

COMPANIES & PRODUCTS

Netflix

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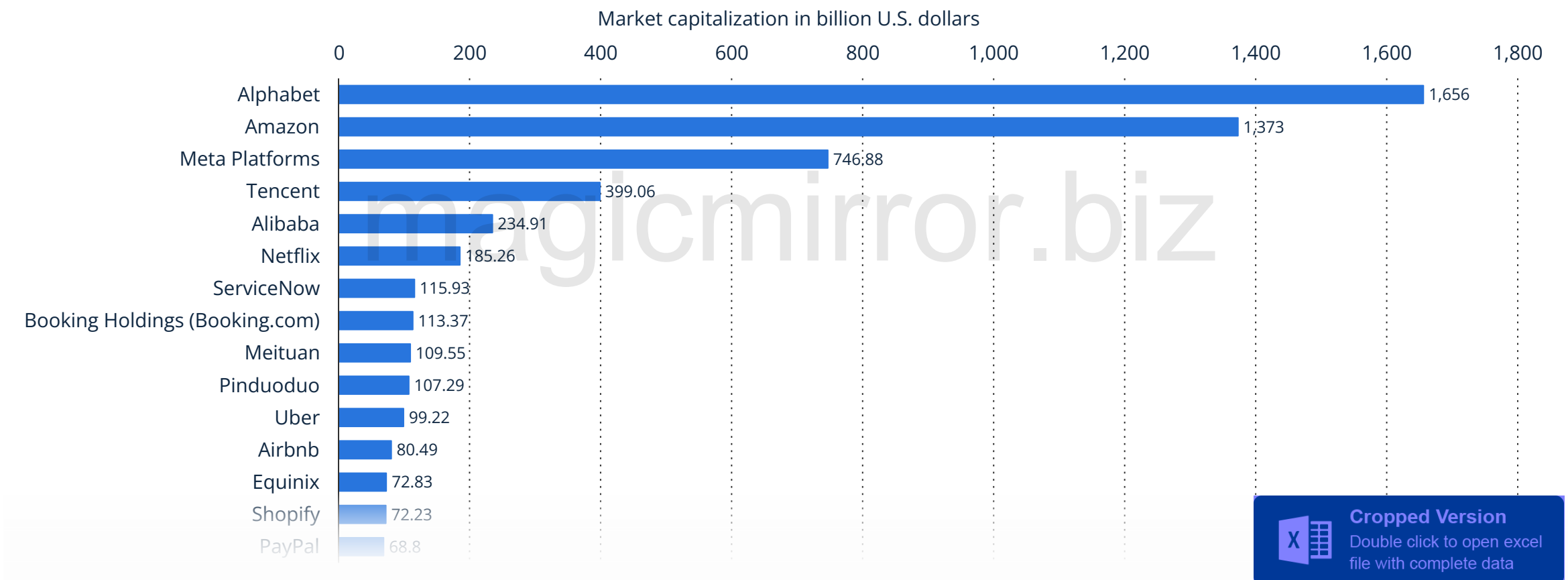
CHAPTER 01

Overview

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Market capitalization of the largest internet companies worldwide as of August 2023 (in billion U.S. dollars)

Market value of the largest internet companies worldwide 2023



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Annual revenue of global publicly traded internet companies from 2014 to 2022 (in billion U.S. dollars)

Revenue of global public internet companies 2014-2022

	2014	2015	2016	2017	2018	2019	2020	2021	2022
Amazon.com	88.99	107.01	135.99	177.87	232.89	280.52	386.06	469.82	513.98
Google	66	74.54	89.98	110.55	136.36	160.74	181.69	256.74	279.8
Alibaba*	12.29	15.69	22.99	39.9	56.15	71.99	109.48	134.57	126.49
Meta Platforms (formerly known as Facebook Inc.)	12.47	17.93	27.64	40.65	55.84	70.7	85.97	117.93	116.61
Tencent	12.9	15.84	21.9	36.39	45.56	54.08	73.88	87.85	79.6
Netflix	5.5	6.78	8.83	11.69	15.79	20.16	25	26.7	31.62
Baidu, Inc.	7.91	10.25	10.16	13.03	14.88	15.43	16.41	19.54	17.93
eBay	8.79	8.59	9.3	9.93	8.65	7.43	8.89	10.42	9.8

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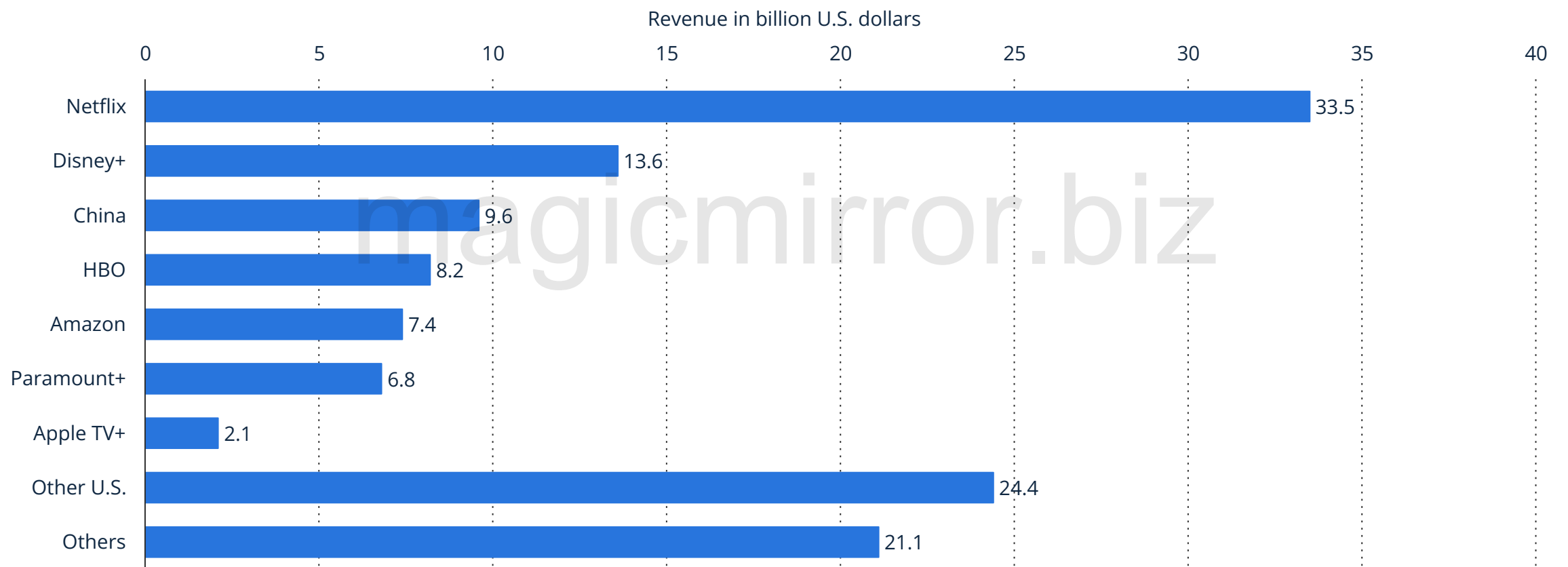
Description: In 2022, online retail platform Amazon ranked first among publicly traded internet companies, with global annual revenue amounting to 513 billion U.S. dollars. Online company Google generated roughly 279.8 billion U.S. dollars in annual revenues, the majority of it through advertising. Amazon is also the highest ranked U.S. online company based on market capitalization. [Read more](#)

Note(s): Worldwide; 2014 to 2022; publicly traded companies; *Alibaba official FY ends March 31. [Read more](#)

Source(s): Alibaba; Amazon; Baidu; eBay; Google; Meta Platforms; Netflix; Statista; Tencent

Revenue of subscription video-on-demand (SVOD) worldwide in 2029, by platform and region (in billion U.S. dollars)

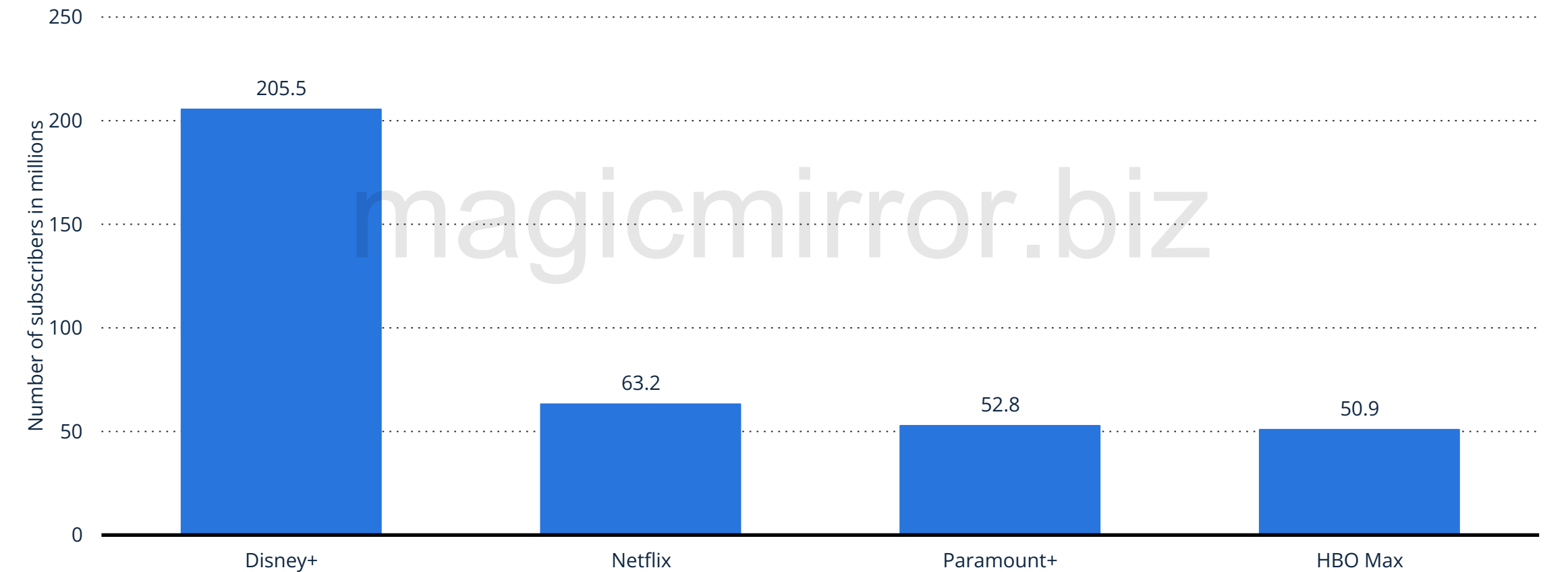
SVOD revenue worldwide 2029, by platform



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Number of hybrid subscribers of selected hybrid video-on-demand platforms worldwide in 2028 (in millions)

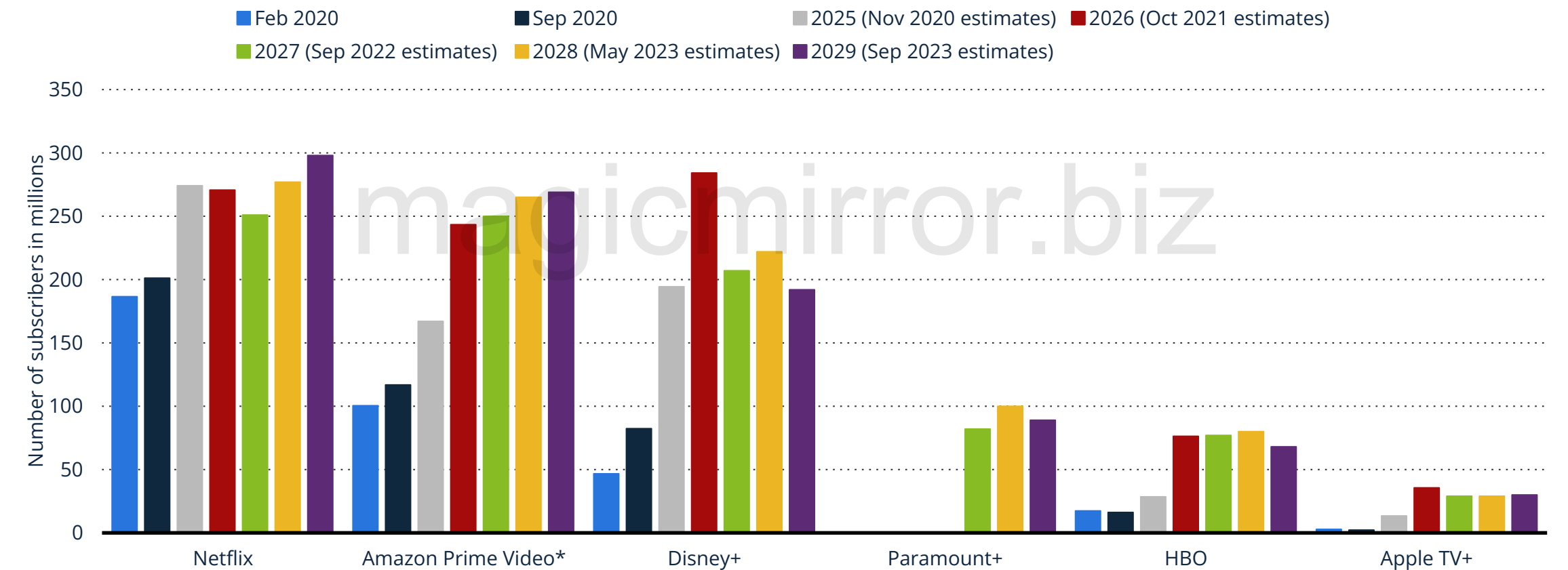
Hybrid subscribers of selected hybrid video-on-demand platforms worldwide 2028



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Estimated number of SVOD subscribers worldwide from 2020 to 2029, by service (in millions)

SVOD subscriber count worldwide 2020-2029, by service

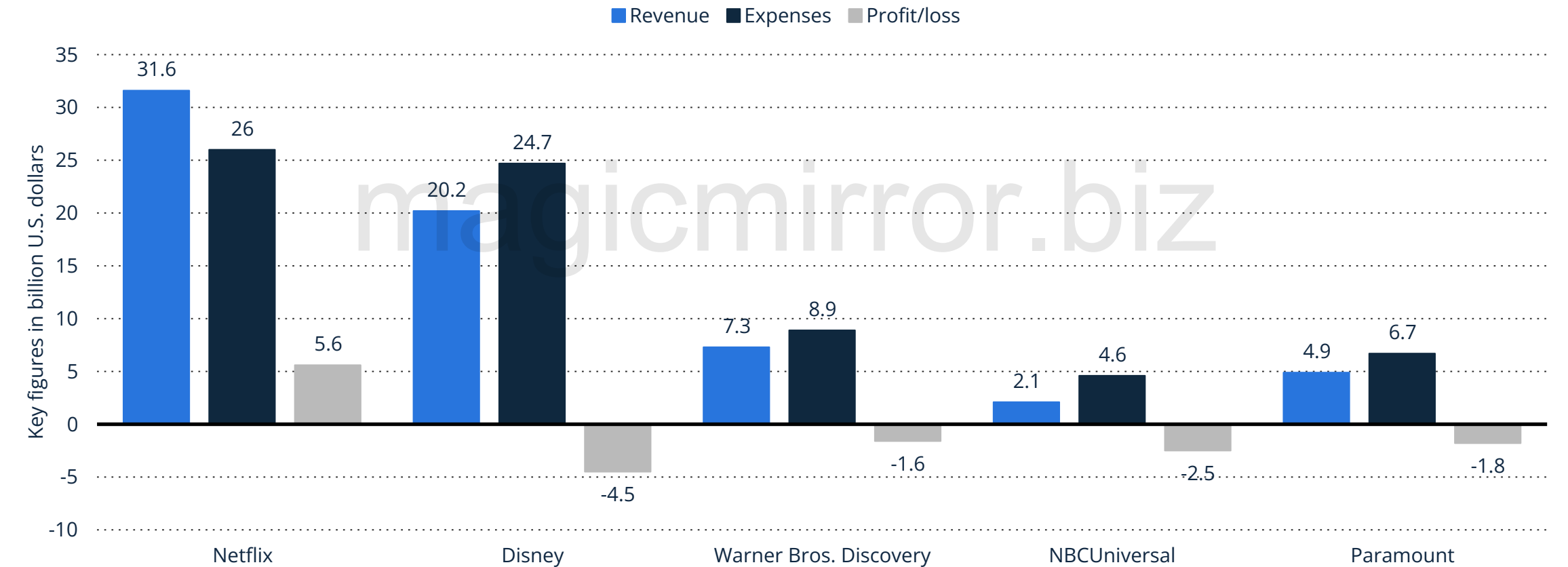


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Description: As of September 2020, the total number of Netflix subscribers amounted to about 201 million, making it by far the most popular subscription video-on-demand service worldwide. Amazon Prime Video ranked second in the market, with 117 million users. Estimates from September 2023 predict that both competitors might be up for a close race for the top spot by 2029, while Disney+ has lost considerable ground to them, compared to estimates from October 2021. [Read more](#)
Note(s): Worldwide; 2020; forecast data from November 2020, October 2021, May 2022, September 2022, May 2023, and September 2023; *Only the numbers of Amazon Prime Video users are included here, not the overall number of Prime [...]. [Read more](#)
Source(s): Digital TV Research; Media Play News

