Beat: Entertainment

AMERICAN NETFLIX RAISES SUBSCRIPTION PRICE IN EUROPE

WILL AFFECT MOST EUROPEAN COUNTRIES

PARIS - NEW YORK - LOS ANGELES, 19.08.2015, 22:04 Time

USPA NEWS - Netflix is an American provider of on-demand Internet streaming media available to viewers in all of North America, Australia, New Zealand, South America & parts of Europe (Denmark, France, Germany, The Netherlands, Norway, Sweden, Finland, Switzerland, Austria, Belgium, Luxembourg, Ireland & UK).

The increase will affect most European countries where Netflix operates, including Germany, France and the Netherlands. In Switzerland, the company announced a similar hike, increasing its standard subscription to $15.26 (CHF 14.90) a month from $13.20 (CHF 12.90). Netflix made a similar price increase in the UK and on some of its Nordic offerings earlier this year. (Hollywood Reporter)

Netflix CEO Reed Hastings told investors on Wednesday that the company was preparing to carefully push consumers toward higher-priced plans in the US in the coming years.

Netflix topped 65 million subscriptions worldwide this quarter, with 42 million in the US alone.

Netflix CEO Reed Hastings gave details on the company´s entry into the new and notoriously difficult markets in the coming months, notably China and Japan, and said he hoped he could get Comcast to provide free peering to Netflix in the future.
(The Guardian)

The company was established in 1997 and is headquartered in Los Gatos, California. It started its subscription-based service in 1999. By 2009, Netflix was offering a collection of 100,000 titles on DVD and had surpassed 10 million subscribers.

Article online:
https://www.uspa24.com/bericht-4921/american-netflix-raises-subscription-price-in-europe.html

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Official Federal Reg. No. 7442619