

PRESS RELEASE

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Netflix to breach 100 million international subs

At last week's CTAM Eurosummit in Copenhagen, Reed Hastings, CEO of Netflix, stated that Netflix expected to achieve penetration of a third of homes seven years after launch.

Extrapolating from this projection, Digital TV Research estimates that Netflix is aiming for 104 million international subscribers by 2020 - and this is just for the countries where it has already launched.

Netflix international subscribers by country in 2020 (000)				
Country	Start date	Subscribers (000)	TV households (000)	Subs/TVHH
Argentina	Oct-11	4,245	12,128	35%
Austria	Sep-14	1,103	3,678	30%
Belgium	Sep-14	1,422	4,739	30%
Brazil	Oct-11	24,408	69,736	35%
Canada	Sep-10	5,383	14,952	36%
Chile	Oct-11	1,979	5,655	35%
Colombia	Oct-11	4,813	13,752	35%
Denmark	Oct-12	870	2,559	34%
Finland	Oct-12	856	2,518	34%
France	Sep-14	8,298	27,659	30%
Germany	Sep-14	11,325	37,750	30%
Ireland	Jan-12	572	1,635	35%
Luxembourg	Sep-14	71	237	30%
Mexico	Oct-11	10,605	30,300	35%
Netherlands	Sep-13	2,507	7,596	33%
Norway	Oct-12	776	2,282	34%
Other Lat Am	Oct-11	12,283	35,095	35%
Sweden	Oct-12	1,620	4,766	34%
Switzerland	Sep-14	1,308	4,360	30%
UK	Jan-12	9,495	27,128	35%
International		103,939	308,525	34%

Source: Digital TV Research

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