

Started as a DVD-by-mail service, Netflix has grown into one of the most influential media **streaming services** in the world.
It makes its money through worldwide subscriptions and shares.

Netflix is a SVOD service – **subscription video on demand**.

The company was one of the first to see the potential of streaming technology and began to transition to a subscription video-on-demand model in 2007. Since this transition, **annual revenue** has grown from 1.36 billion to around **15.8 billion USD** in just ten years.

The number of Netflix subscribers has followed a similar trend, growing from less than 22 million in 2011 to nearly **150 million in 2019**. The service is becoming so popular that an estimated 37% of the world's internet users use Netflix.

The number of subscribers has grown by 10% since the start of the Coronavirus lockdown.

Although the company's popularity is booming around the world, the US is the most important market with over 60 million **paid streaming subscribers**. Around 60 % of U.S. adults had a **current Netflix subscription** as of December 2018,

Inspires strong brand loyalty with high customer satisfaction ratings.

Main rivals are Hulu and Amazon Prime video – but are nowhere near Netflix in terms of subscribers and satisfaction ratings. Disney+ which launched in the UK in March 2020 is not really a major threat because of Netflix's range of content.

In early 2020 Netflix has concluded deals with Japanese anime studios and Nickleodeon to carry their content.

One of the main differences between Netflix and its competitors is **its massive range of original content**. The company produced over 300 original titles in 2017, a number which is only expected to expand in the future.

The popularity of shows such as **House of Cards, Stranger Things and Orange is the New Black** have made original programming integral to the company's continued success.

Over a third of users state that original programs are their most enjoyed content on the entire Netflix platform, and over 60 % of subscribers state that original shows are either very important or absolutely critical when it comes to their decision to use Netflix.

Consumers aren't the only people showing their appreciation for Netflix's content; the network was awarded 23 **Primetime Emmy awards** in 2018.

From the beginning, it was Netflix's ability to adapt to changing technologies and consumer demands which made it so successful. This ability to adjust has continued in recent years with the success of the company's original content and increased focus on providing content around the world. As long as Netflix can continue this trend of innovation, the company will remain an important voice in the entertainment industry.

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