Revenues, expenses, and profits/losses of direct-to-consumer businesses of selected media companies worldwide in the fiscal year 2022 (in billion U.S. dollars)

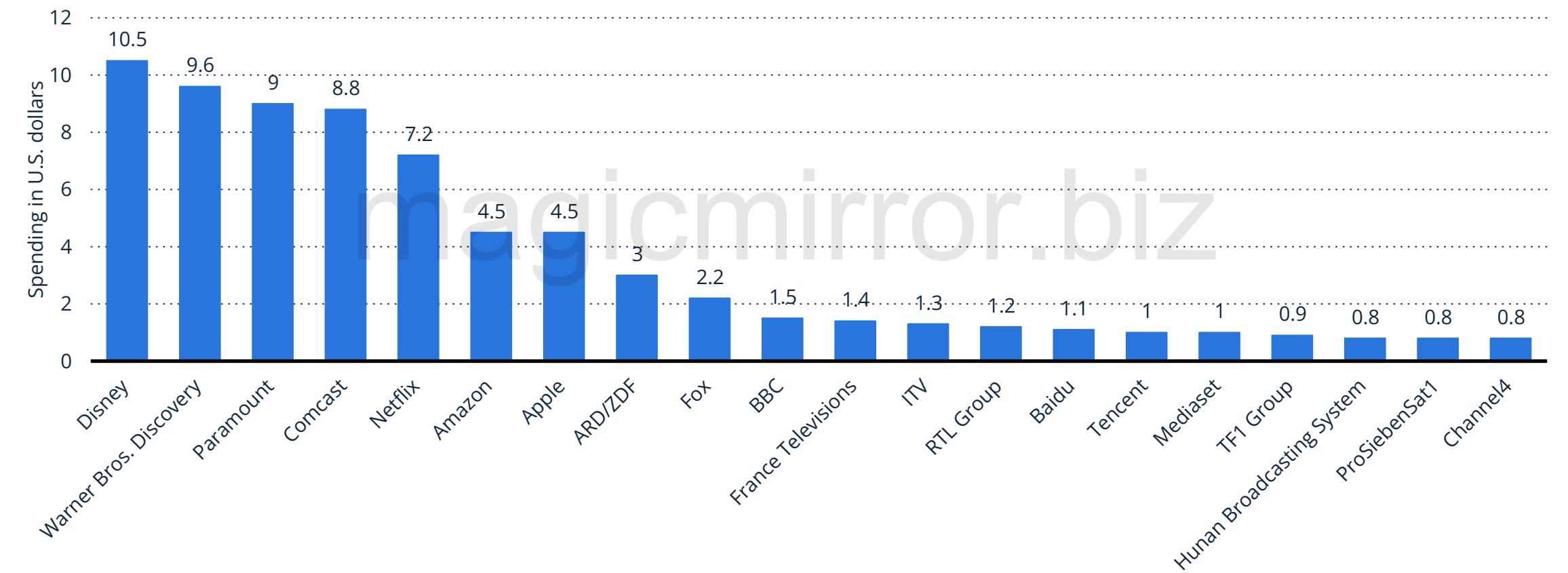
Revenue, expenses, and profits of companies' DTC segments 2022



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Spending on original content worldwide in 2023, by company (in billion U.S. dollars)

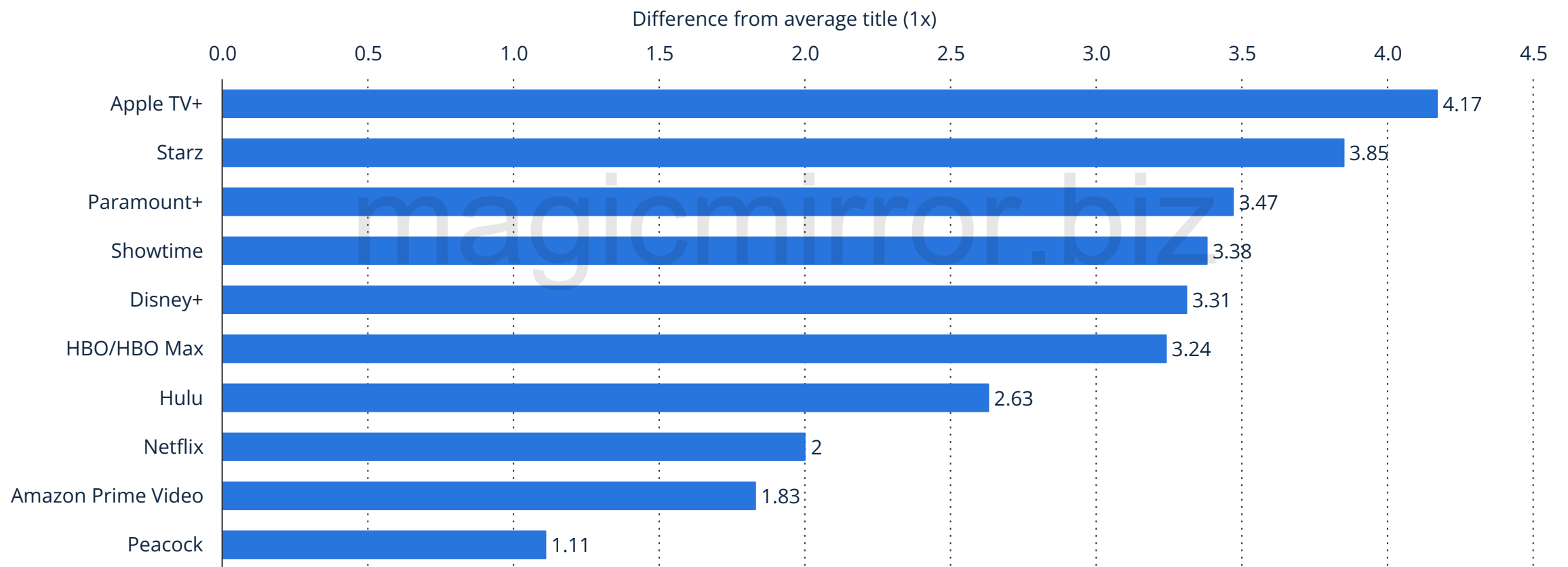
Leading companies spending the most on original content worldwide 2023



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Most popular video streaming services based on audience demand for original TV series worldwide in 2022, by difference from market average

Most in-demand video streaming services for original TV series worldwide 2022



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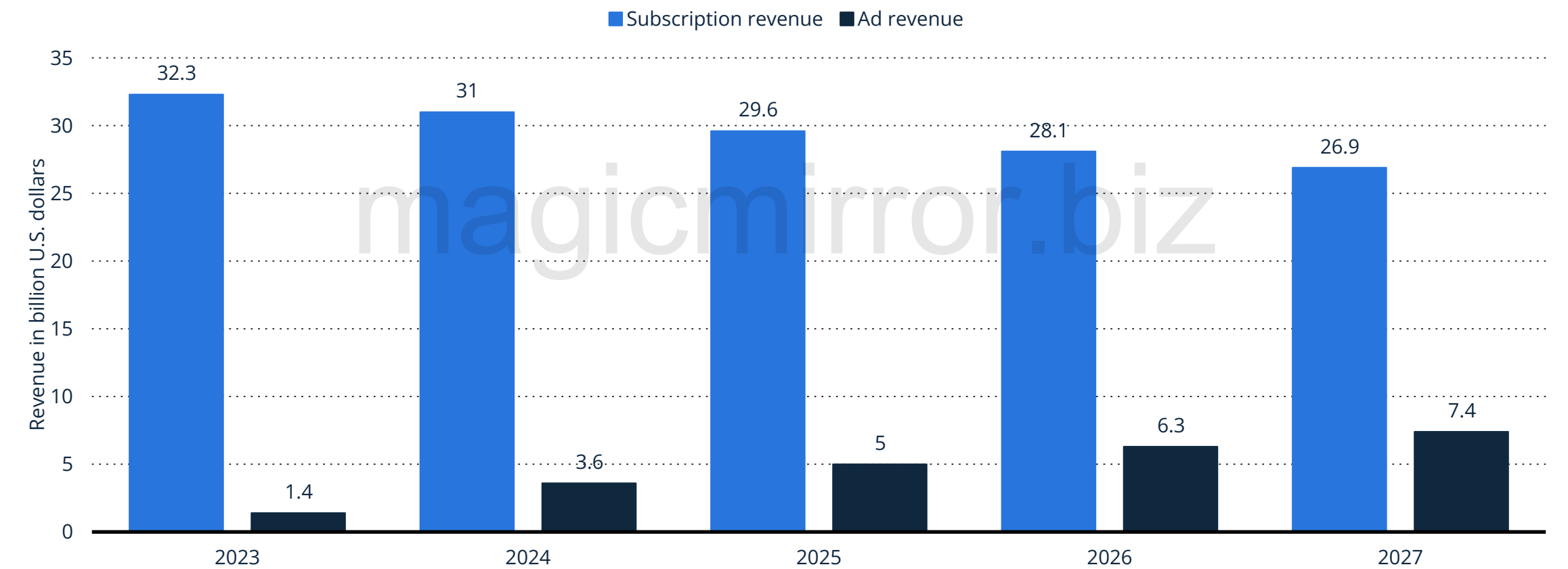
CHAPTER 02

Financials

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Subscription and advertising revenue of Netflix from 2023 to 2027 (in billion U.S. dollars)

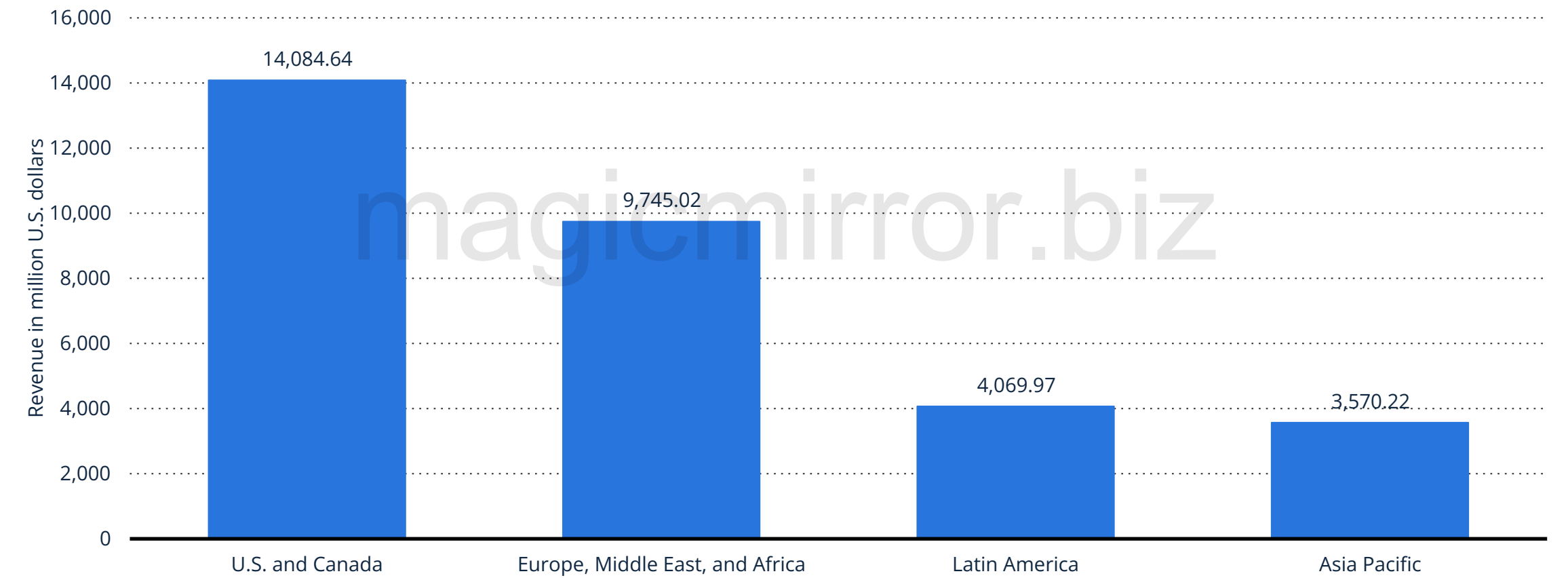
Subscription and ad revenue of Netflix 2023-2027



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Revenue generated by Netflix worldwide in 2022, by region (in million U.S. dollars)

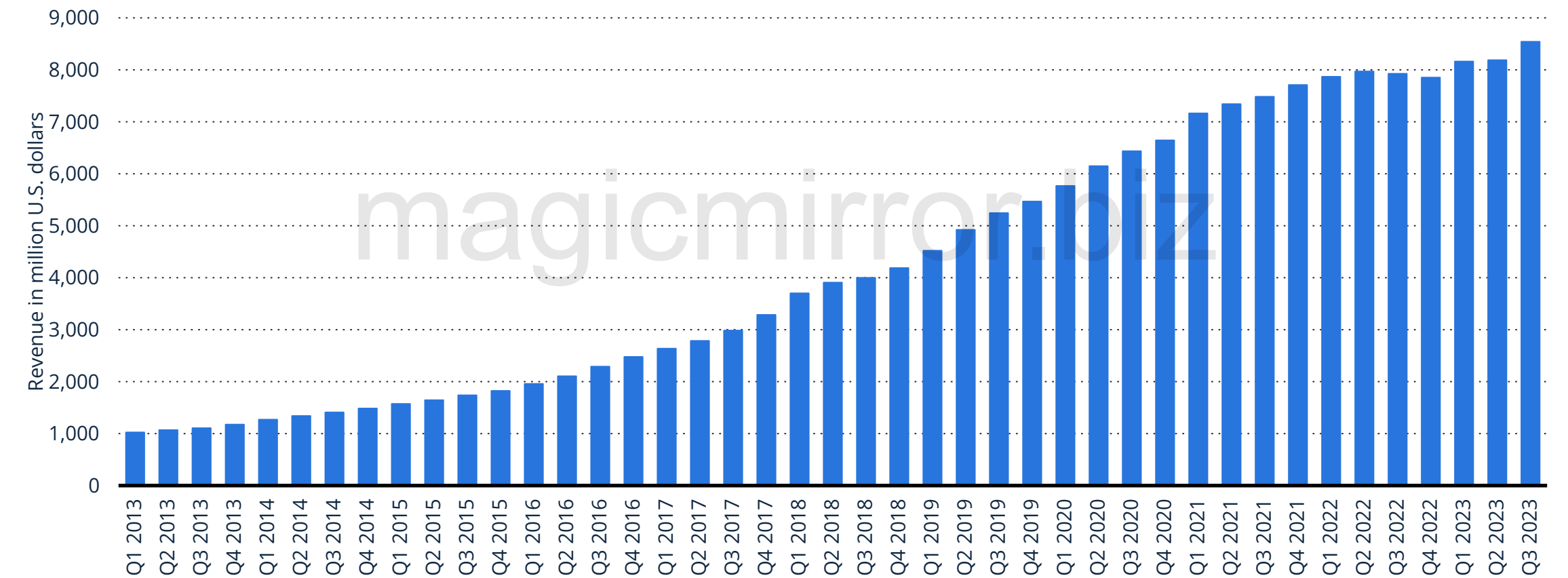
Netflix's global revenue 2022, by region



