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Fact Sheet

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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The Story of Netflix

History of Netflix:

- Reed Hastings and Marc Randolph had an idea to rent DVDs by mail and mailed a DVD to themselves, which founded Netflix in 1997.
- Netflix.com was launched and became the first DVD rental and sales site in 1998.
- In 1999, the Netflix subscription service debuted.
- Netflix's stock launched its IPO on May 23, 2002, with a selling price of \$1.
- Netflix introduced streaming in 2007, where members can instantly watch films and series.

Netflix Streaming Features:

- Netflix launched streaming for mobile devices in 2010.
- In 2011, the first Netflix button was printed onto remote controls.
- In 2015, with "Daredevil," audio descriptions for the visually impaired launch.
- For offline entertainment, the download feature becomes available in 2016 for on-the-go viewing.
- Interactive storytelling and the "skip intro" button were introduced in 2017, allowing users to customize how they watch content.

#Netflixeverywhere:

- In 2010, Netflix became available in Canada.
- A year later, in 2011, Netflix launched in Latin America and the Caribbean.

- In 2014, membership expanded to 50 million, including Austria, Belgium, France, Germany, Luxembourg and Switzerland.
- By 2016, Netflix was available in 130 new countries with memberships in over 190 countries and 21 languages.
- Netflix opened production hubs in London, Madrid, New York and Toronto in 2019.
- As of 2021, Netflix has over 200 million memberships across the world.

Awards and Nominations:

- In 2013, Netflix was the first internet streaming service to win three Primetime Emmy awards with “House of Cards.”
- “The White Helmets” won Netflix its first Academy Award in 2017.
- A year later, in 2018, Netflix was the most nominated studio at the Emmys, winning 23 for series.
- Netflix won four Academy Awards in 2019 for “ROMA” and “Period, End of Sentence.”
- Once again, in 2020, Netflix was the most-nominated studio at the Academy Awards and Emmys.

Impact:

- Netflix has published quarterly diversity data for representation since 2013 on its job site.
- Internally, Netflix implemented Employee Resource Groups for communities of employees as a resource for diversity and inclusion.
- In 2020, Netflix held the first-ever Netflix Virtual HBCU Boot Camp to create more access for Black students in the tech world.
- Netflix released “Net Zero + Nature,” the first-ever film and series diversity study in collaboration with USC Annenberg Inclusion Initiation in 2021.
- Netflix plans to reach net zero greenhouse gas emissions by the end of 2022.

Mission Statement:

“We are the world’s biggest fans of entertainment, and we’re always looking to help you find your next favorite story.”