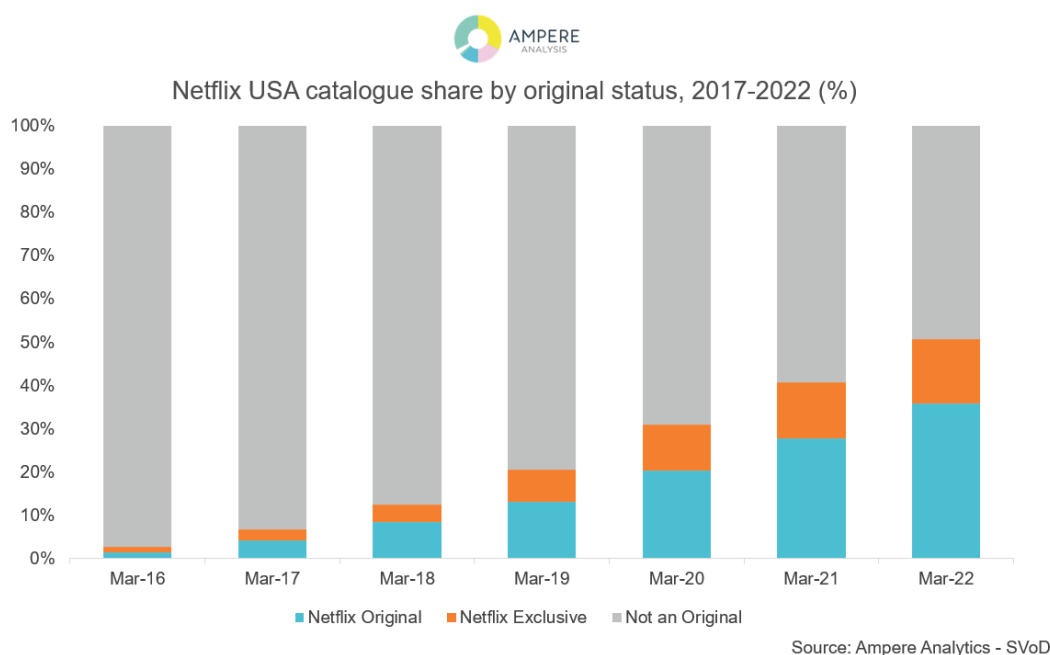


Netflix Original and Exclusive content now the majority of its US catalogue

Has outspent every other SVoD player on original content since 2013, peaking at \$6.2bn in 2021

London, 31st May 2022: In March 2022, the number of Original and Exclusive titles in Netflix's US catalogue accounted for more than 50% of all available content for the first time in the company's history. According to Ampere's Subscription Video on Demand (SVoD) tracking data, there are now over 3,700 Original-branded (i.e. Original and Exclusive) movies and TV seasons in the Netflix US library, which has consistently offered around 7000 titles over the last three years.



Among the major SVoD platforms, Netflix is second only to the much smaller Apple TV+ in its focus on Original-branded content. It's far ahead of fellow longstanding streaming incumbents Amazon Prime Video (9%) and Hulu (4%).

Netflix's original content investment reached \$6.2bn in 2021

Originals have been a major focus of Netflix's content strategy. In September 2016, when Originals and Exclusives accounted for only 5% of its US catalogue, the then CFO David Wells set a target of a 50/50 split between original and licensed titles within the

next few years. This transition to majority original titles is a product of Netflix's market-leading spending. Ampere's Markets: Content data shows that the Group has outspent every other SVoD company on original content each year since 2013 and has consistently increased its yearly investment. Netflix's original content spend peaked at \$6.2bn in 2021, more than double the next highest spender, Disney+, with \$2.8bn.

Netflix owns some of the most-watched SVoD content, including *Bridgerton*

Such investment has helped make Netflix a prominent distributor of popular content. Ampere's proprietary Popularity Score indicates that across Q1 2022, Netflix Originals and Exclusives accounted, on average, for 12% of the 100 most popular titles available on SVoD in the US, the highest share of any SVoD platform. Notable titles include the final season of crime series *Ozark* and the second season of period drama *Bridgerton*, which recently became the most-watched English-language TV series on Netflix.

Joe Hall, Analyst at Ampere Analysis says: "Netflix's increasing content self-sufficiency is necessary for today's streaming market. The rise of studio-led direct-to-consumer platforms has led to a shrinking pool of licensable content as studios prefer to keep productions in-house. Original content also allows platforms to offer exclusive titles internationally without additional licensing costs. This is particularly important as Netflix sets its sight on acquiring more international subscribers to compensate for maturity in developed markets."

75% of titles on Netflix will be Original or Exclusive by the end of 2024

Under current growth rates, Ampere estimates that 75% of the movies and TV seasons available on Netflix will be either Originals or Exclusives by the end of 2024.

Ends

Note to Editors

Ampere's Popularity Score is a score from 0 to 100 that indicates the global popularity of a title in a given month, based on the volume of interest, website traffic and box office income.

For more information, please contact Greenfields Communications:

Rocio Anton rocio@greenfieldscommunications.com T : +41 78 335 00 30

Corinna Staedel: corinna@greenfieldscommunications.com +1 912 506 5674

Lucy Green lgreen@greenfieldscommunications.com T: 0208 778 3784/07817 698366

Ampere Analysis

Roya Sanei T: 020 3848 7145 roya.sanei@ampereanalysis.com

Dan Stevenson T: 020 3848 6401/07973 157317 dan.stevenson@ampereanalysis.com

About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com