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Revenue generated by Netflix from 1st quarter 2013 to 3rd quarter 2023 (in million U.S. dollars)

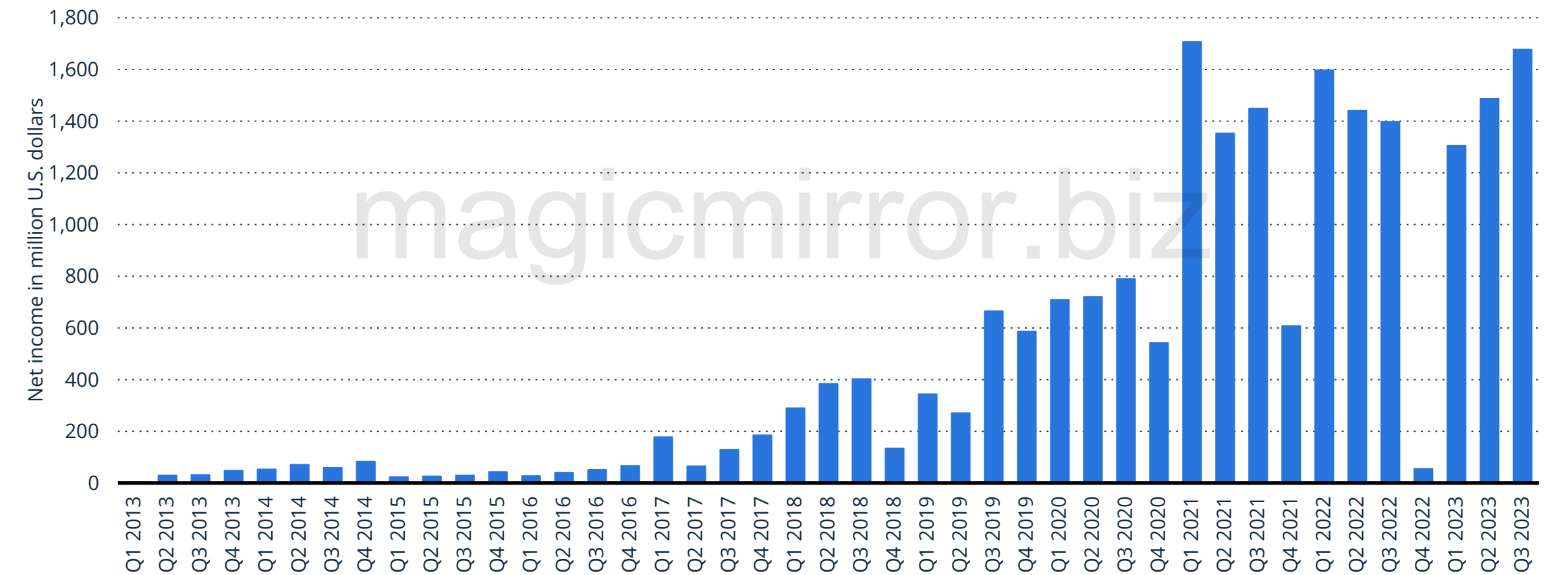
Netflix's quarterly revenue 2013-2023



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Net income generated by Netflix from 1st quarter 2013 to 3rd quarter 2023 (in million U.S. dollars)

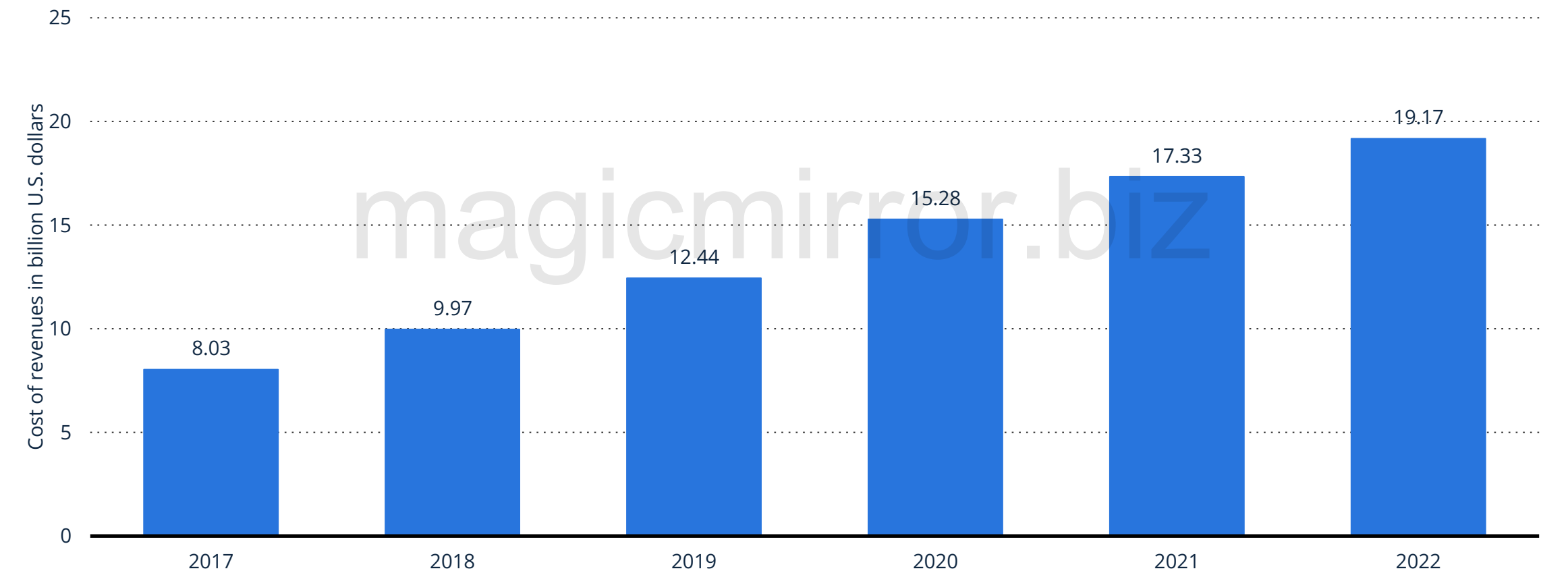
Netflix's quarterly net income 2013-2023



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Netflix's cost of revenues worldwide from 2017 to 2022 (in billion U.S. dollars)

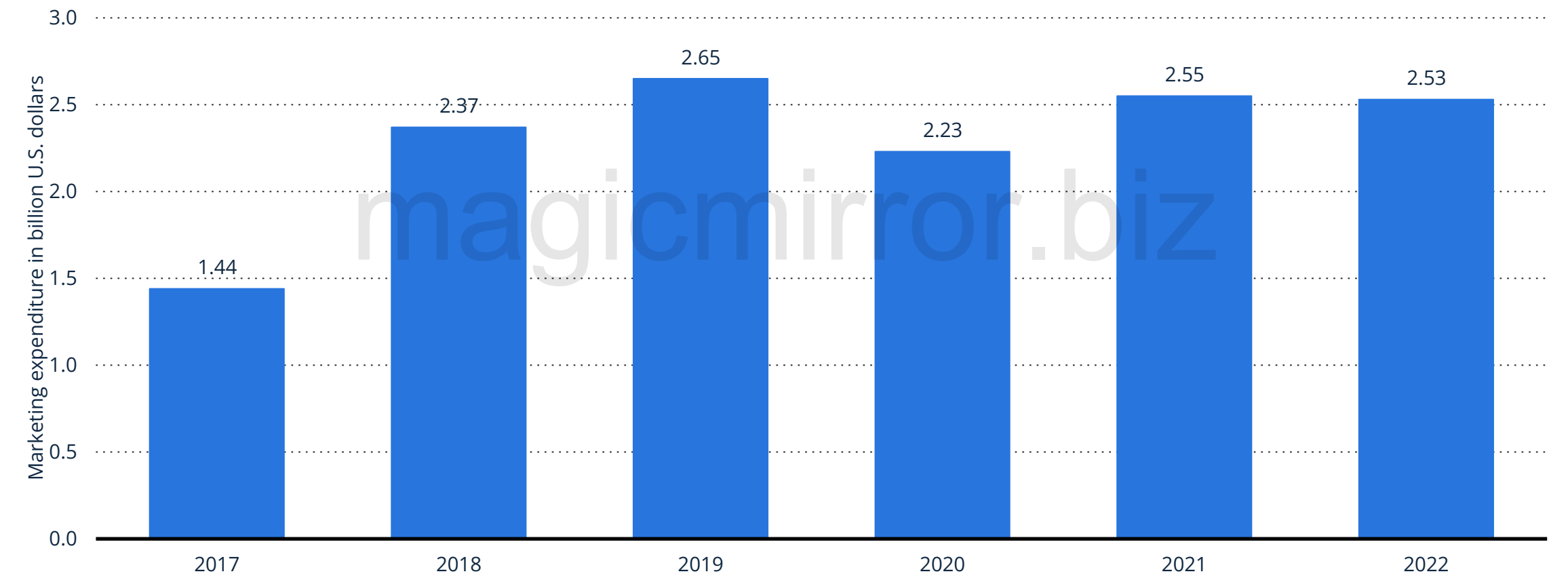
Netflix's cost of revenues 2017-2022



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Netflix's marketing expenses worldwide from 2017 to 2022 (in billion U.S. dollars)

Netflix's marketing spend 2017-2022



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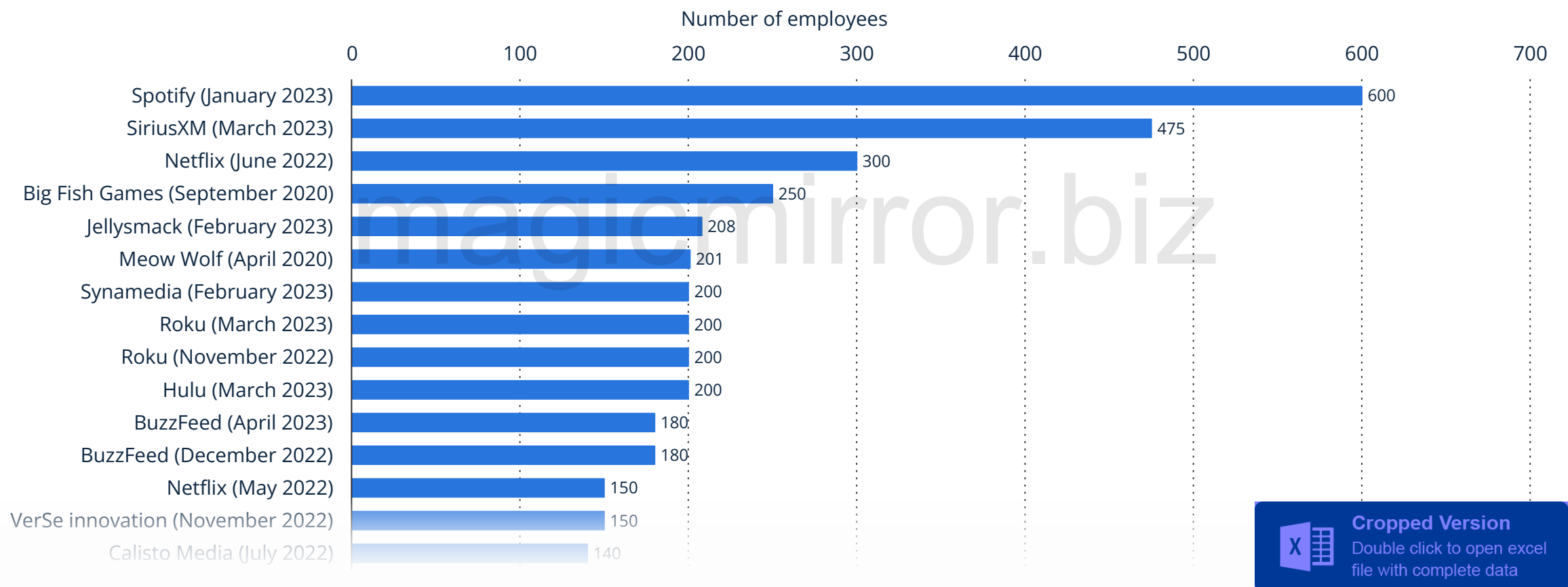
CHAPTER 03

Employees

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Largest media industry layoffs worldwide as of April 2023, by number of employees

Biggest media industry layoffs worldwide 2020-2023

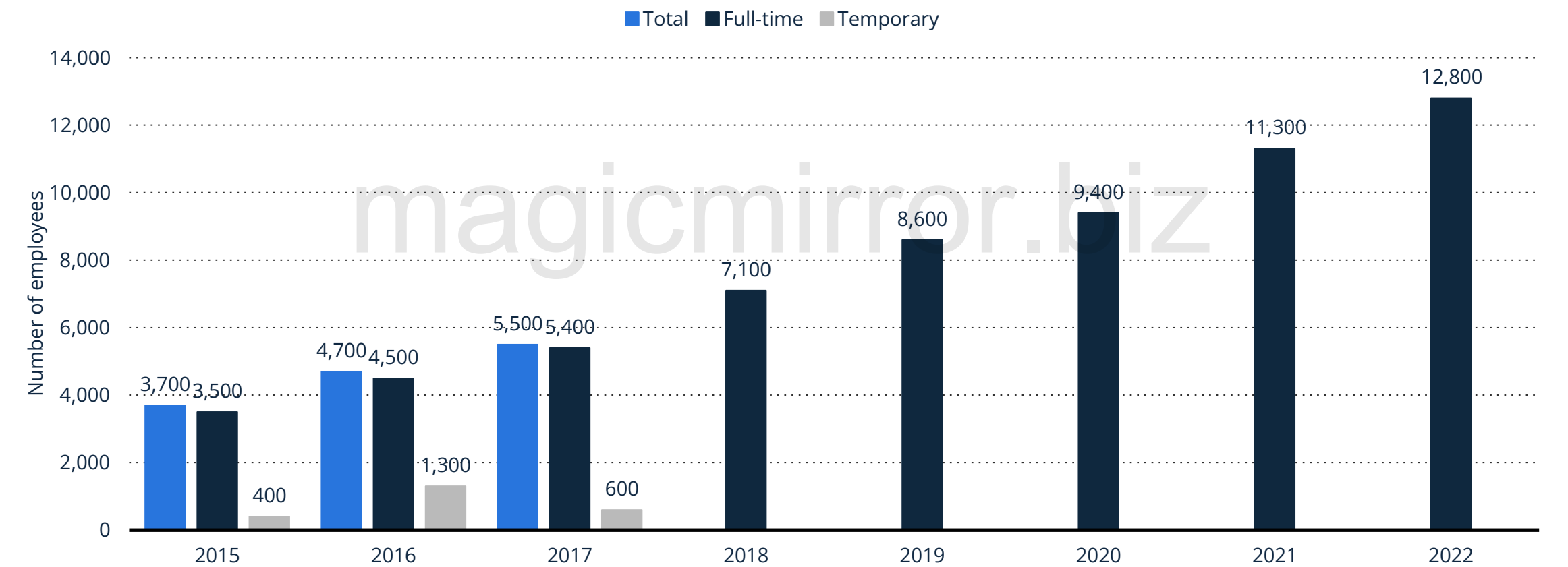


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Number of Netflix employees from 2015 to 2022, by type

