

Netflix expansion accelerates

NETFLIX

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

2010: Rolls out video streaming service in Canada

\$6bn
Spending on new content for 2016

2012: Streaming video launches in Europe – starting in UK and Ireland

65.6m
subscribers worldwide

2016:
Eyeing China for expansion

EXPANSION

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

2007: Introduces streaming video service via internet

Oct 2015:
Italy, Spain, Portugal to join Netflix

50+
countries receive Netflix

Oct 2015:
Netflix will reach Japan

2011: Expands video streaming to **South America** (Cuba 2015)

Mar 2015: Begins service in **Australia** and **New Zealand**

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



Source: Netflix, wire agencies

Picture: Netflix

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