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Article Content Requirements: To ensure the best possible article, we encourage clients to provide as much context and information, contact details, and any specific requirements for the article.Sponsored Content Labeling: Depending on the package selected, sponsored content may or may not be labeled as such. Please refer to the package details for clarification.Refund Policy: We appreciate your business and strive to provide you with the best possible service. However, please note that due to the nature of our services, we do not offer any refunds. Once an article is written and published on our site, it signifies the completion of our service. We may make revisions allowed per article. We will only publish the article upon your satisfaction. Personal Information: We do not store any personal information of buyers beyond what is necessary for processing payments and delivering our services. By proceeding with the payment, you acknowledge that you have read, understood, and agreed to these terms and conditions. If you have read, understood, and agreed to these terms and conditions. If you have read, understood, and agreed to these terms and conditions. 09:27 BST, 20 December 2023 Many families will be sitting down to watch television this Christmas with more choice at their fingertips than ever before. And not just because of the boom in streaming services such as Netflix, Amazon Prime Video, Disney+ and Apple TV+. More and more people are accessing the latest blockbuster shows illegally using the Amazon Fire TV Stick. This is a small device that plugs into the back or side of your TV and can be hacked to unlock hundreds of premium channels, subscription services, the latest films, and live Premier League football. They are legitimate devices, manufactured and sold by Amazon, that have been tampered with or cloned by crooks. Illegal Fire Sticks are being tampered with so users can watch Netflix classics such as The Crown without payingThese fire sticks are being sold in their hundreds of thousands. Other users have figured out how to tamper with legitimate fire sticks are being sold in their hundreds of thousands. access to all sorts of channels including Sky Sports, you have every right to be suspicious. Anyone accessing copyrighted TV shows is technically breaking the law, police raids and making arrests they are also starting to create a list of names of people who are using the sticks illegally. Police have this year started knocking on doors and asking users to stop using the devices in their homes. Cyber experts also warn that passwords and internet connection could be compromised if you own a fake fire stick. Here's everything you need to know about the new and illegal craze which is sweeping the country. Amazon popularised smart TV devices a decade ago with its original fire stick. The device allows you to access a range of channels and streaming platforms on your TV just by plugging it in. The sticks are smaller than a matchbox and can be pushed into a socket on a TV set. They use technology that streams channels and films via wifi signals from your internet hub on to the TV screen. Fire Sticksuse technology that streams channels and films via wifi signals from your internet hub on to the TV screen. Fire Sticksuse technology that streams channels and films via wifi signals from your internet hub on to the TV screen. applications such as BBC iPlayer, ITVX, Netflix, Amazon Prime Video and many more. However, you are forced to sign into your accounts on each of these streaming platforms to watch the content. This means you must pay for a separate subscription with the likes of Netflix or Disney+, which can quickly add up. Netflix now charges up to 17.99 a month and Disney+ up to 10.99. But these legitimate fire sticks can also be used illegally. It is fairly straightforward for someone with technical nous to tamper with the software and programme it so users can access these subscription streaming services for free. There are guides all over the internet including on YouTube explaining how to do it.Devices that have been 'jailbroken' are also being sold on the black market to homes across the country. Criminal gangs are also selling fake fire sticks at knock-down prices. These fake devices allow you to access all the channels and streaming networks without paying for or needing any subscriptions. Hacked fire sticks sold on the black market can look much the same as legal sticks it is the software inside used to crack the 'licence key' that does the pirating. Users can tell if a device has been corrupted because they do not have to pay to access any of the content. Households can buy these dodgy devices for as little as 30 the same price as the real thing from sellers on internet trading platforms, such as Facebook Marketplace and eBay, or someone they have met in the street or pub. They enable users to bypass subscriptions that can add up to as much as 80 a month or 1,000 a year. The racket is already believed to have attracted more than a hundred thousand users and rakes in at least 10 million a year for crooks. It's also possible to buy a legitimate fire stick from Amazon, Currys or other retailers and follow internet guides to jailbreak it. The user is then coached on how to download a range of so-called IPTV (Internet Protocol Television) apps to access different types of TV show and live sports. Illegal viewing: Fire Sticks can be hacked to unlock hundreds of premium channels, subscription services, the latest films, and live sports. Illegal viewing: Fire Sticks can be hacked to unlock hundreds of premium channels, subscription services, the latest films, and live sports. without paying the copyright holder is. Im tempted to buy a designer handbag from my local market as a Christmas gift. Its clearly a fake, but is it illegal for me to own?Consumer lawyer Dean Dunham replies. That means if you are caught streaming using one of these sticks, you could be fined up to 5,000 or face a prison sentence of up to ten years under the Intellectual Property Act 2014. Cyber security expert Colin Tankard says you might not know you are using a fake device on your TV if you've bought it from Facebook or an unknown retailer at a discounted price. But you can usually tell when a fire stick is fake because they are not branded, he says. And if you are buying a stick at a discounted price or paying nothing or a much-reduced subscription rate than expected alarm bells should ring. Sometimes, criminals design the sticks to charge a small subscription fee.Mr Tankard says: 'Often these fake subscription fee.Mr Tankard says: 'Often these fake subscription fee.Mr Tankard says: 'Deten these fake subscription fee.Mr Tankard says paying anything.'Last week, the police launched a major operation to crack down on illegal streaming using hijacked Amazon fire sticks. Two men were arrested following police raids in Essex, Hertfordshire and Lanarkshire, as part of a probe relating to the sale of dodgy fire sticks, which gave buyers illegal access to paid-for TV channels. The men were arrested on suspicion of fraud, money laundering and selling devices that allowed unauthorised access to Sky TV packages. These are thought to have been resold to thousands of end users, earning those involved an estimated 800,000. Warnings: Police have this year started knocking on doors and asked users to stop using the devices in their homesDetective Inspector Steve Payne, from the Bedford-based Eastern Region Special Operations Unit of the police, which led the investigation, says: 'We have also gained access to the details of those purchasing the streams and I would remind anyone doing so that they will be breaking the law and could ultimately be subject to criminal proceedings. 'The two arrests made last week are part of an investigation into a sophisticated large-scale criminal operation that has generated through illegal means such as this often funds wider organised criminality.'Earlier this year, the mastermind behind an 7 million illegal Premier League streaming racket was sentenced to 11 years in prison. Mark Gould was jailed for illegally organising the streaming of football matches on modified equipment, included five members who have been jailed for a total of more than 30 years. The operation was one of the UK's largest illicit streaming scams and made its millions selling 10-a-month TV sticks to more than 50,000 customers and resellers. Christmas trees will have hundreds, if not thousands, of pounds worth of presents underneath them this festive season. But those generous gifts could leave you out of pocket if disaster strikes. In some cases, households could be left without any insurance cover on their home contents in the case of a break-in. In a bid to clamp down on fire stick abuse, the police have started identifying users and knocking on doors of those they suspect to have purchased and to be using the devices. In one investigation into illegal sticks that showed premium football matches for free, investigators from the Premier League, West Mercia Police and FACT officials visited a number of households where individuals were known to be using fire sticks and warned them to cease illegal streaming with immediate effect. This followed the sentencing of a man who was jailed for two and a half years for providing the illegal streaming sticks. Steven Mills, 58, ran the organisation which sold the sticks via a closed Facebook group and claimed to have more than 30,000 subscribers.Trading under the names Pikabox and Evepeeteevee, his organisation received more than 1 million in five years.Connecting an illegal fire stick to your home internet could put your passwords and personal information at risk, cyber security experts say.Mr Tankard, managing director of IT security firm Digital Pathways, says: 'With fake fire sticks you cannot be sure internet use on any device in the home is secure as they can latch on to the same wifi service used by laptops and smartphones in the house and steal data from these. This means the fire stick 'could be spying whenever you log on to websites, picking up your secret passwords and watching you do online banking or buying goods over the internet', he adds.'You are then open to ID theft and even the possibility of your bank account being emptied by criminal gangs.'Mr Tankard says the sticks are often made or tampered with abroad, in countries such as China and Russia. Threat: Illegal Fire Sticks can be programmed to spy on your internet use and record your passwords and login detailsThe gangs go on to the dark web illegal websites where crooks trade private details to find subscription software. When tampering with legitimate fire sticks, criminals can also add Internet Protocol Television apps where users bypass the official subscription channels shows through a pirate website address that may also be based abroad. The same dark web can be used to sell your ID if the fire stick sends details of your private website use back to the criminal gangs. This could include not just your email and home address, but passwords and credit card numbers earning 800 for all your private information.Kieron Sharp, chief executive at FACT, says: 'Christmas is a wonderful time for families to enjoy TV together but our research reveals almost a quarter of consumers could be tempted to risk their online safety for access to a free stream during the festive season.'But in addition to concerns about funding criminal gangs, there are other illegal streaming dangers. Consumers are also put at risk of malware, data loss and identity theft.' Illegal streaming is costing entertainment brands millions of pounds in lost subscriptions. To stop the crime in its tracks, companies such as Amazon are regularly updating their software, Mr Tankard says.'The hackers are always playing catch-up. It means if you use a fake or hacked fire stick for illegal streaming you are not only breaking the law but have a gadget that might only last a couple of months before it stops working. This is not something criminals will tell you about when selling dodgy USB sticks. Amazon declined to comment when approached. Mark Hibbert, director of anti-piracy at Sky, says: 'We continue to support efforts to shut down the organised networks involved in large-scale theft of our content.'FACT warns that behind the seemingly minor misdemeanour of buying a dodgy device off the internet or someone you have met in the pub there could be an organised criminal gang that also deals in drugs, people trafficking, prostitution and money laundering. By buying a dodgy looking fire stick, Mr Sharp says you could be directly funding these other illegal activities. toby.walne@dailymail.co.uk Welcome to Hypefresh.com! Before you proceed to make a payment using PayPal please carefully read and understand the following terms and conditions regarding our services and refund policy: Service Description: Hypefresh.com offers various services, sponsored content, and promotion of brand/business/artist news content. Service Packages: We offer different packages with varying features and prices. Details of each package, including price, word count, SEO optimization, backlink types, media inclusion, social media promotion, indexing on search engines, and publication timeframe, are clearly stated on our website. Why Choose Hypefresh: We provide a streamlined process for publishing on search engines, and publication timeframe, are clearly stated on our website. Why Choose Hypefresh: We provide a streamlined process for publishing on search engines, and publication timeframe, are clearly stated on our website. 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However, please note that due to the nature of our services, we do not offer any refunds. Once an article is written and published on our site, it signifies the completion of our service. We may make revisions to the content according to your requirements, with up to 3 to 10 revisions allowed per article. We will only publish the article upon your satisfaction. Personal Information: We do not store any personal information of buyers beyond what is necessary for processing payments and delivering our services. By proceeding with the payment, you acknowledge that you have read, understood, and agreed to these terms and conditions. If you have any questions or concerns, please contact us- () before making a payment. This comprehensive Jailbreak Fire TV Stick tutorial will show you how to unlock this streaming device to reveal its full potential in 2025. This process is often associated with Apple systems such as iPhone and iPad. However, that typically involves modifying the firmware and that is not what we are doing in this guide. Jailbreaking a Fire TV Stick is a much different technique that only requires changing a few options within Settings. This is called side-loading and doing so allows for downloading applications that are not available in Amazons App Store. These are referred to as 3rd party applications since Amazon does not host them in their official app store. This process works on other variations including the popular version which is the Fire TV Stick 4K Max. Here is a video guide that covers important details you need to know before unlocking your device. Table of ContentsLegal Disclaimer: TROYPOINT does not develop, operate, host, distribute, or administer any streaming application, add-on, website. TROYPOINT specializes in educational tech reviews, tutorials, and news which is protected by the First Amendment of the United States Constitution. The end-user is solely responsible for media accessed and TROYPOINT assumes that all visitors are abiding by copyright when using unverified streaming solutions. How to Jailbreak Fire TV Stick (Video) Free Secret App GuideJailbreak Firestick Screenshot GuideThe first step in this process is to installing 3rd party apps for free movies, TV shows, live streaming, etc. Following installation, you must enable unknown sources. We show all of the necessary steps below. You can find this app by simply searching for it within the Amazon App Store. Downloading should take less than a minute. After you have installed this free application, return to the home screen of your device. 2 Turn On Unknown Sources that a minute. After you have installed this free application, return to the home screen of your device. 