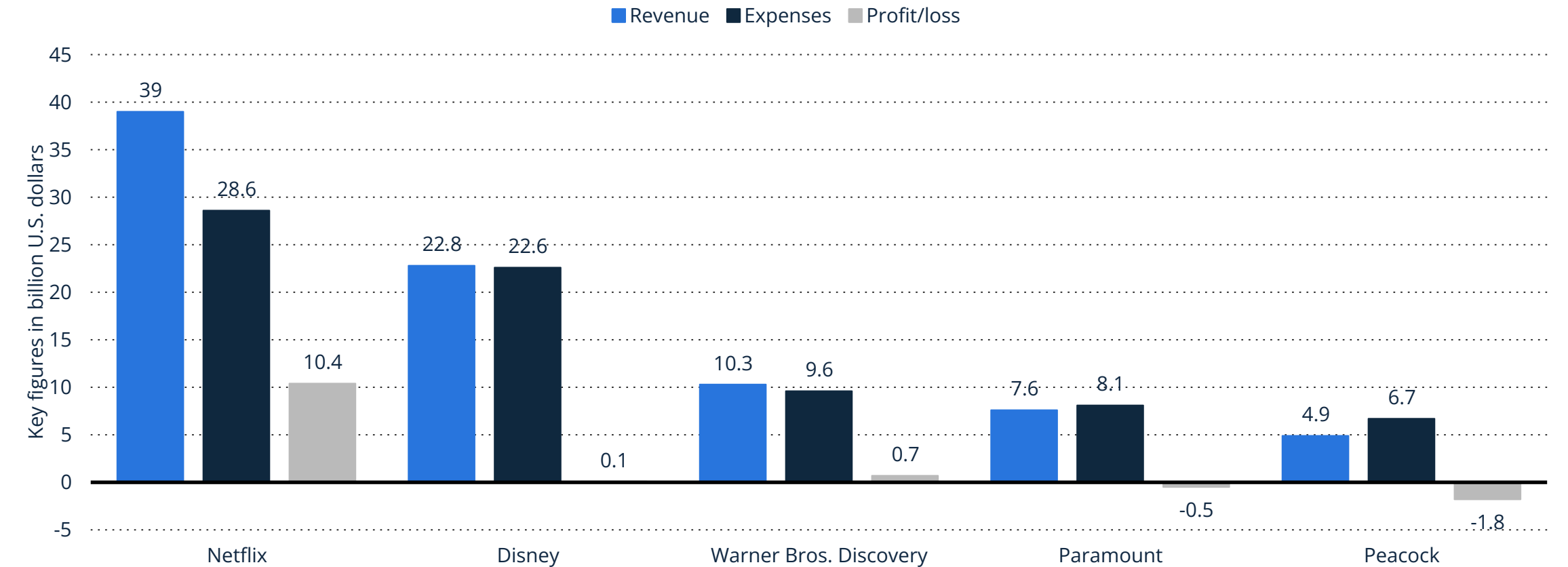


**Description:** As of September 2020, the total number of Netflix subscribers amounted to about 201 million, making it by far the most popular subscription video-on-demand service worldwide. Amazon Prime Video ranked second in the market, with 117 million users. Estimates from September 2023 predict that both competitors might be up for a close race for the top spot by 2029, while Disney+ has lost considerable ground to them, compared to estimates from October 2021. [Read more](#)  
**Note(s):** Worldwide; 2020; forecast data from November 2020, October 2021, May 2022, September 2022, May 2023, and September 2023; \*Only the numbers of Amazon Prime Video users are included here, not the overall number of Prime [...]. [Read more](#)  
**Source(s):** Digital TV Research; Media Play News



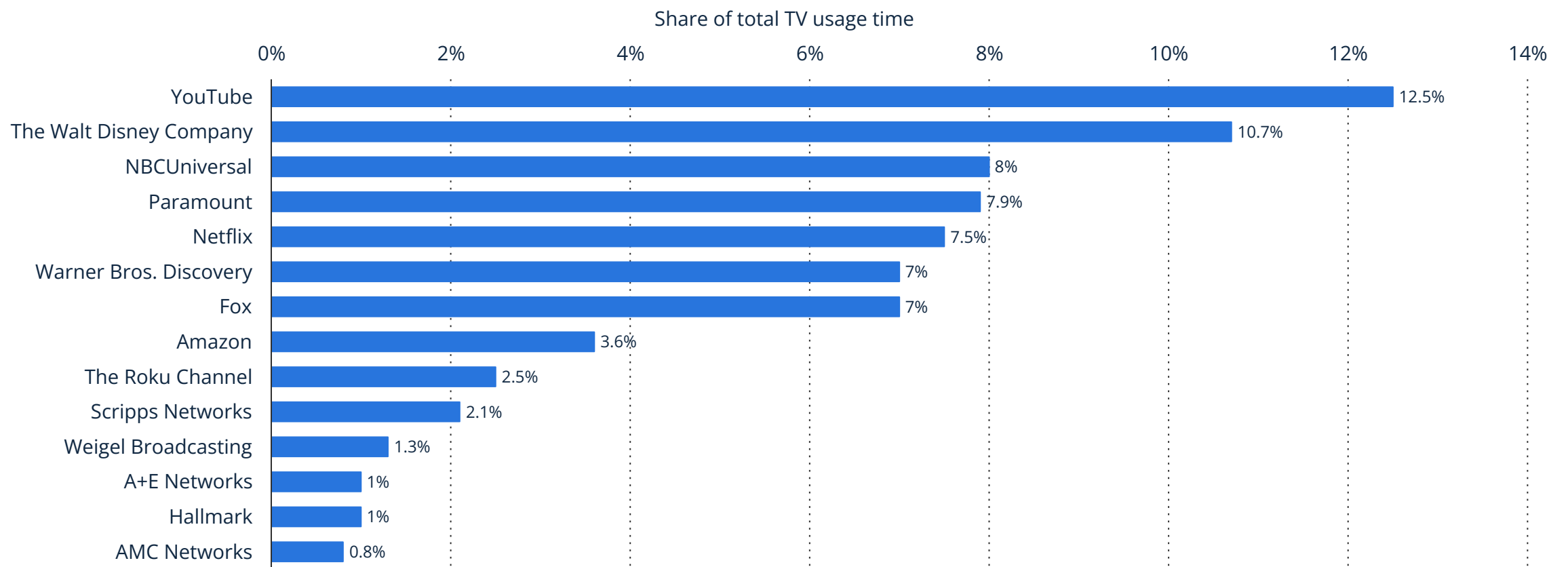
# Revenues, expenses, and operating profits/losses of direct-to-consumer businesses of selected media companies worldwide in the fiscal year 2024 (in billion U.S. dollars)

Revenue, expenses, and profits of companies' DTC segments 2024



# Distribution of total TV and video usage time in the United States as of May 2025, by media company

Share of total TV usage time in the U.S. 2025, by company

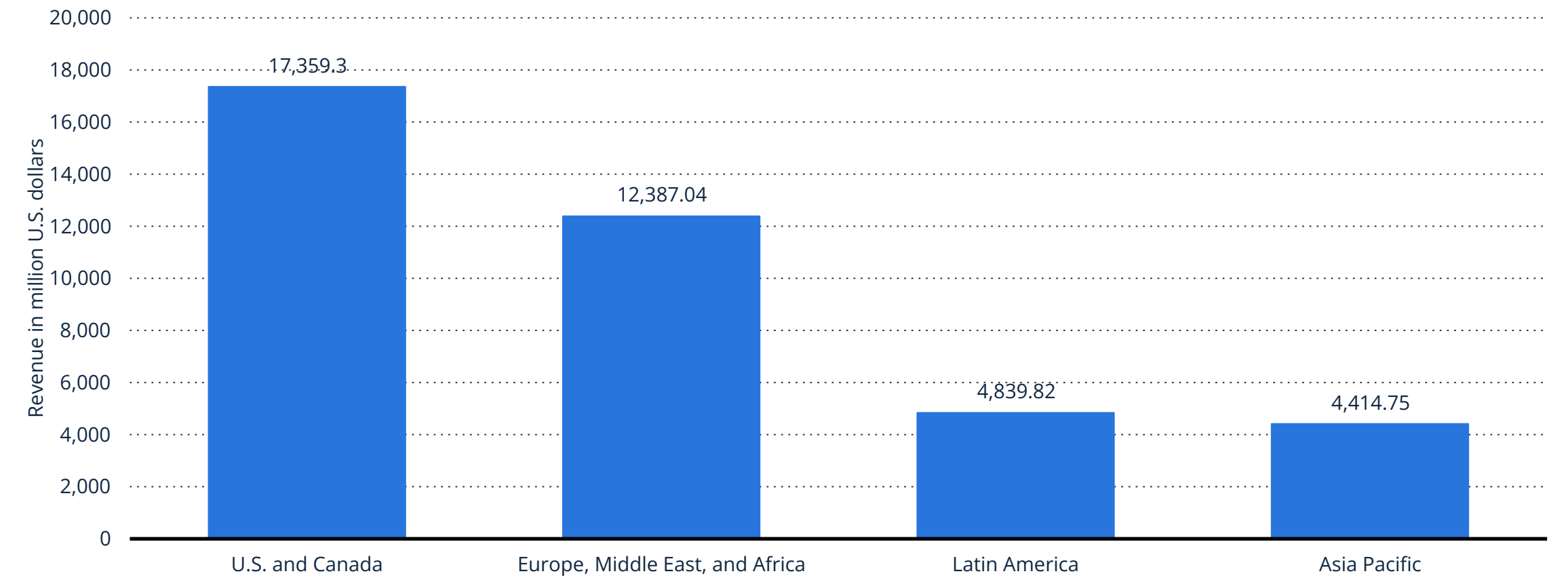


CHAPTER 02

# Financials

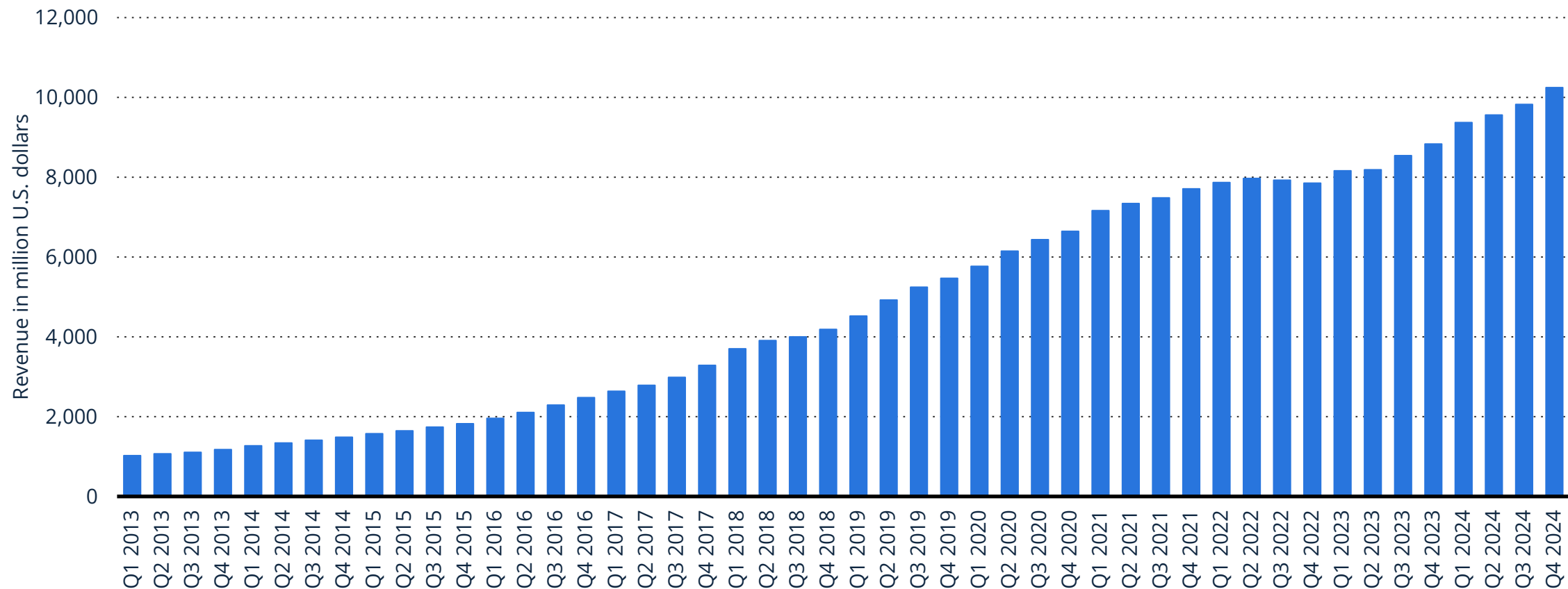
# Revenue generated by Netflix worldwide in 2024, by region (in million U.S. dollars)

Netflix's global revenue 2024, by region



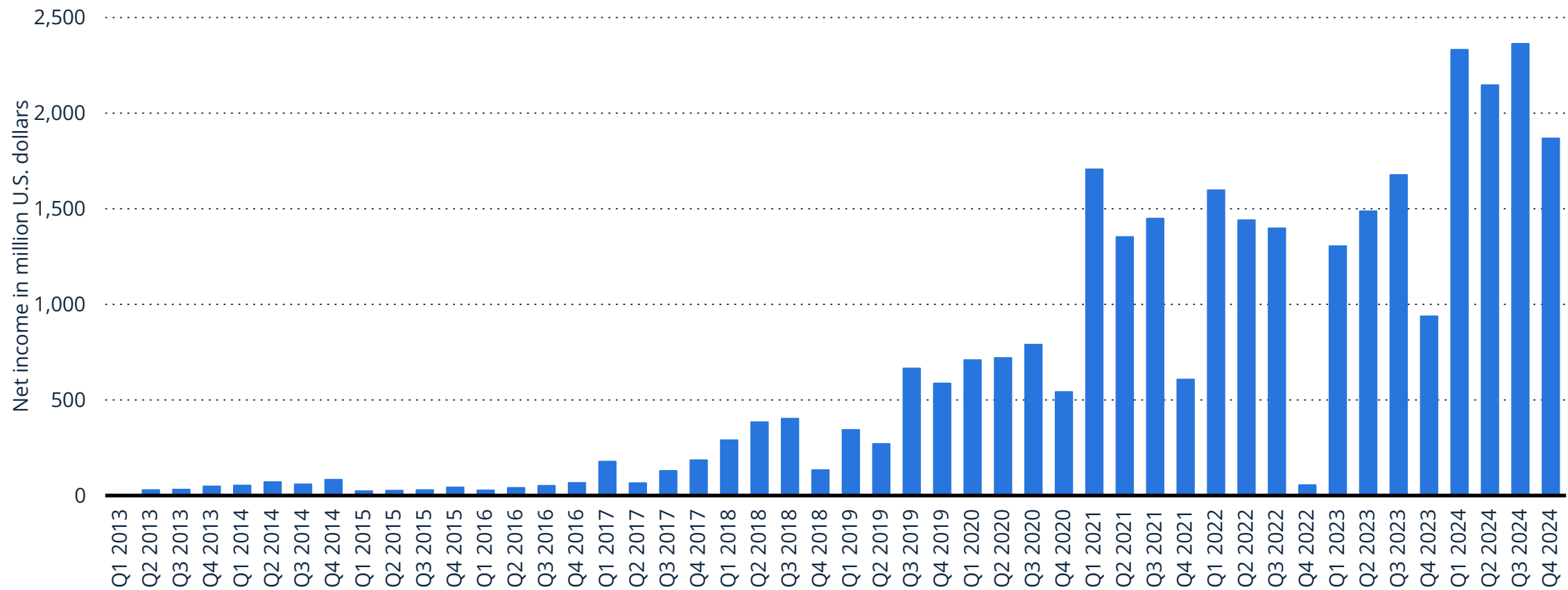
# Revenue generated by Netflix from 1st quarter 2013 to 4th quarter 2024 (in million U.S. dollars)

