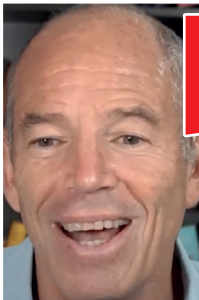
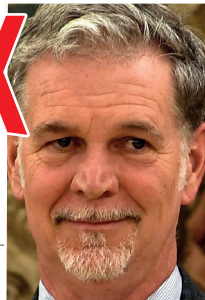


Streaming wars drive content spend



NETFLIX



■ **Aug 1997:** Company founded by *Marc Randolph* (left) and *Wilmot Reed Hastings* (right) in Scotts Valley, California

■ **1998:** Hastings names company *Netflix*, with 925 titles for rent

STREAMING GIANTS' CONTENT SPENDING (\$ millions)