2 Turn On Unknown Sources that a minute. modification that we are making on the device. After doing this, your device is officially unlocked and you can find free media apps to install! There are two different methods for allowing unknown sources and we provide both below. Hover over Settings and select My Fire TV. If you do not see Developer Options here, click About. Click your device name 7 times until you see No need, you are already a developers and all websites through your IP Address With Surfshark VPNTODAY'S DEALSAVE 86% ON SURFSHARK VPN + 3 FREE MONTHS*Includes 30-day money back guarantee*Use your account on unlimited devices & share with family membersCLAIM TODAY'S DISCOUNTClick back to return to Settings and select Developer Options. Select Install Unknown apps. Unknown app enabled for older Firesticks. Congrats! You have now officially jailbroken your Fire TV Stick. Now were getting to the good part! Continue reading to learn how to use your device to find these secret applications. Oftentimes, these are referred to as APKs as they are technically Android apps.3 Access the TROYPOINT ToolboxThe best way to find apps of APKs is with the TROYPOINT Toolbox. We can access the Toolbox as shown in the screenshots below.1. Open the Downloader app that we previously installed.2. When you see the intro message, click OK.3. Click the URL Menu bar.Try Surfshark VPN Risk Free Now! 4. Type 250931 and hit the Go button.5. Wait for the page to redirect.6. You are now at the TROYPOINT Toolbox which is the best resource available to install secret apps. As you can easily find popular applications with corresponding download will install the app while the tutorial button directs you to a resource guide for the app you are interested in. We suggest using 3rd Party App Stores to find various apps. We dive into more detail below but one example of these is APKTime which you can install apps with them as pictured below.IMPORTANT: Protect Yourself on Fire TV StickUnlike apps that are provided in official App Stores, when we sideload, we cannot be sure who the developers are and what they may be doing with your information. Every device is assigned an IP Address that is visible to your internet service provider and any website/app operator. exactly what you access on this device. The best way to make sure your information stays private is by installing a VPN application on your device you can imagine including the Amazon Firestick. Here is how you can protect yourself when using these free platforms. 1. Register for the VPN subscription of your choice by CLICKING HERE.2. On your Fire TV Stick, select the search icon and click the search bar.3. Enter Surfshark.4. Choose Surfshark VPN.5. Download the app.6. When the app has been installed, open it for use.7. Login with your credentials.8. Connect to your preferred VPN location and your IP Address has now been changed! After making sure you are safe, you can continue installing and using the apps below. Unlock Firestick with Alternative and the absolute best way to fully unleash your Firestick or Fire TV devices. We can install the best ones right from the Toolbox and then use them to download free applications for films, series, etc. Here are the top alternative App Stores: Try Surfshark VPN Risk Free Now! APKTimeAPKTime is likely the best outlet for installing popular APKs as it is updated daily with the latest version of each app. Oftentimes, these updates are available before other platforms so you can always get the newest release the fastest. APKTime Resource TutorialUnlinkedAnother popular app store is Unlinked which uses secret codes to access libraries full of well-known applications. Many of these are catered to a particular niche whether that be IPTV, On-Demand, or Tools and users can bulk install these apps in just a few clicks. Unlinked Installation with Best Codes ListAptoide TV is optimized for streaming devices and has thousands of apps that can be found via search, categories, and more.Aptoide TV for FirestickBest Apps for Jailbroken Fire TV StickWith a 3rd party app store of your choice now installed, we can easily install the best apps for movies, TV shows, live channels, sports, and more!Cinema HD is an application has stood the test of time and continues to provide users with all of the on-demand movies and TV shows they are looking for. Unlike others that require some setup, Cinema is a turnkey app that lets you find sources for viewing immediately upon installation. Your best bet is to use real-debrd in conjunction but those who dont have this service will also find working link options. Cinema HD APK on Firestick or Android BoxKodiUsing Kodi generally goes hand in hand with those who jailbreak FireStick as these terms are oftentimes paired together. Kodi is the original free streaming platform that still comes in handy today for those wanting to view unrestricted content. This content comes from popular add-ons and builds that are available for installation via Repository URL. Unlike most apps and APKs, Kodi does not have ads which is why many still use this media software today!Kodi Installation Tutorial for Fire TVStremioUsing Stremio is extremely popular because of its easy-to-use interface that provides different viewing options such as Movies and TV Series.Unlike other app choices, this uses torrent links which are the fastest source options available. However, using torrents is extremely dangerous unless protected with a VPN. Stremio Installation Guide with Best AddonsFlix VisionFlix streaming links. Flix Vision integrates with debrid services and also features an ad-free mode for those who want an uninterrupted viewing session. How to Install Flix VisionBeeTVBeeTV is an on-demand streaming app that pulls high-quality links for movies and TV shows. This app is known for its simple interface and ability to integrate with debrid services for premium streaming links.While it does have some ads, the overall experience of this app is smooth and compliments Cinema HD. BeeTV also supports Trakt integration, external video players, and more.Try Surfshark VPN Risk Free Now!BeeTV on Firestick TutorialSportsFire is one of the best streaming apps available for live sports. It includes categories for football, basketball, basketball, soccer, combat sports, PPV events, and more. This app makes it easy to find the game you want without searching through dozens of streaming links or channels. There app also supports external players like MX Player for improved playback. How to Install Sports FireMore Resources There are some other important topics to discuss before sending you off to use your newly jailbroken Fire TV Stick. For the most immense viewing experience, you will likely need both of the items discussed below. These are paid services but the benefits truly outweigh the cost. Ad BlockersA jailbroken Fire TV Stick. For the most immense viewing experience, you will likely need both of the items discussed below. These are paid services but the benefits truly outweigh the cost. Ad BlockersA jailbroken Fire TV Stick. it also exposes users to excessive ads, trackers, and pop-ups within third-party apps. Many free streaming applications rely on ad revenue, leading to annoying ads that disrupt the viewing experience. The best way to combat this is by using a VPN with built-in ad-blocking features. Surfshark VPNs CleanWeb is one of the best options available. This feature automatically blocks ads, trackers, and even malicious sites before they load on your device. Unlike standalone ad-blocking apps, CleanWeb doesnt require additional installations. It works directly within Surfshark VPN, meaning you get the benefits of ad-free browsing while keeping your connection encrypted. Surfshark VPN CleanWebHow to Block Ads with CleanWebDebrid ServicesMost of the apps listed above are useless without Real-Debrid, Premiumize, or other premium debrid services. While some apps will provide streaming links for free, oftentimes these sources are clogged up with high traffic which means buffering will result. To make sure your viewing experience is entirely buffer-free, it is almost a necessity to integrate a resolving service that works as an intermediate to provide the fastest link options in high definition including 1080p & 4K. After registering for Premiumize, setting up this service in various applications and add-ons is extremely easy and we show you how to do it in each of our tutorials linked above. You will then have access to HD links that never freeze for a flawless streaming experience.Pictured below is an example of the link options provided after enabling Premiumize Streaming experience. LinksPremiumize Setup GuideCustom LaunchersOne of the best ways to enhance your Firestick experience after jailbreaking it is by installing a custom launchers provide a cleaner, ad-free home screen that allows for quicker access to your favorite apps.Popular options include the Wolf Launcher and Projectivity Launcher and Projectivity Launcher and Projectivity Launcher Wrapping UpIf you choose to jailbreak Firestick, there are unlimited ways to do so and the guide above provides the best, fastest method available. While various websites and even storefronts attempt to sell fully-loaded devices, we STRONGLY recommend avoiding these and doing it yourself. Try Surfshark VPN Risk Free Now! Advertisement for fully loaded FiresticksAs you have seen in the guide above, jailbreaking is simply adjusting a few options within the Settings and then finding and installing these free applications that provide free content including Movies, Shows, Live Television, Sports, Anime, and much more. If you have found this guide helpful, let us know using the comment section below. We would love to hear about your experience unlocking a Fire TV Stick?Yes, it is completely legal to adjust settings within your device and install applications that you cannot find within the Amazon App Store. However, some of the content provided by these services may be available without the proper licensing. You should also make sure you are viewing legal content and this is possible by only accessing Movies/Shows that are available within the public domain. What does a Jailbroken Firestick do?A jailbroken Firestick can provide you with the best overall media experience without paying for expensive cable, satellite, or streaming service subscriptions. There are thousands of free apps available that you can find outside of the Amazon App Store and this process allows you to install them. How Can I Get Free Channels? Most devices have free tv channels provided but there are also various apps and APKs that users can install for hundreds of live options without a subscription. Check out our guide above or use a Free IPTV Platform to find channels at no charge. Is This Process Safe? The safest way to jailbreak your Fire TV Stick is by installing a Trusted VPN Service to protect you from unknown app developers and more. This will ensure your online connection is encrypted so nobody can access your data or personal information. This page includes affiliate links where TROYPOINT may receive a commission at no extra cost to you. Many times, visitors will receive a discount due to the special arrangements made for our fans. Learn more on my Affiliate Disclaimer page. The Ever Ace had been hailed as a revolutionary breakthrough in modern marine engineering and was currently the worlds largest container shipping giant Evergreen Marine. The vessel was launched in 2021, expanding the limits of global shipping never thought possible because of its unparalleled size and capacity. Constructed by Samsung Heavy Industries of South Korea, the Ever Ace is an incredible example of both marine engineering and a game-changer in the world of international trade. The Ever Ace is 400 meters long as four football fields and one of the longest ships ever built. What really makes a difference, though, is that it broke all records for capacity, enabling this vessel to carry as many as 24,000 TEU. That beats the previous record holder vessels, such as the HMM Algeciras, for capacity and cements the Ever Ace as clearly top dog in the container shipping business. What this vessel pushes toward is a new frontier for global logistics that finds big ships meeting big demand for the most effective ways to move goods. The Ever Ace is not only giant in size, but also a technological leader. The fuel-efficient dual-fuel engine enables the ship to operate on conventional marine fuels and cleaner options, such as methanol or ethanol. This greener design slashes carbon emissions to agree with international environmental rules such as the IMO 2020 that limit sulfur emissions from ships. Advanced navigation systems provide the best fuel efficiency, too, positioning Ever Ace at the top of the leaderboard in both sustainability and operational efficiency. The fuel efficiency of the ship is enhanced further by the streamlined hull and single large propeller, cruising over long distances on as little fuel as possible. With state-of-the-art container-handling equipment, including features like these, loading and unloading can be done much quicker to reduce the length of the turnaround times in these very busy global ports. The Ever Ace is essential in boosting global trade, especially the important routes transporting goods between Asia and Europe. With mega capacity, it gives way to more goods per trip, hence improving economies of shipping and fuel consumption. This ensures that shipment prices are relatively cheap across the globe hence boosting economies through increased accessibilit of goods. Such a huge vessel offers economies of scale that will be pivotal in international supply chains. The Ever Ace is so capable of carrying almost 24,000 containers at one go that it reduces the number of trips to be made by such vessels across the seas, thus cutting down operational supply chains. important as global trade, from a recent surge in e-commerce, demands faster and cheaper ways of shipping. Yet, at the same time, it is a challenging task to operate such a mega vessel in the shipping world. Most of the ports, in the world have not acquired relevant infrastructures required for such megaships. Only a few of these types of ports, majorly European and Asian, are equipped with cranes that can handle it; berths and handling of the Ever Ace. That has prompted heavy investment into expanding facilities at the ports to cope with mega-ships. Handling a vessel of such magnitude is also a great challenge and requires a lot of skill, especially when it has to navigate through narrow waterways like the Panama and Suez Canals. Both canals have recently been extended to accommodate ever bigger vessels, but it requires skill in abundance and very precise planning to get the Ever Ace through these two vital passages. Hauling more cargo, thus minimizing its emission output and making it one of the maestros in the call for gree shipping. The Ever Ace is confirming that size and sustainability can go together by answering to international environmental standards. Its friendly design to ecologically aware navigation places this vessel in a good position to meet the demand coming from a sensitively changing. world. Economically, its huge intake means it can optimize costs per container, useful for businesses and consumers alike. Its contribution to cheaper shipping ensures that supply chains keep flowing across the globe, guaranteeing goods move quickly and easily across continents. The Ever Ace is just the first of a fleet of ultra-large container ships commissioned by Evergreen; sister ships, including the Ever Act, are underway, while the worlds ports are expanding to take these sea monsters in their stride. Yet, if their numbers proliferate, they are bound to continue to shape the future of world trade with even greater efficiency and sustainability. In short, the Ever Ace is much more than just the worlds largest container ship; to many, it is the epitome of where shipping should, and will, go in the future. This innovative vessel, its green design, and how that can affect world trade mark a new chapter in maritime history. As the world admittedly marches toward greener pastures, the Ever Ace leads the front lines of such a change to ensure that global trade can keep pace with its growth but never at the expense of the environment. Welcome to Hypefresh.com! 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Generally, sponsored content stays live for at least 12 months, with the option for longer duration. Backlink Types: Backlink Types: Backlink Types vary based on the package refer to the package refer to the package you choose. details for more information. Article Content Requirements: To ensure the best possible article, we encourage clients to provide as much context and information, contact details, and any specific requirements for the article.Sponsored Content Labeling: Depending on the package selected, sponsored content may or may not be labeled as such. Please refer to the package details for clarification.Refund Policy: We appreciate your business and strive to provide you with the best possible service. However, please note that due to the nature of our services, we do not offer any refunds. Once an article is written and published on our site, it signifies the completion of our service. We may make revisions allowed per article upon your satisfaction. 