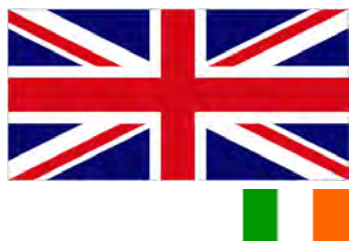


IIC Annual Conference London

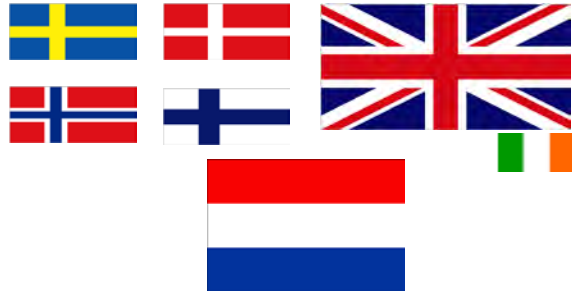


Christopher Libertelli
Vice President | Global Public Policy
Netflix Inc.

Broadband Availability

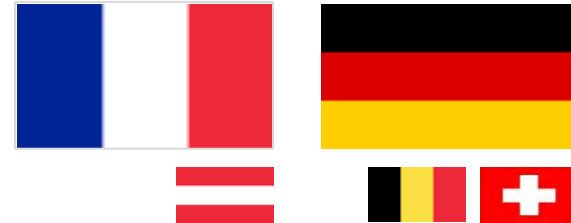


Current Market



39m broadband households

ROE



63m broadband households



The Content Story





One Fan's Opinion of "Breaking Bad"

"rather addictive"

"strangely alluring"





Questions?



Questions?



Questions?