Netflix's quarterly revenue 2013-2024



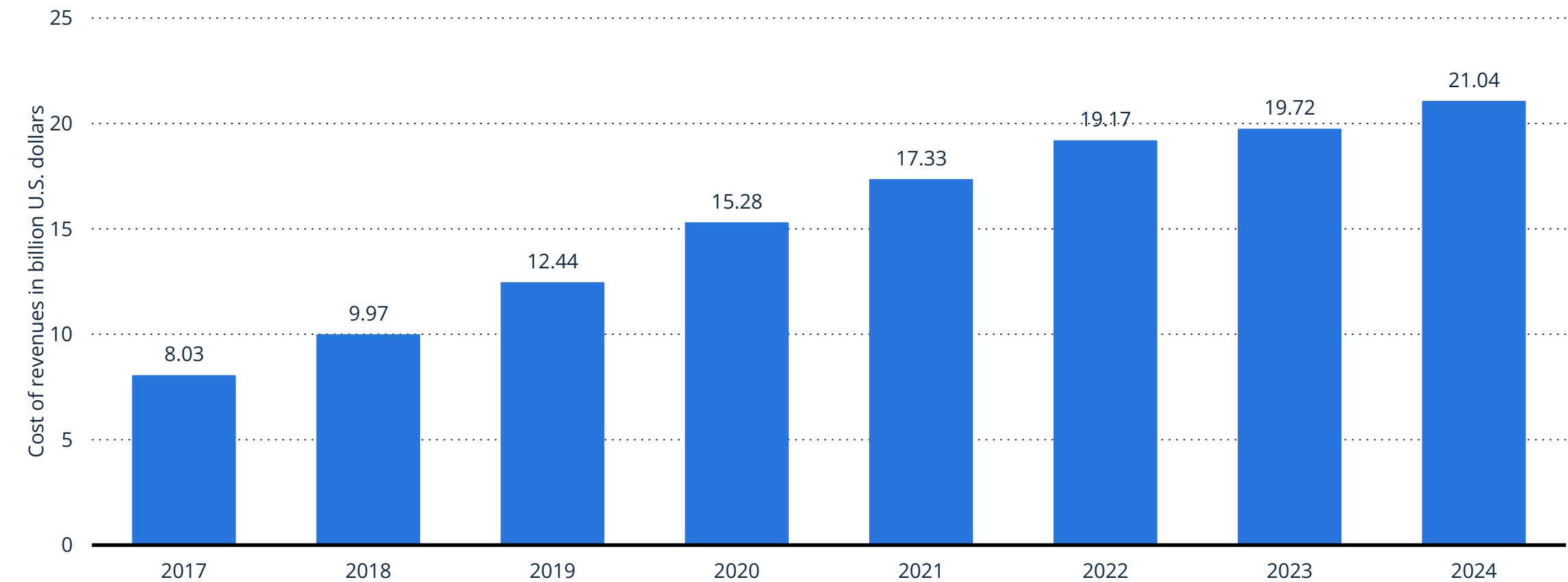
# Net income generated by Netflix from 1st quarter 2013 to 4th quarter 2024 (in million U.S. dollars)

Netflix's quarterly net income 2013-2024



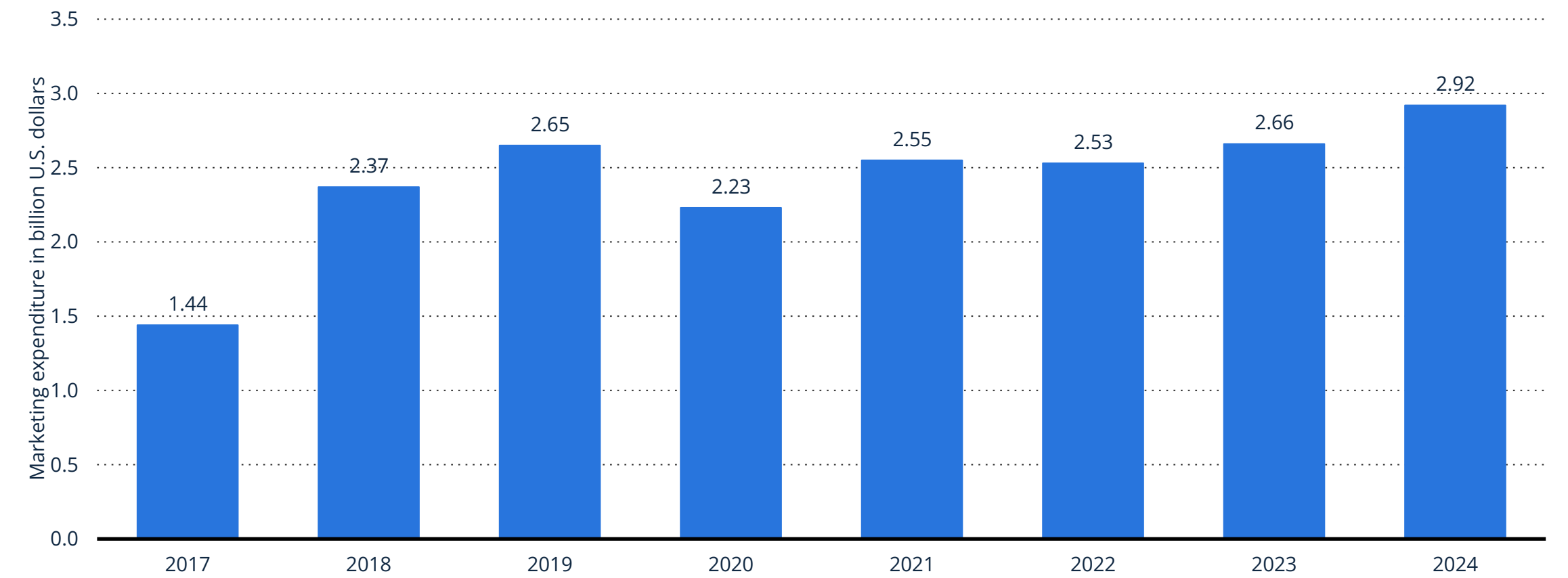
# Netflix's cost of revenues worldwide from 2017 to 2024 (in billion U.S. dollars)

Netflix's cost of revenues 2017-2024



# Netflix's marketing expenses worldwide from 2017 to 2024 (in billion U.S. dollars)

Netflix's marketing spend worldwide 2017-2024



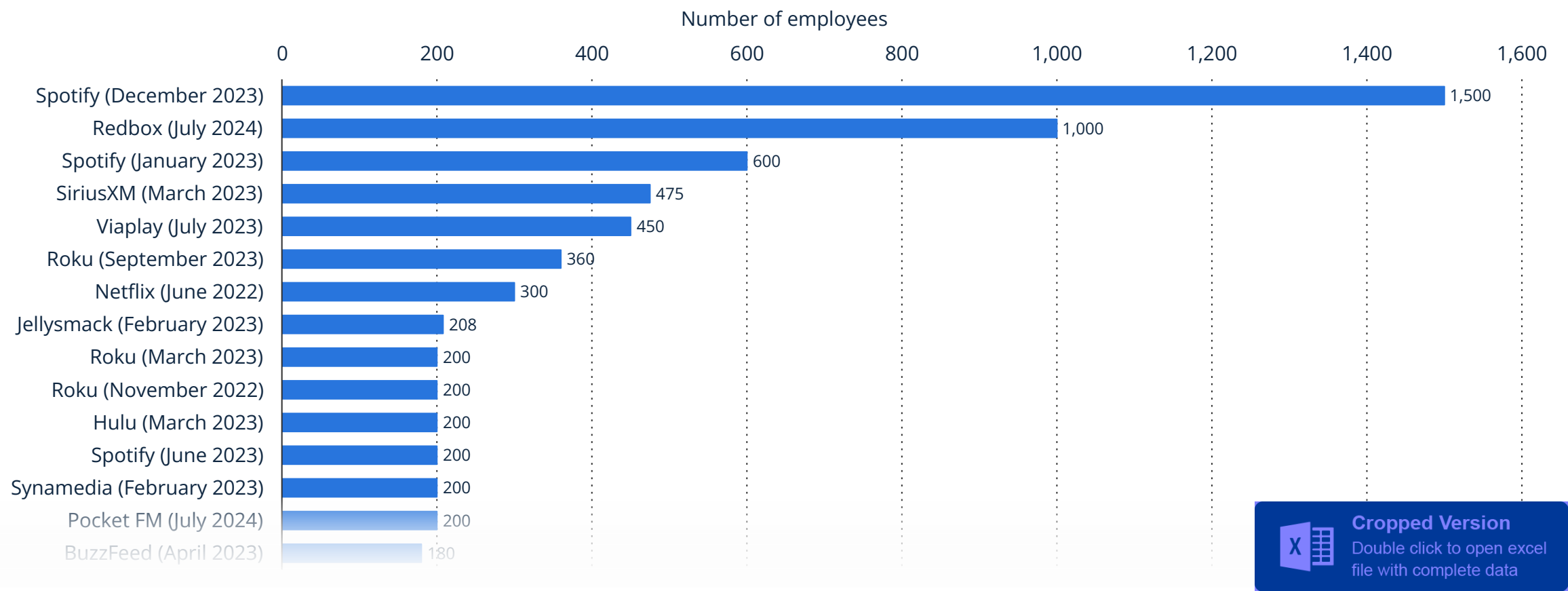



## CHAPTER 03

# Employees

# Largest media industry layoffs worldwide as of December 2024, by number of employees

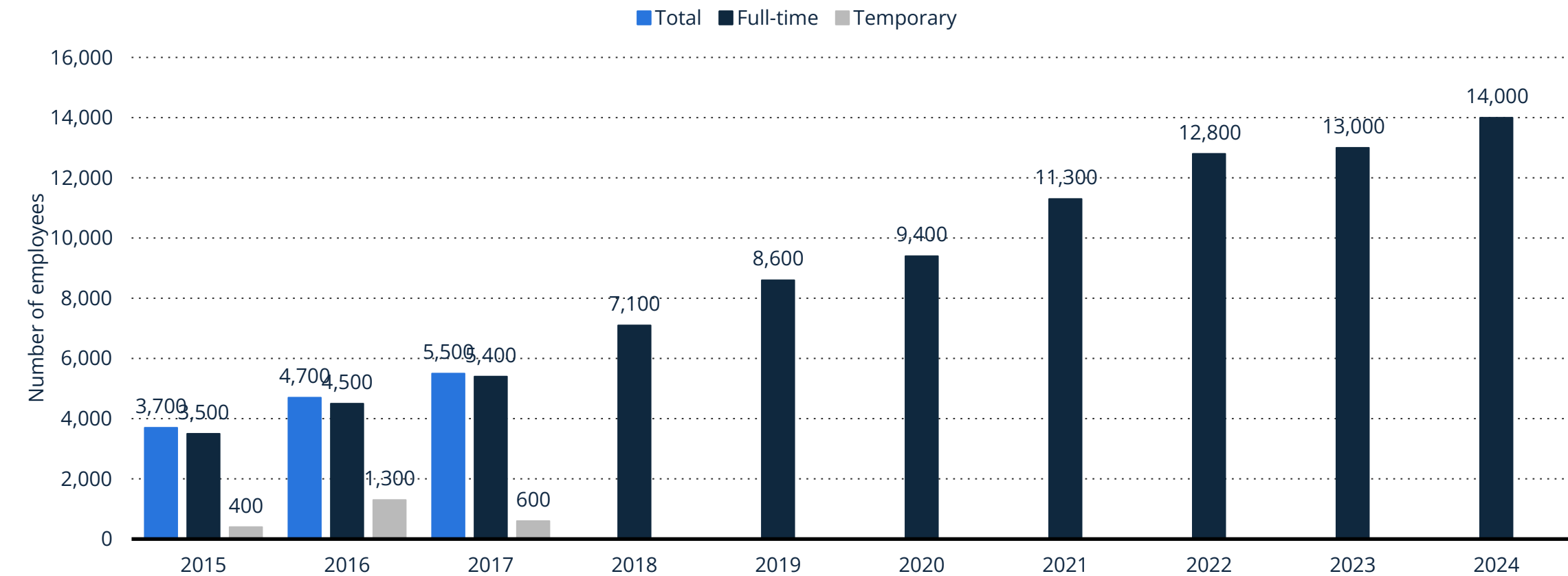
Biggest media industry layoffs worldwide 2020-2024