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Details of each package, including price, word count, SEO optimization, backlink types, media inclusion, social media promotion, indexing on search engines, and publication timeframe, are clearly stated on our website.Why Choose Hypefresh: We provide a streamlined process for publishing news stories on our influential platform, reaching a vast audience at an affordable price. Our expert team crafts SEO-optimized content to showcase your brand or business effectively. Duration of Published Content: The duration for which your article will remain live on our site depends or the package you choose. Generally, sponsored content stays live for at least 12 months, with the option for longer duration. Backlink types vary based on the package details for more information. Article Content Requirements: To ensure the best possible article, we encourage clients to provide as much context and information about themselves, their business, or brand as possible. This includes website or social media links, portfolio URLs, detailed information, contact details, and any specific requirements for the article. Sponsored Content Labeling: Depending on the package selected, sponsored content may or may not be labeled as such. Please refer to the package details for clarification. Refund Policy: We appreciate your business and strive to provide you with the best possible service. We may refunds. Once an article is written and published on our site, it signifies the completion of our service. We may refund the best possible service and strive to provide you with the best possible service. make revisions to the content according to your requirements, with up to 3 to 10 revisions allowed per article. We will only publish the article upon your satisfaction. Personal Information: We do not store any personal information: We do not store any personal information of buyers beyond what is necessary for proceeding with the payment, you acknowledge that you have read, understood, and agreed to these terms and conditions. If you have any questions or concerns, please contact us- () before making a payment. Netflix is undoubtedly one of the most popular streaming platforms globally, providing a vast array of movies, TV shows, and original content. However, some users may wonder if they can access Netflix for free on a jailbroken Firestick. In this article, we will delve into the possibilities and risks associated with this practice, shedding light on whether Netflix can truly be accessed without a subscription on a jailbroken Firestick. Understanding Jailbroken Firestick. What Is It And How Does It Work? Jailbroken Firestick refers to modifying Amazons Firestick device to bypass its restrictions and allow users to access to the devices operating system, enabling them to install various apps that are not available through Amazons official app store. To jailbreak a Firestick, users often install the Kodi media player application, which serves as a gateway to a wide range of streaming options, including Netflix. Kodi itself is legal and widely used, but its third-party add-ons and illegal streaming options, including Netflix. other streaming services, for free. However, it is important to note that this practice infringes on Netflixs terms of service and violates copyright laws. While it may seem tempting to save money and access premium content without paying, there are legal and ethical implications associated with this activity. It is essential to understand the risks and consequences before considering jailbreaking a Firestick and accessing Netflix or any other streaming service through unauthorized means. Netflix on free on a jailbroken Firestick is a topic of much debate and curiosity. While it is technically possible to install the Netflix app on a jailbroken Firestick, it does not grant access to the streaming service without a valid subscription. Netflix requires a user to have a paid account in order to enjoy its vast library of content. By jailbreaking a Firestick, users gain the ability to install third-party apps and modifications that are not approved or supported by Amazon. Some developers have created modified versions of Netflix that claim to offer free access, but these are typically illegal and are not endorsed by Netflix. It is important to understand that accessing copyrighted content without proper authorization is against the law and can lead to severe consequences. While some may be tempted by the allure of free streaming, it is vital to consider the legal and ethical implications. Instead, users should explore legal alternatives and affordable streaming options to enjoy Netflix On A Jailbroken DeviceStreaming Netflix on a jailbroken Firestick may seem like a convenient and cost-effective solution, but it comes with significant legal risks. By jailbreaking a device, you are essentially unlocking its operating system, allowing you to install unauthorized apps and access copyrighted content like movies and TV shows without the necessary licenses or subscriptions. The legality of streaming Netflix on a jailbroken Firestick is clear: it is a copyright infringement. When you access copyrighted content without proper authorization, you are violating the rights of content creators and desist letter, fines, or even facing legal action. Moreover, streaming copyrighted content on a jailbroken Firestick exposes you to other risks as well. Since unauthorized apps arent vetted for malware and security vulnerabilities like official streaming apps, there is an increased likelihood of malware infection or hacking. Your personal information, including financial data, could be compromised. To protect yourself legally and digitally, its important to use legitimate streaming platforms and pay for the content you consume. Opting for legal alternatives ensures you can enjoy Netflix and other streaming services without the risk of breaking the law or compromising your online security. Myth Vs. Reality: Debunking Common Misconceptions About Accessing Free Netflix On A Jailbroken FirestickMany people believe that jailbreaking a Firestick automatically grants free access to Netflix and other streaming services. However, this is not entirely true. It is important to debunk this common misconception and understand the reality behind it. Jailbreaking a Firestick simply refers to the process of unlocking its full potential and installing unauthorized third-party apps, allowing users to access a wider range of content. While this may sound appealing, it does not guarantee free access to paid streaming services like Netflix. Contrary to popular belief, Netflix is a subscription-based service that requires a separate payment to access its library of movies and shows. Streaming Netflix for free on a jailbroken Firestick is illegal and constitutes piracy, leading to potential legal consequences. Moreover, attempting to bypass Netflixs subscription requirements through unauthorized apps or add-ons can result in poor streaming quality, buffering issues, and even security vulnerabilities. It is important to separate fact from fiction and understand the legal and ethical implications of accessing free Netflix on a jailbroken Firestick. Instead, consider exploring alternative legal streaming Options: Exploring Legal And Affordable Alternatives To Accessing Netflix On A Jailbroken Firestick. While jailbreaking a Firestick may seem like a tempting way to access Netflix for free, its important to consider the legal and ethical implications. Fortunately, there are legal and affordable alternatives available that offer a similar streaming experience without the risks. 1. Netflix Free Trial: Netflix free trial for new subscribers. This allows users to enjoy the service legally and explore its vast library of content without any cost.2. Streaming Services: There are several affordable streaming services that offer a wide range of TV shows and movies. Some popular options include Hulu, Amazon Prime Video, Disney+, and HBO Max. These platforms offer a variety of subscription plans, allowing users to choose the one that best fits their needs and budget.3. Free Streaming Apps: There are also free streaming Apps available on official app stores that provide access to movies and TV shows. Examples include Tubi, Crackle, and Pluto TV. While these may have advertisements, they are legal and free to use. By opting for these legal alternatives, users can enjoy a vast library of content while avoiding the risks and negative consequences associated with accessing Netflix for free on a jailbroken Firestick. Its important to prioritize legality and respect for intellectual property rights to ensure a positive streaming experience. Security Risks: Assessing The Potential Threats And Vulnerabilities Of Using A Jailbroken Firestick To Stream Netflix. Streaming Netflix on a jailbroken Firestick may seem like a tempting idea, but its important to consider the potential security risks involved. By jailbreaking a device, you are bypassing the built-in security measures put in place by the manufacturer. This opens up the possibility of various threats and vulnerabilities. One of the main risks is the installation of third-party apps and repositories that may contain malware or viruses. These apps often lack proper security features, leaving your data susceptible to interception or theft. Another concern is the lack of regular software updates and patches. When you jailbreak a device, you prevent it from receiving official firmware updates and patches. issues, system crashes, or even bricking the device. Furthermore, streaming copyrighted content for free on a jailbroken Firestick is illegal and can lead to legal action against individuals involved in piracy. In conclusion, while accessing Netflix for free on a jailbroken Firestick may be enticing, its crucial to consider the potential security risks and legal implications involved. It is recommended to explore legal and affordable alternatives to ensure a safe and enjoyable streaming experience. The Consequences of Accessing Copyrighted Content For Free On A Jailbroken Firestick. Accessing copyrighted content for free on a jailbroken Firestick may seem enticing, but it is important to consider the ethical and legal consequences. Piracy not only violates intellectual property rights but also has far-reaching implications. Ethically, piracy undermines the creative efforts of content. creators, depriving them of their rightful compensation. It disregards the hard work, time, and resources invested in producing the content. By accessing Netflix for free on a jailbroken Firestick, users contribute to a system that thrives on exploiting the labor of others without providing fair remuneration. Legally, piracy is a violation of copyright laws and exposes users to potential legal consequences. The Digital Millennium Copyright Act (DMCA) makes it illegal to circumvent technological measures intended to protect copyrighted material without authorization. Engaging in such activities may result in civil lawsuits, fines, and even criminal charges. Furthermore, piracy can contribute to the proliferation of malware and other security risks. Users may unknowingly download compromised apps or visit unsafe websites in search of free content, exposing their devices and personal information to potential harm. In conclusion, accessing copyrighted content for free on a jailbroken Firestick may have severe ethical and legal consequences. It is important for consumers to respect intellectual property rights and make informed decision-making: Tips And Guidelines For Consumers to respect intellectual property rights and make informed decision-making: Jailbroken FirestickWhile accessing streaming services for free may be tempting, it is important for consumers to make informed decisions when it comes to using a jailbroken Firestick. Here are some tips and guidelines to consider:1. Research the legality: Understand the legality: Understand the legal implications of jailbreaking and streaming copyrighted content without permission. Check local laws and regulations to ensure you are not breaking any rules.2. Know the risks: Using jailbroken devices can expose you to potential security threats, such as malware of the risks involved and take precautions to protect your personal information.3. Consider alternatives: Instead of relying on a jailbroken Firestick, explore legal and affordable streaming options. Many streaming platforms offer free trials or affordable subscription plans that give you access to a wide range of content.4. Use trusted sources: If you decide to use a jailbroken Firestick, make sure to obtain it from a reputable source. Beware of sellers offering pre-loaded devices with guestionable legality.5. Stay up to date: Keep your Firestick software and apps updated to ensure security patches are installed. This can help minimize the risks associated with using a jailbroken Hirestick. Remember, it is crucial to respect copyrights and prioritize security when enjoying digital content.FAQFAQ 1: Can I access Netflix for free on a jailbroken Firestick is not possible. Jailbroken Firestick is not possible. Jailbroken Firestick? Answer: No, accessing Netflix for free on a jailbroken Firestick is not possible. Jailbroken Firestick is not possible. settings, but it does not give access to premium services like Netflix? Answer: Yes, using a jailbroken Firestick to access Netflix? Answer: Yes, using a jailbroken several problems, such as security vulnerabilities, unstable performance, and compatibility issues with official apps. Moreover, unauthorized access to copyrighted content can also result in legal alternatives to access Netflix on Firestick? Answer: There are legal alternatives to access Netflix on Firestick. Users can simply download the official Netflix app from the Amazon Appstore and sign in with a valid subscription. Additionally, several other streaming services, such as Amazon Prime Video and Hulu, are available for a monthly fee and can be accessed legally on Firestick. VerdictIn conclusion, while it may be possible to access Netflix for free on a jailbroken Firestick, users should be aware of the potential risks involved. Jailbreaking a device is a violation of terms and conditions and can lead to a loss of warranty, as well as potential security vulnerabilities. Additionally, accessing copyrighted content for free is illegal and unethical. It is always recommended to use official and legal means to access streaming services like Netflix to ensure a safe and secure viewing experience. American video streaming serviceThis article is about the streaming service. For the company, see Netflix (disambiguation). NetflixLogo used since 2014. Screenshot Screenshot of Netflix's English website in December 2023, including Stranger Things as its featured mediaType of siteOTT streaming platformAvailablein50 languagesArabic (Egyptian and Modern Standard)Basque (content only)Catalan (content only)Chinese (Cantonese and Mandarin)CroatianCzechDanishDutchEnglishFilipinoFinnishFrenchGermanGreekHebrewHindi[1]HungarianIndonesian[2]ItalianJapaneseKannadaKoreanMalayMalayalamMarathi (content only)Norwegian (Bokml)PolishPortugueseRomanianRussianSerbian (content only)Norwegian (content only)Norwegian (content only)Norwegian (content only)Norwegian (content only)No only)VietnameseHeadquartersLos Gatos, California, U.S.Country of originUnited StatesAreaservedWorldwide (except China, Crimea, North Korea, Russia, and Syria)[3][4]IndustryEntertainmentmass mediaProductsStreaming mediavideo on demanddigital distributionServicesFilm productionfilm distributiontelevision productiontelevision

distributionParentNetflix, Inc.URLnetflix.comCommercialYesRegistrationRequiredUsers 301.6 million (as of January21, 2025[update])[5]LaunchedAugust29, 1997; 27 years ago(1997-08-29) (as a DVD e-commerce)January16, 2007; 18 years ago(2007-01-16) (as a streaming service)CurrentstatusActiveASN2906Netflix is an American subscription video on-demand over-the-top streaming service. The service primarily distributes original and acquired films and television shows from various genres, and it is available internationally in multiple languages.[6]Launched in 2007, nearly a decade after Netflix, Inc. began its pioneering DVD-by-mail movie rental service, Netflix is the most-subscribed video on demand streaming media service, with 301.6 million paid memberships in more than 190 countries as of 2025.[5][7] By 2022, "Netflix Original" productions accounted for half of its library in the United States and the namesake company had ventured into other categories, such as video game publishing of mobile games through its flagship service.

