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消费电子，智能硬件，工业，农业，自动化，机器人，服务，教育……

COMPANIES & PRODUCTS

Netflix

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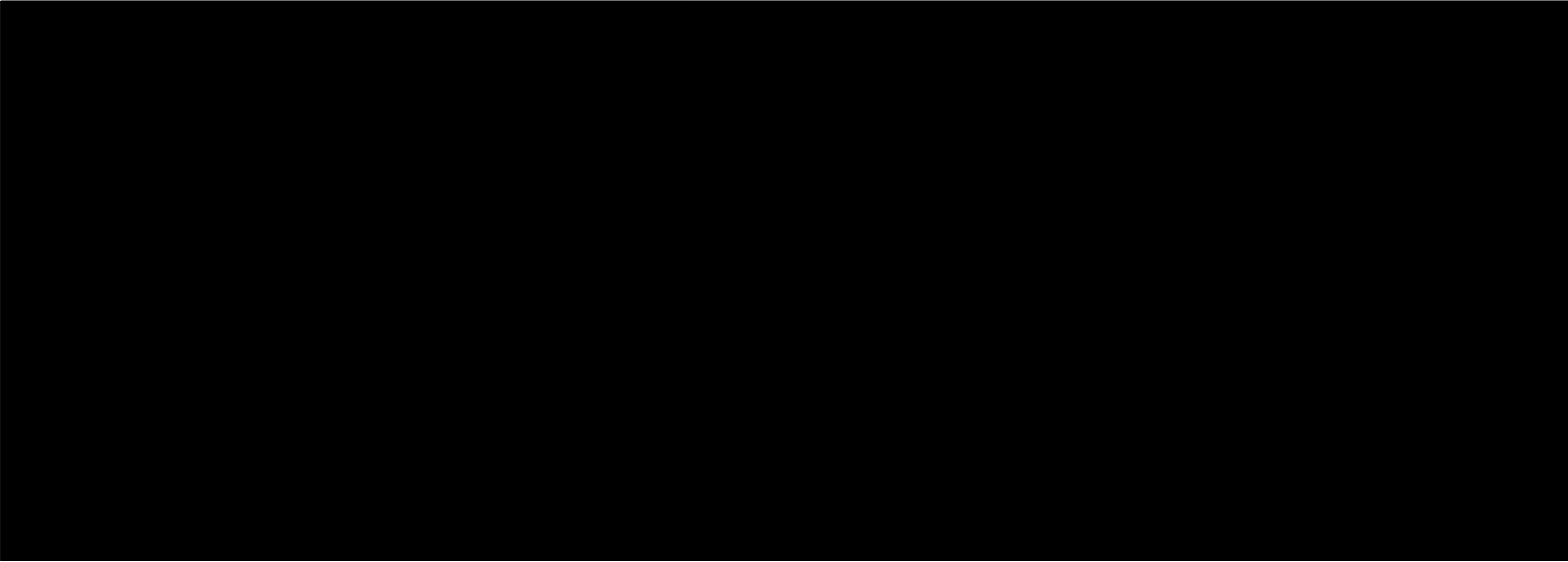
CHAPTER 01

# Overview

# Market capitalization of the largest internet companies worldwide as of October 2024 (in billion U.S. dollars)

Market value of the largest internet companies worldwide 2024

Market capitalization in billion U.S. dollars



# Leading online companies ranked by revenue from 2017 to 2023 (in billion U.S. dollars)

Internet companies ranked by revenue 2017-2023

	2017	2018	2019	2020	2021	2022	2023
Amazon.com	177.87	232.89	280.52	386.06	469.82	513.98	574.78
Apple*	229.23	265.6	260.17	274.52	365.82	394.33	383.29
Alphabet	110.86	136.82	161.86	182.53	257.64	282.84	307.39
Meta (formerly Facebook Inc.)	40.65	55.84	70.7	85.97	117.93	116.61	134.9
Alibaba	22.99	56.15	71.99	109.48	134.57	126.49	130.35
Tencent	21.9	45.56	54.08	73.88	87.85	79.6	86
Netflix	11.69	55.84	20.16	25	26.7	31.62	33.72
PayPal	13.09	15.45	17.77	21.45	25.37	27.52	29.77
Baidu	13.03	14.88	15.43	16.41	19.54	17.93	18.96
eBay	8.01	8.65	7.43	8.89	10.42	9.8	10.11