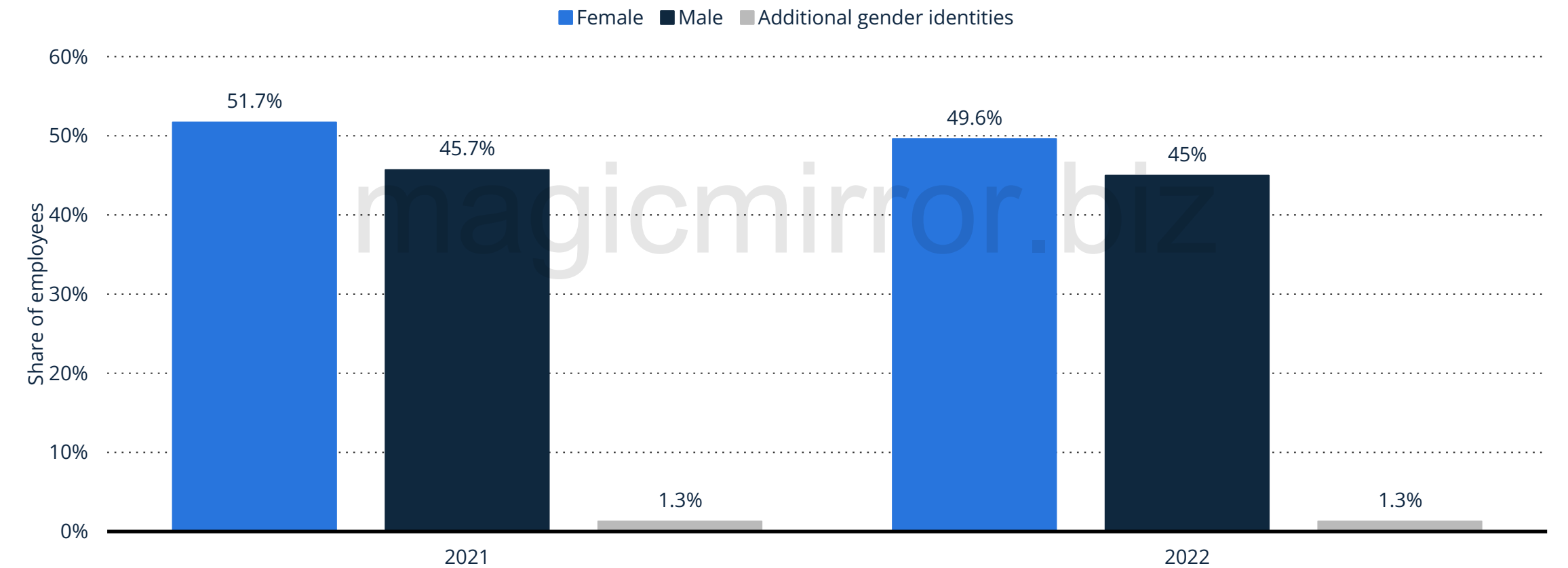
Netflix: employee count 2022



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Distribution of Netflix employees worldwide in 2021 and 2022, by gender

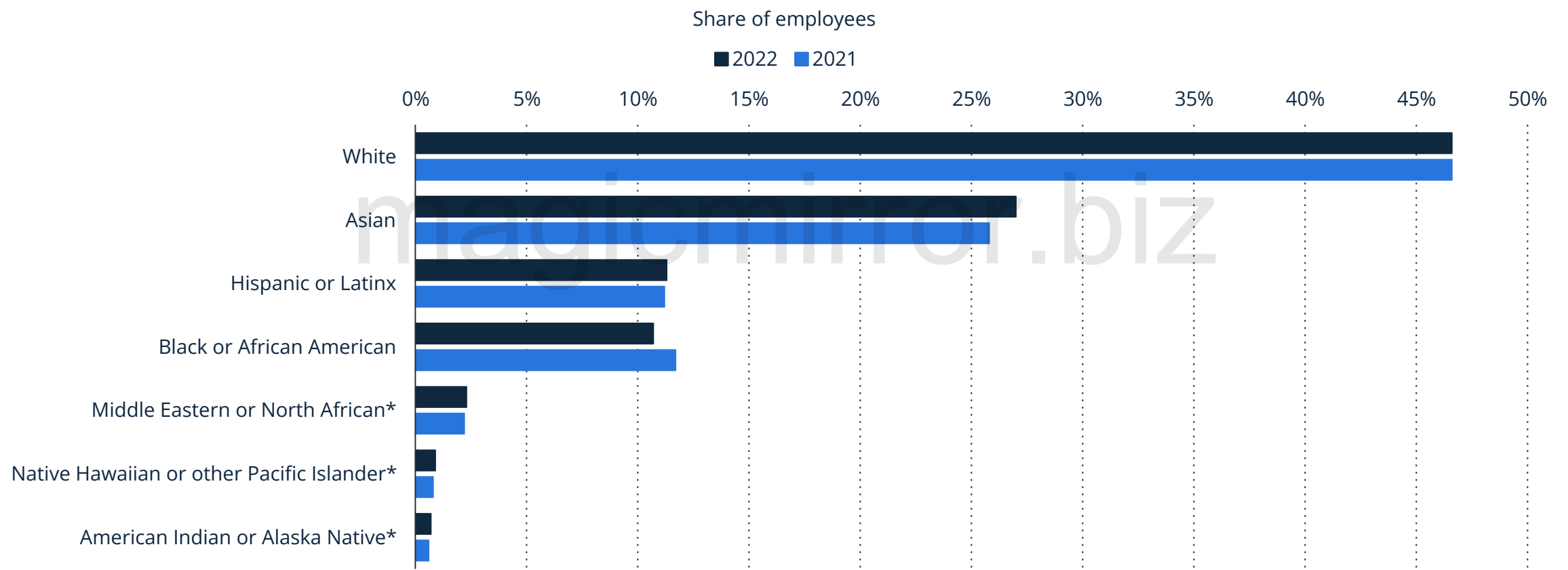
Global gender distribution of Netflix employees 2021-2022



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Distribution of Netflix employees in the United States in 2021 and 2022, by ethnicity

Netflix: ethnicity distribution of employees in the U.S. 2021-2022



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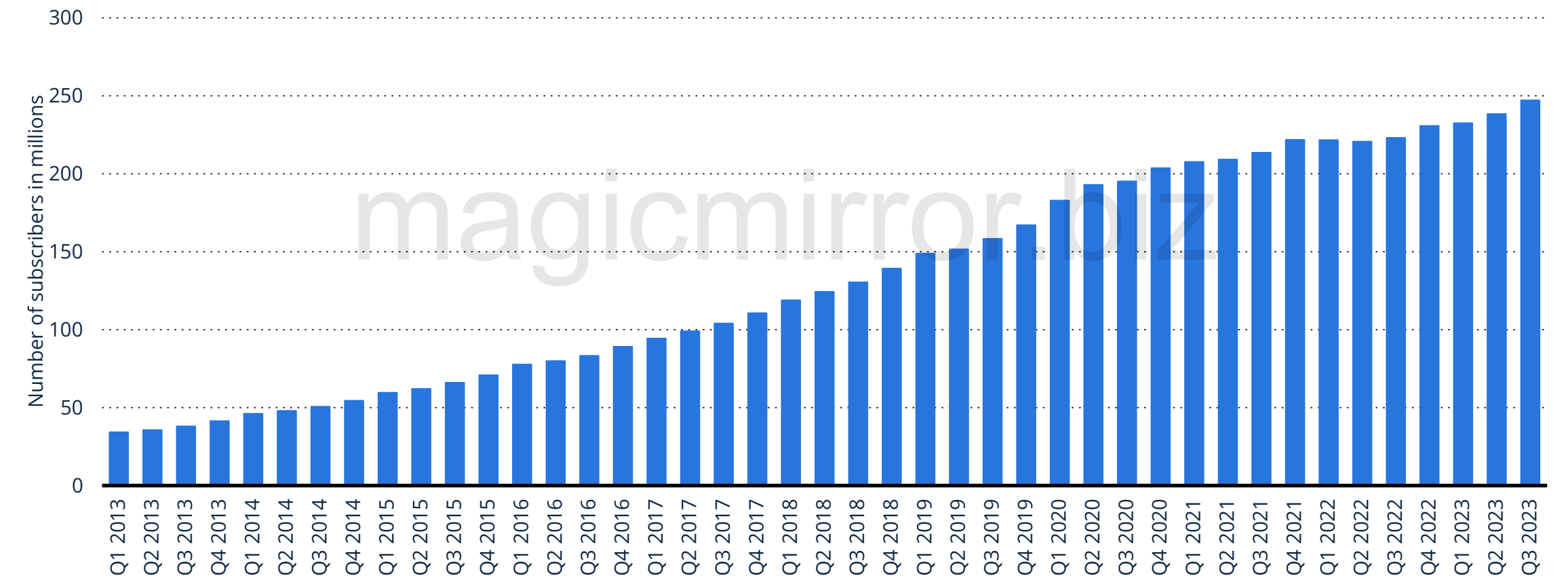
CHAPTER 04

Subscribers

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Number of Netflix paid subscribers worldwide from 1st quarter 2013 to 3rd quarter 2023 (in millions)

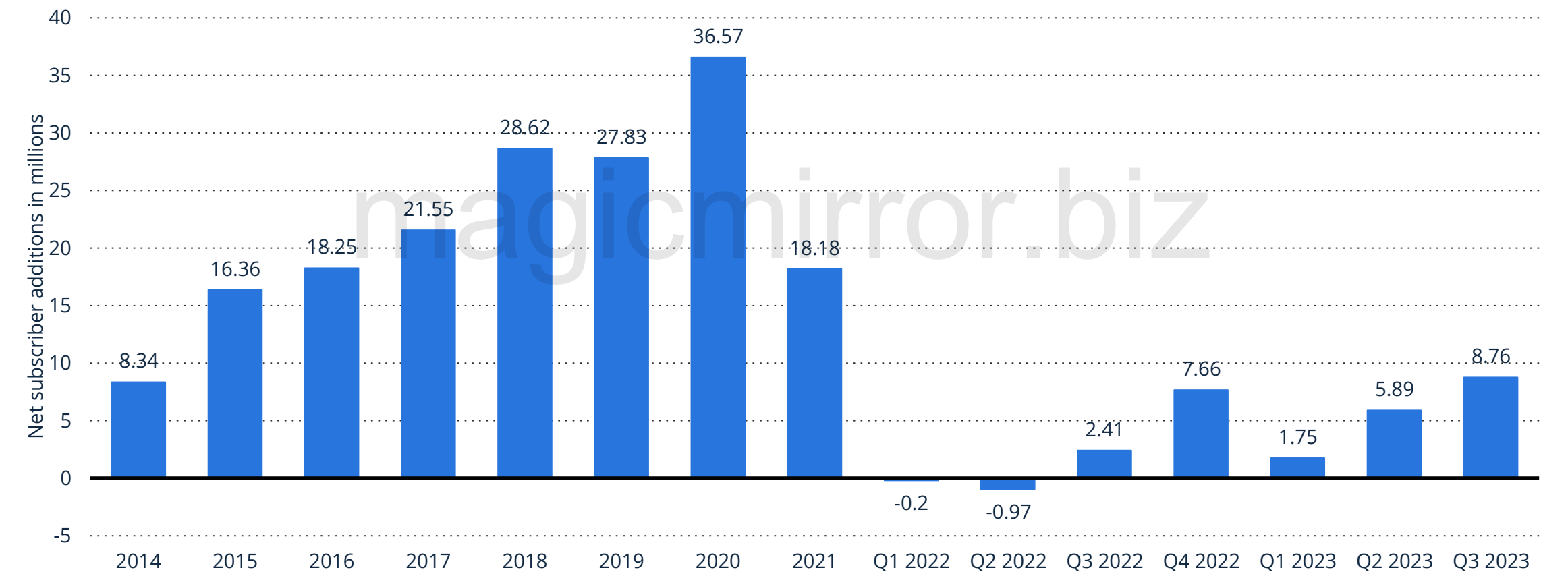
Quarterly Netflix subscribers count worldwide 2013-2023



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Paid net subscriber additions of Netflix worldwide from 2014 to 3rd quarter 2023 (in millions)

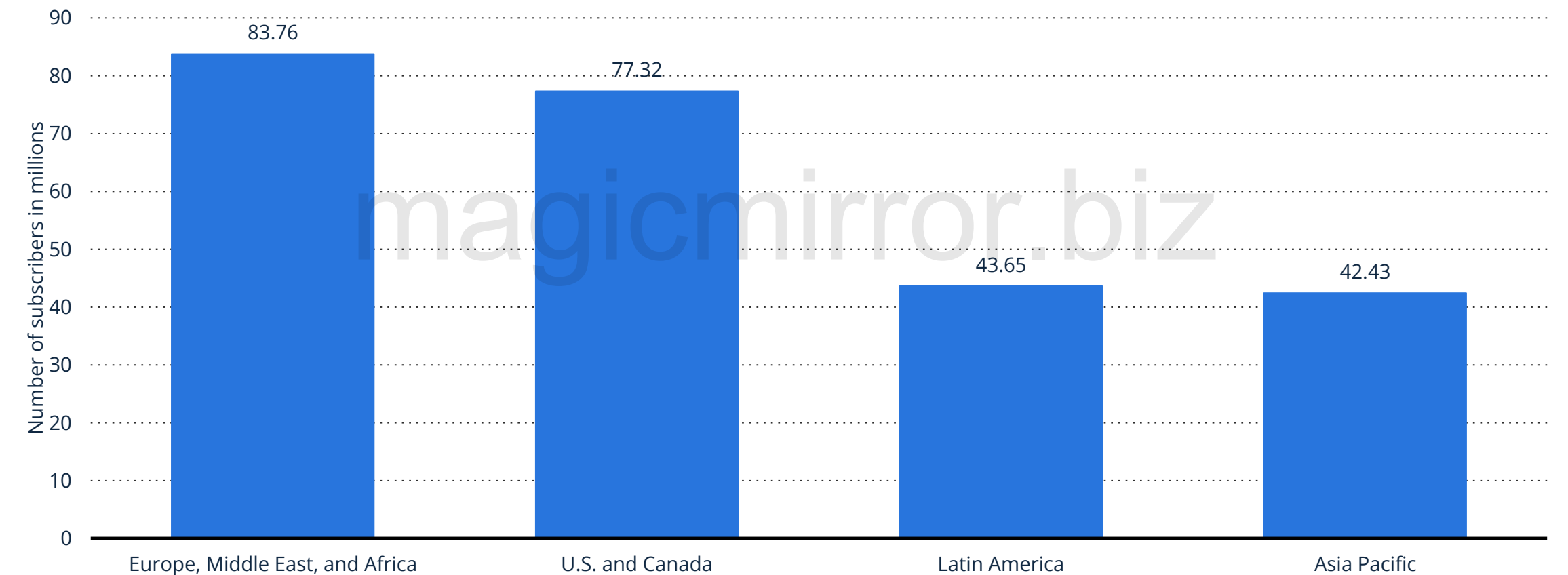
Paid net subscriber additions of Netflix worldwide 2014-2023