As of 2025, Netflix is the 18th most-visited website in the world, with 21.18% of its traffic coming from the United States, followed by the United States, 2001Third logo, used from 2001 to 2014Fourth and current logo, used since 2014Marc Randolph, co-founder of Netflix and the first CEO of the companyReed Hastings, a computer scientist and mathematician, was a co-founder of Pure Software, which was acquired by Rational Software that year for \$750 million, the then biggest acquisition in Silicon Valley history.[10] Randolph worked. He was previously a co-founder of MicroWarehouse, a computer mail-order company, as well as vice president of marketing for Borland.[11][12]Hastings and Randolph came up with the idea for Netflix, was also in the carpool group.[14] Randolph admired Amazon and wanted to find a large category of portable items to sell over the Internet using a similar model. Hastings and Randolph considered and rejected selling and renting VHS as too expensive to stock and too delicate to ship.[11] When they heard about DVDs, first introduced in the United States in early 1997, they tested the concept of online DVD rental or sales by mail, by mailing a compact disc to Hastings's house in Santa Cruz.[11] When the CD arrived intact, they decided to enter the \$16 billion Home-video sales and rental industry.[11][13] (Hastings is often quoted saying that he decided to start Netflix after being fined \$40 at a Blockbuster store for returning late a copy of Apollo 13, but Randolph later said that Hastings invested the anecdote. Blockbuster reportedly ordered Hastings invested \$2.5 million into Netflix from the sale of Pure Atria.[16][13] Netflix launched as the first DVD rental and sales website with 30 employees and 925 titles availablenearly all DVDs published.[13][17][18] Randolph and Hastings, who owned 70% of the company, turned it down on the plane ride home. [19][20]Not restricted to the size of a retail store, Netflix could offer hundreds of thousands of DVDs to customers in a long tail business model. Early employee Cindy Holland compared the company acquiring DVDs to "shoveling coal in the side door of the house". [15] Initially, Netflix offered a per-rental model for each DVD but introduced a monthly subscription concept in September 1999.[21] The per-rental model was dropped by early 2000, allowing the company to focus on the business model of flat-fee unlimited rentals without due dates, late fees, shipping and handling fees, or per-title rental fees.[22] While customers enjoyed the convenience, more important to Netflix was that it did not have to store or ship those DVDs; subscribers' homes acted as warehouses. The company secretly slowed deliveries to heavy users ("pigs"), to discourage them from quickly returning DVDs.[15]In September 2000, during the dot-com bubble, while Netflix was suffering losses, Hastings and Randolph offered to sell the company to Blockbuster for \$50 million. John Antioco, CEO of Blockbuster, thought the offer was a joke and declined, saying, "The dot-com hysteria is completely overblown."[23][24] While Netflix experienced fast growth in early 2001, the continued effects of the dot-com bubble collapse and the September 11 attacks caused the company to hold off plans for its initial public offering (IPO) and to lay off one-third of its 120 employees.[25]Opened Netflix rental envelope containing a DVD copy of Coach Carter (2005)DVD players were a popular gift for holiday sales in late 2001, and demand for DVD subscription services were "growing like crazy", according to chief talent officer McCord.[26] The company went public on May 23, 2002, opening on NASDAQ at US\$15.00 per share with a sale of 5.5million shares of common stock.[27] In 2003, Netflix was issued a patent by the United States Patent and Trademark Office to cover its subscription rental service and several extensions.[28] The company posted its first profit in 2003, earning \$6.5 million on revenues of \$272 million; by 2004, profit had increased to \$49 million on over \$500 million in revenues.[29] In 2005, 35,000 different films were available, and Netflix shipped 1 million DVDs out every day.[30]In 2004, Blockbuster introduced a DVD rental service, which not only allowed users to check out titles through online sites but allowed for them to return them at brick and-mortar stores.[31] By 2006, Blockbuster's service reached two million users, and while trailing Netflix's subscriber count, was drawing business away from Netflix. Netflix lowered fees in 2007.[29] While it was an urban legend that Netflix ultimately "killed" Blockbuster in the DVD rental market, Blockbuster's debt load and internal disagreements hurt the company.[31]On April 4, 2006, Netflix filed a patent infringement lawsuit in which it demanded a jury trial in the United States District Court for the Northern District of California, alleging that Blockbuster's online DVD rental subscription program violated two patents held by Netflix. The first cause of action alleged Blockbuster's infringement of copying the "dynamic queue" of DVDs available for each customer, Netflix's method permitting the queue to send DVDs to subscribers, and Netflix's method of using the ranked preferences in the queue to send DVDs to subscribers. infringement of the subscription rental service as well as Netflix's methods of communication and delivery.[33] The companies settled their dispute on June 25, 2007; terms were not disclosed.[34][35][36][37]On October 1, 2006, Netflix announced the Netflix Prize, \$1,000,000 to the first developer of a video-recommendation algorithm that could beat its existing algorithm Cinematch, at predicting customer ratings by more than 10%. On September 21, 2009, it awarded the \$1,000,000 prize to team "BellKor's Pragmatic Chaos".[38] Cinematch, launched in 2000, was a system that recommended movies to its users, many of which might have been entirely new to the user.[39][40]Through its division Red Envelope Entertainment, Netflix licensed and distributed independent films such as Born into Brothels and Sherrybaby. In late 2006, Red Envelope Entertainment in 2008. [42][43]Hastings reportedly told Mynette Louie in the late 1990s that his goal was always streaming media, and that Netflix rented DVDs only to grow its customers to download movies from the internet. The original idea was a "Netflix box" that could download movies overnight, and be ready to watch the next day. By 2005, Netflix had acquired movie rights and designed the box and service. But after witnessing how popular streaming services such as YouTube were despite the lack of high-definition content, the concept of using a hardware device was scrapped and replaced with a streaming concept.[44] In January 2007, the company launched a streaming media service, introducing video on demand via the Internet. However, at that time it only had 1,000 films available for streaming, compared to 70,000 available on DVD.[45] The service, then called "Watch Now", at first required Internet Explorer on a computer. Hollywood studios licensed second run content to the service, and did not expect it to threaten their existing lucrative relationships with cable television.[15]In February 2007, Netflix recruited ReplayTV founder Anthony Wood, to build a "Netflix Player" that would allow streaming content to be played directly on a television rather than a desktop or laptop.[48] Hastings eventually shut down the project to help encourage other hardware manufacturers to include built-in Netflix support, which would be spun off as the digital media player product Roku.[49][50][51]In January 2008, all rental-disc subscribers became entitled to unlimited streaming at no additional cost. This change came in a response to the introduction of Hulu and to Apple's new video-rental services.[52][53][pageneeded] In August 2008, the Netflix database was corrupted and the company was not able to ship DVDs to customers for 3 days, leading the company to move all its data to the Amazon Web Services cloud.[54] In November 2008, Netflix began offering subscribers rentals on Blu-ray and discontinued its sale of used DVDs.[55] In 2009, Netflix agreed with Warner Bros. to delay new release rentals to 28 days after the DVDs became available for sale, in an attempt to help studios sell physical copies, and similar deals involving Universal Pictures and 20th Century Fox were reached on April 9.[57][58][59] In July 2010, Netflix signed a deal to stream movies of Relativity Media.[60] In August 2010, Netflix signed a deal to stream movies of Relativity Media.[60] In August 2010, Netflix signed a deal to stream movies of Relativity Media.[60] In August 2010, Netflix signed a deal to stream films from Paramount, Lionsgate and Metro-Goldwyn-Mayer. The deal increased Netflix's annual spending fees, adding roughly \$200 million per year. It spent \$117 million in the first six months of 2010 on streaming, up from \$31 million in 2009.[61] On September 22, 2010, Netflix launched in Canada, its first international market.[62][63] In November 2010, Netflix began offering a standalone streaming service separate from DVD rentals.[64]In 2010, Netflix acquired the rights to Breaking Bad, produced by Sony Pictures Television, after the show's third season, at a point where original broadcaster AMC had expressed the possibility of cancelling the show. Sony pushed Netflix to release Breaking Bad in time for the fourth season, which as a result, greatly expanded the show's audience on AMC due to new viewers bingeing on the Netflix past episodes, and doubling the viewership by the time of the first such show to have this "Netflix announced agreements with several manufacturers to include branded Netflix buttons on the remote controls of devices compatible with the service, such as Blu-ray players.[66] By May 2011, Netflix had become the largest source of Internet streaming traffic in North America, accounting for 30% of traffic during peak hours.[67][68][69][70]On July 12, 2011, Netflix announced that it would separate its existing subscription plans into two separate plans: one covering the streaming and the other DVD rental services.[71][72] The cost for streaming would be \$7.99 per month, while DVD rental would start at the same price.[73] On September 11, 2011, Netflix announced its intentions to rebrand and restructure its DVD home media rental service as an independent subsidiary called Qwikster, separating DVD rental and streaming services.[77][80][81] On September 26, 2011, Netflix announced that it would retain its DVD service under the name Netflix and that its streaming and DVD-rental plans would remain branded together, citing customer dissatisfaction with the split.[83][84]In October 2011. Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom and Ireland.[86] In October 2012, Netflix started its expansion to Europe, launching in the United Kingdom February 2012, Netflix reached a multi-year agreement with The Weinstein Company.[87][88] In March 2012, Netflix company.[90][91] In April 2012, Netflix filed with the Federal Election Commission (FEC) to form a political action committee (PAC) called FLIXPAC.[92] Netflix spokesperson Joris Evers tweeted that the intent was to "engage on issues like net neutrality, bandwidth caps, UBB and VPPA".[93][94] In June 2012, Netflix signed a deal with Open Road Films.[95][96]On August 23, 2012, Netflix and The Weinstein Company signed a multi-year output deal for RADiUS-TWC films.[97][98] In September 2012, Epix signed a five-year streaming deal with Netflix. For the initial two years of this agreement, first-run and back-catalog content from Epix was exclusive to Netflix. For the initial two years of this agreement, first-run and back-catalog content from Epix was exclusive to Netflix. Lionsgate.[100][101]On October 18, 2012, Netflix launched in Denmark, Finland, Norway and Sweden.[102][103] On December 4, 2012, Netflix and Disney Studios' animated and live-action films, with classics such as Dumbo, Alice in Construction television rights to Walt Disney Studios' animated and live-action films, with classics such as Dumbo, Alice in Construction television rights to Walt Disney Studios' animated and live-action films, with classics such as Dumbo, Alice in Construction television rights to Walt Disney Studios' animated and live-action films, with classics such as Dumbo, Alice in Construction television rights to Walt Disney Studios' animated and live-action films, with classics such as Dumbo, Alice in Construction television rights to Walt Disney Studios' animated and Disn Wonderland and Pocahontas available immediately and others available on Netflix beginning in 2016.[104] Direct-to-video releases were made available in 2013.[105][106]On January 14, 2013, Netflix signed an agreement with Time Warner's Turner Broadcasting System and Warner Bros. Animation, and Adult Swim content, as well as TNT's Dallas, beginning in March 2013. The rights to these programs expired. [107] For cost reasons, Netflix stated that it would limit its expansion in 2013, [108] adding only one new market he Netherlandsin September of that year. This expanded its availability to 40 territories.[109][110]This section, if appropriate. Editing help is available. (November 2021)Netflix had long closely analyzed its customers' preferences. Watch Now gave the company real time data on their behavior, such as scenes that customers replayed or skipped, or when they stopped watching a show.[15] In 2011, Netflix began its efforts into original content development. In March, it made a straight-to-series order from MRC for the political drama House of Cards, led by Kevin Spacey, outbidding U.S. cable networks. This marked the first instance of a first-run television series being specifically commissioned by the service.[111] Netflix executives said that its customers' tendency to binge watch many episodes without stopping caused it to release all 13 episodes of the show's first season at the same time.[15] In November the same year, Netflix added two more significant productions to its roster: the comedy-drama Orange Is the New Black, adapted from Piper Kerman's memoir,[112] and a new season of the previously cancelled Fox sitcom Arrested Development.[113] Netflix acquired the U.S. rights to the Norwegian drama Lilyhammer after its television premiere on Norway's NRK1 on January 25, 2012. Notably departing from the traditional broadcast television model of weekly episode premieres, Netflix chose to release the entire first season on February 8 of the same year.[114][115]House of Cards was released by Netflix on February 1, 2013, marketed as the first "Netflix Original" production.[116] Later that month, Netflix announced an agreement with DreamWorks Animation to commission children's television series based on its properties, beginning with Turbo: F.A.S.T., a spin-off of its film Turbo.[117][118] Orange is the New Black would premiere in July 2013; Netflix stated that Orange is the New Black had been its most-watched original series so far, with all of them having "an audience comparable with successful shows on cable and broadcast TV."[119][120]On March 13, 2013, Netflix added a Facebook sharing feature, letting United States subscribers access "Watched by your friends" and "Friends' Favorites" by agreeing.[121] This was not legal until the Video Privacy Protection Act was modified in early 2013.[122] On August 1, 2013, Netflix reintroduced the "Profiles" feature that permits accounts to accommodate up to five user profiles.[123][124][125][126]In November 2013, Marvel Television and ABC Studios announced Netflix had ordered a slate of four television series based on the Marvel Comics characters Daredevil, Jessica Jones, Iron Fist and Luke Cage series premiered in 2015.[127][128][129] The Luke Cage series premiered on September 30, 2016, followed by Iron Fist on March 17, 2017, and The Defenders on August 18, 2017.[130][131] Marvel owner Disney later entered into other content agreements with Netflix, including acquiring its animated Star Wars series Star Wars. The Clone Wars, and a new sixth season.[132]Audio logoNetflix's audio logo, used since 2014Problems playing this file? See media help.In February 2014, Netflix began to enter into agreements with U.S. internet service providers, beginning when streaming Netflix), in order to provide the service a direct connection to their networks.[133][134][135] In April 2014, Netflix signed Arrested Development creator Mitchell Hurwitz and his production firm The Hurwitz Company to a multi-year deal to create original projects for the service. [136] In May 2014, Netflix & Sony Pictures Animation had a major multi-deal to acquire streaming rights to produce films. [137] It also began to introduce an updated logo, with a flatter appearance and updated typography.[138]In September 2014, Netflix expanded into six new European markets, including Austria, Belgium, France, Germany, Luxembourg, and Switzerland.