

A Profile of the Netflix Subscriber

Market Study
First Quarter 2015





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iGR
12400 W. Hwy 71
Suite 350 PMB 341
Austin TX 78738

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Abstract

Netflix subscribers are among the ultimate consumers of broadband data. According to many press reports, they regularly consume anywhere from 30 to 40 percent of the Internet's total bandwidth – more on the day when they release a popular show like *House of Cards*.

This report profiles the average Netflix consumer – not what they watch or when, but more who they tend to be, what device they own, and what devices they watch Netflix on. In addition, iGR has modeled how much bandwidth the average Netflix household consumes, both on wired broadband and mobile networks.

The answer to “who is the average Netflix subscriber” in two words is: Probably you.

Key questions addressed in this report include:

- What are the demographics, including age splits, number of children, household income and gender, of the average Netflix user?
- What devices do Netflix users have? How does their usage compare to the average U.S. household and non-Netflix households?
- What devices do Netflix users stream on?
- How much mobile bandwidth do Netflix households consume?
- How much broadband data does the average Netflix household consume at home each month?
- How much time does the average Netflix user spend watching the programming?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers
- Content providers and distributors
- Financial analysts and investors.

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