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Number of Netflix paying streaming subscribers worldwide as of 3rd quarter 2023, by region (in millions)

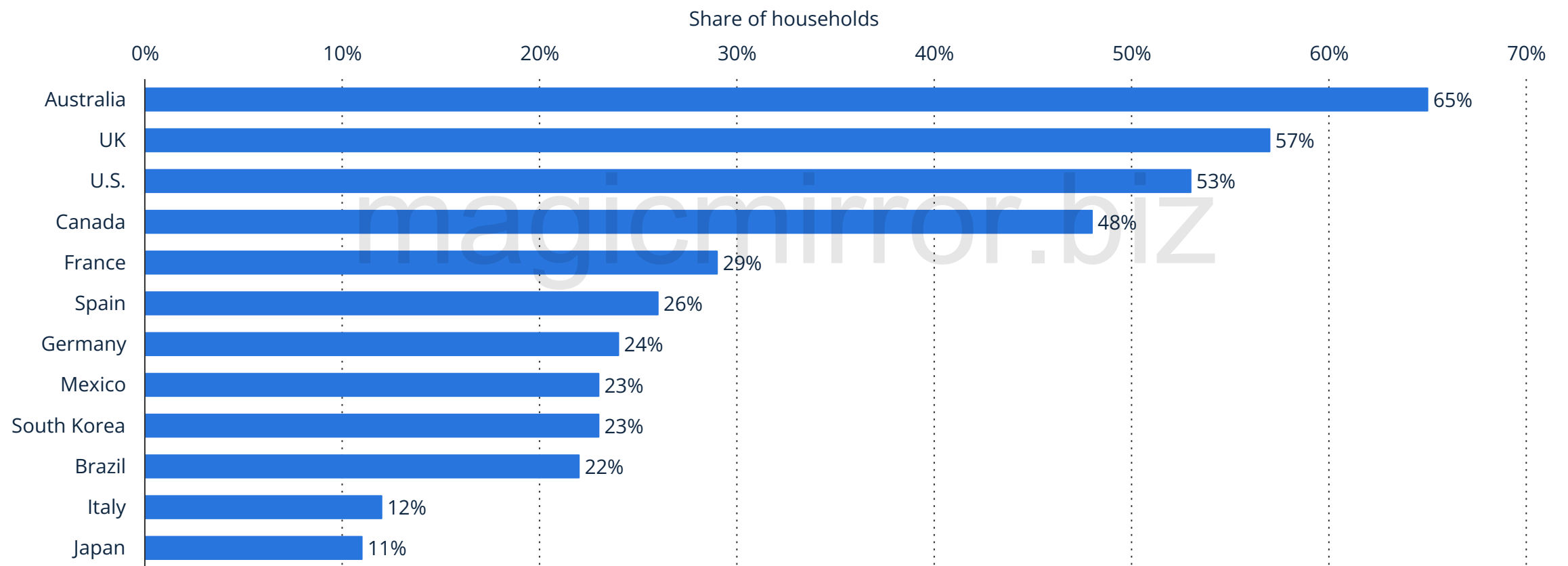
Netflix: number of paid subscribers Q3 2023, by region



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Share of subscribing Netflix households in selected countries worldwide as of 2022

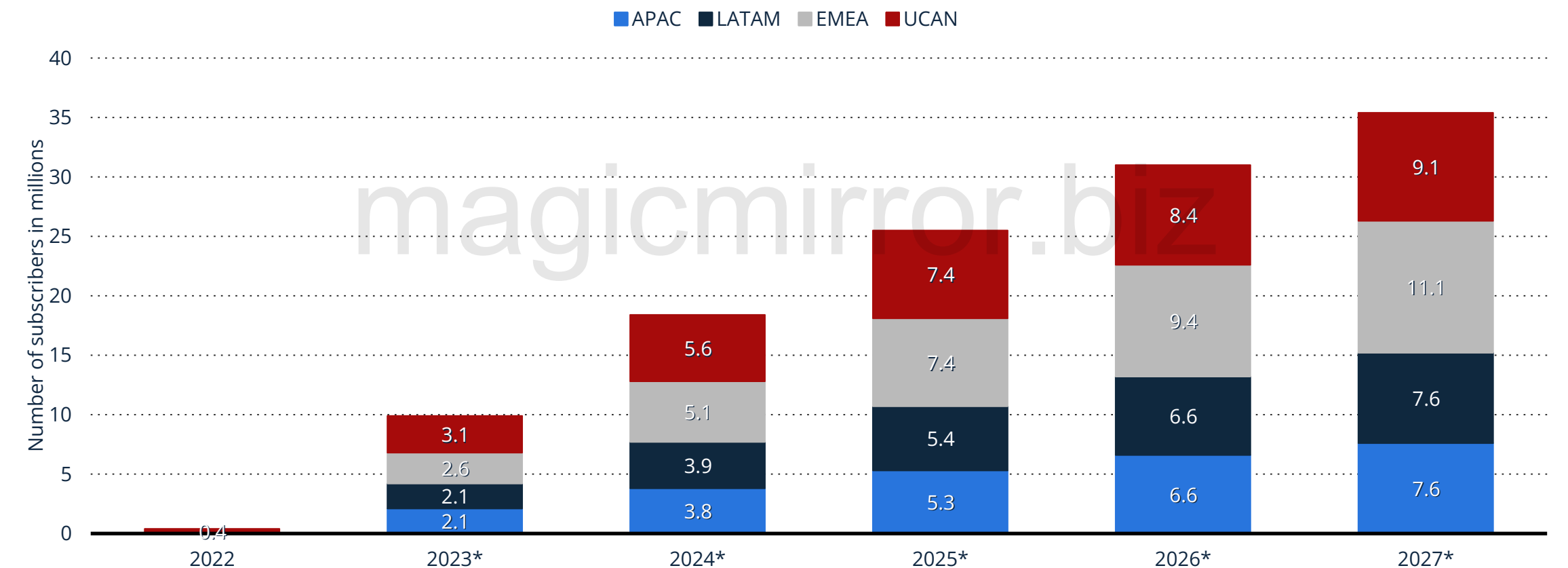
Penetration rate of Netflix worldwide 2022, by country



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Number of Netflix subscribers using the ad-supported tier worldwide from 2022 to 2027, by region (in millions)

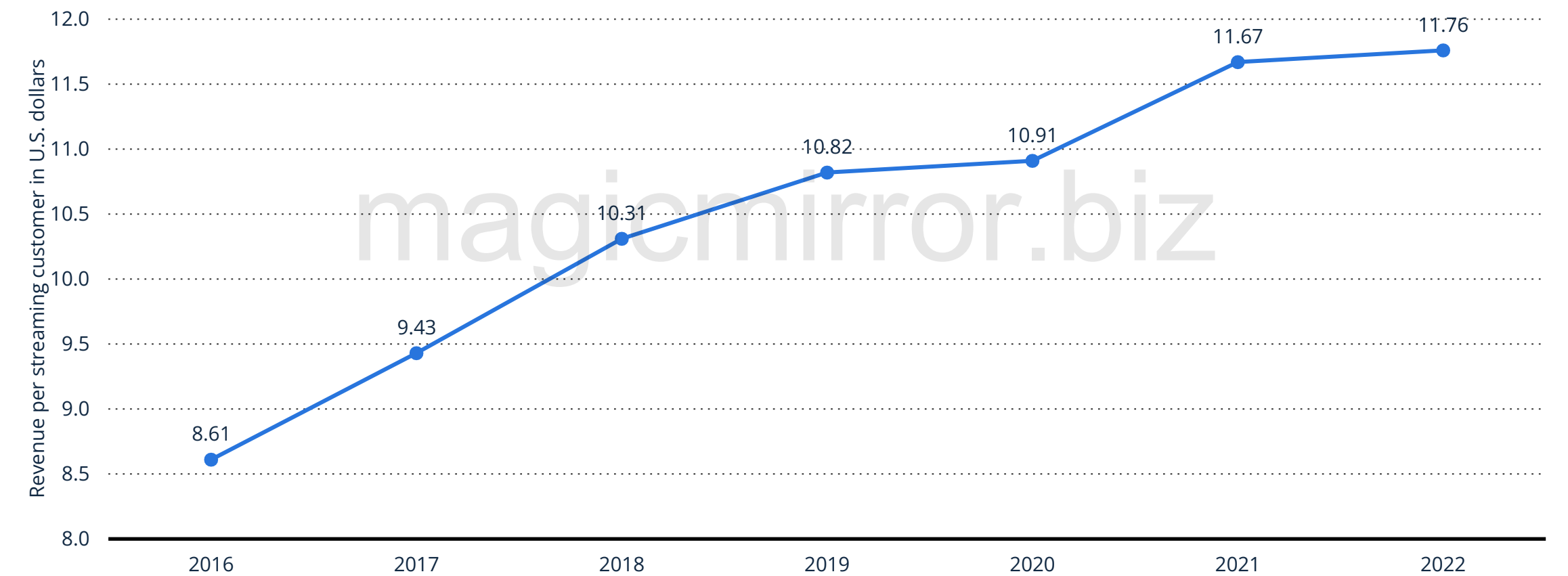
Number of ad-supported Netflix subscribers worldwide 2022-2027, by region



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Netflix's average monthly revenue per paying customer worldwide from 2016 to 2022

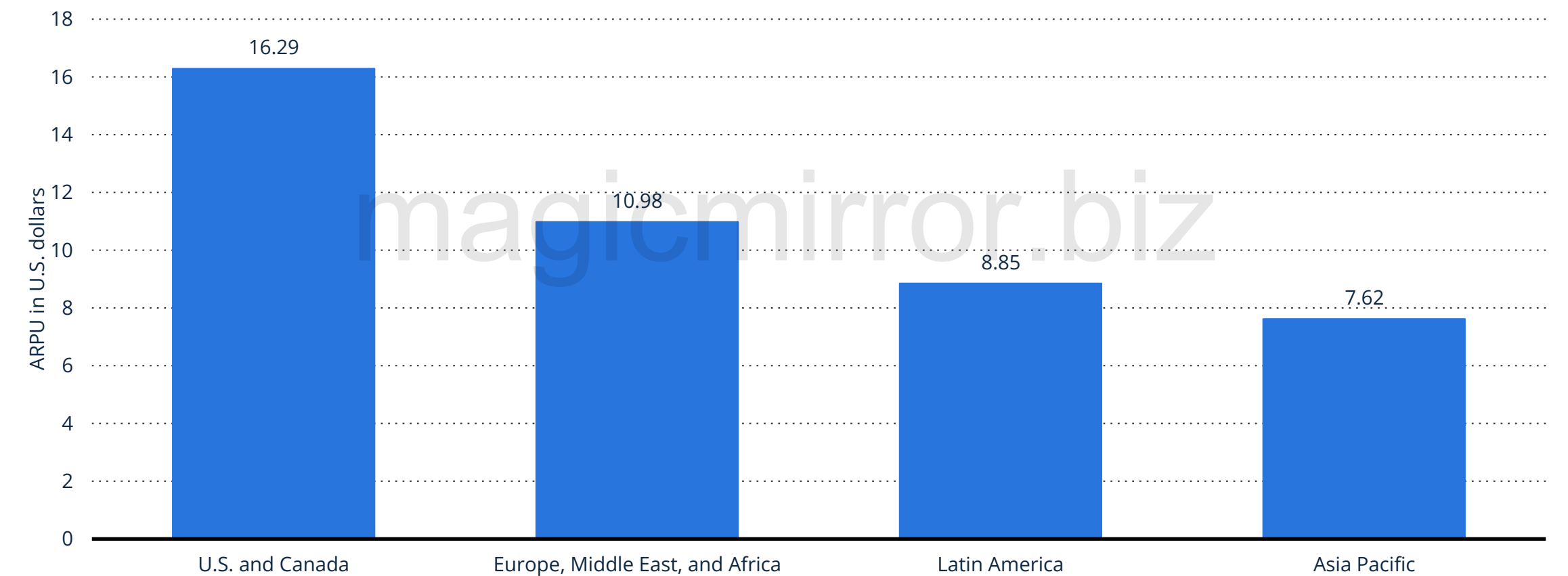
Netflix monthly ARPU worldwide 2016-2022



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Netflix's quarterly average monthly revenue per streaming customer worldwide in 3rd quarter of 2023, by region (in U.S. dollars)

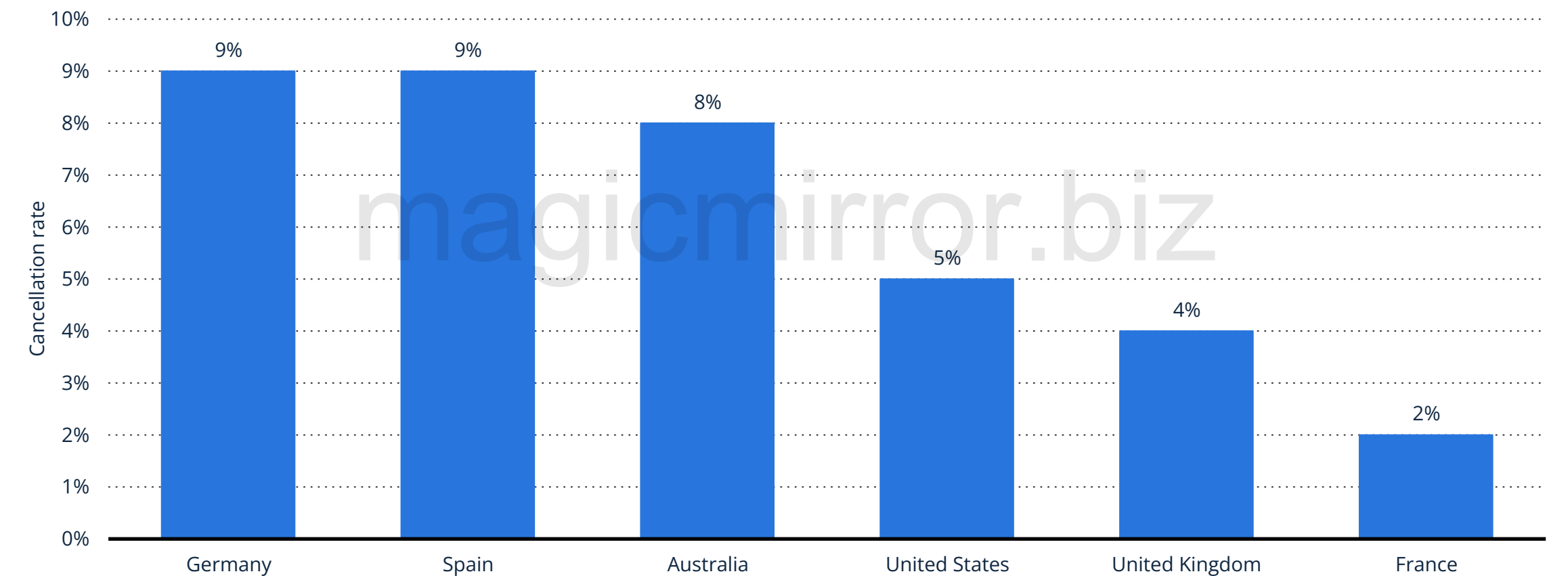
Netflix quarterly ARPU worldwide Q3 2023, by region



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Planned cancellation rates among Netflix subscribers in selected countries worldwide in 2nd quarter 2023