# Revenues of selected hybrid video-on-demand (HVOD) services worldwide in 2029, by plan type (in billion U.S. dollars)

Revenue of selected HVOD services worldwide 2029, by plan type





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

SVOD subscriber count worldwide 2020-2029, by service



7

**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 operating profits/losses of direct-to-consumer businesses of selected media companies worldwide in the fiscal year 2023 (in billion U.S. dollars)

Revenue, expenses, and profits of companies' DTC segments 2023

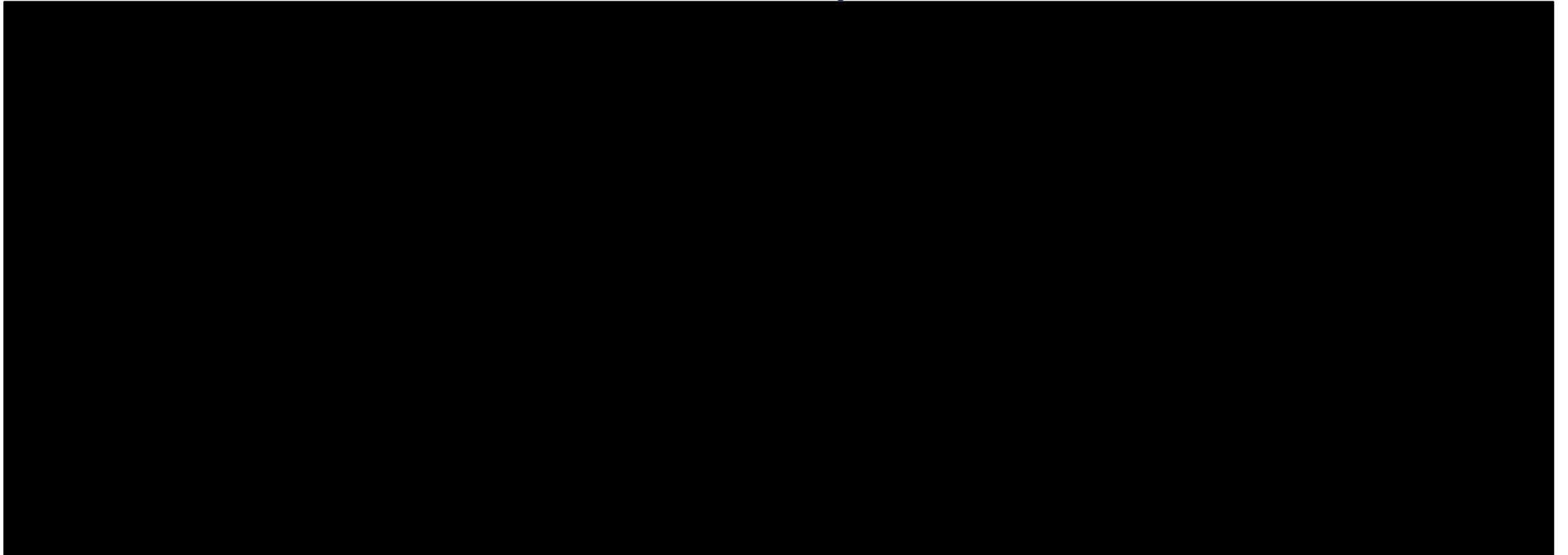


8 **Description:** According to an analysis of financial key figures of video streaming services, Netflix and Warner Bros. Discovery's DTC segment were the only businesses that made operating profits in their fiscal years of 2023 at seven and 0.1 billion U.S. dollars, respectively. By contrast, Disney reported a 2.5 billion U.S. dollar loss for its direct-to-consumer services Disney+, Hulu, and ESPN+. [Read more](#)  
**Note(s):** Worldwide; FY 2023; based on annual reports of the companies  
**Source(s):** Comcast; Netflix; Paramount; Statista; Walt Disney; Warner Bros. Discovery

