

Technology Intelligence & Value (TIV)

Report — Netflix

October 1, 2025

Section	% Score	Category
Part 1 — Business & Strategy	86.7%	Technology Leader
Part 2 — Applications & Data	96.7%	Technology Leader
Part 3 — Infrastructure	93.3%	Technology Leader
Overall	92.2%	Technology Leader

Executive Summary

Netflix is a Technology Leader in Applications & Data and Infrastructure, and a strong Adopter in Strategy. 2024–2025 engineering posts show advances in experimentation and Open Connect; Q2'25 investor materials highlight scaled ad-tech rollout.

Strengths

- World-class experimentation culture (return-aware experiments) and personalization systems.
- Open Connect CDN + backbone; strong AWS integration; live streaming scaling.
- Rapid iteration velocity and modern developer platform.

Weaknesses

- Selective disclosure on CMP/martech specifics; ad-tech stack still evolving.
- Content production risks can impact cadence; limited governance detail vs. regulated industries.

Business & Strategy

Technology is core to product strategy and growth, with executive sponsorship; financial materials emphasize platform leverage.

Applications & Data

Mature experimentation and personalization backed by deep analytics; ad-tech platform rollout and measurement improvements.

Infrastructure

Open Connect/edge infra and AWS; modern orchestration and observability; secure identity at scale.

Conclusion

Overall score: 415/450 (92.2%) — Technology Leader.

Sources

- Netflix Tech Blog — return-aware experimentation (Aug/Sep 2025).
- Netflix Tech Blog — Open Connect cache efficiency and live streaming (2025).
- Netflix Q2 2025 shareholder letter/interview (Jul 17, 2025).
- Netflix 2024 10-K (filed early 2025).