



NETFLIX PAID
SUBSCRIBER GROWTH
CAN KEEP GOING AS
160 MILLION SHARE
ACCOUNTS PASSWORD

NETFLIX



160 MILLION
PEOPLE (72%) OF
NETFLIX
SUBSCRIBERS
SHARE THEIR
PASSWORDS

FREE RIDERS

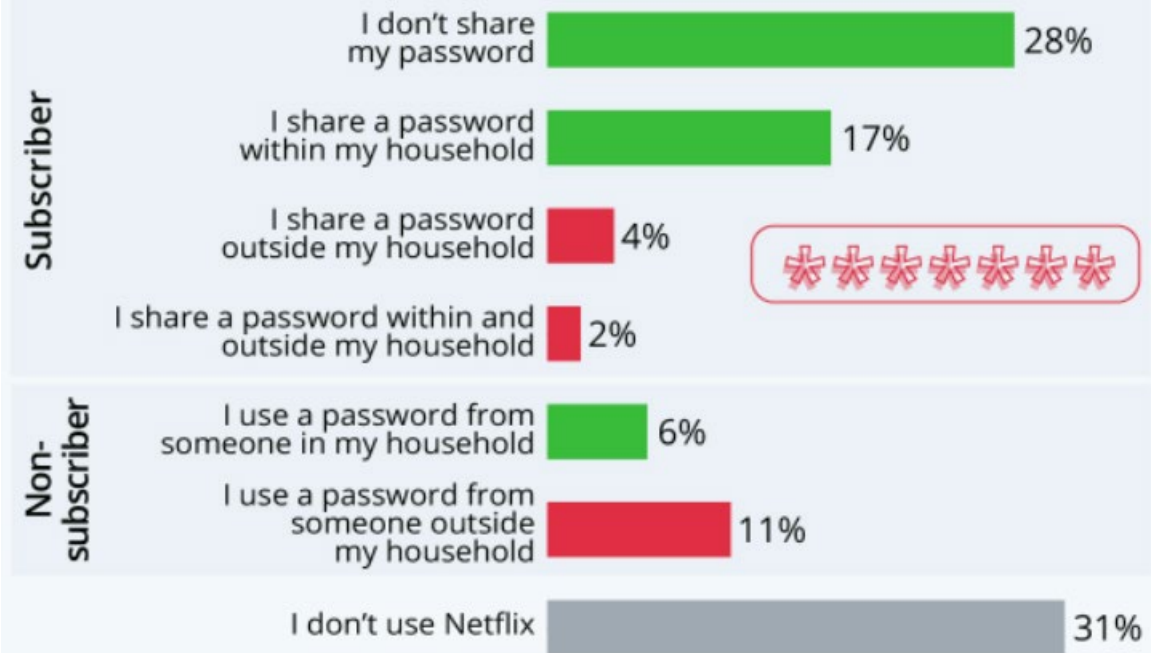
// Nearly half of Netflix users share their account passwords.



ONLY 28% OF
NETFLIX
SUBSCRIBERS
DON'T SHARE
THEIR PASSWORD

The State of Netflix Mooching

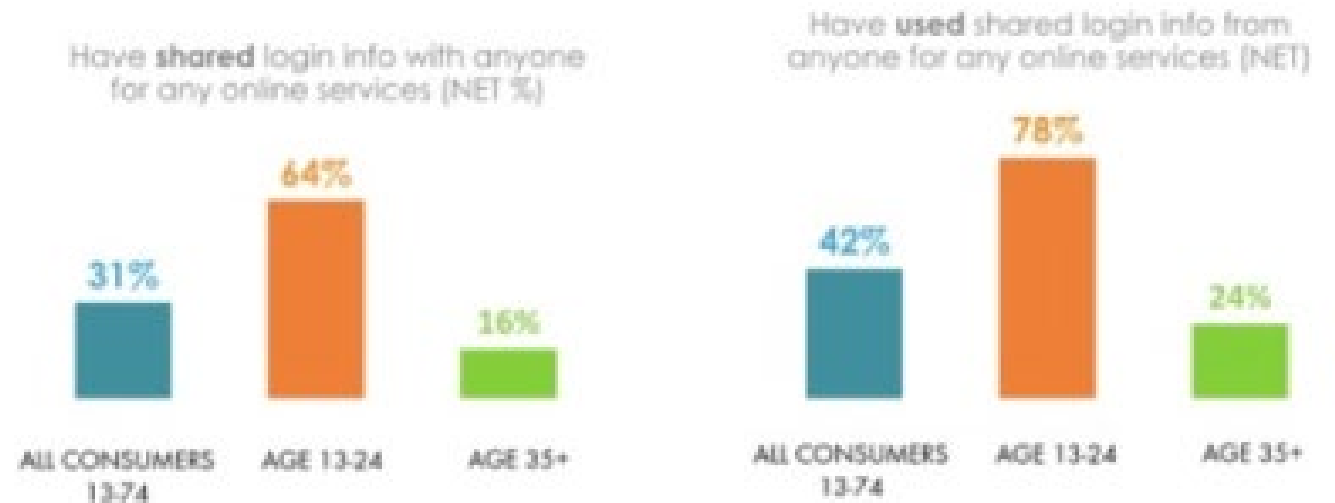
Share of U.S. adults saying they subscribe to/access Netflix the following ways