# Distribution of total TV and video usage time in the United States as of August 2024, by media company

Share of total TV usage time in the U.S. 2024, by company

Share of total TV usage time



CHAPTER 02

# Financials

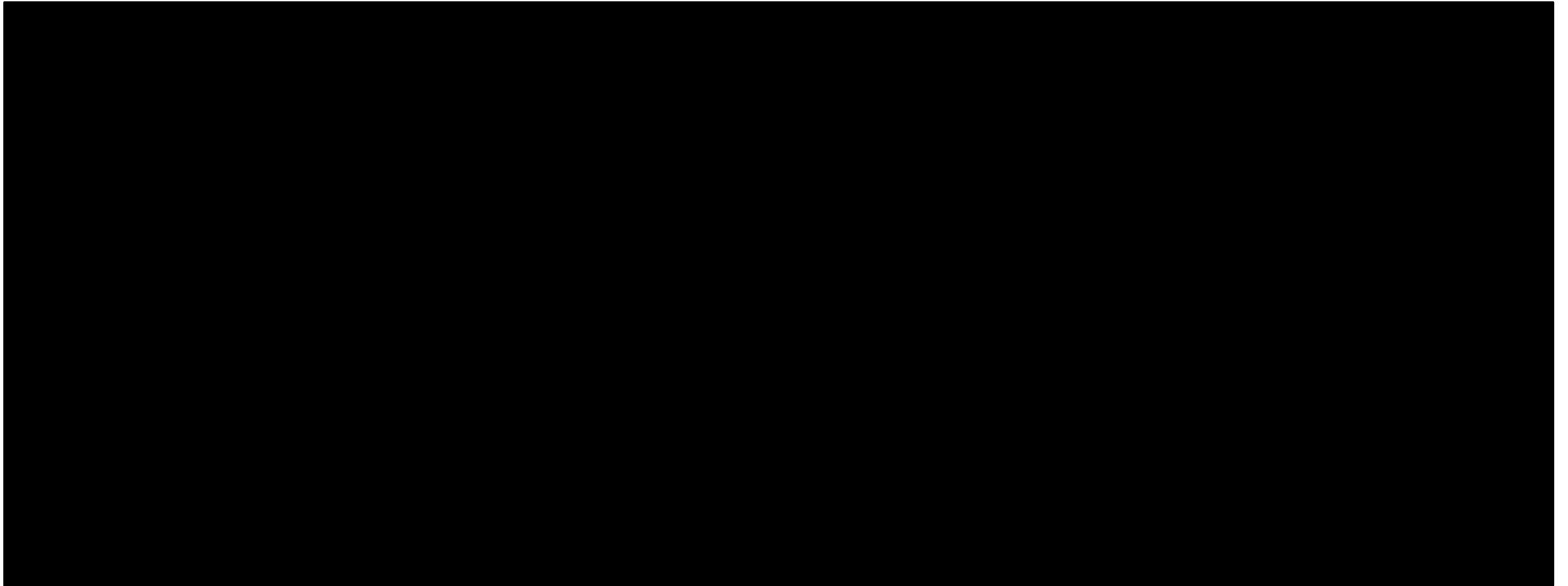
# Revenue generated by Netflix worldwide in 2023, by region (in million U.S. dollars)