 **Cropped Version**  
Double click to open excel  
file with complete data

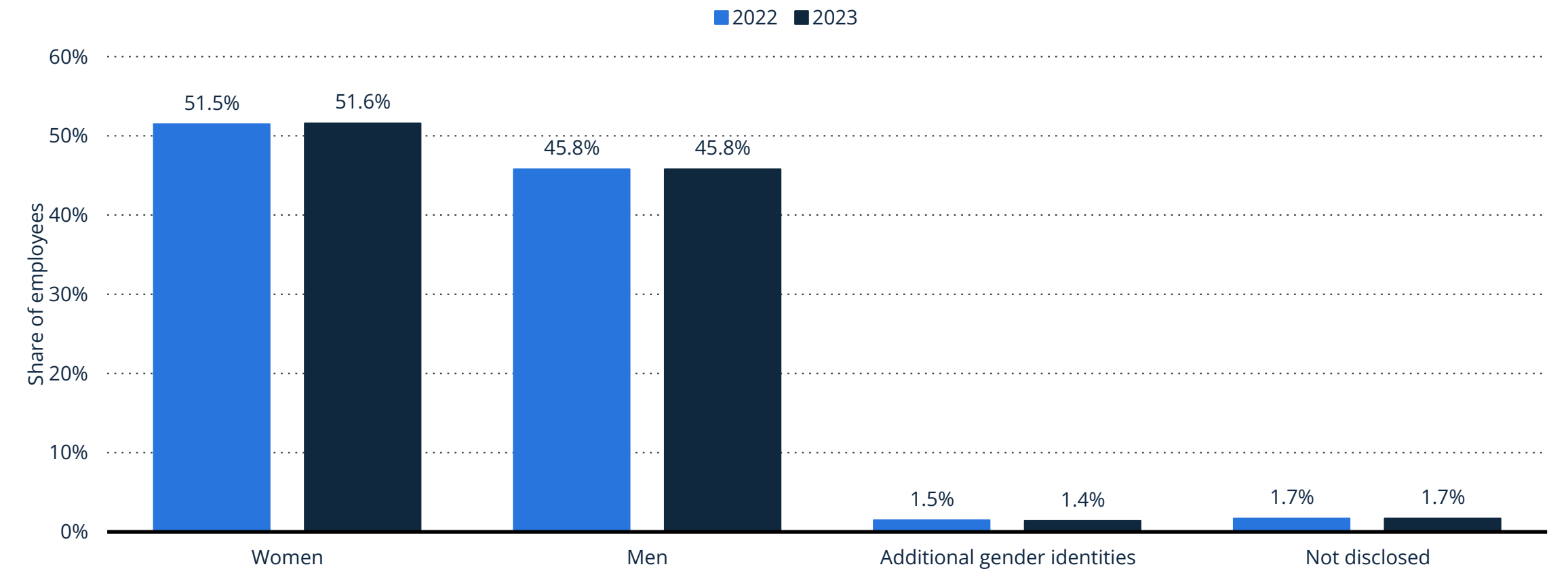
# Number of employees of Netflix from 2015 to 2024, by type

Netflix number of employees 2024



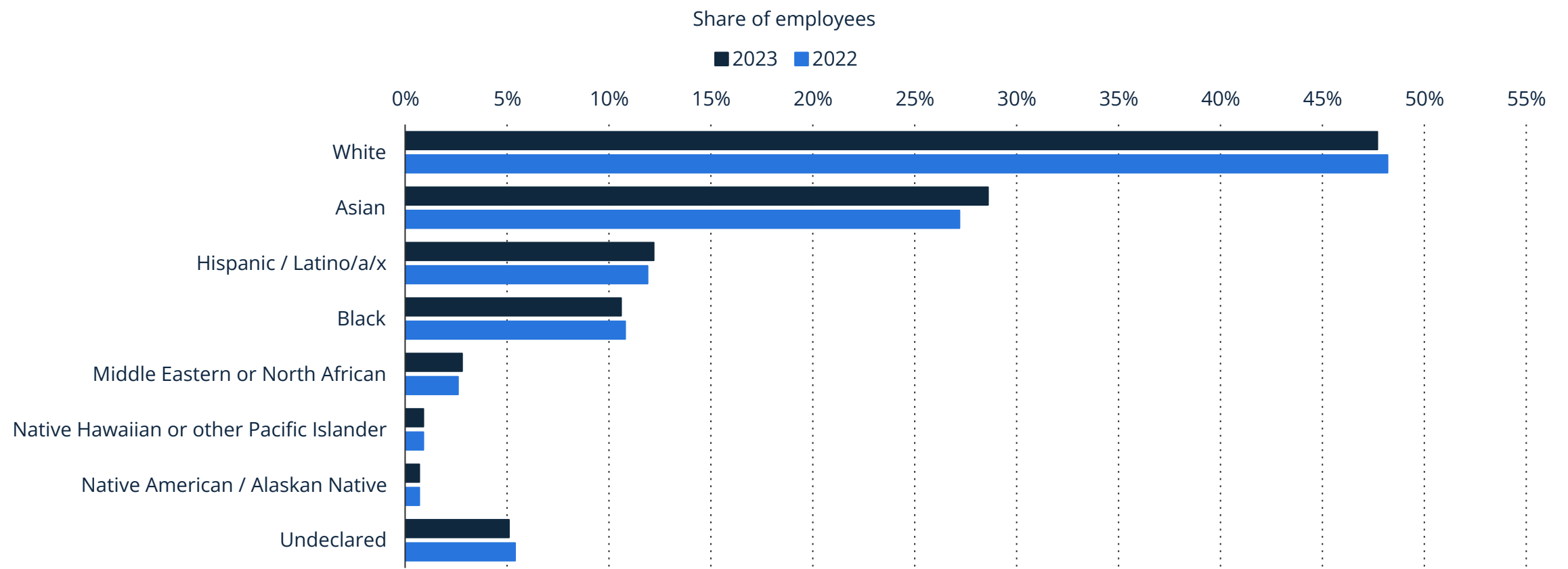
# Distribution of Netflix employees worldwide in 2022 and 2023, by gender

Global gender distribution of Netflix employees 2022-2023



# Distribution of Netflix full-time employees in the United States in 2022 and 2023, by ethnicity

Netflix: ethnicity distribution of employees in the U.S. 2022-2023

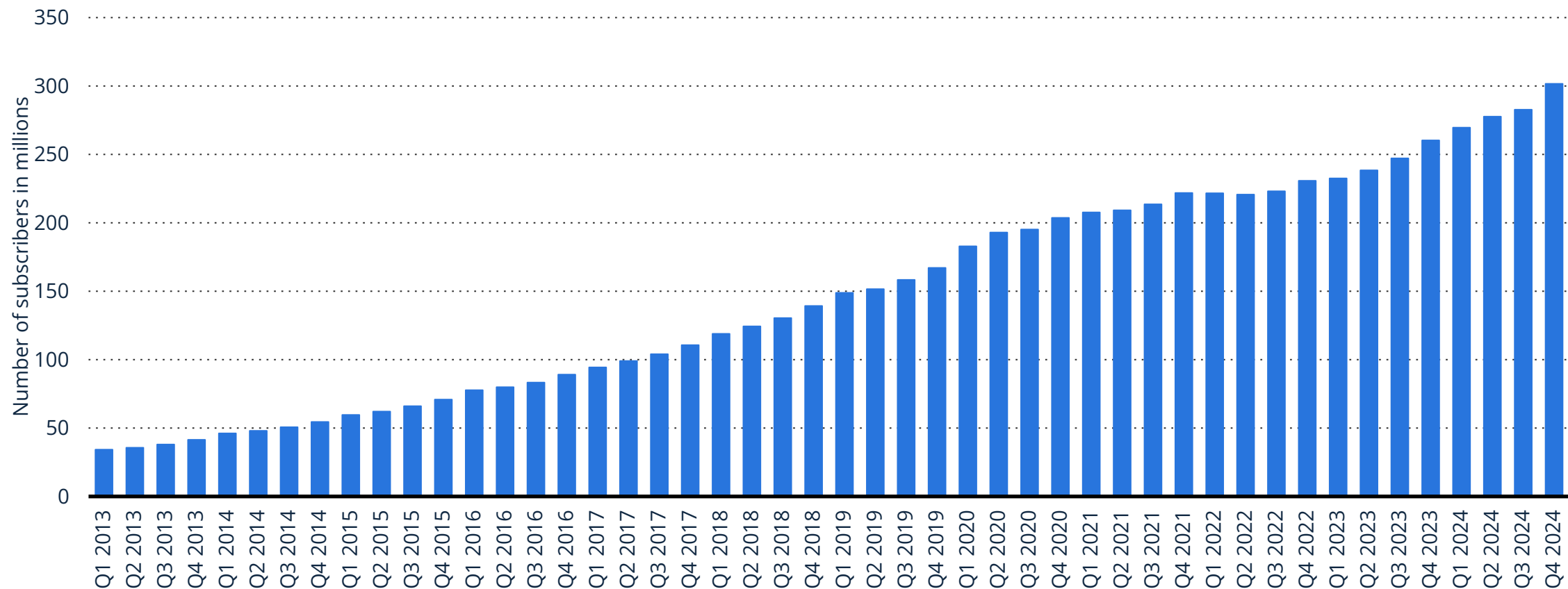


## CHAPTER 04

# Subscribers and consumer behavior

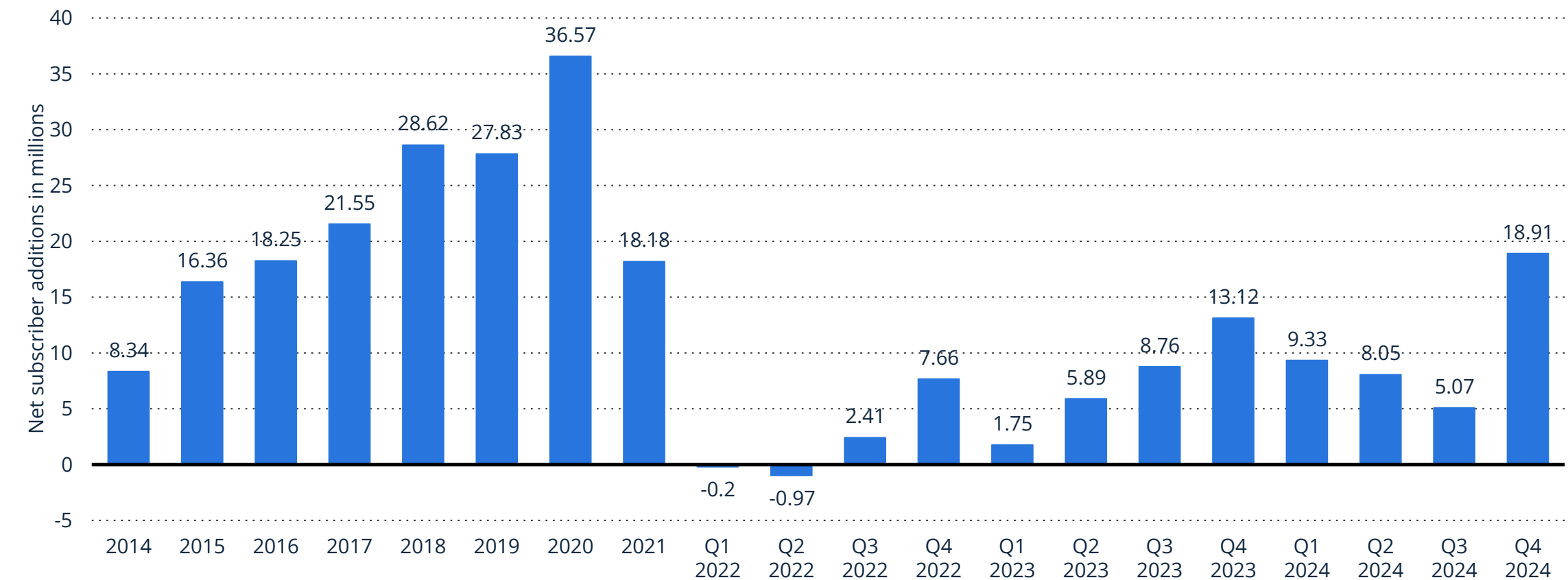
# Number of Netflix paid subscribers worldwide from 1st quarter 2013 to 4th quarter 2024 (in millions)

Quarterly Netflix subscribers count worldwide 2013-2024



# Paid net subscriber additions of Netflix worldwide from 2014 to 4th quarter 2024 (in millions)

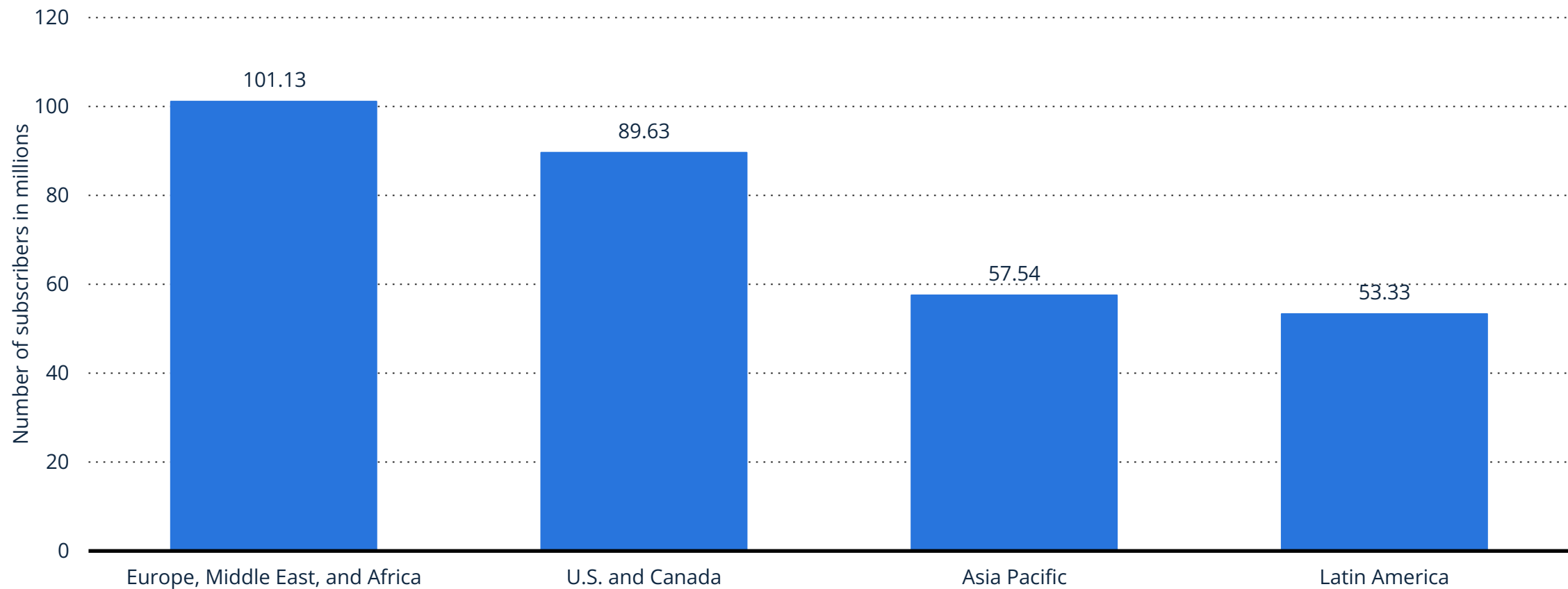
Paid net subscriber additions of Netflix worldwide 2014-2024





