

Netflix global expansion

NETFLIX

Just months after pushing further into Europe, Netflix says it will launch its video streaming service in Australia and New Zealand in 2015

GLOBAL REACH

2010: Rolls out video streaming service in Canada

2012-2014: Streaming video launches in Europe – beginning with UK and Ireland

53m
subscribers
worldwide

1997: Netflix begins DVD-by-mail rental service from **Los Gatos**, California

2007: Introduces streaming video service via internet

2011: Expands video streaming to South America, bar Cuba

Mar 2015: Service to launch in **Australia** and **New Zealand**

Currently available in: U.S., Canada, Latin America/Caribbean (43 countries), U.K., Ireland, Denmark, Finland, Norway, Sweden, Netherlands, France, Germany, Austria, Belgium, Luxembourg, Switzerland

NETFLIX SHARE PRICE

\$500

2000: Blockbuster rejects offer to buy Netflix for \$50m

Netflix will stream new **Marvel** superhero TV shows, starting 2015

2014: European service grows to include 13 nations

BLOCKBUSTER

DAREDEVIL
MARVEL

35%
U.S. internet traffic caused by Netflix

Nov 20, 2014 close: **\$368.14**
(up 4,786%)

May 29, 2002, IPO: **\$15.00**

2010: Global expansion begins

2010: Blockbuster goes bust

2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014