[139] On September 10, 2014, Netflix participated in Internet Slowdown Day by deliberately slowing down its speed in support of net neutrality regulations in the United States.[140] In October 2014, Netflix announced a four-film deal with Adam Sandler and his Happy Madison Productions.[141]In April 2015, following the launch of Daredevil, Netflix director of content operations Tracy Wright announced that Netflix had added support for audio description, and had begun to work with its partners to add descriptions to its other original series over time.[142][143] The following year, as part of a settlement with the American Council of the Blind, Netflix agreed to provide descriptions for its original series within 30 days of their premiere, and add screen reader support and the ability to browse content by availability of descriptions.[144]In March 2015, Netflix expanded to Australia and New Zealand.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[150]In January 2016, at the Consumer Electronics Show, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In September 2015, Netflix launched in Italy, Portugal, and Spain.[145][146] In Se of its service into 130 additional countries. It then had become available worldwide except China, Syria, North Korea, Kosovo and Crimea.[151] In May 2016, Netflix created a tool called Fast.com to determine the speed of an Internet connection.[152] It received praise for being "simple" and "easy to use", and does not include online advertising, unlike competitors.[153][154][155] On November 30, 2016, Netflix launched an offline playback feature, allowing offline, without an Internet connection.[156][157][158][159]In 2016, Netflix released an estimated 126 original series or films, more than any network or cable channel.[160] In April 2016, Hastings stated that the company planned to expand its in-house, Los Angeles-based Netflix Studios.[161]In February 2017, Netflix signed a music publishing deal with BMG Rights Management, whereby BMG will oversee rights outside of the United States for music associated with Netflix original content. Netflix signed a licensing deal with IQIYI, a Chinese video streaming platform owned by Baidu, to allow selected Netflix original content. Netflix signed a licensing deal with IQIYI, a Chinese video streaming platform owned by Baidu, to allow selected Netflix original content. content to be distributed in China on the platform.[163][164]On August 7, 2017, Netflix acquired Millarworld, the creator-owned publishing company of comic book writer Mark Millar. The purchase marked the first corporate acquisition to have been made by Netflix.[165] On August 14, 2017, Netflix entered into an exclusive development deal with Shonda Rhimes and her production company Shondaland.[166]In September 2017, Netflix announced it would offer its low-broadband mobile technology to airlines to provide better in-flight Wi-Fi so that passengers can watch movies on Netflix while on planes.[167]In September 2017, Minister of Heritage Mlanie Joly announced that Netflix had agreed to make a CA\$500million (US\$400 million) investment over the next five years in producing content in Canada. The company denied that the deal was intended to result in a tax break. [169] Netflix realized this goal by December 2018. [170] In October 2017, Netflix iterated a goal of having half of its library consist of original content by 2019, announcing a plan to invest \$8 billion on original content in 2018.[171] In October 2017, Netflix introduced the "Skip Intro" feature which allows customers to skip the intros to shows on its platform through a variety of techniques including manual reviewing, audio tagging, and machine learning.[172][173]In November 2017, Netflix signed an exclusive multi-year deal with Orange Is the New Black creator Jenji Kohan.[174] In November 2017, Netflix withdrew from co-hosting a party at the 75th Golden Globe Awards with The Weinstein Sexual abuse cases.[175]In January 2016, Netflix officially launched its services in Africa, with afocus on South Africa, Kenya, and Nigeria.[176] The entry into Africa was part of a wider global expansion that saw the platform go live in over 130 countries.[177] Prior to Netflixs international catalog, and the platform offered little in terms of African content or local language support. Between 2018 2020 Netflix had started making significant investments in African storytelling, including content acquisitions and original productions. Netflix also hired key personnel to oversee its African strategy, that included Dorothy Ghettuba, a Kenyan media entrepreneur, who joined as head of African strategy. Lionheart by Nigerian filmmaker Genevieve Nnaji, marking the platforms first Nigerian original film. By 2020, Netflix had begun rolling out original film. By 2020, Netflix.South Africa has the most African films on netflix as of May 2025.[179] Netflix investment in Africa has reportedly not only spurred the equivalent of 160 million in film content production in Africa since it began working on the continent in 2016 with over 12,000 jobs created across Nigeria, Kenya, and South Africa.[181] Netflix has spurred growth in the region's film industry.[182] [183] The journey of Kenyan films to Netflix began with the short film Poacher in 2020, which became the first Kenyan title on the platform, followed by Sincerely Daisy, 40 Sticks and Disconnect. [184] Country Oueen (2022), became Kenyas first Netflix Signed a Memorandum of Understanding with the Ministry of ICT that would see the platform inject Ksh 33 million to enhance skill capacity in Kenyas TV and film industry, as part of its investment in local content.[187]See also: International expansion of NetflixIcon used since 2016Netflix advertising at Thong Lo BTS station, BangkokNetflix's booth at the 2017 San Diego Comic-ConIn November 2017, Netflix announced that it would be making its first original Colombian series, to be executive produced by Ciro Guerra.[188] In December 2017, Netflix signed Stranger Things director-producer Shawn Levy and his production company 21 Laps Entertainment to what sources say is a four-year deal.[189] In 2017, Netflix signed Stranger Things director-producer Shawn Levy and his produced by Ciro Guerra.[188] In December 2017, Netflix signed Stranger Things director-producer Shawn Levy and his produced by Ciro Guerra.[188] In December 2017, Netflix signed Stranger Things director-producer Shawn Levy and his produced by Ciro Guerra.[189] In 2017, Netflix signed Stranger Things director-producer Shawn Levy and his produced by Ciro Guerra.[189] In 2017, Netflix signed Stranger Things director-producer Shawn Levy and his produced by Ciro Guerra.[189] In 2017, Netflix signed Stranger Things director-producer Shawn Levy and his produced by Ciro Guerra.[189] In 2017, Netflix signed Stranger Things director-producer Shawn Levy and his producer Shawn Levy and his produced by Ciro Guerra.[180] In 2017, Netflix signed Stranger Things director-producer Shawn Levy and his producer Shawn Levy specials from Dave Chappelle, Louis C.K., Chris Rock, Jim Gaffigan, Bill Burr and Jerry Seinfeld. [190]In February 2018, Netflix acquired the rights to The Cloverfield Paradox from Paramount Pictures for \$50 million and launched on its service on February 4, 2018, shortly after airing its first trailer during Super Bowl LII. Analysts believed that Netflix's purchase of the film helped to make the film instantly profitable for Paramount compared to a more traditional theatrical release, while Netflix include international distribution for Paramount's Annihilation[192] and Universal's News of the World and worldwide distribution of Universal's Extinction,[193] Warner Bros.' Mowgli: Legend of the Jungle,[194] Paramount's The Lovebirds[195] and 20th Century Studios' The Window,[196] In March, the service ordered Formula 1: Drive to Survive, a racing docuseries following teams in the Formula One world championship.[197]In March 2018, Sky UK announced an agreement with Netflix to integrate Netflix's subscription VOD offering into its pay-TV service. Customers with its high-end Sky Q set-top box and service will be able to see Netflix titles alongside their regular Sky channels.[198] In October 2022, Netflix revealed that its annual revenue from the UK subscribers in 2021 was 1.4bn [199]In April 2018, Netflix pulled out of the Cannes Film Festival, in response to new rules requiring competition films to have been released in French theaters. The Cannes premiere of Okja in 2017 was controversial, and led to discussions over the appropriateness of films with simultaneous digital releases being screened at an event showcasing theatrical film; audience members also booed the Netflix production logo at the screening. Netflix's attempts to negotiate to allow a limited release in France were curtailed by organizers, as well as French cultural exception lawwhere theatrically screened films are legally forbidden from being made available via video-on-demand services until at to expand investments in non-traditional foreign markets due to the growth of viewers outside of North America. At the time, this included programs such as Dark from Germany Ingobernable from Mexico and 3% from Brazil.[203][204][205]On May 22, 2018, former president, Barack Obama, and his wife, Michelle Obama' newly formed production company, Higher Ground Productions.[206][207]In June 2018, Netflix announced a partnership with Telltale Games to port its adventure games to the service in a streaming video format, allowing simple controls through a television remote. [208][209] The first game, Minecraft: Story Mode, was released in November 2018. [210] In July 2018, Netflix earned the most Emmy nominations of any network for the first time with 112 nods. On August 27, 2018, the company signed a five-year exclusive overall deal with international bestselling author Harlan Coben.[211] On the same day, the company signed an overall deal with Gravity Falls creator Alex Hirsch.[212] In October 2018, Netflix paid under \$30 million to acquire Albuquerque Studios), a \$91 million film and TV production facility with eight sound stages in Albuquerque, New Mexico, for its first U.S. production hub, pledging to spend over \$1 billion over the next decade to create one of the largest film studios in North America.[213][214] In November 2018, Paramount Pictures signed a multi-picture film deal with Netflix, making Paramount the first major film studio to sign a deal with Netflix.[215] A sequel to AwesomenessTV's To All the Boys I've Loved Before was released on Netflix under the title To All the Boys: P.S. I Still Love You as part of the agreement.[216] In December 2018, the company announced a partnership with ESPN Films on a television documentary chronicling Michael Jordan and the 199798 Chicago Bulls season titled The Last Dance. It was released internationally on Netflix and became available for streaming in the United States three months after a broadcast airing on ESPN.[217][218]In January 2019, Sex Education made its debut as a Netflix original series, receiving much critical acclaim.[219] On January 22, 2019, Netflix sought and was approved for membership into the Motion Picture Association of America (MPAA), making it the first streaming service to join the association.[220] In February 2019, The Haunting creator Mike Flanagan joined frequent collaborator Trevor Macy as a partner in Intrepid Pictures and the duo signed an exclusive overall deal with Netflix to produce television content.[221] On May 9, 2019, Netflix contracted with Dark Horse Entertainment to make television series and films based on comics.[222] In July 2019, Netflix announced that it would be opening a hub at Shepperton Studios as part of a deal with Pinewood Group.[223] In early-August 2019, Netflix negotiated an exclusive multi-year film and television deal with Game of Thrones creators and showrunners David Benioff and D.B. Weiss.[224][225][226][227][228] The first Netflix production created by Benioff and Weiss was planned as an adaptation of Liu Cixin's science fiction novel The Three-Body Problem, part of the Remembrance of Earth's Past trilogy.[229] On September 30, 2019, in addition to renewing Stranger Things for a fourth season, Netflix signed The Duffer Brothers to an overall deal covering future film and television projects for the service.[230]On November 13, 2019, Netflix and Nickelodeon entered into a multi-year agreement to produce several original animated feature films and television series based on the past Nickelodeon's library of characters. This agreement expanded on their existing relationship, in which new specials based on the past Nickelodeon series Invader Zim: Enter the Florpus and Rocko's Modern Life: Static Cling respectively) were released by Netflix. Other new projects planned under the team-up include a music project featuring Squidward Tentacles from the animated television series SpongeBob SquarePants, and films based on The Loud House and Rise of the Teenage Mutant Ninja Turtles. [231][232][233] The agreement with Disney ended in 2019 due to the launch of Disney+, with its Marvel productions moving exclusively to the service in 2022.[234][235]In November 2019, Netflix announced that it had signed a long-term lease to save the Paris Theatre, the last single-screen movie theater in Manhattan. The company oversaw several renovations at the theater, including new seats and a concession stand.[236][237][238]Ted Sarandos longtime CCO and named co-CEO in 2020In January 2020, Netflix announced a new four-film deal with Adam Sandler worth up to \$275 million.[239] On February 25, 2020, Netflix formed partnerships with six Japanese creators to produce an original Japanese anime project. This partnership includes manga creator group CLAMP, mangaka Shin Kibayashi, mangaka Yasuo Ohtagaki, novelist and film director Otsuichi, novelist Tow Ubukata, and manga creator Mari Yamazaki.[240] On March 4, 2020, ViacomCBS announced that it will be producing two spin-off films based on SpongeBob SquarePants for Netflix.[241] On April 7, 2020, Peter Chernin's Chernin Entertainment made a multi-year first-look deal with Netflix to make films.[242] On May 29, 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][244][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][244][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][245] In July 2020, Netflix announced the acquisition of Grauman's Egyptian Theatre from the American Cinematheque to use as a special events venue.[243][and Annabel Jones' new production outfit Broke And Bones. [248] In September 2020, Netflix signed a multi-million dollar deal with the Duke and Duchess of Sussex. Harry and Meghan agreed to a multi-year deal promising to create TV shows, films, and children's content as part of their commitment to stepping away from the duties of the royal family.[249][250] In September 2020, Hastings released a book about Netflix culture titled No Rules: Netflix signed a first-look deal with Millie Bobby Brown to develop and star in several projects including a potential action franchise.[252]In December 2020, Netflix signed a first-look deal with Millie Bobby Brown to develop and star in several projects including a potential action franchise. March 2021, Netflix earned the most Academy Award nominations of any studio, with 36. Netflix won seven Academy Awards, which was the most by any studio. [253] Later that year, Netflix also won more Emmys than any other network or studio with 44 wins, tying the record for most Emmys won in a single year set by CBS in 1974. [254] On April 8, 2021, Sony Pictures Entertainment announced an agreement for Netflix to hold the U.S. pay television window rights to its releases beginning in 2022, replacing Starz and expanding upon an existing agreement with Sony Pictures Animation. The agreement also includes a first-look deal for any future direct-to-streaming films being produced by Sony Pictures, with Netflix required to commit to a minimum number of them. [255][256][257] On April 27, Netflix announced that it was opening its first Canadian headquarters in Toronto. [258] The company also announced that it would open an office in Sweden as well as Rome and Istanbul to increase its original content in those regions. [259]In early-June, Netflix hosted a first-ever week-long virtual event called "Geeked Week", where it shared exclusive news, new trailers, cast appearances and more about upcoming genre titles like The Witcher, The Cuphead Show!, and The Sandman.