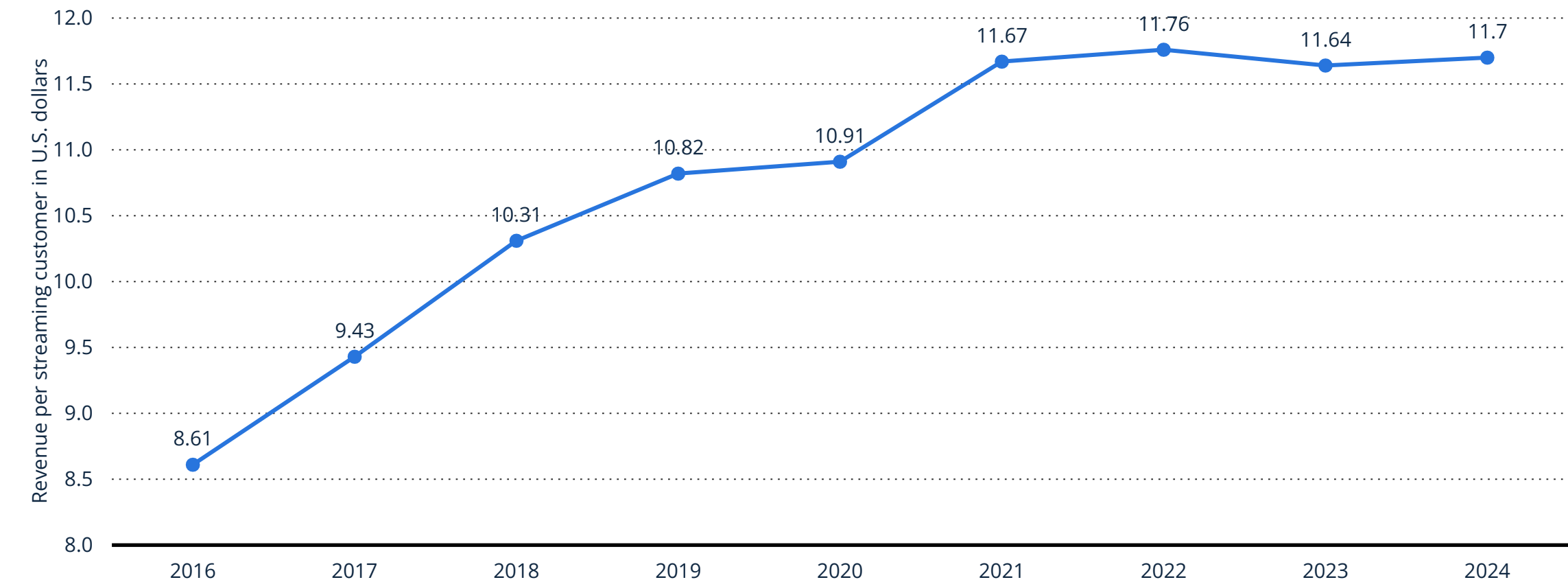
# Number of Netflix paying streaming subscribers worldwide as of 4th quarter 2024, by region (in millions)

Netflix: number of paid subscribers Q4 2024, by region



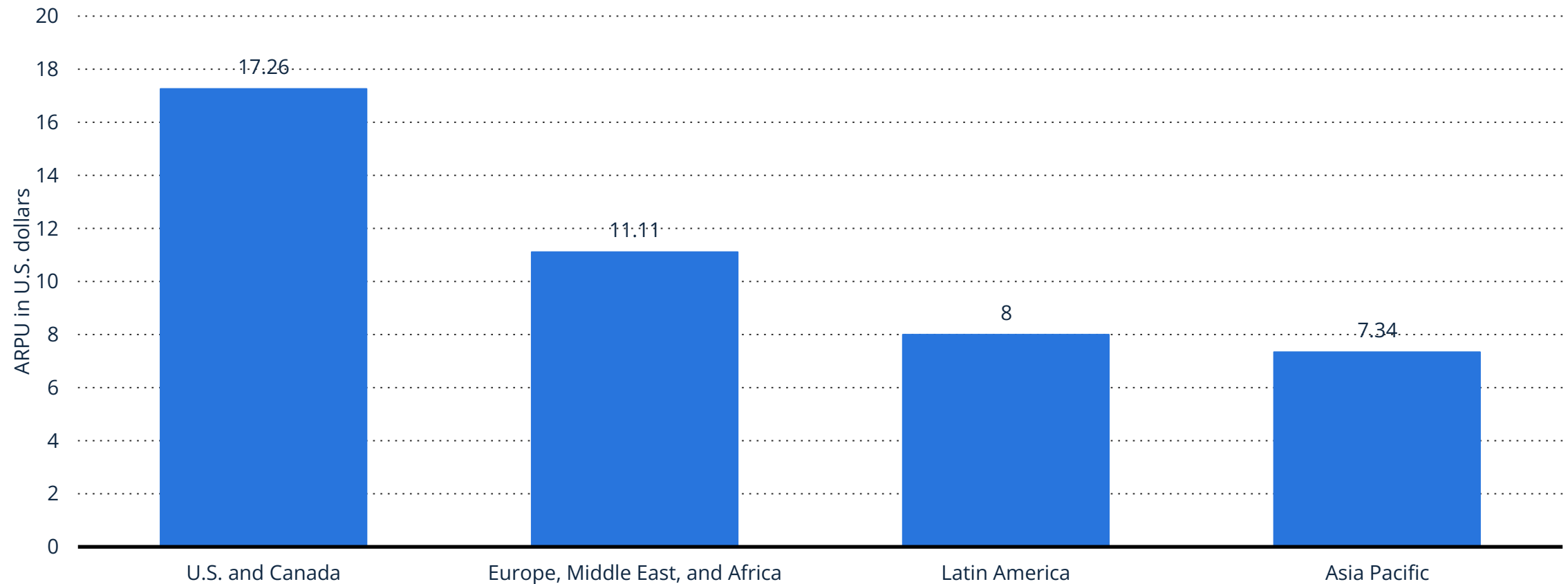
# Average monthly revenue per paying customer of Netflix worldwide from 2016 to 2024

Netflix's monthly ARPU worldwide 2016-2024



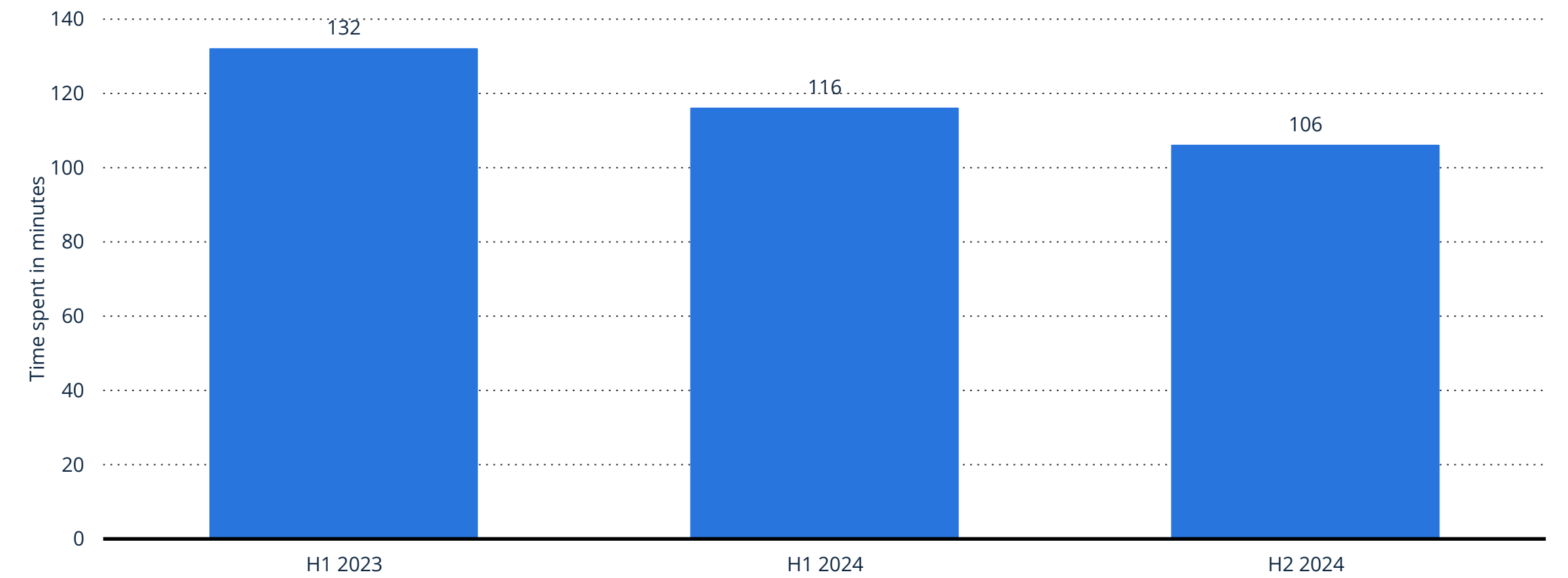
# Netflix's quarterly average monthly revenue per streaming customer worldwide in 4th quarter 2024, by region (in U.S. dollars)

Netflix quarterly ARPU worldwide Q4 2024, by region



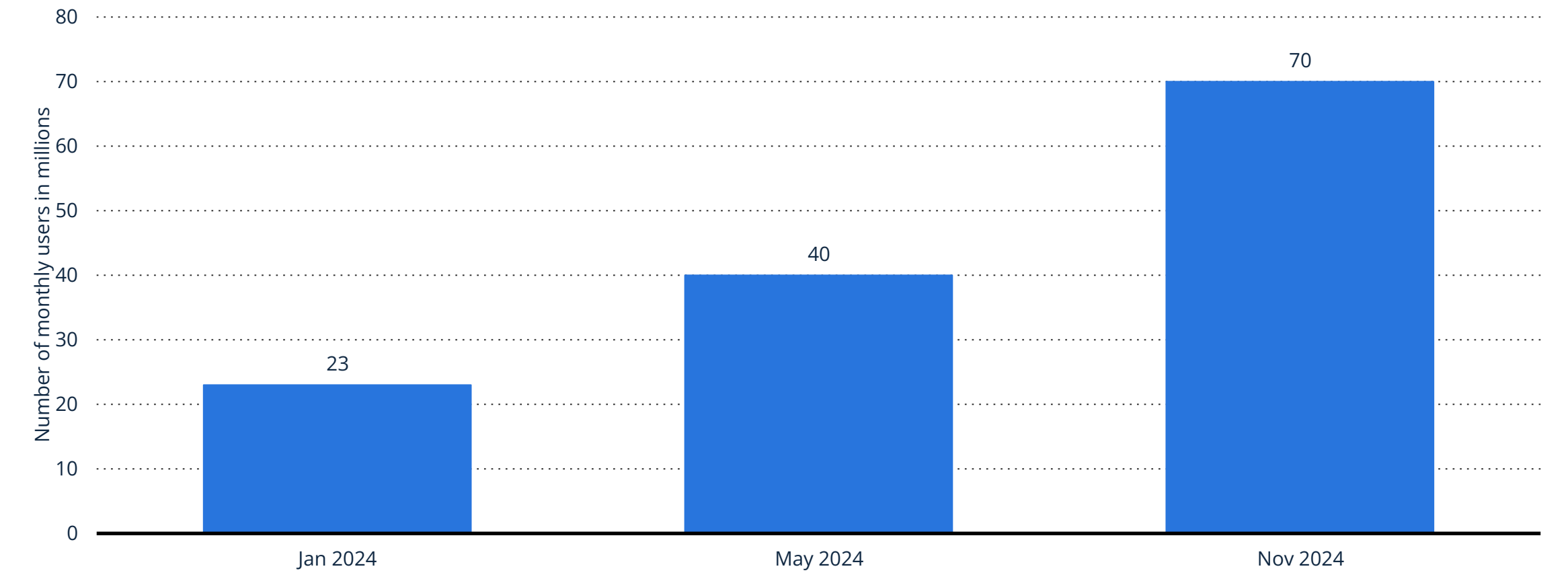
# Daily time spent streaming Netflix per account worldwide in 1st half 2023 and 2nd half 2024 (in minutes)