Netflix's global revenue 2023, by region



# Revenue generated by Netflix from 1st quarter 2013 to 3rd quarter 2024 (in million U.S. dollars)

Netflix's quarterly revenue 2013-2024



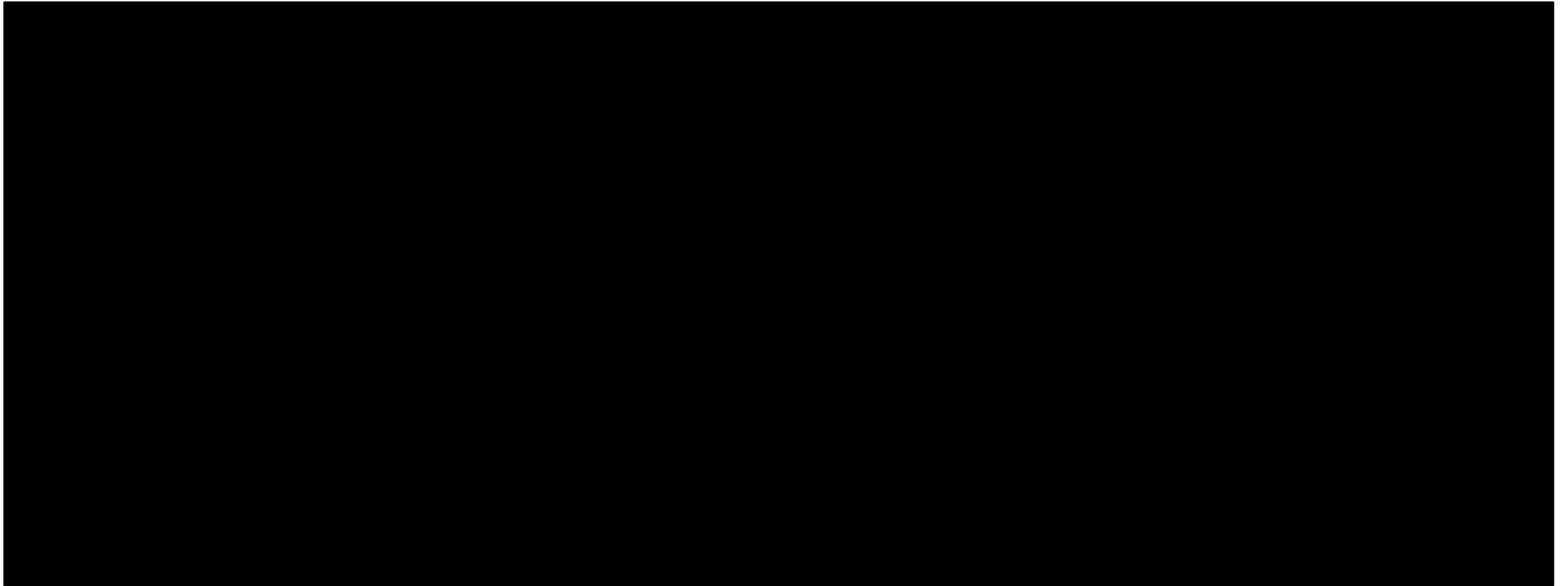
# Net income generated by Netflix from 1st quarter 2013 to 3rd quarter 2024 (in million U.S. dollars)