[260]On June 7, 2021, Jennifer Lopez's Nuyorican Productions signed a multi-year first-look deal with Netflix spanning feature films, TV series, and unscripted content, with an emphasis on projects that support diverse female actors, writers, and filmmakers. [261] On June 10, 2021, Netflix announced it was launching an online store for curated products tied to the Netflix brand and shows such as Stranger Things and The Witcher. [262][263] On June 21, 2021, Steven Spielberg's Amblin Partners signed a deal with Netflix to release multiple new feature films for the streaming service. [264][265] On June 30, 2021, Netflix's Castlevania) announced signing a first-look deal with the streamer to produce more animated series. [266]In July 2021, Netflix's Castlevania) announced signing a first-look deal with the streamer to produce more animated series. [266]In July 2021, Netflix's Castlevania) announced signing a first-look deal with the streamer to produce more animated series. [266]In July 2021, Netflix's Castlevania) announced signing a first-look deal with the streamer to produce more animated series. [266]In July 2021, Netflix's Castlevania) announced signing a first-look deal with the streamer to produce more animated series. [266]In July 2021, Netflix's Castlevania) announced signing a first-look deal with the streamer to produce more animated series. [266]In July 2021, Netflix's Castlevania) announced signing a first-look deal with the streamer to produce more animated series. [266]In July 2021, Netflix's Castlevania) announced signing a first-look deal with the streamer to produce more animated series. 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[266]In July 2021, Netflix's Castlevania, [266]In July 2021, [266]In July 2021, [266]In July 2021 hired Mike Verdu, a former executive from Electronic Arts and Facebook, as vice president of games that would be included in subscribers' service plans. [268] Trial offerings were first launched for Netflix users in Poland in August 2021. offering premium mobile games based on Stranger Things including Stranger Things 3: The Game, for free to subscribers through the Netflix mobile app.[269]On July 14, 2021, Netflix signed a first-look deal with Joey King, star of The Kissing Booth franchise, in which King will produce and develop films for Netflix via her All The King's Horses production company.[270] On July 21, 2021, Zack Snyder, director of Netflix's Army of the Dead, announced he had signed his production company The Stone Quarry to a first-look deal with Netflix; his upcoming projects include a sequel to Army of the Dead and a sci-fi adventure film titled Rebel Moon.[271][272][273][274] In 2019, he agreed to produce an anime-style web series inspired by Norse mythology.[275][276]As of August 2021, Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company announced that "TUDUM: A Netflix's overall library in the United States.[277] The company and specials, would have its inaugural show in late September 2021.[278][279] According to Netflix, the show garnered 25.7 million views across Netflix's 29 Netflix YouTube channels, Twitter, Twitch, Facebook, TikTok and Tudum.com.[280]Also in September, the company announced The Queen's Ball: A Bridgerton Experience, launching in 2022 in Los Angeles, Chicago, Montreal, and Washington, D.C.[281]Squid Game, a South Korean survival drama created and produced by Hwang Dong-hyuk, rapidly became the service's most-watched show within a week of its launch in many markets on September 17, 2021, including Korea, the U.S. and the United Kingdom.[205] Within its first 28 days on the service, Squid Game drew more than 111 million viewers, surpassing Bridgerton and becoming Netflix's most-watched show.[282]On September 20, 2021, Netflix announced that it would acquire the Roald Dahl Story Company, which manages the rights to Roald Dahl's stories and characters, for an undisclosed price and would operate it as an independent video game developer, on September 28, 2021. [288][287] The company. [284][285][286][287] The company acquired Night School Studio, an independent video game developer, on September 28, 2021. [288][0n October 13, 2021, Netflix announced the launch of the Netflix Book Club, partnering with Starbucks for a social series called But Have You Read the Book?.[289] Uzo Aduba became inaugural host of the series and announced monthly book selections set to be adapted by the streamer. Aduba became inaugural host of the series and announced monthly book selections set to be adapted by the streamer. Starbucks.[290][291] Through October 2021, Netflix commonly reported viewership for its programming based on the number of viewers or households that watched a show in a given period (such as the first 28 days from its premiere) for at least two minutes. On the announcement of its quarterly earnings in October 2021, the company stated that it would switch its viewership metrics to measuring the number of hours that a show was watched, including rewatches, which the company said was closer to the measure success in the streaming world."[292]Netflix officially launched mobile games on November 2, 2021, for Android users around the world. Through the app, subscribers had free access to five games, including two previously made Stranger Things titles. Netflix intends to add more games to this service over time.[293] On November 9, the collection launched for iOS.[294] Some games in the collection require an active internet connection to play, while others will be available offline. Netflix Kids' accounts will not have games available.[295] On November 16, Netflix announced the launch of "Top10 on Netflix.com", a new website with weekly global and country lists of the most popular titles on their service based on their new viewership metrics.[296] On November 22, Netflix announced that it would acquire Scanline VFX, the visual effects and animation company behind Cowboy Bebop and Stranger Things.[297] On the same day, Roberto Patino's first project under the deal is a series adaptation of Image Comics' Nocterra.[298]On December 6, 2021, Netflix and Stage 32 announced that they have teamed up the workshops at the Creating Content for the Global Marketplace program.[299] On December 7, 2021, Netflix partnered with IllumiNative, a woman-led non-profit organization, for the Indigenous Producers Training Program.[300][301] On December 9, Netflix announced the launch of "Tudum", an official companion website that offers news, exclusive interviews and behind-the-scenes videos for its original television shows and films.[302] On December 13, Netflix signed a multi-year creative partnership with Spike Lee and his production company 40 Acres and a Mule Filmworks to develop film and television projects.[304]In compliance with the EU Audiovisual Media Services Directive and its implementation in France, Netflix reached commitments with French broadcasting authorities and film guilds, as required by law, to invest a specific amount of its annual revenue into original French films and series. These films must be theatrically released and would not be allowed to be carried on Netflix until 15 months after their release. [305][306]In January 2022, Netflix ordered additional sports docuseries from Drive to Survive producers Box to Box Films, including a series that would follow PGA Tour golfers, and another that would follow professional tennis players on the ATP and WTA Tour circuits.[307][308]The company announced plans to acquire Next Games in March 2022 for 65 million as part of Netflix's expansions into gaming. Next Games had developed the mobile title Stranger Things: Puzzle Tales as well as two The Walking Dead mobile games.[309] Later in the month, Netflix also acquired the Texas-based mobile game developer, Boss Fight Entertainment, for an undisclosed sum.[310]On March 15, 2022, Netflix announced a partnership with Dr. Seuss Enterprises to produce five new series and specials based on Seuss properties following the success of Green Eggs and Ham.[311][312] On March 29, 2022, Netflix announced that it would open an office in Poland to serve as a hub for its original productions across Central and Eastern Europe.[313] On March 30, 2022, Netflix extended its lease agreement with Martini Film Studios, just outside Vancouver, Canada, for another five years.[314] On March 31, 2022, Netflix ordered a docuseries that would follow teams in the 2022 Tour de France, which would also be co-produced by Box to Box Films.[315]Following the 2022 Russian invasion of Ukraine, Netflix suspended its operations and future projects in Russia.[316][4] It also announced that it would not comply with a proposed directive by Roskomnadzor requiring all internet streaming services with more than 100,000 subscribers to integrate the major free-to-air channels (which are primarily state-owned).[317] A month later, ex-Russian subscribers filed a class action lawsuit against Netflix.[318][319]Netflix stated that 100 million households globally were sharing passwords to their account with others, and that Canada and the United States accounted for 30 million of them. Following these announcements, Netflix's stock price fell by 35 percent. [320][321][322][323][324] By June 2022, Netflix had laid off 450 full-time and contract employees as part of the company's plan to trim costs amid lower than expected subscriber growth.[325][326][327][328]On April 13, 2022, Netflix released the series Our Great National Parks, which was hosted and narrated by former US President Barack Obama.[329] It also partnered with Group Effort Initiative, a company founded by Ryan Reynolds and Blake Lively, to provide opportunities behind the camera for those in underrepresented communities.[330] On the same day, Netflix partnered with Lebanon-based Arab Fund for Creative Equity.[331] Also on the same day, Netflix announced an Exploding Kittens mobile card game tied to a new animated TV series, which will launch in May.[332] Netflix formed a creative partnership with Japan's Studio Colorido, signing a multi-film deal to boost their anime content in Asia. The streaming giant is said to co-produce three feature films with the studio, the first of which will premiere in September 2022.[334] On April 28, the company launched its inaugural Netflix Is a Joke comedy festival, featuring more than 250 shows over 12 nights at 30-plus locations across Los Angeles, including the first-ever stand-up show at Dodger Stadium.[335][336]The first volume of Stranger Things 4 logged Netflix's biggest premiere weekend ever for an original series with 286.79 million hours viewed.[337] This was preceded by the show's creators.[338] After the release of the second volume of Stranger Things 4 on July 1, 2022, it became Netflix's second title to receive more than one billion hours viewed.[339]On July 19, 2022, Netflix announced plans to acquire Australian animation studio mixes (referred to as "spatial audio") to selected original productions, which allows simulated surround sound on stereo speakers and headphones.[342][343]On September 5, 2022, Netflix opened an office in Warsaw, Poland responsible for the service's operations in 28 markets in Central and Eastern Europe.[344]On October 4, 2022, Netflix have signed a creative partnership with Andrea Berloff and John Gatins.[345] On October 11, Netflix signed up with the Broadcasters' Audience Research Board for external measurement of viewership in the UK.[346] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 12, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 14, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 14, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 14, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 14, Netflix signed to build a production complex at Fort Monmouth in Eatontown, New Jersey.[347] On October 14, Netflix signed to build a production complex at Fort Monmout Southern California.[348]On November 7, 2022, Netflix announced a strategic partnership with The Seven, a Japanese production company owned by TBS Holdings, to produce multiple original live-action titles for the subscribers had watched a Korean drama.[351][352] CEO Ted Sarandos attributed the increase in viewership of Korean content among Americans to Korean films and dramas being "often unpredictable" and catching "the American audience by surprise".[353][354]On January 10, 2023, Netflix announced plans to open an engineering hub in its Warsaw office. The hub is to provide Netflix's creative partners with software solutions for the production of films and series.[355] In February 2023, Netflix broadcast its first-ever global live-streaming event, the stand-up comedy special Chris Rock: Selective Outrage.[356]Netflix reworked its viewership metrics again in June 2023. Viewership hours divided by the total hours of the show itself. This provided more equal considerations for shorter shows and movies compared to longer ones.[357]In August 2023, the company announced Netflix Stories, a collection of interactive narrative games from Netflix series and Ted Sarandos were named co-CEOs of Netflix, with Hastings assuming the role of executive chairman.[359][360] Peters previously served as COO and Chief Product Officer, [361][362]On April 18, 2023, Netflix announced that it would discontinue its DVD-by-mail service on September 29.[363] Users of the service were able to keep the DVDs that they had received. Over its lifetime the service had sent out over 5 billion shipments.[364][365]In October 2023, Eunice Kim was promoted to Chief Technology Officer.[366] That same month, amid a restructuring of its animation division, Netflix announced a multi-film agreement with Skydance Animation beginning with Spellbound (2024). The agreement partially replaces one it had with Apple TV+.[367][368]In December 2023, Netflix released its first "What We Watched: A Netflix Engagement Report", a look at viewership for every original and licensed title watched more than 50,000 hours from January to June 2023. The company also announced plans to publish the report twice a year. [369][370] In its first report for the first six months of 2023, it revealed that The Night Agent was the most watched show globally during that period. [371] On January 23, 2024, Netflix announced a major agreement with professional wrestling promotion WWE, under which it will acquire the international rights to its live weekly program Raw beginning January 6, 2025; the rights will initially cover the United States, it will also hold international rights to all three of WWE's main weekly programs (Raw, SmackDown, and NXT), premium live events, and documentaries among other content. The agreement was reported to be valued at \$500 million per-year over ten years. [372][373][374]In February 2024, Netflix joined with Peter Morgan, creator of the Netflix series The Crown, to produce the play Patriots on Broadway. The venture is the first Broadway credit for the company but not its first stage project. It was actively involved as a producer, Sonia Friedman.[375]In May 2024, the company hosted its second Netflix Is a Joke festival in Los Angeles. It streamed several specials from the festival live, including Katt Williams's Woke Folk and The Roast of Tom Brady, both of which ranked on Netflix's global top 10 the following two weeks.[376][377] That same month, Netflix announced that it would stream both National Football League Christmas games in 2024.[378] For 2025 and 2026, the streamer will have exclusive rights to at least one NFL Christmas game each year.[379]In June 2024, Netflix announced that it would develop new entertainment venues known as "Netflix House" at King of Prussia Mall in Pennsylvania and Galleria Dallas in Texas. The spaces will feature retail shops, restaurants, and other interactive experiences related to Netflix original content, building upon other "pop-up" initiatives to promote individual programs.[380]In November 2024, Netflix announced that it would discontinue further work on interactive specials and remove all but four of them from the platform, citing a desire to focus on "technological efforts in other areas".[381] On November 15, 2024, Netflix streamed a boxing event from AT&T Stadium in Arlington, Texas, featuring as co-main events an exhibition match between Jake Paul and Mike Tyson, and Katie Taylor vs. Amanda Serrano for the WBA, WBC, IBF, WBO, and The Ring lightweight titles. While afflicted by technical issues, Paul's promoter reported that the stream had a peak concurrent viewership of 65 million viewers, surpassing the 2023 ICC Men's Cricket World Cup final (which had a reported 57 million concurrent streams on Disney+ Hotstar) as the most live-streamed sporting event. [382][383] Netflix stated that the event had an "average minute audience" (AMA) of 108 million worldwide, and that the AMA of 47 million in the United States made the Taylor vs. Serrano bout the most-watched women's professional sporting event in U.S. history.[384]On December 20, 2024, FIFA announced that Netflix would be the exclusive U.S. broadcaster of the 2027 and 2031 FIFA Women's World Cup, in what was deemed the platform's most significant push into sports content.[385]On Christmas Day 2024, Netflix aired its first-ever NFL games: the Kansas City Chiefs versus the Pittsburgh Steelers, and the Baltimore Ravens versus the Houston Texans. The games in US history, while simultaneously creating Netflix's most-watched Christmas Day ever in the US [386]In January 2025, Netflix announced that it had exceeded 300 million subscribers worldwide after adding a record 18.9 million in the fourth quarter of 2024, amounting to 41 million for the full year.