Daily streaming time spent on Netflix per account worldwide 2023-2024



# Number of monthly active ad-supported users of Netflix worldwide from January to November 2024 (in millions)

Number of monthly ad-supported users of Netflix worldwide 2024

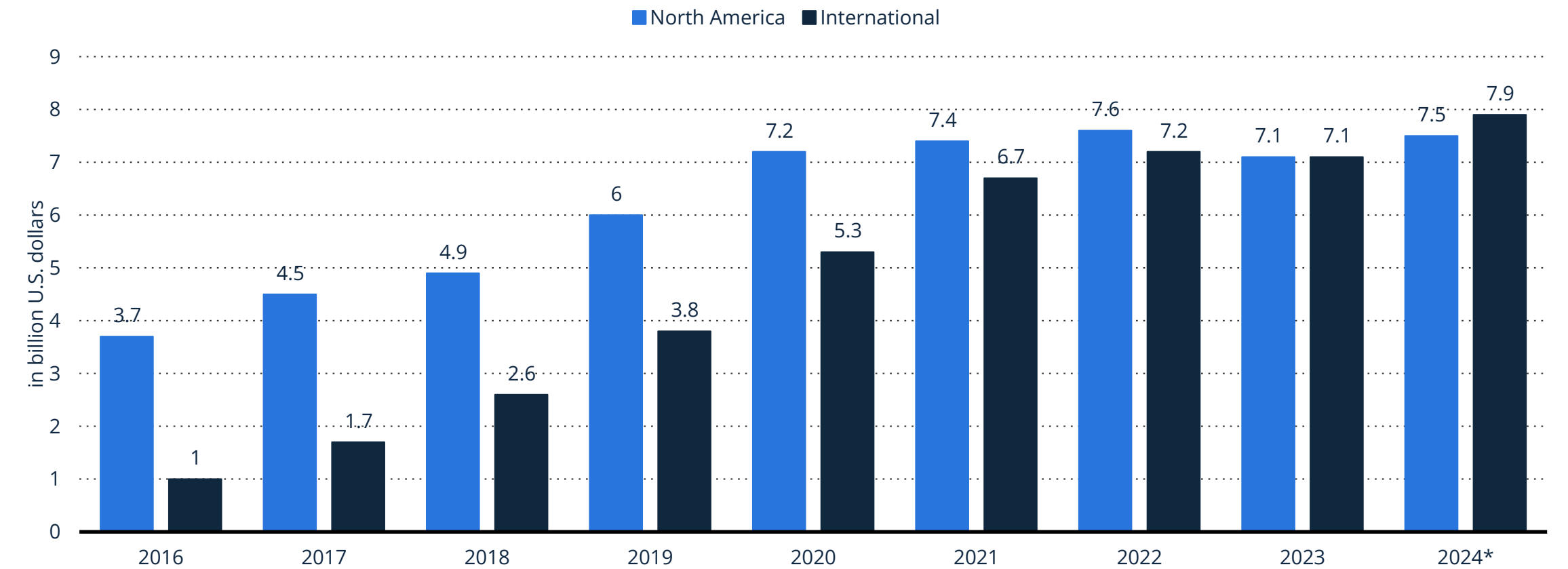


CHAPTER 05

# Content

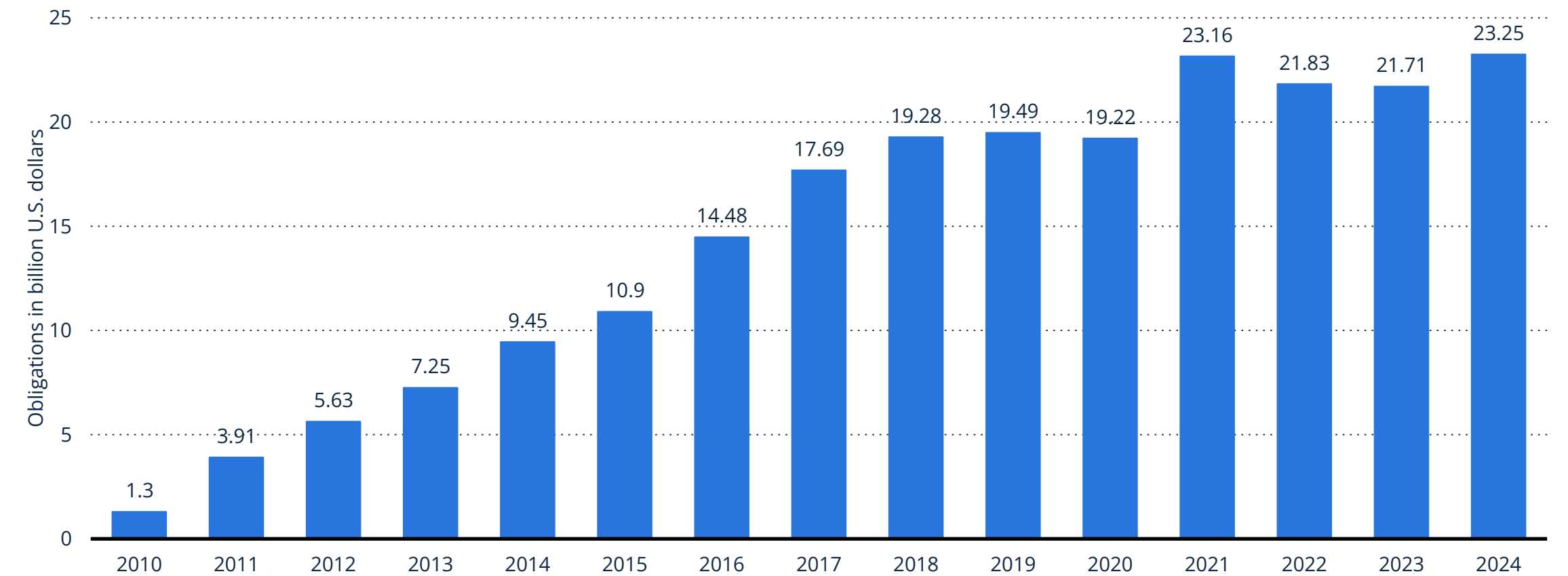
# Content spending of Netflix from 2016 to 2024, by region of production (in billion U.S. dollars)

Content spending of Netflix 2016-2024, by region of production



# Netflix's streaming content obligations from 2010 to 2024 (in billion U.S. dollars)

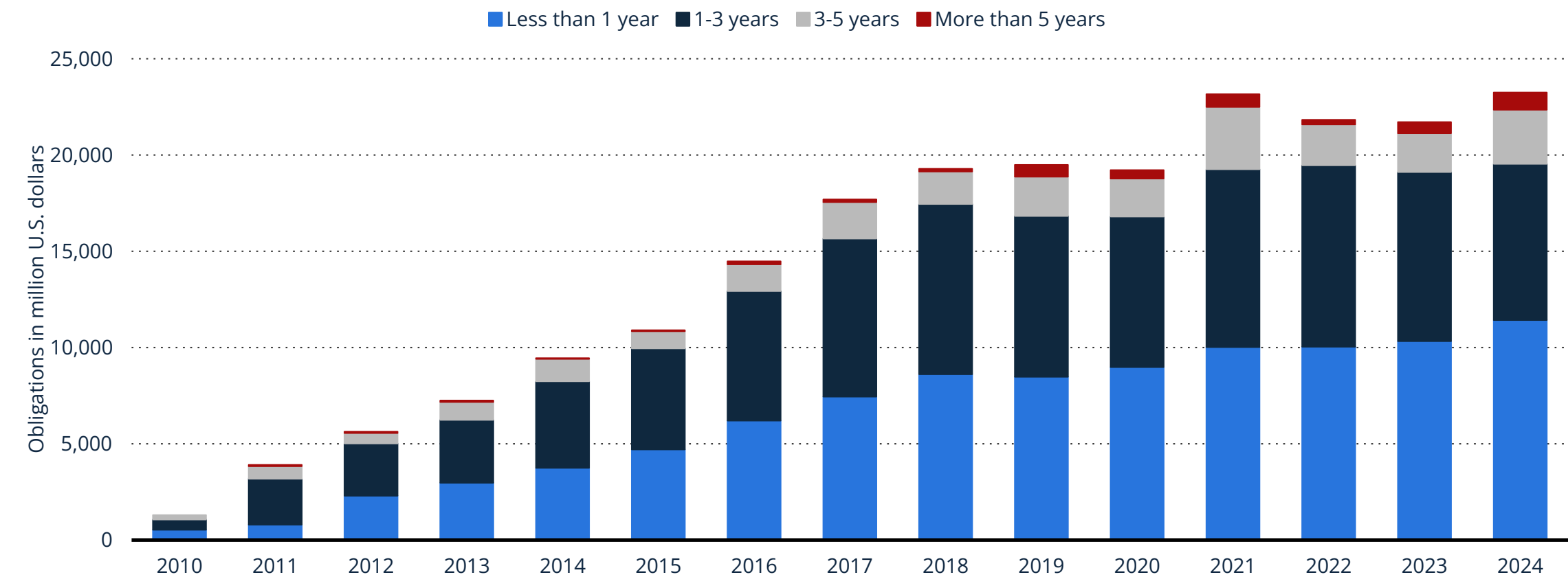
Netflix's streaming content obligations 2010-2024





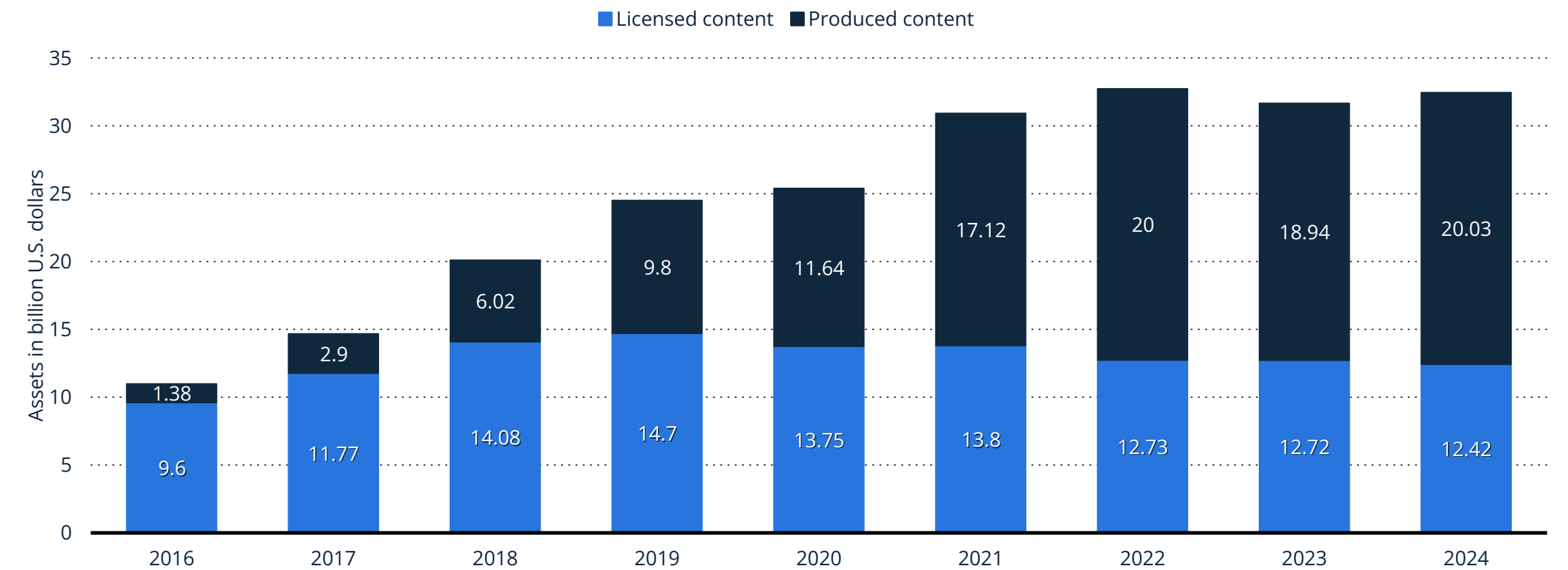
# Netflix's streaming content obligations from 2010 to 2024, by type (in million U.S. dollars)

Netflix's streaming content obligations 2010-2024, by type



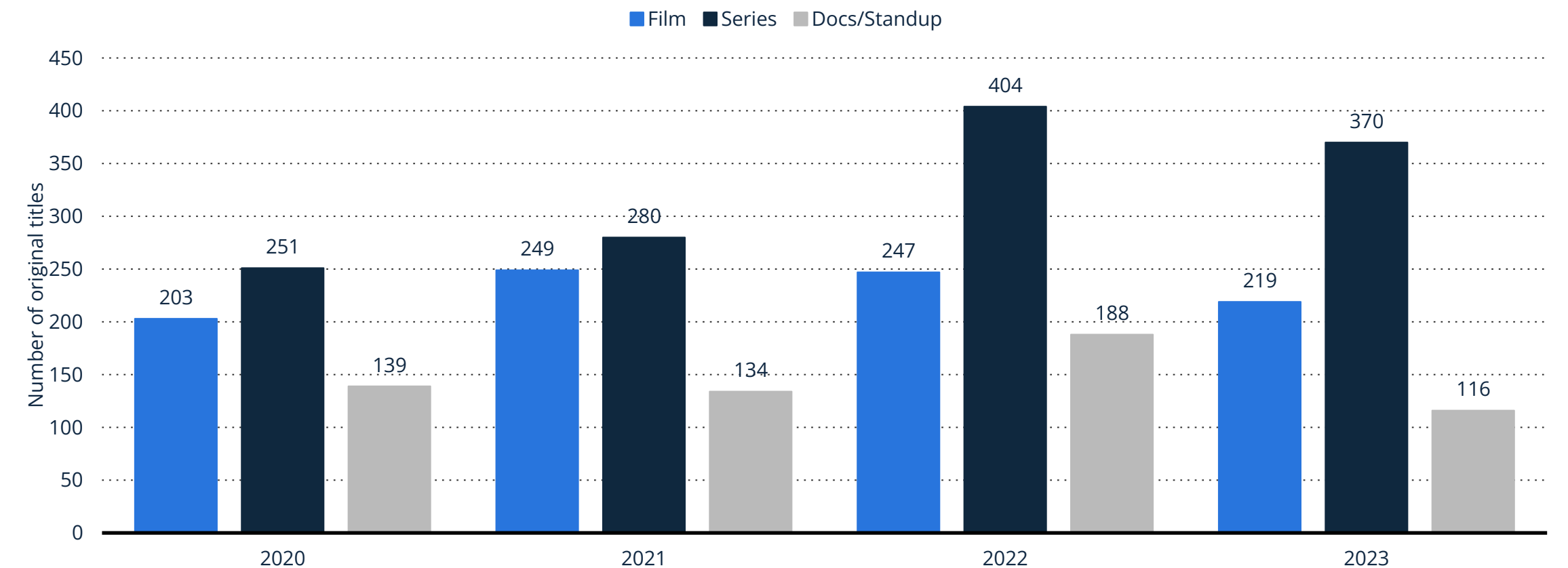
# Netflix's content assets worldwide from 2016 to 2024, by type (in billion U.S. dollars)

Netflix's content assets 2024, by type



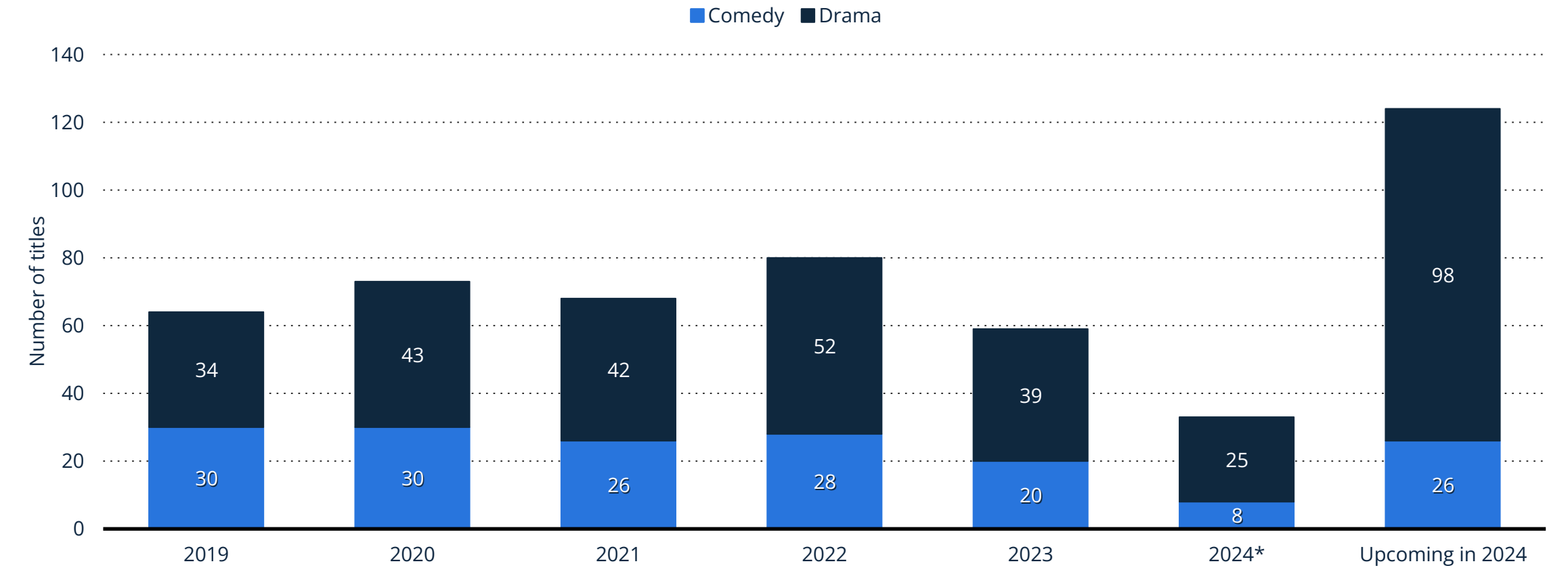
# Number of Netflix releasing original titles worldwide from 2020 to 2023, by content type