Planned cancellation rates among Netflix subscribers worldwide 2023, by country



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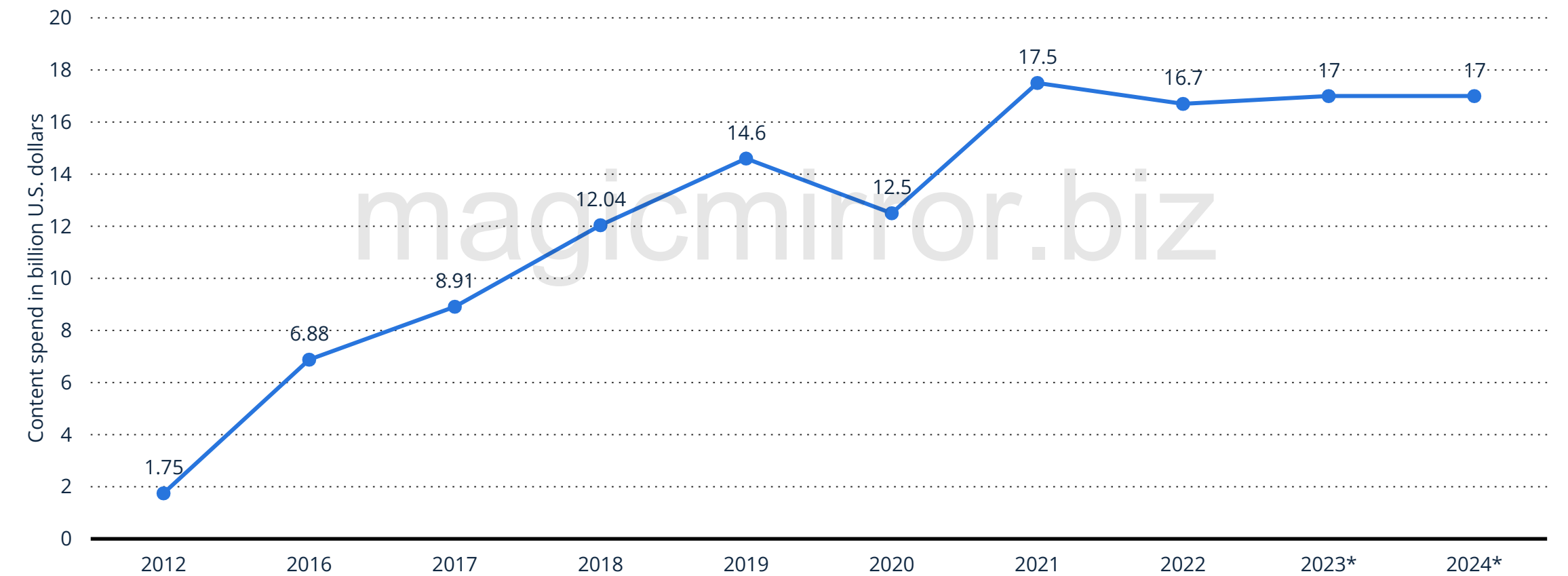
CHAPTER 05

Content

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Content spending of Netflix worldwide from 2012 to 2024 (in billion U.S. dollars)

Content spend of Netflix 2012-2024

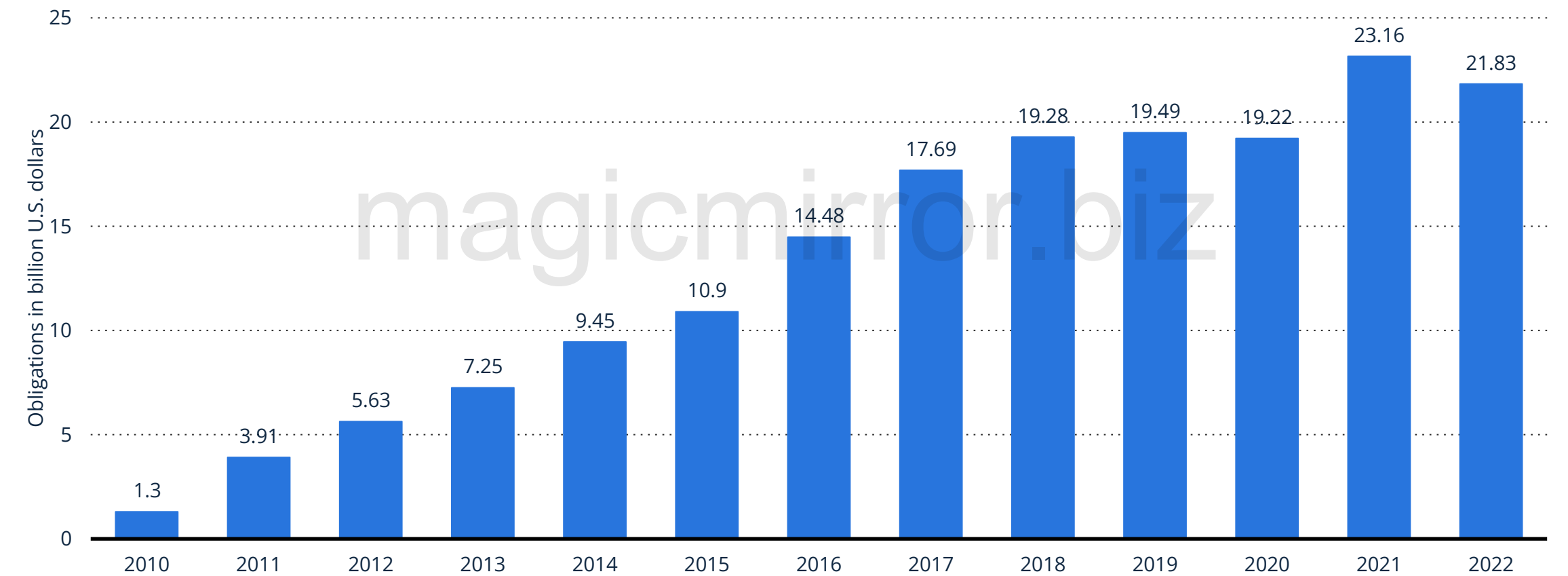


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34 **Description:** The content spending of Netflix worldwide amounted to around 16.7 billion U.S. dollars in 2022. This marks the second decline to date compared to the previous year, when the video-on-demand service spent over 17 billion U.S. dollars on content. According to estimates, Netflix's expenditures on content will likely stabilize at roughly 17 billion U.S. dollars during the period 2022 to 2024. [Read more](#)
Note(s): Worldwide; 2012 to 2023; *Forecast. Figures prior to 2023 were previously published by different sources. [Read more](#)
Source(s): Deadline.com; Netflix

Netflix's streaming content obligations from 2010 to 2022 (in billion U.S. dollars)

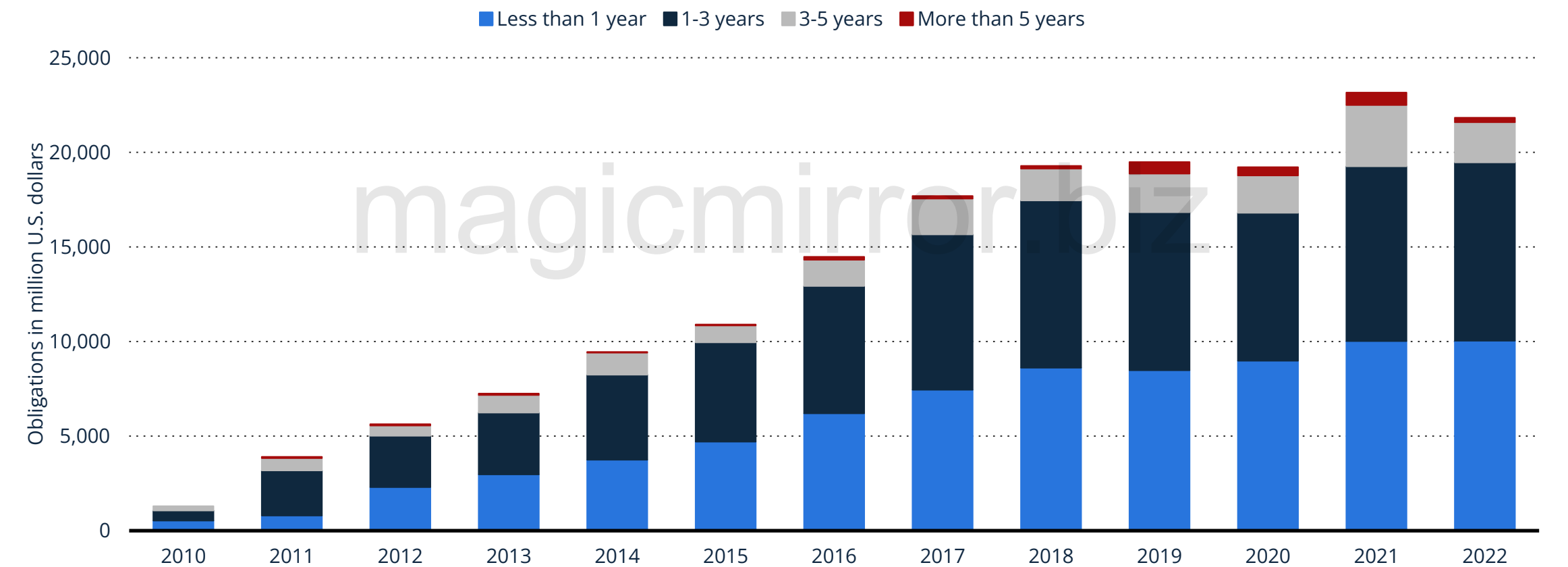
Netflix's streaming content obligations 2010-2022



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Netflix's streaming content obligations from 2010 to 2022, by type (in million U.S. dollars)

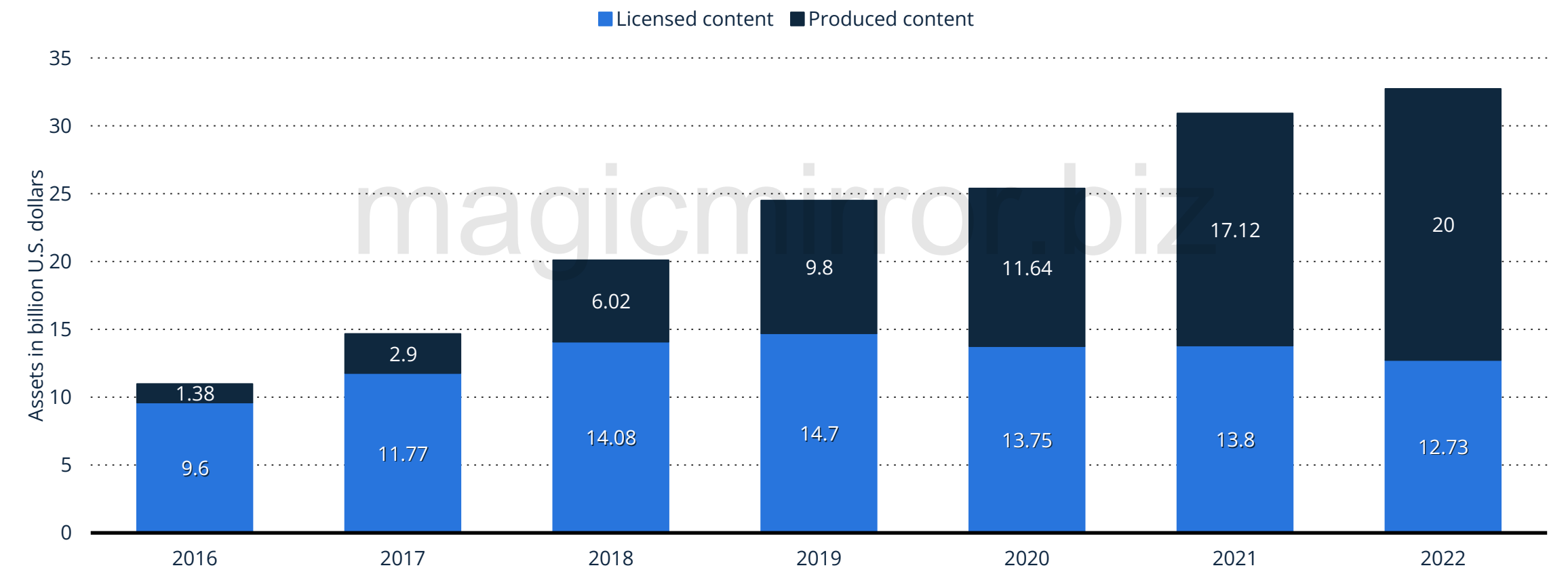
Netflix's streaming content obligations 2010-2022, by type



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Netflix's content assets worldwide from 2016 to 2022, by type (in billion U.S. dollars)

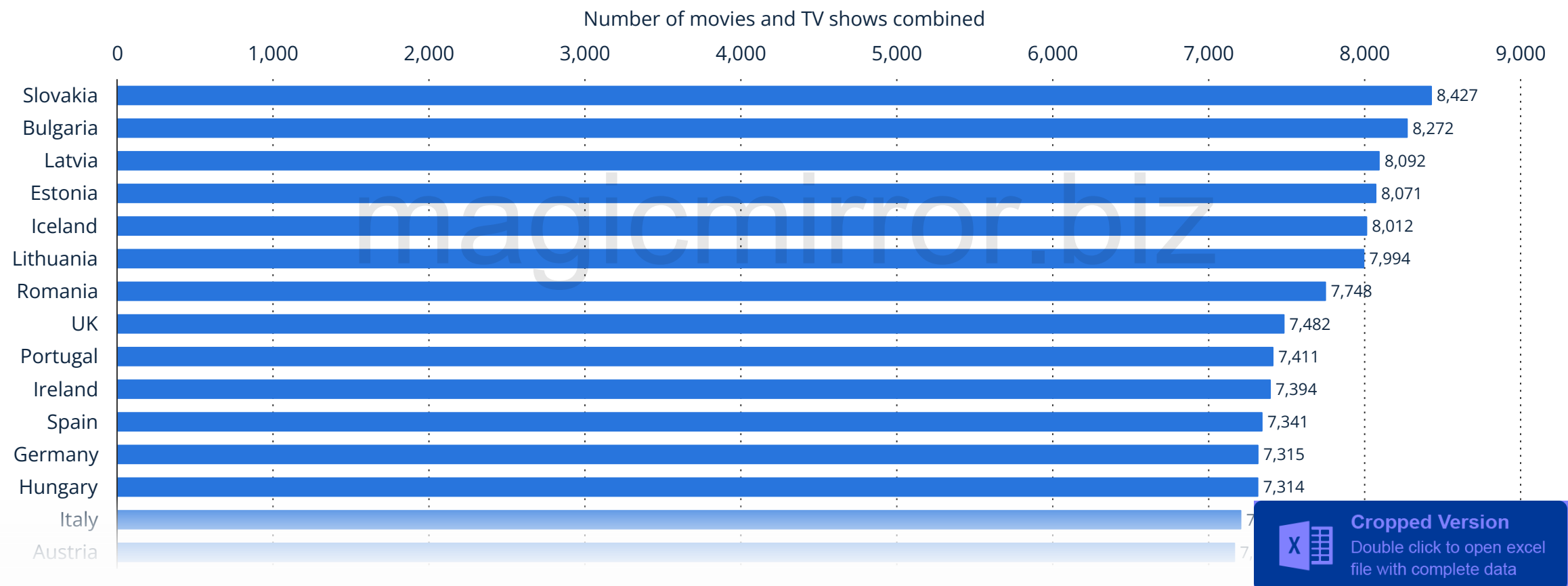
Netflix's content assets 2022, by type




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Countries with most content available on Netflix worldwide as of March 2023