Netflix's quarterly net income 2013-2024



# Netflix's cost of revenues worldwide from 2017 to 2023 (in billion U.S. dollars)

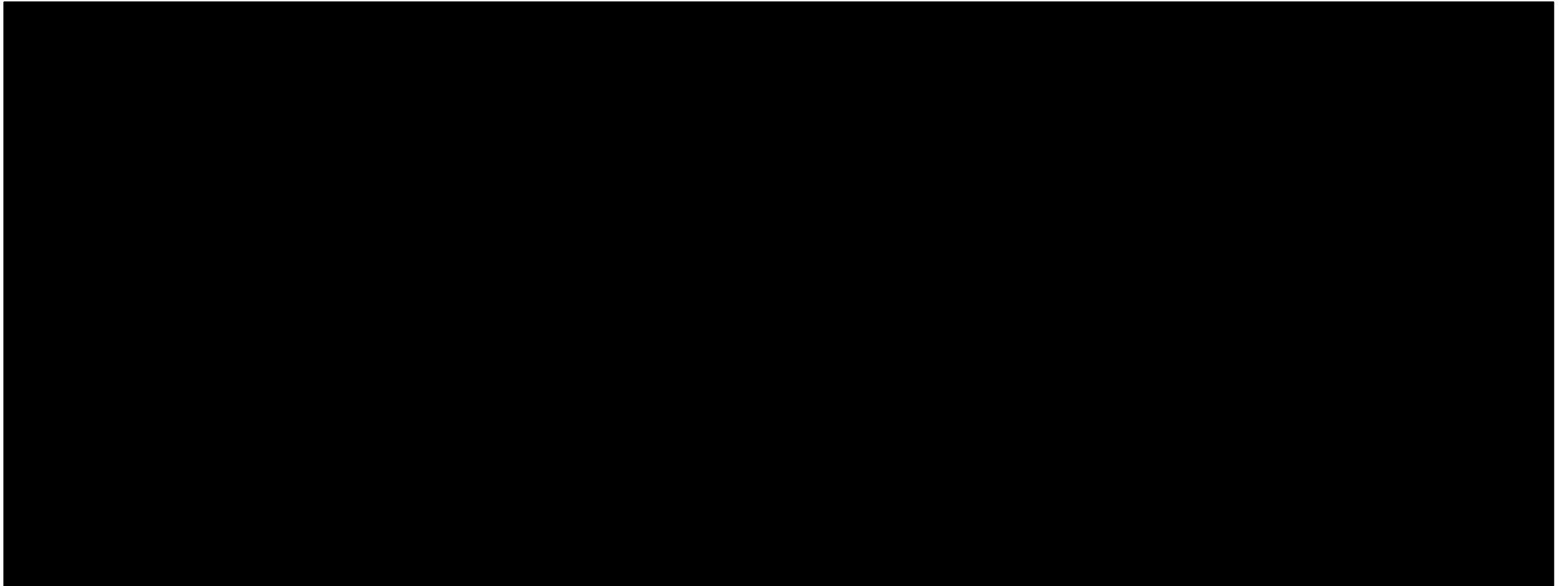
Netflix's cost of revenues 2017-2023





# Netflix's marketing expenses worldwide from 2017 to 2023 (in billion U.S. dollars)

Netflix's marketing spend worldwide 2017-2023



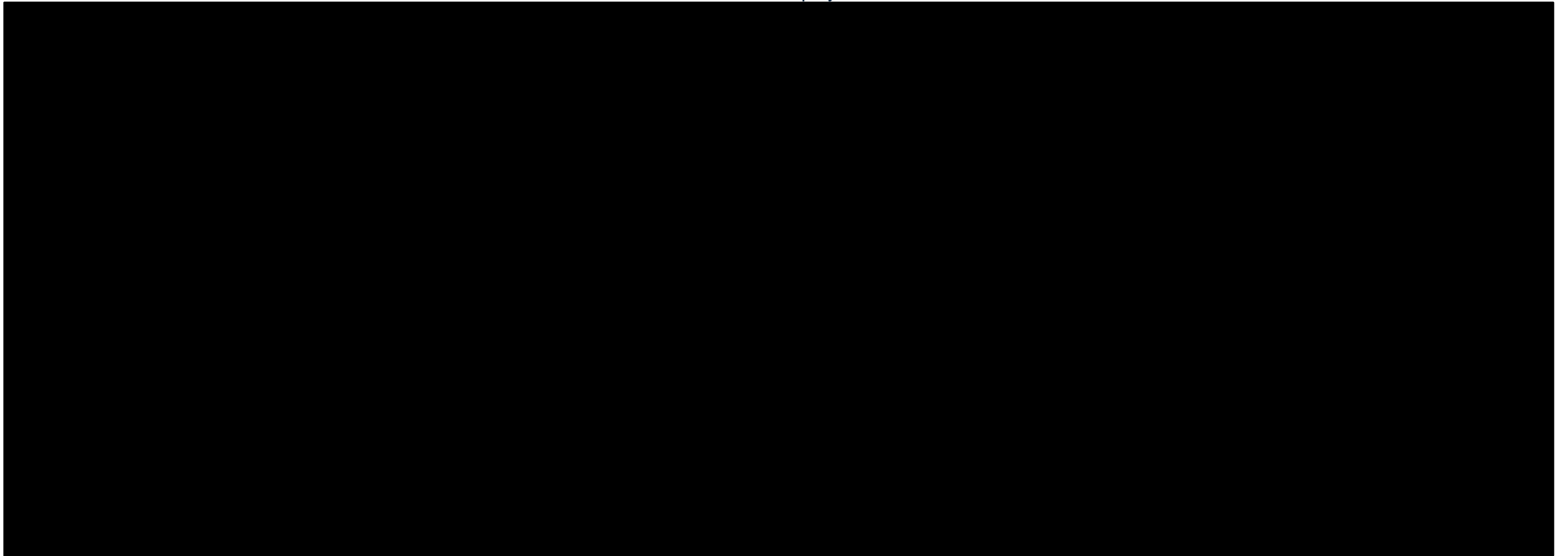
CHAPTER 03

# Employees

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

Biggest media industry layoffs worldwide 2020-2023

Number of employees



17 **Description:** In April 2023 it was announced that BuzzFeed would lay off 180 employees, the same amount as in December 2022. The largest layoff announcement so far was that of Spotify, when the streaming giant declared in December 2023 that it would let 1,500