Number of Netflix releasing original titles worldwide 2020-2023, by content type



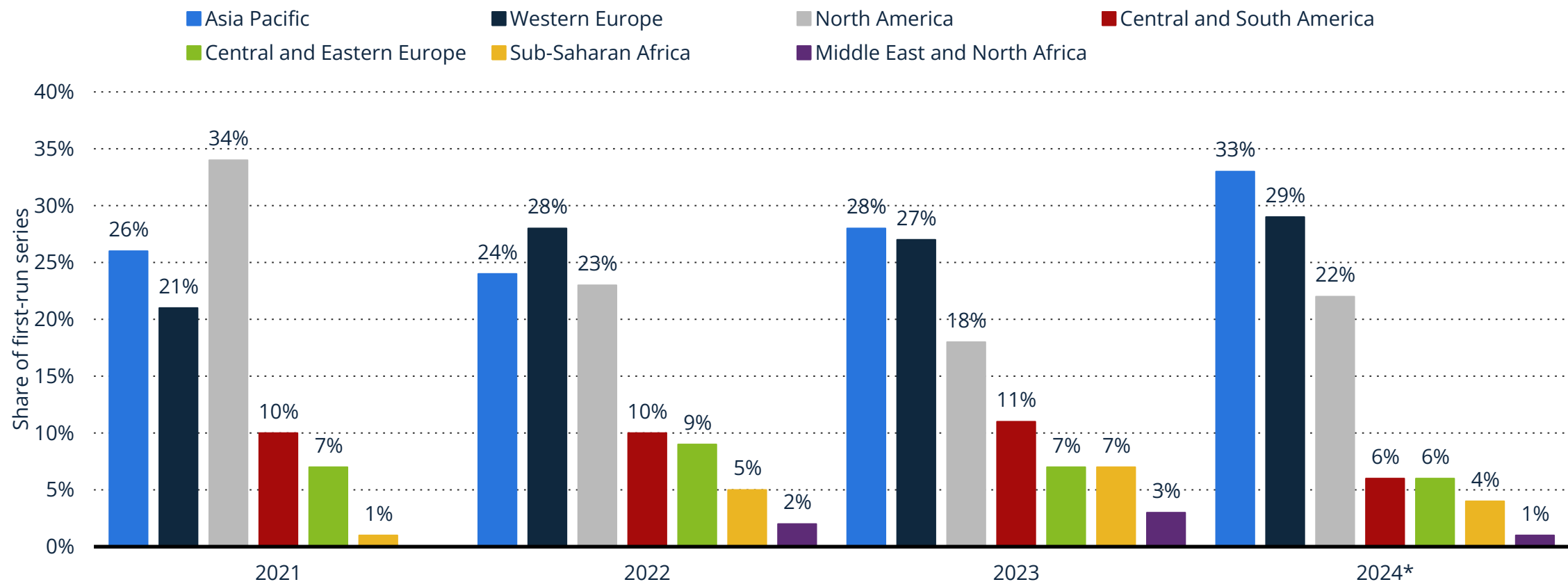
# Number of new U.S. scripted original series commissioned by Netflix from 2019 to 2024, by genre

New U.S. scripted original series on Netflix 2019-2024, by genre



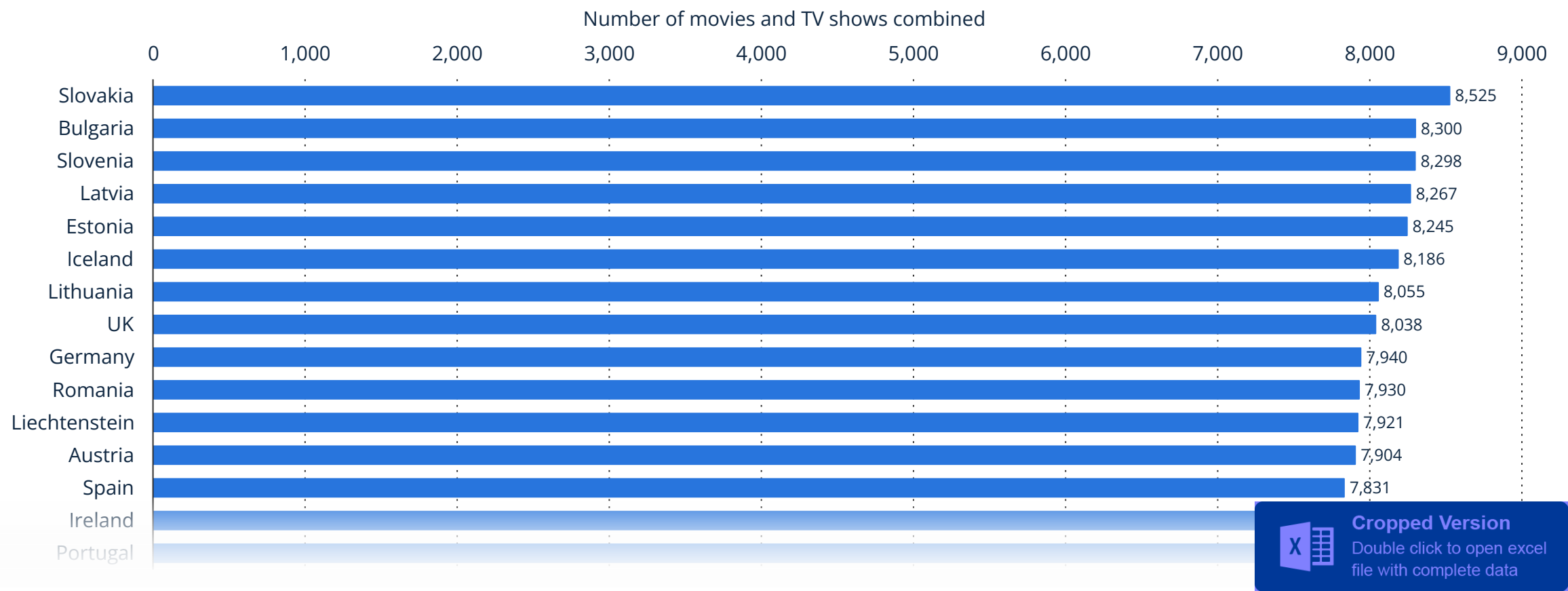
# Share of Netflix's first-run scripted series orders worldwide from 2021 to 2024, by region

First-run scripted series orders of Netflix worldwide 2021-2024, by region



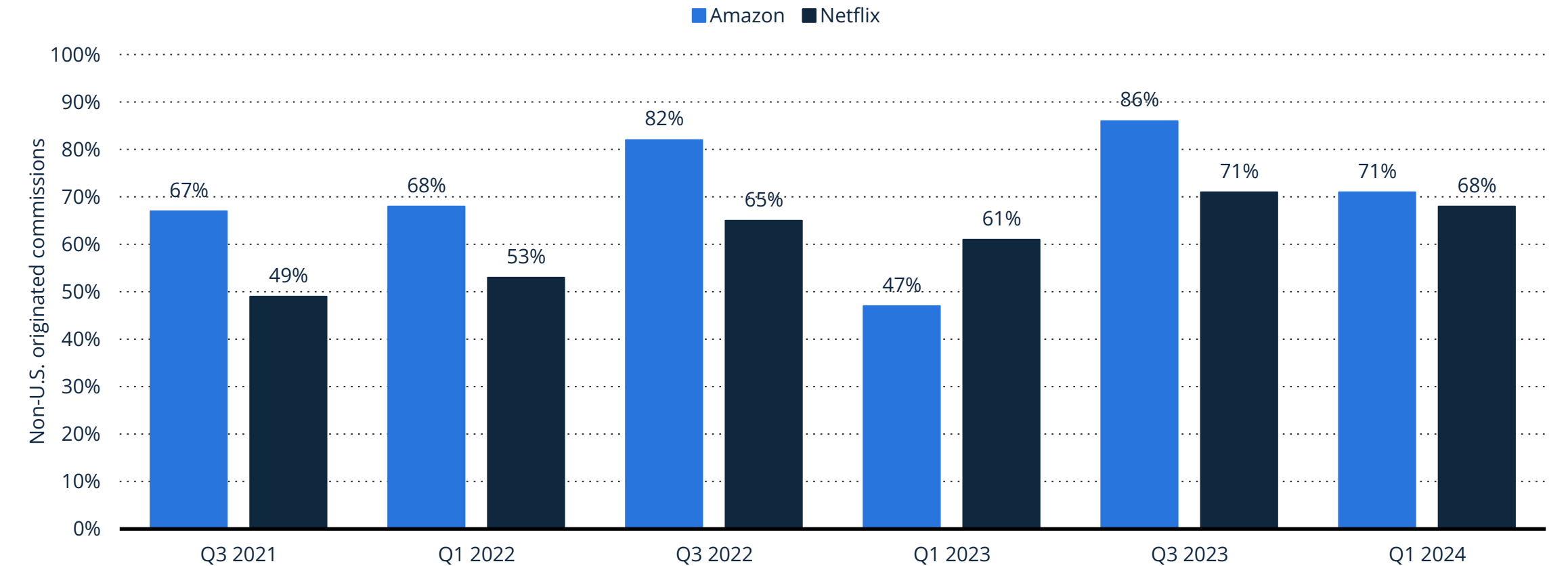
# Countries with most content available on Netflix worldwide as of July 2024

Biggest Netflix libraries in the world 2024



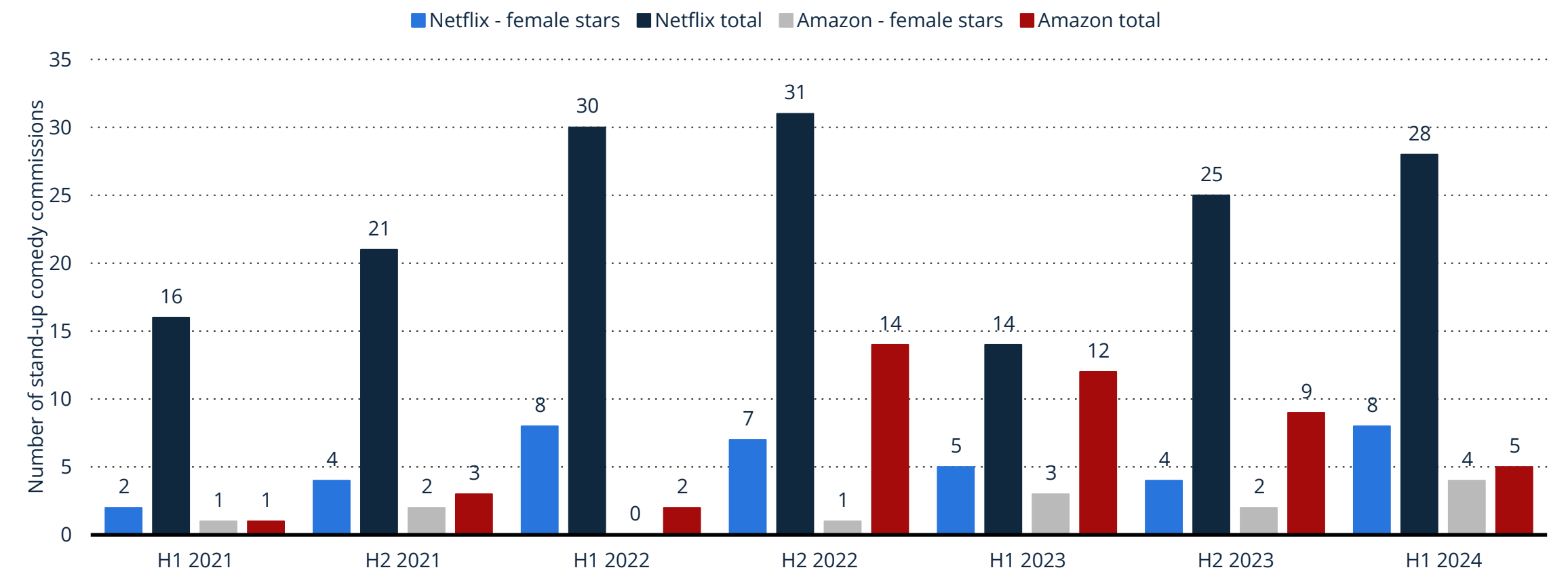
# Share of non-U.S. produced commissions of Amazon and Netflix from 3rd quarter 2021 to 1st quarter 2024

Non-American originated commissions of Amazon and Netflix 2021-2024



# Number of stand-up comedy commissions and those with female stars on Netflix and Amazon Prime Video worldwide from 1st half 2021 to 1st half 2024