Biggest Netflix libraries in the world 2023



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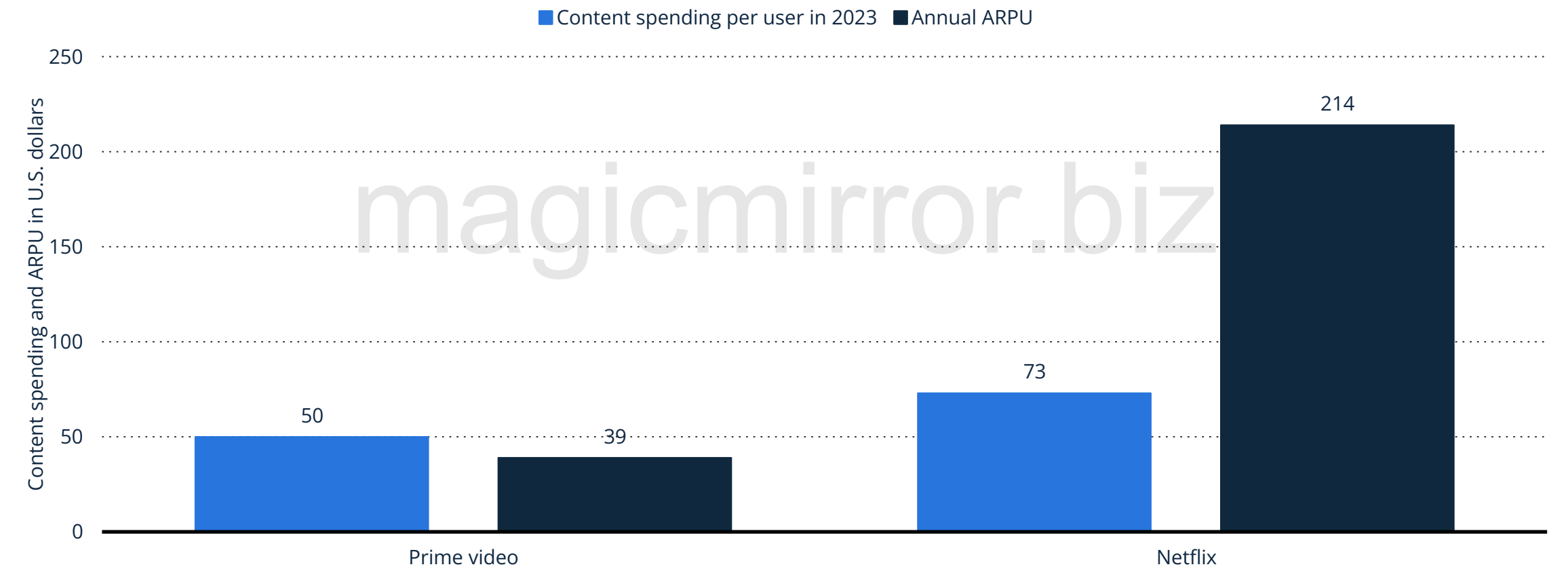
CHAPTER 06

Competitors

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Estimated content spending per user and annual revenue per user (ARPU) of Netflix and Amazon Prime Video in 2023 (in U.S. dollars)

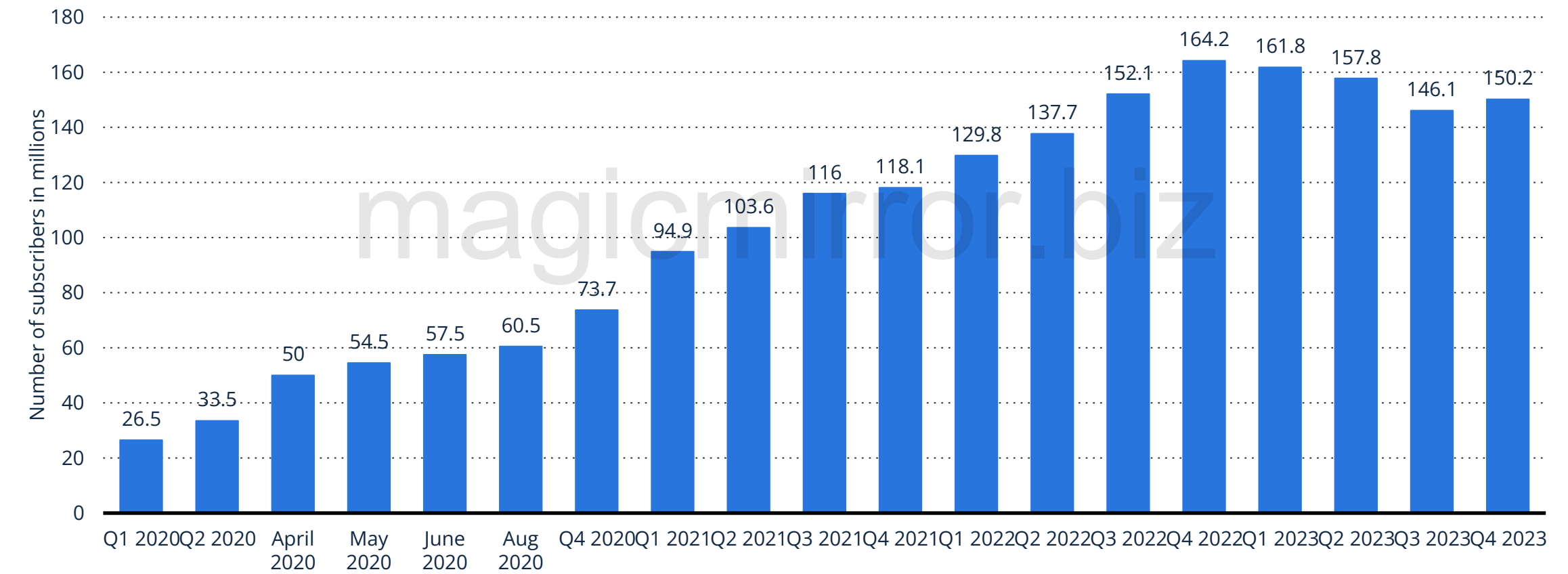
Content spending per user and ARPU of Netflix and Amazon Prime Video 2023



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Number of Disney Plus subscribers worldwide from 1st quarter 2020 to 4th quarter 2023 (in millions)

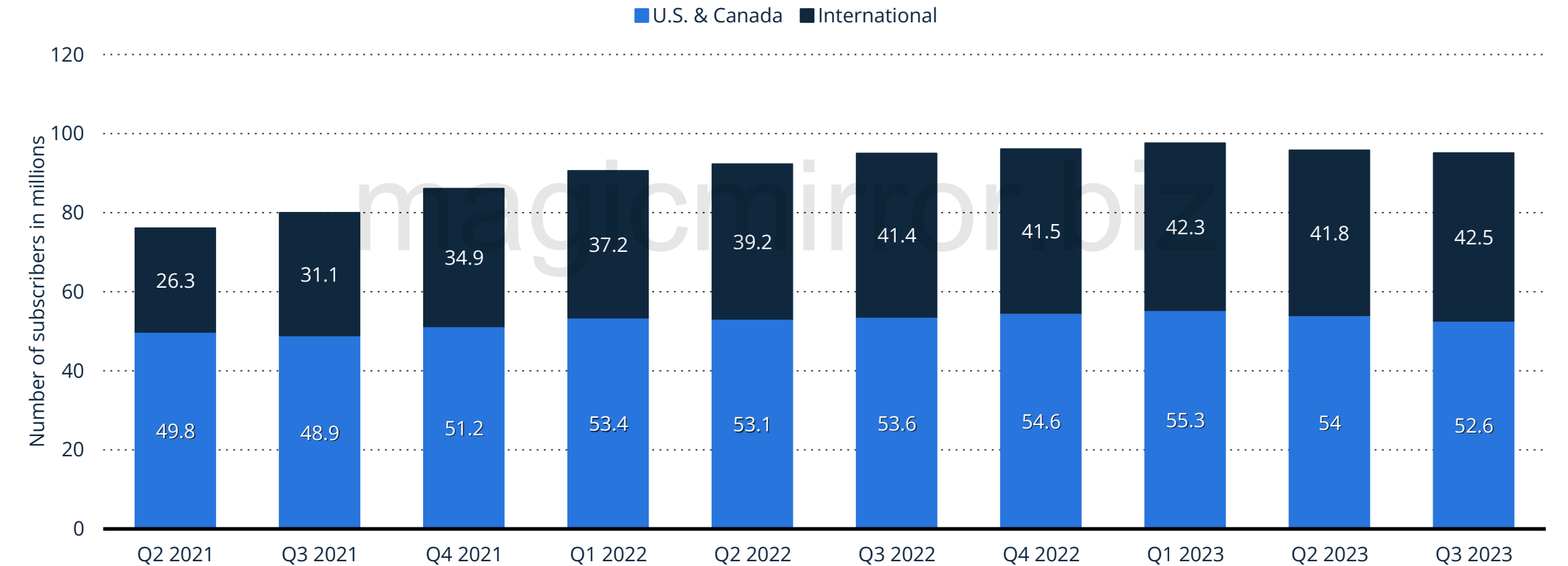
Quarterly Disney+ subscribers count worldwide 2020-2023



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Combined number of subscribers to HBO, HBO Max, and Discovery Plus worldwide from 2nd quarter 2021 to 3rd quarter 2023 (in millions)

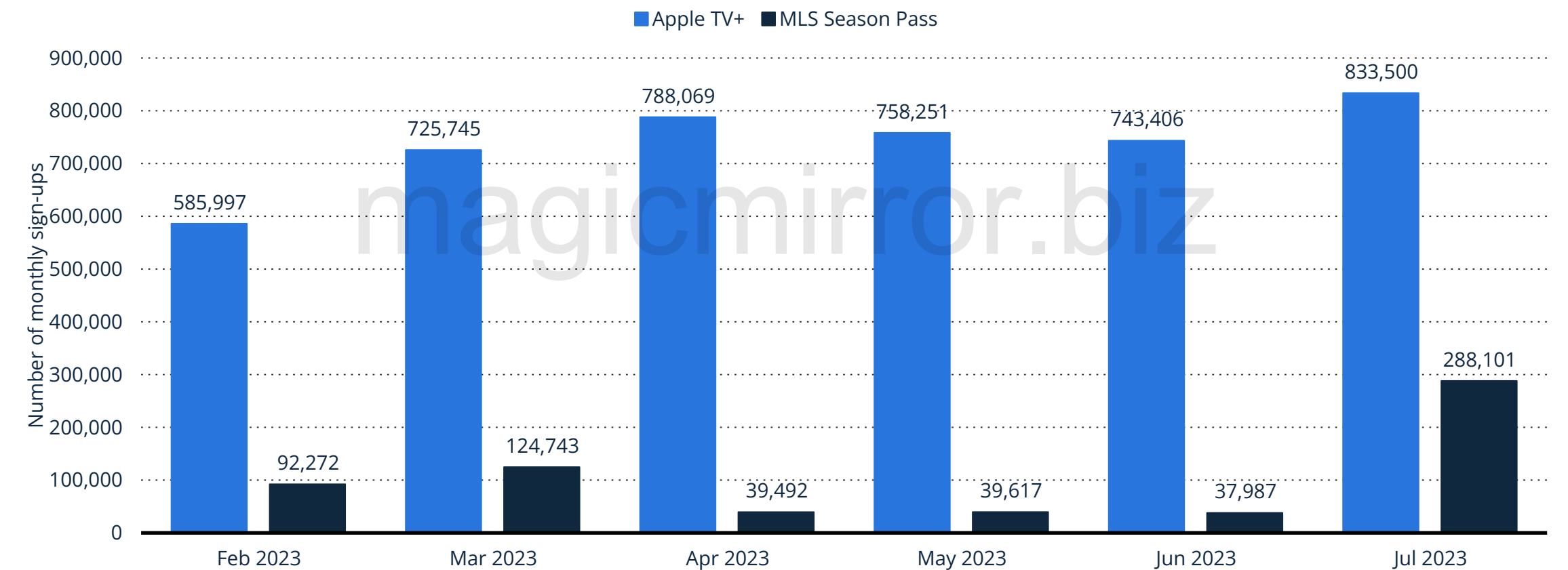
Number of direct-to-consumer video subscribers of Warner Bros. Discovery 2021-2023



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Number of monthly sign-ups to Apple TV+ and MLS Season Pass in the United States from February to July 2023

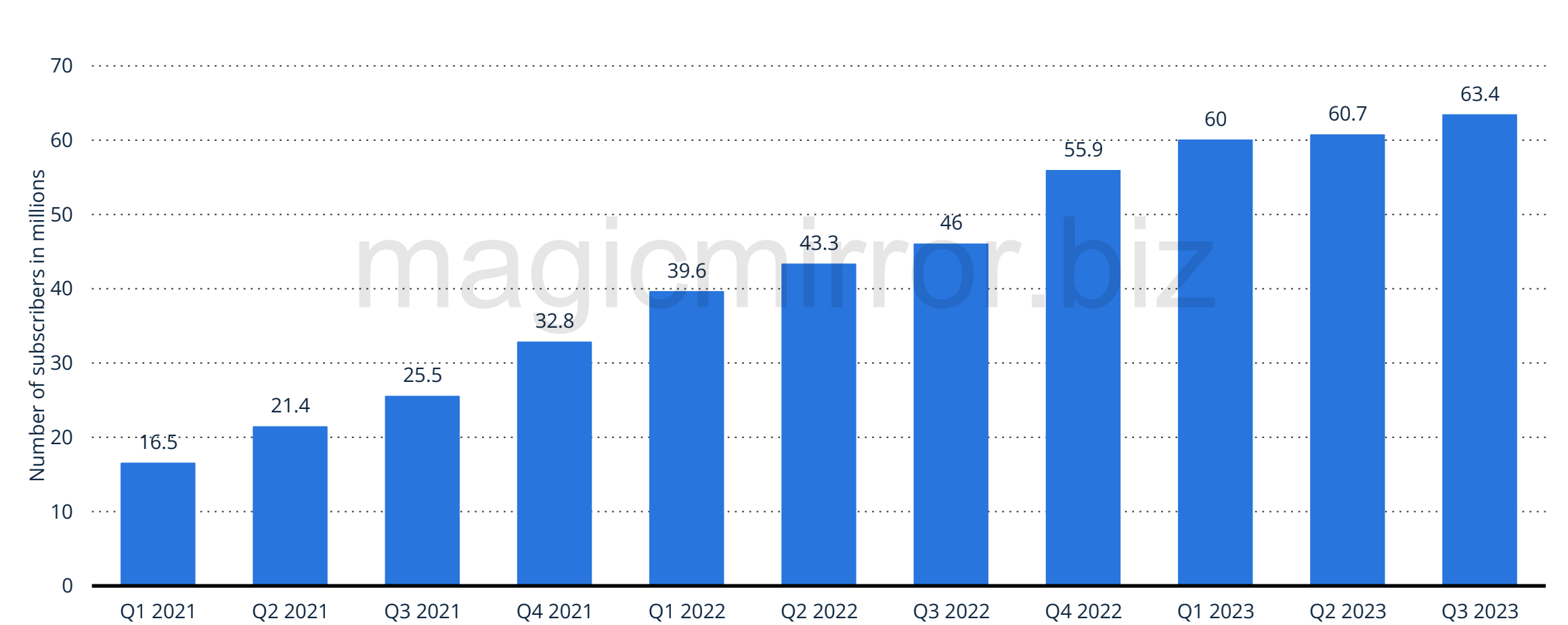
Monthly sign-ups to Apple TV+ and MLS Season Pass in the U.S. 2023