[5] In May 2025, Netflix announced a redesign of its home page that features fewer titles with more video and animation. It was the first time the company had made significant changes to its home page since 2013. The redesign is intended to help its users choose what to watch more simple and efficient, while featuring new content types such as live programming and mobile (as of March2022[update]):AvailableUnavailable (China,[388] North Korea, Russia,[389] and Syria.)Netflix is available in every country and territory except for China, North Korea, Syria, and Russia,[390]In January 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would begin VPN blocking since it can be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix announced it would be used to watch videos from a country where they are unavailable.[391] Theorem 2016, Netflix anno result of the VPN block is that people can only watch videos are hidden from search results.[392] Variety is present on Netflix.[clarification needed] Hebrew and right-to-left interface orientation, which is a common localization strategy in many markets, are what define the Israeli user interface's localization, and in some regions, Netflix offers a more affordable mobile-only subscription.[393]Customers can subscribe to one of three plans; the difference in plans relates to video resolution, the number of simultaneous streams, and the number of devices to which content can be downloaded.[394]At the end of Q1 2022, Netflix estimated that 100 million households globally were sharing passwords to their account with others.[323] In March 2022, Netflix began to charge a fee for additional users in Chile, Peru, and Costa Rica to attempt to control account sharing.[321][323] On July 18, 2022, Netflix announced that it would test the account sharing feature in more countries, including Argentina nican Republic, El Salvador, Guatemala and Honduras.[395] On October 17, Netflix launched Profile Transfer to help end account sharing.[396]On July 13, 2022, Netflix's planned advertising tier would not allow subscribers to download content like the existing. ad-free platform.[398] On July 20, 2022, it was announced that the advertising-supported tier would be coming to Netflix in 2023 but it would not feature the full library of content.[399] In October, the launch date was announced as November 3, 2022, and was launched in 12 countries: United Kingdom, France Germany, Italy, Spain, Australia, Japan and South Korea. [400][401][402] The ad-supported plan was called "Basic with Ads" and it cost \$6.99 per month in the United States at launch. [403]On February 24, 2023, Netflix cut subscription prices in more than 30 countries around the world to attract more subscribers from those countries. Malaysia, Indonesia, Thailand, the Philippines, Croatia, Venezuela, Kenya, and Iran are on the list of countries where the cost for a subscription will be reduced. [404] In the same month stronger anti-password-sharing rules were expanded to United States and Brazil subscribers. [406][407][408]In July 2023, Netflix added 5.9 million subscribers for the second quarter of the year for a total of 238.39 million subscribers which was the largest regional quarterly gain since 2021. [409][410]Netflix announced in February that it was going to enforce stricter regulations for password sharing. In May 2023, Netflix began cracking down on password-sharing in the US, UK, and Australia. Under these new rules, multiple people can use and share one account, but they have to be under the same household. Netflix defines a household as people who live in the same location as the owner of the account. Users are asked to set a primary location based on the device's IP address.[411]Netflix reported 8.05 million new subscribers in Q2 2023.[412][413]In July 2024, Netflix started phasing out its cheapest subscription plan for users in France and the US, a year after the plan was removed for Canada and the UK. Members in these countries have the option to sign up for either the standard ad-free plan or the ad plan.[414][415]Netflix can be accessed via a web browser, while Netflix apps are available on various platforms, including Blu-ray players, and video game consoles. Currently supported game consoles include: Microsoft Xbox 360,[416] Xbox One and Xbox Series X/SSony PlayStation 3,[417] PlayStation 5A Android TV-powered remote control with a Netflix buttonSeveral older devices no longer support Netflix. For home gaming consoles, this includes the PlayStation 2,[418] PlayStation TV, Wii[419] and Wii U.[420] For handheld gaming consoles, this includes the Nintendo 3DS family of systems and the PlayStation Vita.[421] The second and third generation Apple TV previously supported Netflix with an ad-free plan, but the app was automatically removed on these devices on July 31, 2024.[422]In addition, a growing number of multichannel television providers, including cable television and IPTV services, have added Netflix apps accessible within their own set-top boxes, sometimes with the ability for its content (along with those of other online video services) to be presented within a unified search interface alongside linear television programming as an "all-inone" solution.[423][424][425][426]The maximum video resolution supported on computers is dependent on the DRM system available on a particular operating SystemWeb BrowserDRM systemWeb BrowserDRM system.[427]Operating System and web browser.[427]Operating SystemWeb BrowserDRM systemWeb BrowserDRM system available on a particular operating System and web browser.[427]Operating System and web browser.[427]Operating System and web browserDRM system available on a particular operating System availa distribution variant)Google Chrome, Firefox, OperaWidevine720p (with Widevine L1)Microsoft EdgePlayReady4K (device must fulfill hardware requirements)[428]MacOS 10.11 through MacOS 10.15 Apple SafariFairPlay1080pMacOS 11 or laterApple SafariFairPlay4KChromeOSGoogle ChromeWidevine1080p (with Widevine L1)Androidmobile appWidevine480p (devices with Widevine L3 only) 1080p (devices with Widevine L3 on specialsFurther information on Netflix international offerings: Lists of Netflix exclusive international distributed exclusively by Netflix. Netflix funds its originals hows differently than other TV networks when they sign a project, providing the money upfront and immediately ordering two seasons of most series.[431] It keeps licensing rights, which normally give production companies future revenue opportunities from syndication, merchandising, etc.[160][432]Over the years, Netflix output ballooned to a level unmatched by any television network or streaming service. According to Variety Insight, Netflix produced a total of 240 new original shows and movies in 2018, then climbed to 371 in 2019, a figure "greater than the number of original series that the entire U.S. TV industry released in 2005." [433] The Netflix budget allocated to production increased annually, reaching \$13.6 billion in 2021 and projected to hit \$18.9 billion by 2025, a figure that once again overshadowed any of its competitors. [434] As of August 2022, original productions made up 50% of Netflix's overall library in the United States. [435]Netflix has exclusive streaming rights while adhering to the structures of traditional pay TV terms. Distributors that have licensed content to Netflix include Warner Bros., Universal Pictures, Sony Pictures Entertainment and previously The Walt Disney Studios. Netflix also holds current and back-catalog rights to television and Paramount Global Content Distribution, along with titles from other companies such as ABS-CBN Studios, [436] GMA Pictures, [437] Cignal Entertainment, MQ Studios, Regal Entertainment, Viva Films, Soraya Intercine Films, Falcon Pictures, [437] Cignal Entertainment, TBS, TV Asahi, Fuji TV, Mediacorp, Primeworks Studios, GMM Grammy, Public Television Service, Gala Television, ITV Studios, Hasbro Entertainment and StudioCanal. Formerly, the streaming service also held rights to select television programs distributed by NBCUniversal Television Distribution, Sony Pictures Television and 20th Century Fox Television.Netflix negotiated to distribute animated films from Universal that HBO declined to acquire, such as The Lorax, ParaNorman, and Minions.[438]Netflix holds except in the U.S. and Japan as part of an agreement signed with Ghibli's international sales holder Wild Bunch in 2020.[439]In July 2021, Netflix hired Mike Verdu, a former executive from Electronic Arts and Facebook, as vice president of game development, along with plans to add video games by 2022.[440] Netflix announced plans to release mobile games that would be included in subscribers' service plans.[441] Trial offerings were first launched for Netflix users in Poland in August 2021, offering premium mobile games based on Stranger Things 3: The Game, for free to subscribers through the app. [442] Netflix officially launched mobile games on November 2, 2021, for Android users around the world. Through the app. subscribers had free access to five games, including two previously made Stranger Things titles. Netflix intends to add more games to this service over time.[443] On November 9, the collection launched for iOS.[444] Verdu said in October 2022 that besides continuing to expand their portfolio of games, they were also interested in cloud gaming options.[445]To support the games effort, Netflix began acquiring and forming a number of studios. The company acquired Night School Studio, an independent video game developer, in September 2021.[446] Netflix announced plans to acquire Next Games had developed the mobile title Stranger Things: Puzzle Tales as well as two The Walking Dead mobile games.[447] Later in the month, Netflix also acquired the Texas-based mobile game studio in Helsinki, Finland in September 2022,[448] and a new studio. their fifth overall, in southern California in October 2022,[445] alongside the acquisition of Spry Fox in Seattle.[449]In June 2024, Verdu was moved into a new role focusing on "innovation in game development."[450] The next month, Netflix hired Alain Tascan, vice president of game development at Epic Games, to head up Netflix Games.[451] As of July 2024, Netflix has over 80 games in development, releasing at least one game each month to attract fans.[452] The company shut down its Southern California "Team Blue" AAA gaming studio in October 2024, leading to the departure of developers like Overwatch producer Chacko Sonny, Halo veteran Joseph Staten and God of War art director Rafael Grassetti.[453] Netflix indicated that it maintains a commitment to grow its gaming business despite the changes.[454][455] In late October, Netflix Stories: A Virgin River Christmas, and The Ultimatum: Choices, as well as a new daily word game in partnership with TED Talks, TED Tumblewords. [457]Netflix freely peers with Internet exchange points. In June 2012, a custom content delivery network, Open Connect, was announced. [458] For larger ISPs with over 100,000 subscribers, Netflix offers free Netflix Open Connect computer appliances that cache their content within the ISPs' data centers or networks to further reduce Internet transit costs. [459][460] By August 2016. Netflix closed its last physical data center, but continued to develop its Open Connect technology. [461] A 2016 study at the University of London detected 233 individual Open Connect locations on over six continents, with the largest amount of traffic in the US, followed by Mexico.[462][463]As of July 2017, Netflix series and movies accounted for more than a third of all prime-time download Internet traffic in North America.[464]On October 1, 2008, Netflix offered access to its service via a public application programming interface (API).[465] It allowed access to data for all Netflix titles, and allows users to manage their movie queues. The API was free and allowed commercial use.[466] In June 2012, Netflix instead focused on a small number of known partners using private interfaces, since most traffic came from those private interfaces. [468] In November 2014, Netflix retired the public API. [469] Netflix then partnered with the developers of eight services deemed the most valuable, including Instant Watcher, Fanhattan, Yidio and Nextguide. [470]Netflix presents viewers with recommendations based on interactions with the service, such as previous viewing history and ratings of viewed content. These are often grouped into genres and formats, or feature the platform's highest-rated content. Each title is presented with a thumbnail. Before around 2015, these were the same key art for a thumbnail based on viewing history,[471] such as an actor or scene type based on genre preferences.[472] Some thumbnails are generated from video stills.[473] The Netflix recommendation system is a vital part of the streaming platform's success, enabling personalized content suggestions for hundreds of millions of subscribers worldwide.[474] Using advanced machine learning algorithms, Netflix analyzes user interactions, including viewing history, searches, and ratings, to deliver personalized recommendation system considers individual user preferences, similarities with other users with comparable tastes, specific title attributes (genre, release year, etc.), device usage patterns, and viewing time. As users interact with the platform and provide feedback with their viewing habits, the recommendation system, using the presentation of titles on the homepage for easy navigation to maximize user engagement. This is done by organizing content into rows and ranking the titles within each row based on how much the user would be interested in it.[474] Netflix also uses A/B testing to determine what causes the biggest interest and engagement related to options concerning movie suggestions and how titles are organized. Tags like "bittersweet", "sitcom", or "intimate" are assigned to each title by Netflix employees.[475] Netflix also uses the tags to create recommendations", which display titles on the home page based on what its users are actively searching, in 2025 [476]Further information: List of accolades received by NetflixOn July 18, 2013, Netflix earned the first Primetime Emmy Awards. Three of its series, Arrested Development, Hemlock Grove and House of Cards, earned a combined 14 nominations (nine for House of Cards, three for Arrested Development and two for Hemlock Grove). [477] The House of Cards episode "Chapter 1" received four nominations for both the 65th Primetime Emmy Awards, becoming the first episode of a streaming television series to receive a major Primetime Emmy Award nomination. 2013, Netflix earned its first Grammy nomination when You've Got Time by Regina Spektorthe main title theme song for Orange Is the New Blackwas nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 12, 2013, the network earned six nominated for Best Song Written for Visual Media.[481]On December 14, 2013, the network earned six nominated for Best So nominations was Wright for Golden Globe Award for Best Actress Television Series. It also marked Netflix's first major acting award. [483][484][485] House of Cards and Orange is the New Black also won Peabody Awards in 2013.[486]On January 16, 2014, Netflix became the first streaming service to earn an Academy Award nominations. Among other nominations, House of Cards received nominations for Outstanding Drama Series, Outstanding Directing in a Drama Series and Outstanding Writing in a Drama Series. Kevin Spacey and Robin Wright were nominated for Outstanding Lead Actor and Outstanding Mright were nominated for Outstanding Lead Actor and Outstanding Lead Actor Comedy Series, Outstanding Writing for a Comedy Series and Outstanding Directing for a Comedy Series, Outstanding Supporting Actress in a Comedy Series, Outstanding Supporting Actress in a Comedy Series and Outstanding Support Series and Outstanding Series (the latter was for Aduba's recurring role in season one, as she was promoted to series regular for the show's second season).[488]Netflix got the largest share of 2016 Emmy Award nominations, with 16 major nominations. However, streaming shows only got 24 nominations, with 16 major nominations. House of Cards with Kevin Spacey, A Very Murray Christmas with Bill Murray, Unbreakable Kimmy Schmidt, Master of None, and Bloodline. [489]Stranger Things received 13 nominations at the 2017 Primetime Emmy Awards, while The Crown received 13 nominations at the 2017 Primetime Emmy Awards, while The Crown received 13 nominations. promoting animal rights movies and documentaries like Forks Over Knives and What the Health.[491][492]At the 90th Academy Awards, held on March 4, 2018, the film Icarus, distributed by Netflix, won its first Academy Awards, held on March 4, 2018, the film Icarus, distributed by Netflix, won its first Academy Awards, held on March 4, 2018, the film Icarus, distributed by Netflix, won its first Academy Award for Best Documentary Feature Film.

