

# Netflix raises subscription fees

Netflix has announced significant price increases to two of its four subscription tiers, reflecting the firm's boldness after adding nine million new subscribers in the past three months

## NETFLIX PRICE HIKE HISTORY (\$)

25

# NETFLIX

Standard with adverts

Standard

Basic

Premium

1 2011: Launches **Standard** \$8 per month standalone video streaming service\*

2 2013: **Premium** \$12 subscription – allows four devices to stream per account

3 2014: **Basic** \$8 service – low video quality†

4 2022: **Standard + ads** \$7 service

Oct 2023: Rise to **\$23** (€20/£18)

Oct 2023: No change

Oct 2023: Rise to **\$12** (€11/£8)

Oct 2023: No change

2011 12 13 14 15 16 17 18 19 20 21 22 2023

\*2007-2011, streaming is bonus add-on to some DVD postal rental subscriptions

†2023: "Basic" closes to new subscribers – existing ones may continue

Sources: Reuters, Today (NBC), Flixed, Netflix

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