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Number of Paramount Plus subscribers worldwide from 1st quarter 2021 to 3rd quarter 2023 (in millions)

Paramount+ subscriber count worldwide 2021-2023



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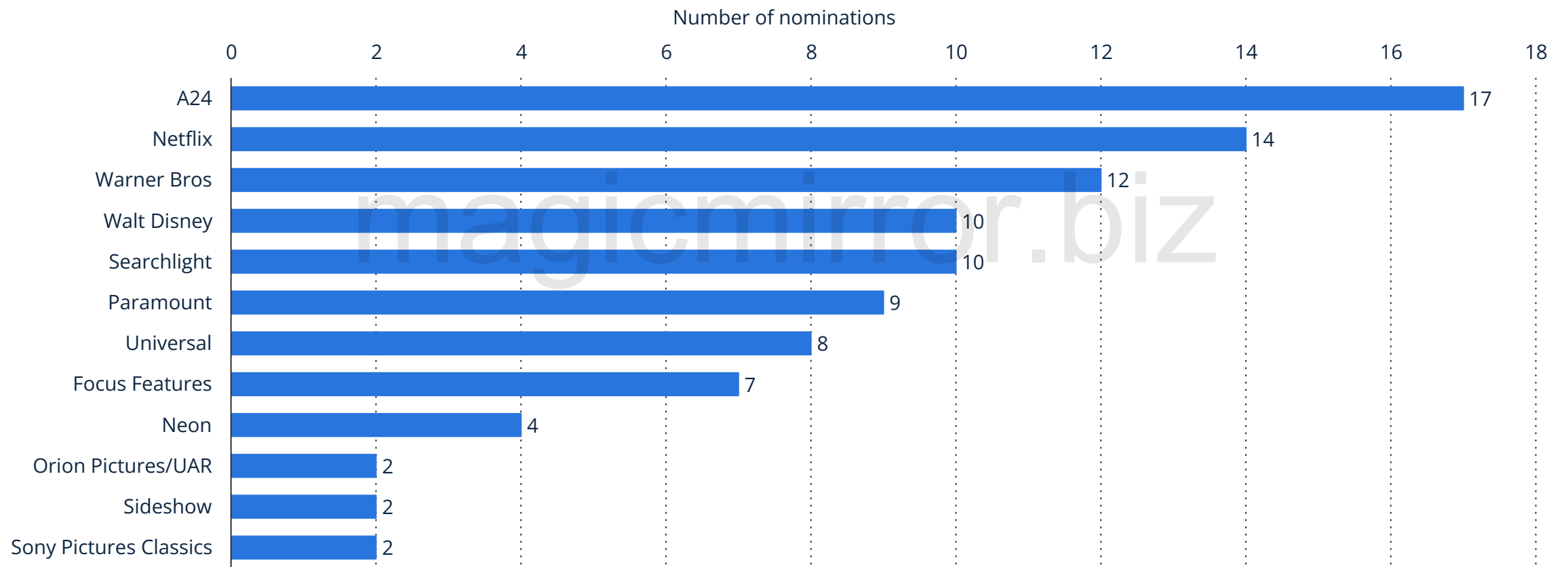
CHAPTER 07

Accolades

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Movie distributors with the most Academy Award nominations in the United States in 2023

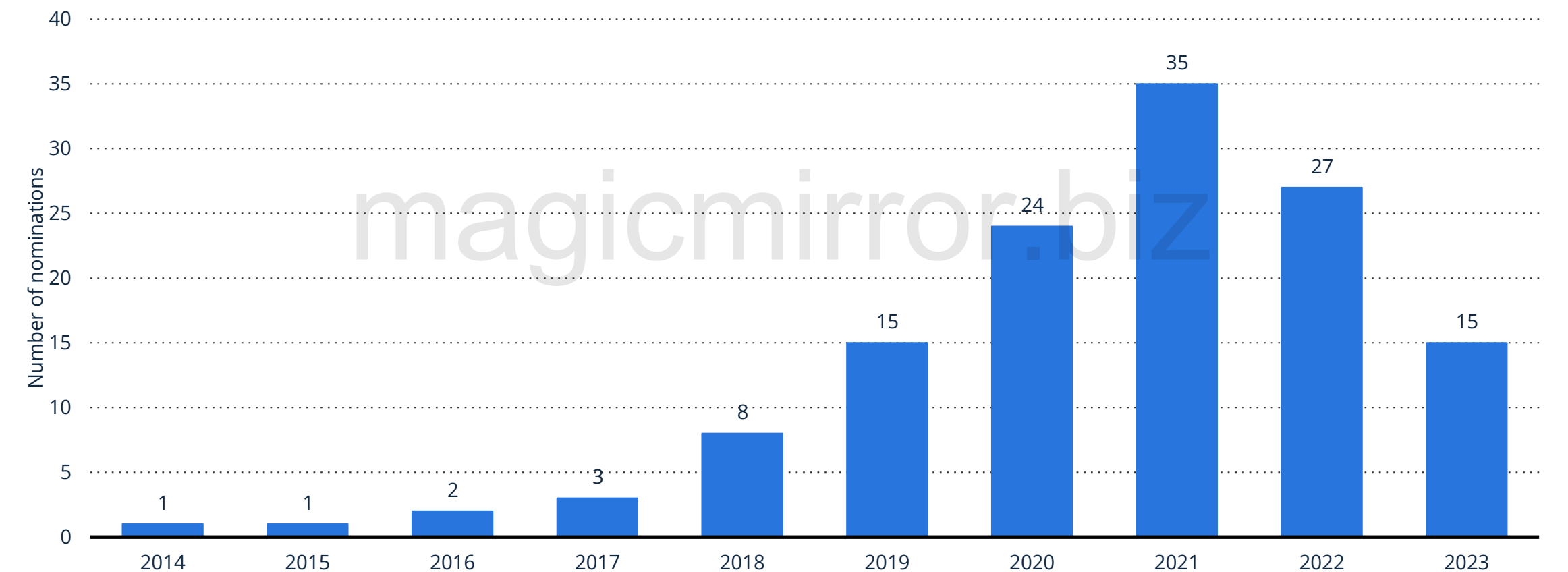
Number of Academy Awards nominations 2023, by movie distributor



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Number of Netflix Academy Awards nominations from 2014 to 2023

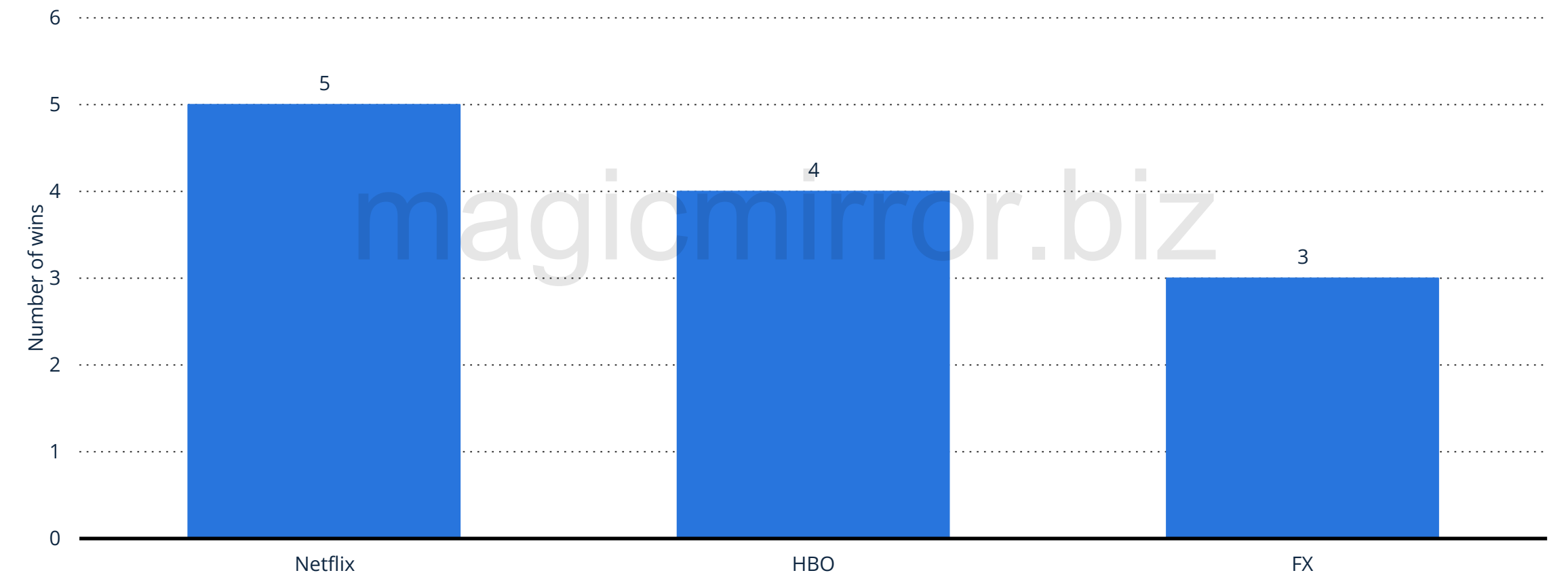
Netflix Academy Awards nominations 2014-2023



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Number of wins per television network for the 2024 Golden Globe Awards

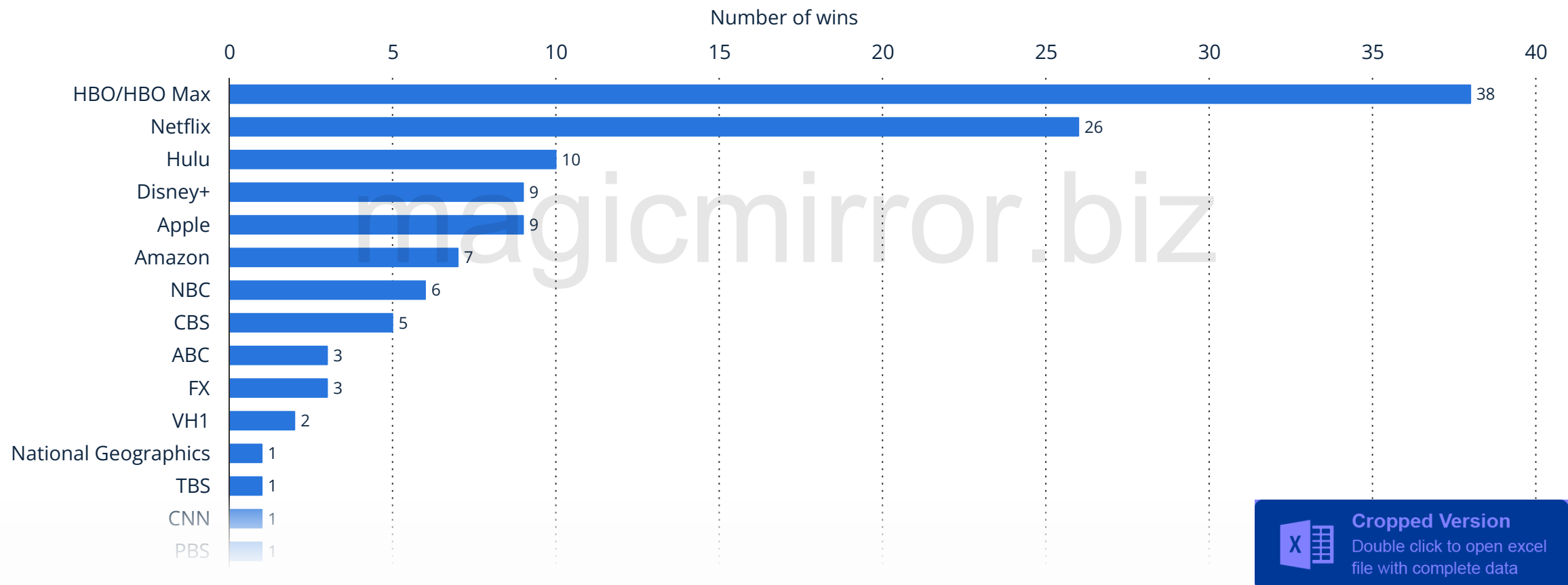
Number of awards per television network for the 2024 Golden Globes




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Number of wins for the Primetime Emmy Awards in the United States in 2022, by network

Emmy Awards: wins by network 2022

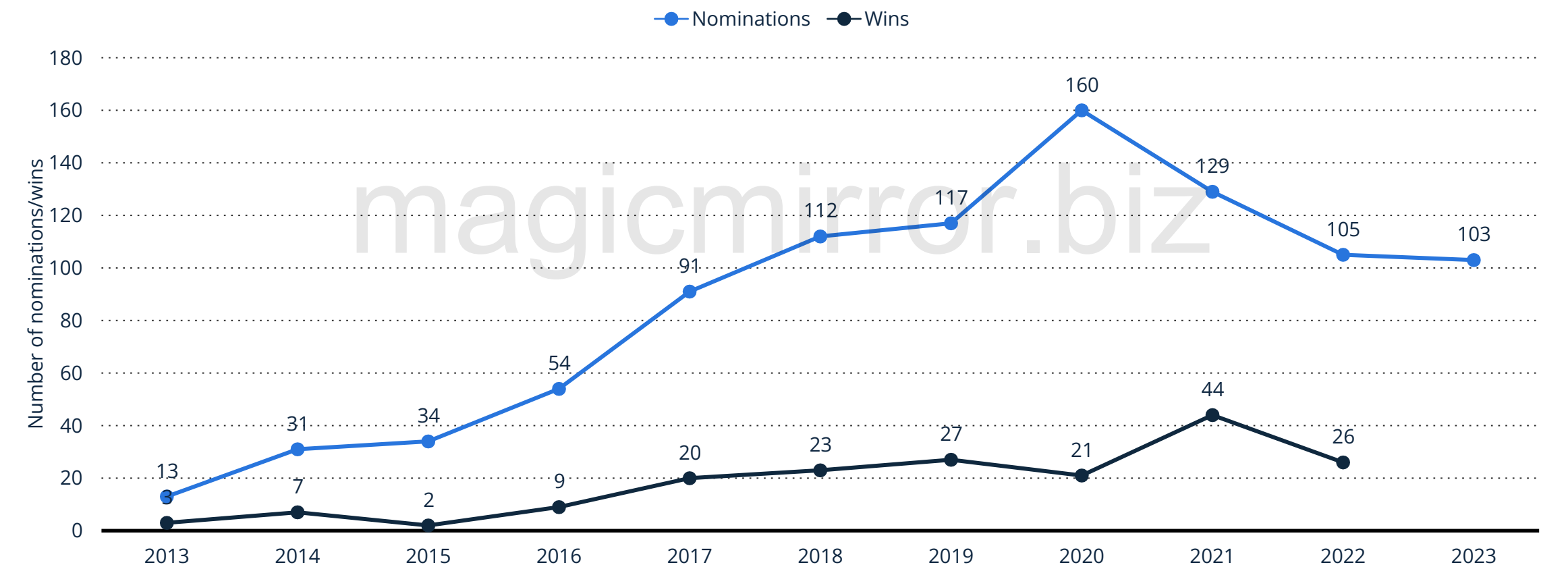


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Number of nominations and wins for Netflix original programs at the Primetime Emmy Awards from 2013 to 2023

Emmy Awards: number of Netflix nominations and wins 2013-2023



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Sources

Alibaba
Amazon
Ampere Analysis
Antennas Direct
Baidu
CompaniesMarketCap.com
Comparitech
Dataxis
Deadline.com
Digital TV Europe
Digital TV Research
eBay
Emmys
Experte(n) (@maria_aguete)
Experte(n) (Maria Rua Aguete)
Golden Globes
Google
Kantar
Layoffs.fyi
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MediaPost
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