**Note(s):** Worldwide; April 2020 to December 2023

**Source(s):** Layoffs.fyi

# Number of Netflix employees from 2015 to 2023, by type

Netflix: employee count 2023



# Distribution of Netflix employees worldwide in 2022 and 2023, by gender

Global gender distribution of Netflix employees 2022-2023

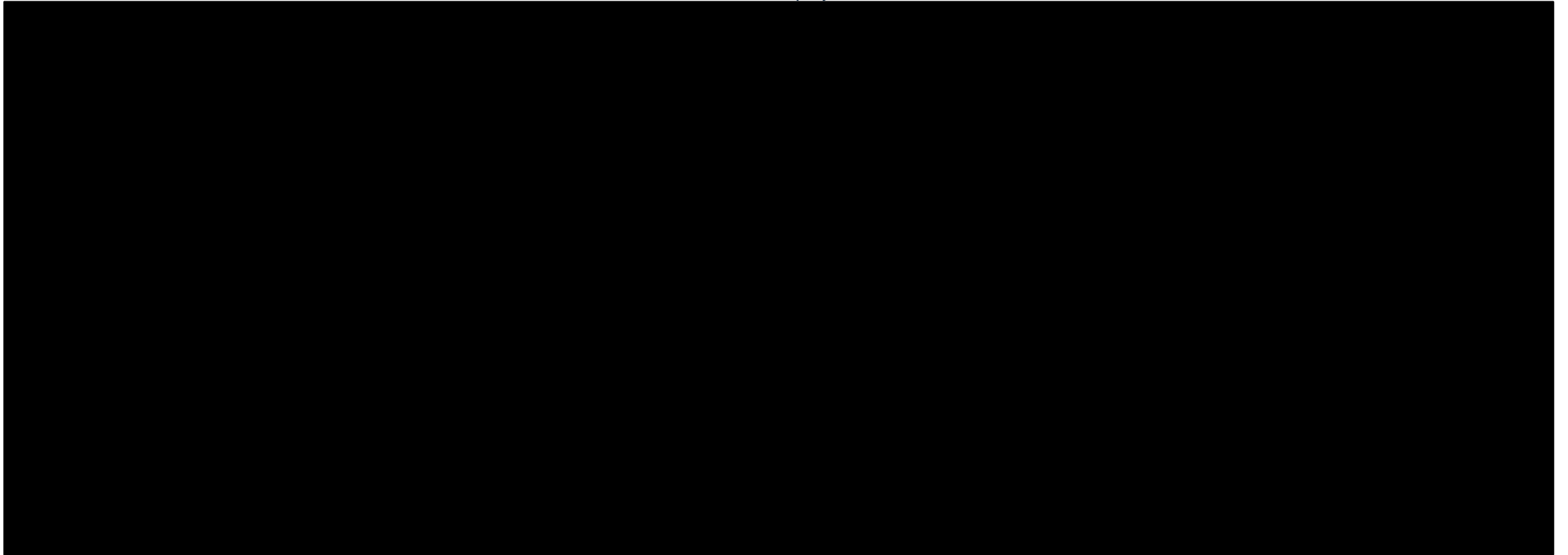


19 **Description:** In 2023, Netflix reportedly had an almost equal share of male and female employees working for the company worldwide. The employees were reported as 51.6 percent female and 45.8 percent male, with 1.4 percent recorded as additional gender identities. [Read more](#)  
**Note(s):** Worldwide; 2022, 2023  
**Source(s):** Netflix

