

MK II: Building an American Watch Company

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- World's leading Internet television network
- 33 million members in 40 different countries
- One billion hours of TV shows and movies watched per month
- Ships an estimated 2 million discs a day in the U.S.

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- Recently transitioned business from a DVD-by-mail service to a streaming content provider
- Revenue has since tripled from \$1.2 billion in 2007 to \$3.6 billion in 2012, a record high

Netflix

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- Reed Hastings – Chairman & CEO



- David Well – CFO



- Kelly Bennett – Chief Marketing Officer



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- Publicly traded company (NASDAQ: NFLX)
- Parent owner is Time Warner
- As of 2012, \$3.61 billion in sales and \$17.15 million in net income

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Reed Hastings invested \$100 million to fund 26 episodes of *House of Cards*, a new original series premiering exclusively on Netflix.

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- 27 million subscribers in the nation and 33 million worldwide
- They document everything that everyone does; what, how, when, where subscribers watch
- Saw potential market, took advantage of their audience and viewing habits, and based a show around them

• Heavily advertised on Netflix itself. Trailer played