Based on a survey of 2,209 U.S. adults conducted April 15-17, 2022
Source: Morning Consult

42% OF PEOPLE
HAVE USED A
PASSWORD FROM
SOMEONE OTHER
THAN THEIR
HOUSEMATES

HAVE YOU EVER GIVEN LOGIN TO, OR USED LOGINS FROM, A PERSON WHO DOESN'T LIVE WITH YOU FOR ONLINE SERVICES?



Source: Hub Entertainment Research, 2020

NETFLIX IS
MISSING OUT ON
\$US 6.25 BILLION
IN ANNUAL
REVENUE FROM
ILLEGAL
PASSWORD-
SHARING MARKET
PLACES

Netflix has said it will tighten up on password sharing.

As a result the estimated 48% of users “free riding” from password sharing will be forced to subscribe or forfeit the benefits.

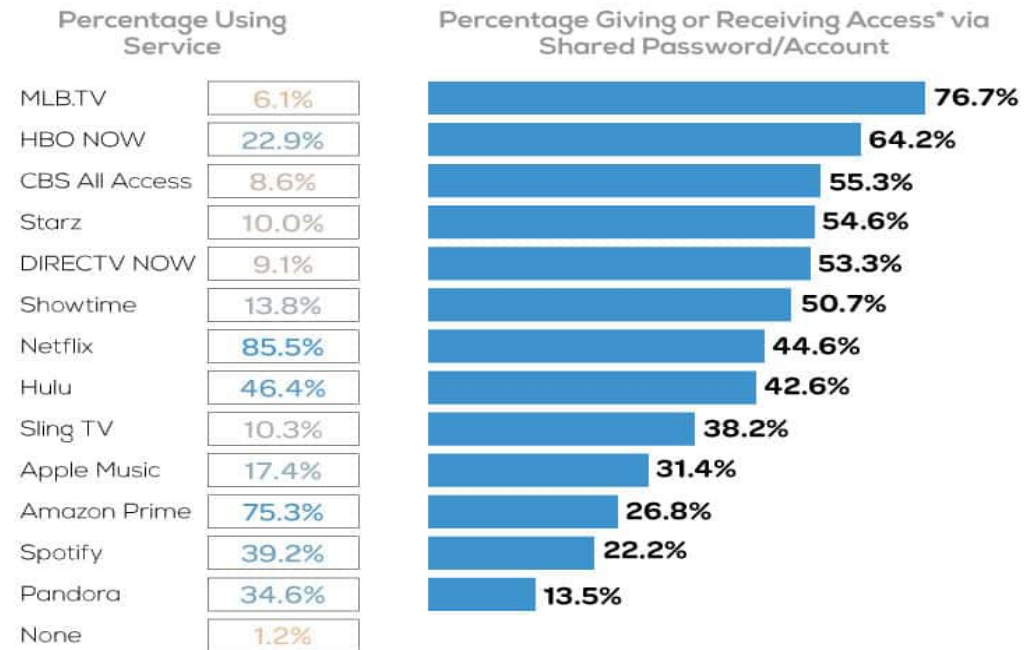
As for many of their customers, Netflix will already be an integrated part of their lives. We would be expecting them to simply pay the small subscription fee to continue with the service.

other streaming services start to feel the sting of password sharing, they will also tighten up on the issue.