# Distribution of Netflix full-time employees in the United States in 2022 and 2023, by ethnicity

Netflix: ethnicity distribution of employees in the U.S. 2022-2023

Share of employees

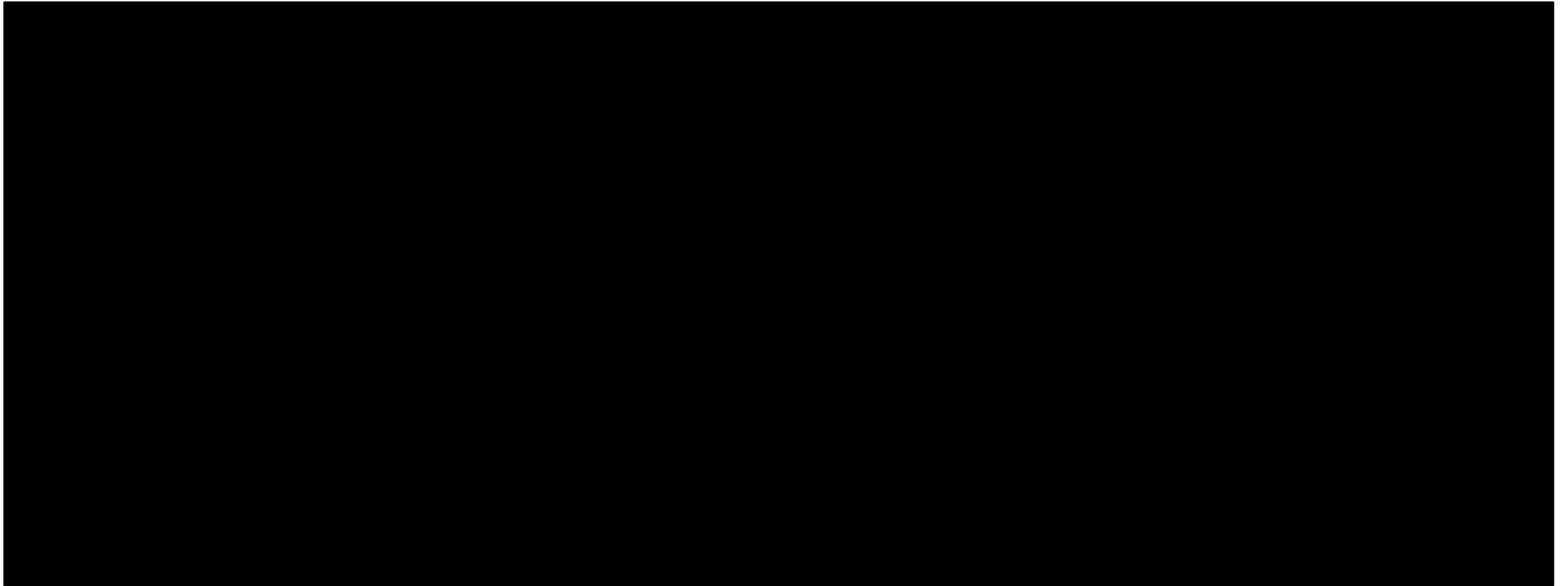


## CHAPTER 04

# Subscribers and consumer behavior

# Number of Netflix paid subscribers worldwide from 1st quarter 2013 to 3rd quarter 2024 (in millions)

Quarterly Netflix subscribers count worldwide 2013-2024



22

**Description:** Netflix had around 282.7 million paid subscribers worldwide as of the third quarter of 2024. This marked an increase of over five million subscribers compared with the previous quarter. Most Netflix subscribers are based in the EMEA region (Europe,

**Note(s):** Worldwide; Q1 2013 to Q3 2024; excluding free trials

**Source(s):** Netflix

[Read more](#)



# Paid net subscriber additions of Netflix worldwide from 2014 to 3rd quarter 2024 (in millions)

Paid net subscriber additions of Netflix worldwide 2014-2024



# Number of Netflix paying streaming subscribers worldwide as of 3rd quarter 2024, by region (in millions)

Netflix: number of paid subscribers Q3 2024, by region



# Average monthly revenue per paying customer of Netflix worldwide from 2016 to 2023

Netflix's monthly ARPU worldwide 2016-2023



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