Amazon vs Netflix stand-up comedy commissions worldwide 2021-2024



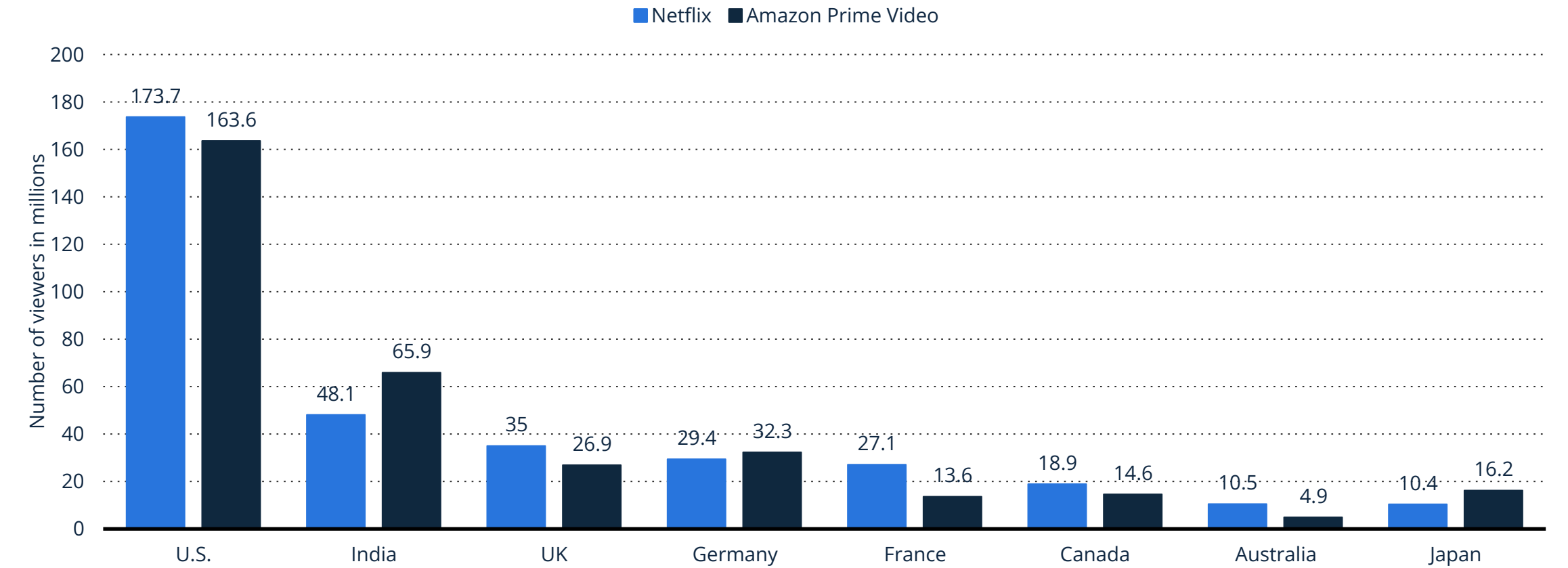


CHAPTER 06

# Competitors

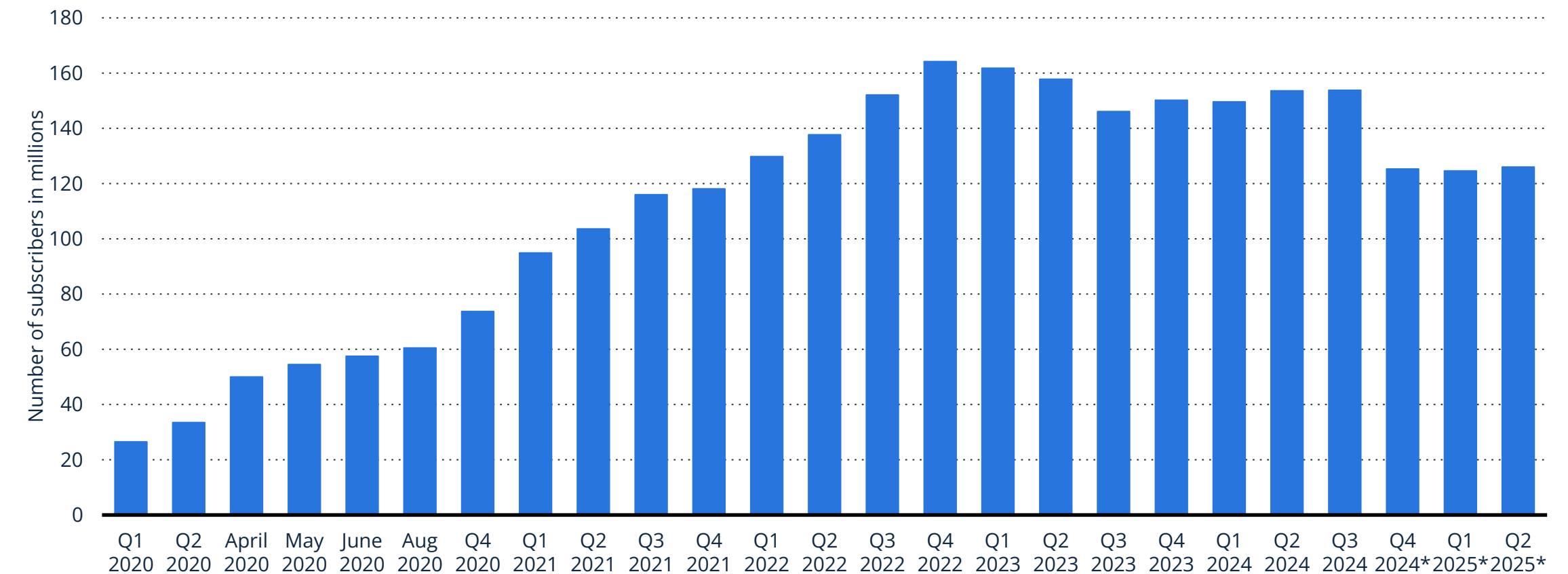
# Number of Netflix and Amazon Prime Video viewers in selected countries worldwide in 2024 (in millions)

Netflix and Amazon Prime Video viewers worldwide 2024, by country



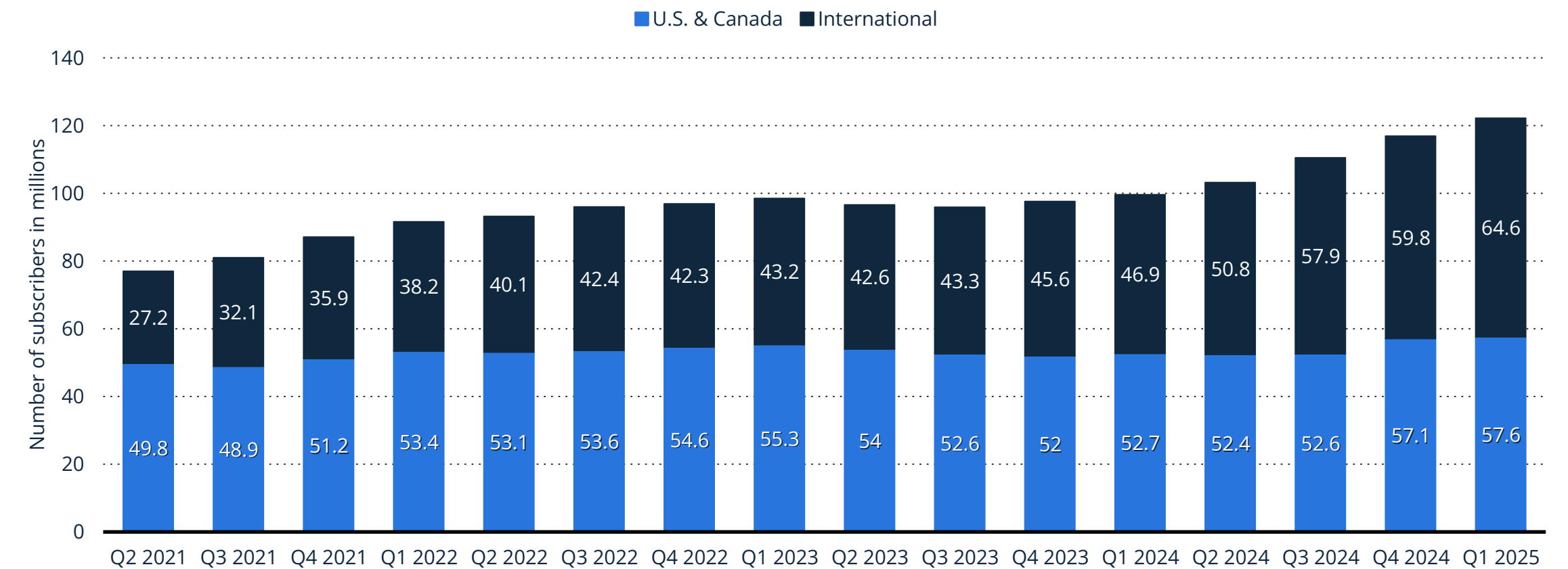
# Number of Disney Plus subscribers worldwide from 1st quarter 2020 to 2nd quarter 2025 (in millions)

Quarterly Disney+ subscribers count worldwide 2020-2025



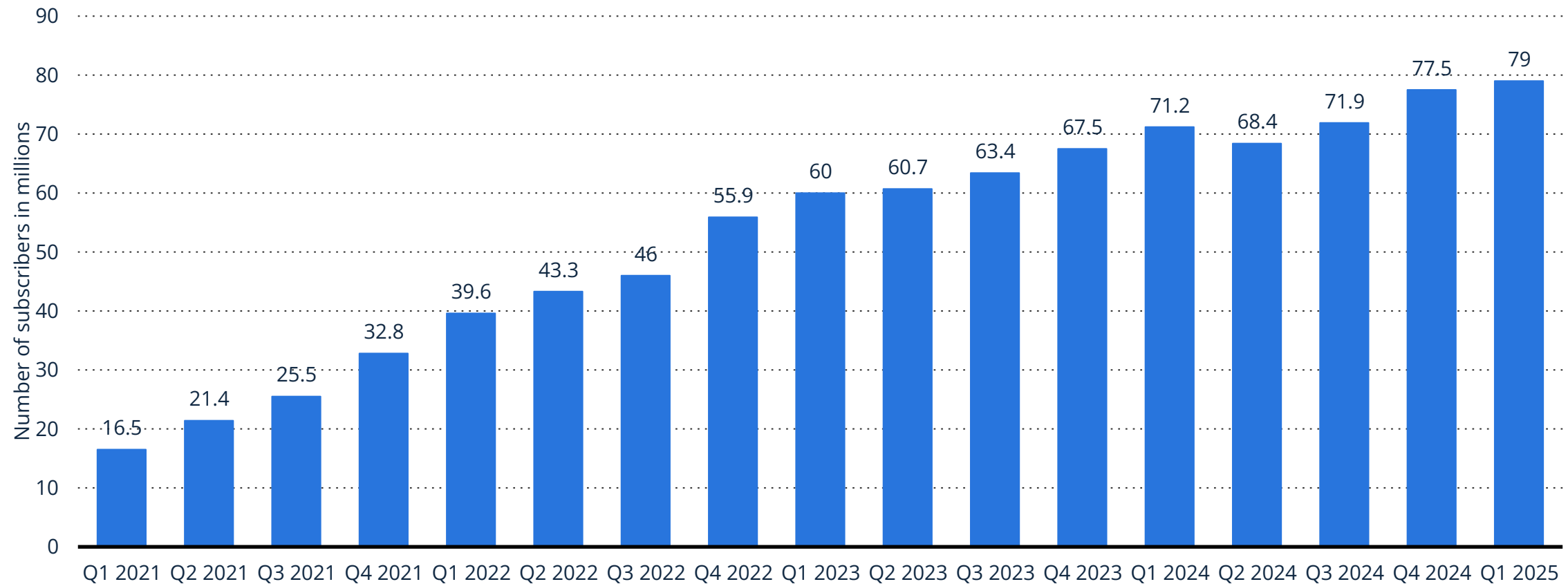
# Combined number of subscribers to Max, HBO Max, HBO, and Discovery Plus worldwide from 2nd quarter 2021 to 1st quarter 2025 (in millions)

Number of direct-to-consumer video subscribers of Warner Bros. Discovery 2021-2025



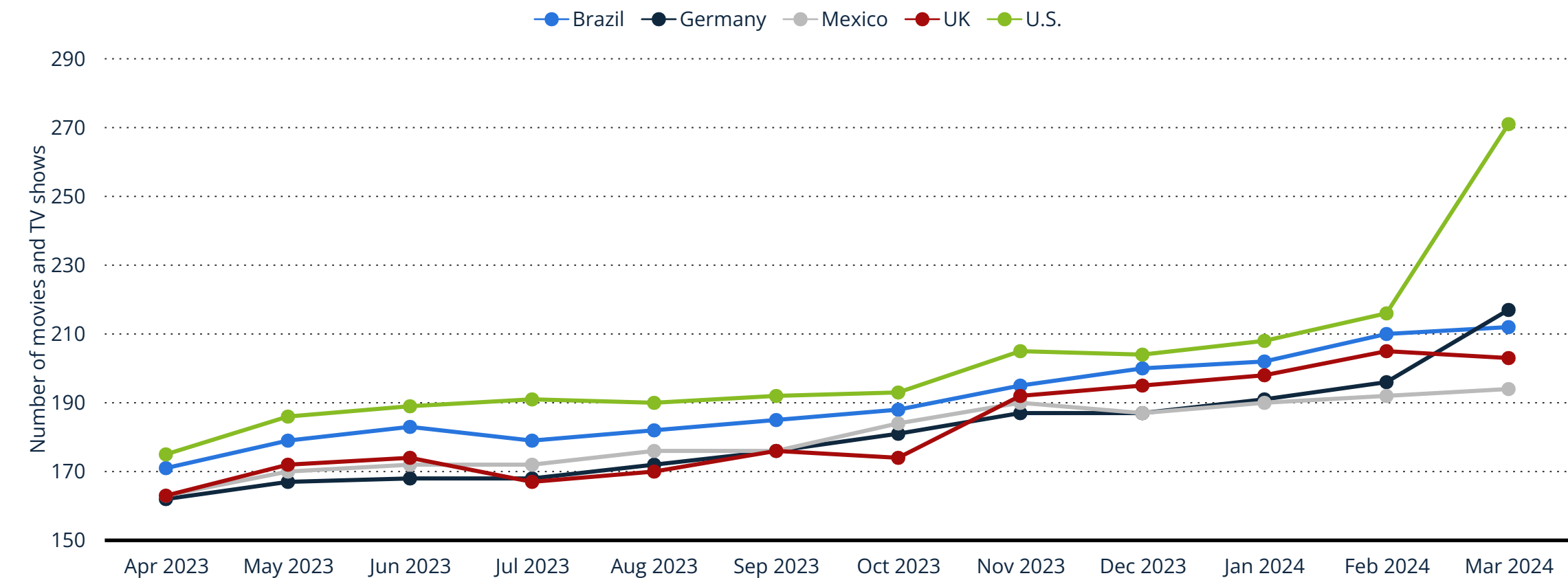
# Number of Paramount Plus subscribers worldwide from 1st quarter 2021 to 1st quarter 2025 (in millions)

