

Netflix bounces back

Netflix has stemmed the flow of deserting customers – after losing more than a million subscribers in the first half of the year – by gaining 2.4 million new sign-ups in Q3 2022

NUMBER OF PAYING NETFLIX SUBSCRIBERS WORLDWIDE (millions)

NETFLIX

Q1, 2022:
Subscribers
fall 200,000

Q2:
Down
970,000

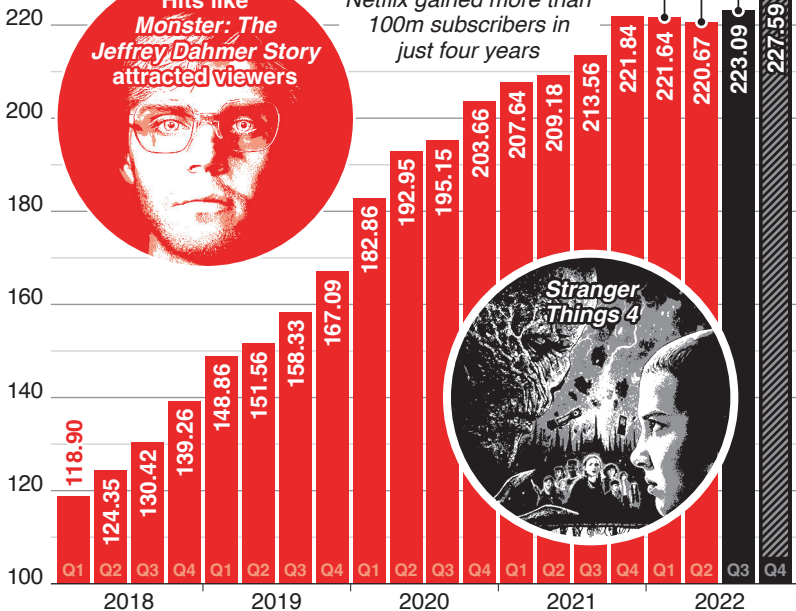
Q3:
Up
2.42m

Q4:
Forecast
rise of 4.5m

Hits like
*Monster: The
Jeffrey Dahmer Story*
attracted viewers

Netflix gained more than
100m subscribers in
just four years

*Stranger
Things 4*



Sources: BBC News, Netflix Investors

Pictures: Netflix

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