

FRIEDLAND JONATHAN  
Form 3  
January 27, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â FRIEDLAND JONATHAN		(Month/Day/Year)	NETFLIX INC [NFLX]	
(Last)	(First)	(Middle)	01/17/2012	
100 WINCHESTER CIRCLE			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
LOS GATOS,Â CAÂ 95032			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			Chief Communications Officer	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date			
		Title	Amount or Number of Shares		

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Non-Qualified Stock Option (right to buy)	12/01/2011	12/01/2021	Common Stock	744	\$ 67.17	D	Â
Non-Qualified Stock Option (right to buy)	01/03/2012	01/03/2022	Common Stock	692	\$ 72.24	D	Â
Non-Qualified Stock Option (right to buy)	11/01/2011	11/01/2021	Common Stock	624	\$ 80.09	D	Â
Non-Qualified Stock Option (right to buy)	10/03/2011	10/03/2021	Common Stock	442	\$ 113.25	D	Â
Non-Qualified Stock Option (right to buy)	03/01/2011	03/01/2021	Common Stock	244	\$ 204.63	D	Â
Non-Qualified Stock Option (right to buy)	09/01/2011	09/01/2021	Common Stock	214	\$ 233.27	D	Â
Non-Qualified Stock Option (right to buy)	05/02/2011	05/02/2021	Common Stock	211	\$ 237.19	D	Â
Non-Qualified Stock Option (right to buy)	04/01/2011	04/01/2021	Common Stock	207	\$ 242.09	D	Â
Non-Qualified Stock Option (right to buy)	08/01/2011	08/01/2021	Common Stock	190	\$ 263.38	D	Â
Non-Qualified Stock Option (right to buy)	06/01/2011	06/01/2021	Common Stock	187	\$ 267.26	D	Â
Non-Qualified Stock Option (right to buy)	07/01/2011	07/01/2021	Common Stock	187	\$ 267.99	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FRIEDLAND JONATHAN 100 WINCHESTER CIRCLE LOS GATOS, CA 95032	Â	Â	Â Chief Communications Officer	Â

## Signatures

By: David Hyman, Authorized Signatory For: Jonathan S Friedland

01/27/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.