had "single-handedly changed the documentary world." Icarus had its premiere at the 2017 Sundance Film Festival and was bought by Netflix for \$5 million, one of the biggest deals ever for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Creative Arts Emmy Awards with 112 Market and was been for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Creative Arts Emmy Awards with 112 Market and was been for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Creative Arts Emmy Awards with 112 Market and was been for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Creative Arts Emmy Awards with 112 Market and Was been for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Creative Arts Emmy Awards with 112 Market and Was been for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Creative Arts Emmy Awards with 112 Market and Was been for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Creative Arts Emmy Awards with 112 Market and Was been for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Creative Arts Emmy Awards with 112 Market and Was been for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Creative Arts Emmy Awards with 112 Market and Was been for a non-fiction film.[493] Netflix became the network whose programs received more nomination at the 2018 Primetime and Primeti nominations, therefore breaking HBO's 17-years record as a network whose programs received more nominations for the 91st Academy Awards, including Academy Award for Best Picture for Alfonso Cuarn's Roma, which was nominated for 10 awards.[496] The 15 nominations equal the total nominations films distributed by Netflix had received 20 TV nominations and films distributed by Netflix also got 22 film nominations at the 78th Golden Globe Awards. It secured three out of the five nominations for best drama TV series for The Crown, Ozark and Ratched and four of the five nominations for best actress in a TV series: Olivia Colman, Emma Corrin, Laura Linney and Sarah Paulson. [497][498]In 2020, Netflix received 30 nominations at the 2021 Screen Actors Guild Awards, more than any other distributed films and programs won seven awards including best motion picture for The Crown.[500][501] Netflix also received the most nominations of any studio at the 93rd Academy Awards35 total nominations with 7 award wins.[502][503]In February 2022, The Power of the Dog, a gritty western distributed by the streamer received a total of 72 nominations.[504] Campion became the third female to receive the Best Director award, winning her second Oscar for The Power of the Dog.[505] At the 50th International Emmy Awards including six for Squid Game. The Squid Game wins for Outstanding Lead Actor in a Drama Series and Outstanding Directing for a Drama Series were the first-ever for a non-English language series in those categories.[507]In March 2023, Netflix won six Academy Awards including four for All Quiet on the Western Front which was the most awarded Netflix film in its history. Guillermo del Toro's Pinocchio was the first streaming film to named Best Animated Feature and The Elephant Whisperers was the first Indian-produced film to received 103 Emmy nominations, which was the most of any network.[510]In January 2025, Netflix received 18 Academy Award nominations, the most of any studio.[511]Main article: Criticism of NetflixIn 2024, Netflix liscontinued its cheapest ad-free plan. Users who were on the plan would have to pay extra for the next cheapest ad-free plan. Netflix has been subject to criticism from various groups and individuals as its popularity and market reach increased in the 2010s. Customers have complained about price increases in Netflix offerings dating back to the company's decision to separate its DVD rental and streaming services, which was quickly reversed. As Netflix increased its streaming output, it has faced calls to limit accessibility to graphic violence and include viewer advisories for issues such as sensationalism and promotion of pseudoscience. Netflix's content has also been criticized by disability rights movement advocates for lack of closed captioning quality.[512]Some media organizations and competitors have criticized Netflix for selectively releasing ratings and viewer numbers of its original programming. The company has made claims boasting about viewership records without providing data to substantiate its successes or using problematic estimation methods.[513] In March 2020, some government agencies called for Netflix and other streamers to limit services due to increased broadband and energy consumption as use of the platform increased. In response, the company announced it would reduce bit rate across all streams in Europe, thus decreasing Netflix's shareholder Imperium Irrevocable Trust filed a lawsuit against the company for violating the U.S. securities laws.[515] In January 2024, a federal judge dismissed the suit, stating that shareholders failed to provide instances of Netflix lying about subscriber growth.[516]In May 2023, Netflix officially banned the use of password sharing between individuals of different households, meaning sharing an account was only available to those living in the same house.[517][518] After reportal portal Companies portal Companies portal San Francisco Bay Area portal List of streaming media services release). August 9, 2020. Archived from the original on March 5, 2024. Retrieved August 21, 2020. "APA KABAR INDONESIA". Netflix CAN NOW SPEAK BAHASA INDONESIA". Netflix (Press release). October 9, 2021. "Where is Netflix available?". 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Retrieved from " 2Australian video on demand service9NowType of siteVideo on demand service9NowType of s demand, OTT, Catch up, live streamingAvailableinEnglishPredecessor(s)9Jumpin (201416)HeadquartersNorth Sydney, New South Wales, AustraliaAreaservedAustraliaOwnerNine Entertainment Co.CEOMike SneesbyServicesstreaming serviceURL9now.com.auCommercialYesRegistrationFreeLaunched27January 2016; 9 years ago(2016-01-27)CurrentstatusActive9Now is a live stream, video on demand, and catch-up TV service run by the Nine Network in Australia. The service 9Jumpin. 9Now offers online live streaming of Channel 9, 9Gem, 9Go!, 9Life and 9Rush, as well as live news via nine.com.au.[1][2]In 2016, 9Now was at the centre of a legal challenge by then Nine regional television partner WIN Television, which helped contribute to an affiliation swaps for Nine and competitor Network 10. As of January 2019, Nine claims to have more than 7m signups to its platform. [3] On 12 April 2010, as a part of its online entertainment brand TheFIX, the Ninemann Company released FIXPlay, an online video on demand catch-up TV service for the Nine Network, incorporating locally produced programs from Nine and GO! along with back-catalogue content from local and international distributors.[4][5] FIXPlay became the second catch-up TV service released by a commercial Australian network, the first being PLUS7 from Yahoo7 and the Seven Network.On 26 July 2012, Nine released Jump-in, a trial social television app on iPhone and iPad for its coverage of the 2012 Summer Olympic Games. The app allowed users to view information on the television broadcast, set reminders and comment on events, view the full Olympic schedule, latest medal tally, event results, news coverage and other video highlights.[6] After its success throughout the Olympics, Jump-in was commercially launched on 4 February 2013 as an interactive television series, voting and posting live comments on select television series (that would appear on screen), and entering competitions.[7]On 8 November 2013, FIXPlay was merged into Jump-in, later renamed to 9Jumpin in May 2014, integrated into its new website, while new catch-up TV with interactive social media.[8] The app's original interactive TV features were integrated into its new website, while new catch-up TV with interactive social media.[8] The app's original interactive TV features were integrated into its new website, while new catch-up TV with interactive social media.[8] The app's original website was closed on 28 January 2016, one day after the silent launch of 9Now. In October 2015, with the upcoming launch of 9HD and looming network-wide rebrand, Nine announced that 9Jumpin would be replaced with an entirely new service called 9Now. Pete Wiltshire, chief revenue officer of Nine Entertainment Co., stated that "[9]umpin] was never designed to be streaming product and it isn't" and announced that the purpose-built 9Now service with a wider range of content, while also delivering live streaming of Channel 9, 9Gem, 9Go! and 9Life.[9] 9Now was described as "a premium destination for live streaming, catch-up and on-demand content for all of the Nine Network's linear channels".[1] The 9Now website and app were launched on 27 January 2016 along with live streaming for the multichannels to launch on a later date.[10][11] However, unlike competitors 7plus, ABC iview, SBS on Demand, and 10Play. 9Now requires users to create an account before allowing access to catch-up content and live streaming.[2] Livestreams for 9Go!, 9Gem and 9Life were launched on 17 May 2016. Following the launch of 9Now, Nine's main regional affiliate WIN Television sued Nine Streaming.[2] Livestreams for 9Go!, 9Gem and 9Life were launched on 17 May 2016. Following the launch of 9Now, Nine's main regional affiliate WIN Television sued Nine Streams for 9Go!, 9Gem and 9Life were launched on 17 May 2016. Following the launch of 9Now, Nine's main regional affiliate WIN Television sued Nine Streams for 9Go!, 9Gem and 9Life were launched on 17 May 2016. Following the launch of 9Now, Nine's main regional affiliate WIN Television sued Nine Streams for 9Go!, 9Gem and 9Life were launched on 17 May 2016. Following the launch of 9Now, Nine's main regional affiliate WIN Television sued Nine Streams for 9Go!, 9Gem and 9Life were launched on 17 May 2016. Following the launch of 9Now, Nine's main regional affiliate WIN Television sued Nine Streams for 9Go!, 9Gem and 9Life were launched on 17 May 2016. Following the launched on 17 May 2016. 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[19][20][21]On 30 June 2022, 9Now was discontinued for the PlayStation 4.On 14 September 2022, at Nine Entertainment's 2022 upfront, Nine announced some changes to the platform, including Full HD channels, FAST channels, and an innovative new homepage that allows users to dive straight into the live content stream.[22][23][24] On 6 December 2022, 9Now added a start over feature that will go back to the very beginning of a show.[25][26] The new homepage of the platform was launched in October 2023. On 25 October 2023, Pedestrian TV a dedicated FAST channels launched on 9Now.9Now provides on-demand access to almost all the TV programs that are broadcast on the Nine Network linear broadcast on the Nine Network linear broadcast channels (Channel 9, 9Gem, 9Go!, 9Life and 9Rush). Programs are categorised by these genres: ComedyDocumentaryDramaEntertainmentFamilyKidsLifestyleNews & Current AffairsPodcastRealitySci Fi & FantasySpecial EventsSpecial InterestSportTrue CrimeFurther information: Nine's Wide World of SportsAustralian Swimming Championships (2022present)Through the streaming platform, 9Now provides access to the whole Nine Networksuite of channels, including the main and multichannels.As of April 2024, the following online only 24/7 channels are also available:BBC TopGearBBC COMEDYBBC FOODBBC EARTHBBC ANTIQUES ROADSHOWBBC HOME & GARDEN9CrimeLMNSeinfeld60 Minutes AustraliaThe BlockMarried at First SightDance MomsPedestrian TV9jumpin logo (2014 27 January 2016)9Now logo (28 July 2017 present)2016 screenshot of 9NowTelevision portalAustralia portalStanInternet television in Australia^ a b Reilly, Claire (29 October 2015). "Nine Network to live streaming". TV Tonight. Retrieved 28 January 2016.^ a b Knox, David (28 January 2016). "Streaming". TV Tonight. 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View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)Telstra (links | edit)Christina Aguilera (links | edit)Video on demand (links | edit)Netflix (links | edit)Netflix (links | edit)BBC Television (links | edit)Vidotron (links | edit)Spark New Zealand (links | edit)Foxtel (links | edit)WIN Television (links | edit)France Thisions (links | edit)France Thisions (links | edit)Canal+ (French TV channel) (links | edit)France Thisions

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