Paramount+ subscriber count worldwide 2021-2025



# Number of movies and TV shows available on Apple TV Plus from April 2023 to March 2024, by country

Number of movies and TV shows on Apple TV+ 2023-2024, by country

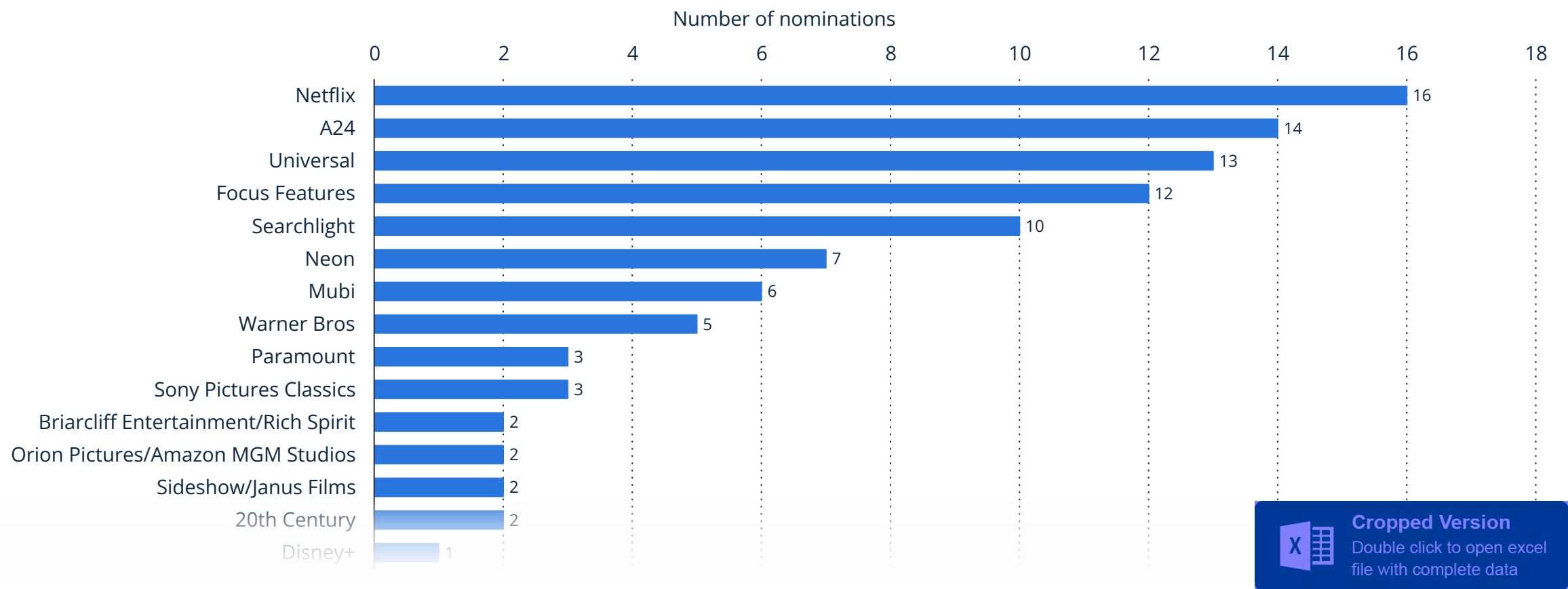


CHAPTER 07

# Accolades

# Movie distributors with the most Academy Award nominations in the United States in 2025

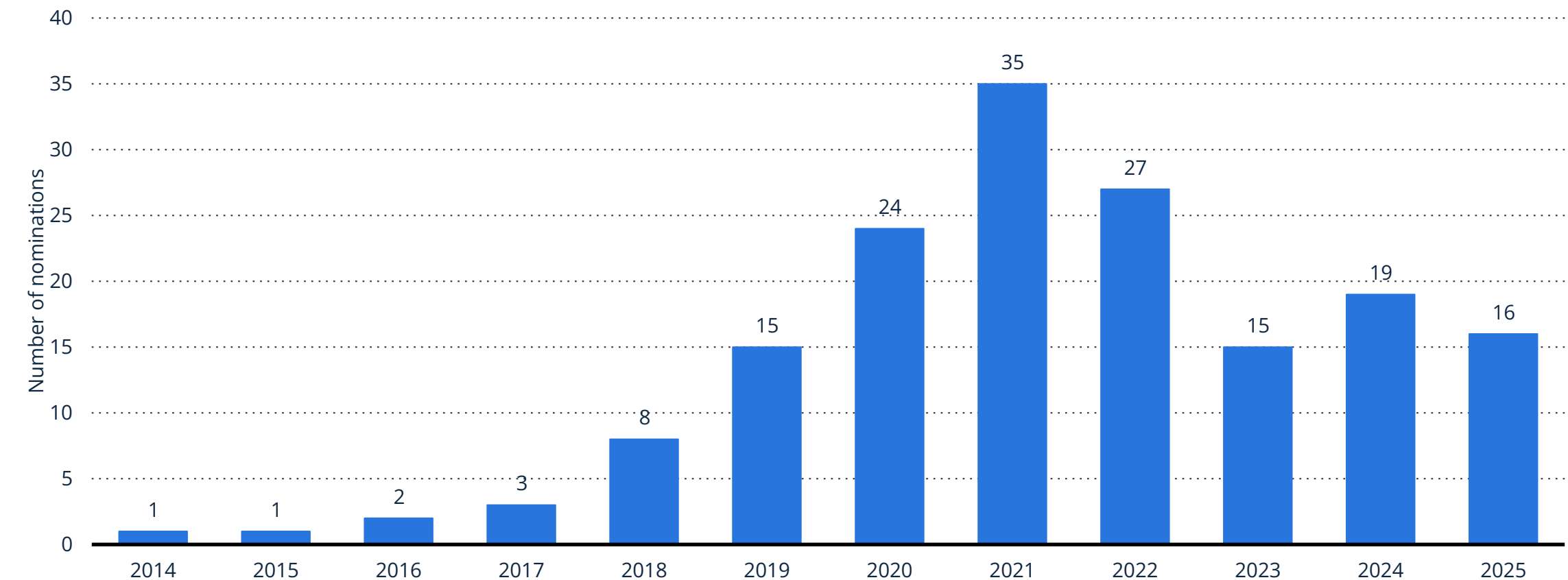
Number of Academy Awards nominations 2025, by movie distributor





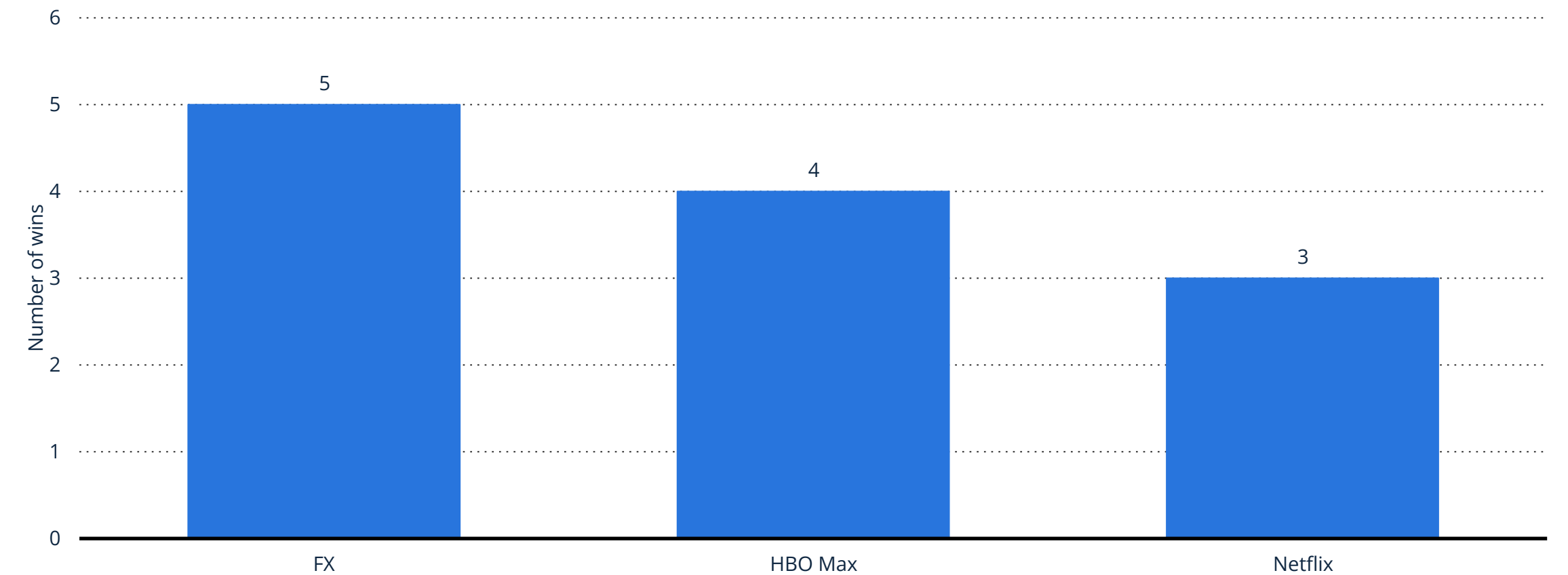
# Number of Netflix Academy Awards nominations from 2014 to 2025

Netflix Academy Awards nominations 2014-2025



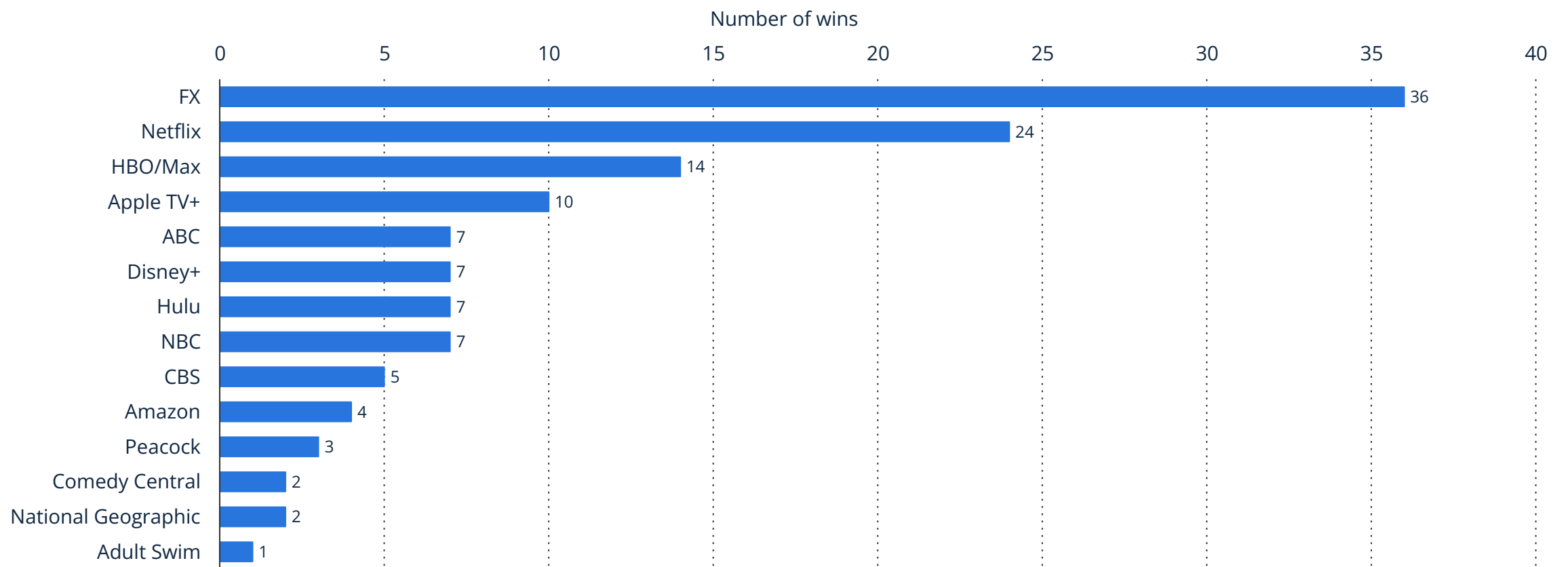
# Number of wins per television network for the 2025 Golden Globe Awards

Number of awards per television network for the 2025 Golden Globes



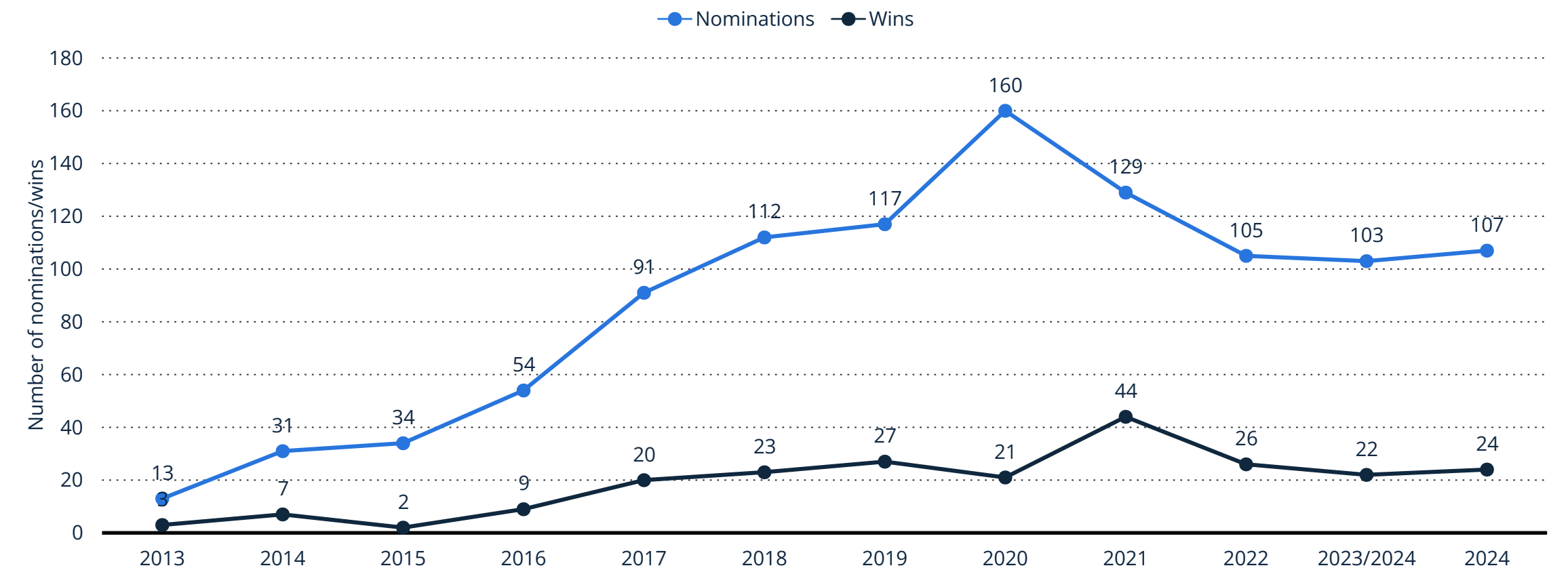
# Number of wins for the Emmy Awards in the United States in 2024, by network

Emmy Awards: wins by network 2024



# Number of nominations and wins for Netflix original programs at the Primetime Emmy Awards from 2013 to 2024

Emmy Awards: number of Netflix nominations and wins 2013-2024



# Sources

3Vision  
Alibaba  
Alphabet  
Amazon  
Ampere Analysis  
Apple  
Baidu  
Bloomberg  
Comcast  
CompaniesMarketCap.com  
Comparitech  
Deadline.com  
Digital TV Research  
eBay  
eMarketer  
Emmys  
Gold Derby  
Golden Globes  
Insider Intelligence  
Layoffs.fyi  
Media Play News  
Meta Platforms

Netflix  
Nielsen  
nScreenMedia  
Paramount  
PayPal  
Statista  
Tencent  
The Academy  
The Hollywood Reporter  
U.S. Securities and Exchange Commission  
Variety  
Walt Disney  
Warner Bros. Discovery  
What's on Netflix