## NETFLIX **Netflix expansion accelerates** Netflix says its domestic internet TV service grew to 42.3m subscribers in Q2 2015, with international subscriptions climbing to 23.3m **GLOBAL TV CHANNEL** 2012: Streaming video launches in Europe - starting in UK and Ireland 2010: Rolls out video streaming service \$6bn in Canada. 65.6<sub>m</sub> 2016: Spending on subscribers Eveing China new content for expansion worldwide for 2016 **EXPANSION** Oct 2015: Netflix will 50 +1997: Netflix reach begins DVD-by-Oct 2015: Japan countries mail rental service Italy, Spain. receive Portugal to from Los Gatos. Netflix ioin Netflix California 2007: Introduces 2011: Expands video Mar 2015: Begins . streaming to South service in Australia streaming video America (Cuba 2015) and New Zealand service via internet Available in: U.S., Canada, Latin America/Caribbean, UK, Ireland, Denmark, Finland, Norway, Sweden, Netherlands, France, Germany, Austria, Belgium, Luxembourg, Switzerland, Australia, New Zealand **NETFLIX SHARE PRICE** Jun 23, 2015: \$681.17 \$700 Jul 14: Shares split into seven. 600 hence drop 500 2012: Expansion 400 reaches Exclusive shows, such as Daredevil. Europe 300 are pulling in new paying subscribers 200 May 29, 2010: Expansion 2002, IPO: Jul 15. outside U.S. begins 100 \$15.00 2015: 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

Picture: Netflix

Source: Netflix, wire agencies

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