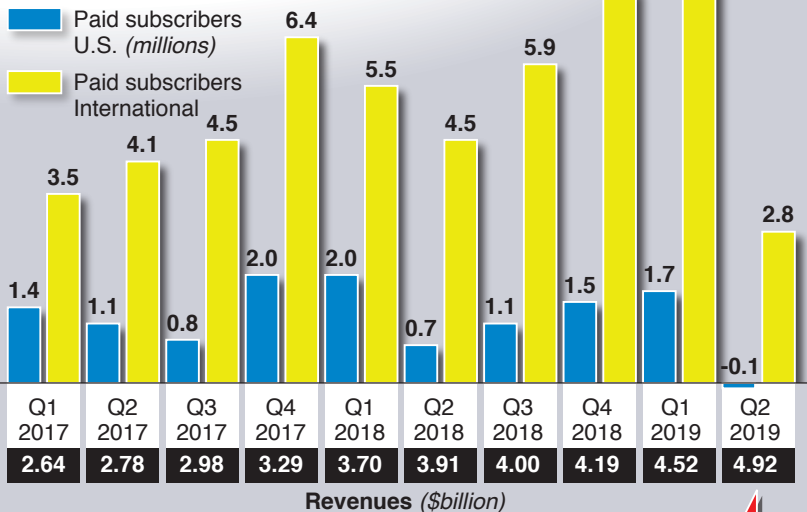


Netflix stumbles as competitors lurk

Netflix has lost U.S. streaming customers for the first time in eight years and missed targets for new subscribers globally, as rivals Disney and Apple prepare to swoop into its market. Netflix shares are down 10%



Q2 2019: 130,000 subscribers lost in U.S. after company raises prices by as much as 18%

2.8m international subscribers added – well below company's forecast of 4.7m

Netflix expects to add 800,000 U.S. subscribers in third quarter when two of its biggest hits – ***Stranger Things*** (left) and ***Orange is the New Black*** – return

Looming competition: Disney, Apple, AT&T and Comcast's NBCUniversal prepare to unveil rival services in coming months