ACCOUNT
SHARING IS AN
INDUSTRY ISSUE,
NOT JUST A
NETFLIX ISSUE

SERVICE POPULARITY AND RATE OF ACCOUNT SHARING

By Streaming Service



*To or from someone outside their household

Note: The streaming services included in this study were selected using Adweek's top 10 most popular streaming services in addition to the top three music streaming services.

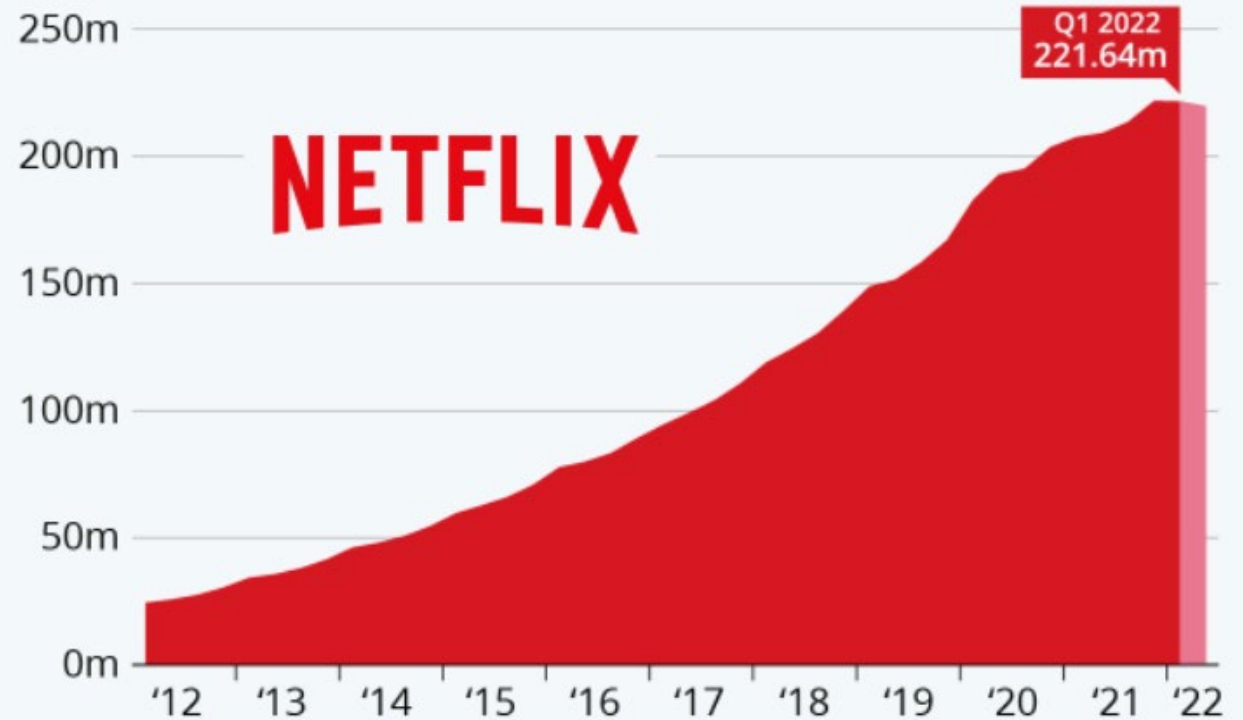
Source: Survey of 1,000 streamers

comparitech

WITH MORE THAN
A DECADE OF
UNINTERRUPTED
SUBSCRIBER
GROWTH, NETFLIX
POSTED A MISS IN
1Q 2022 BUT HAS
SIGNIFICANT
UPSIDE IN PAID
SUBSCRIBER
GROWTH

Netflix's Streak Ends After a Decade of Unwavering Growth

Netflix's paid streaming subscribers worldwide
at the end of the respective period



Source: Netflix

NETFLIX PAID
SUBSCRIBERS
NUMBERS WILL
KEEP GROWING

Period	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022
Paid Subscribers (Millions)	207.64	209.18	213.56	221.84	221.64
Growth (YOY)	13.6%	8.4%	9.4%	8.9%	6.7%
Revenue (Billions)	\$7.16	\$7.34	\$7.48	\$7.71	\$7.87
Growth (YOY)	24.2%	19.4%	16.3%	16%	9.8%

DATA SOURCE: NETFLIX. YOY = YEAR-OVER-YEAR.

THIS IS A BUYING
OPPORTUNITY FOR
NETFLIX SHARES

