

~ WELCOME to ENGLISH ZONE ROCKS ~

~ PASSIVE VOICE : NETFLIX HISTORY ~ EXERCISE



**TASK 1: COMPLETE the GAPS with the CORRECT PASSIVE VOICE PHRASE**

Netflix : streaming sensation. Netflix is a worldwide revolution. It has changed the way we watch TV. We don't even need a TV any longer to watch our favorite programmes - We can watch what we want, when we want, where we want on a TV, tablet, laptop or a phone.

🌟 *The beginning.*

**WAS REFUSED / WAS OFFERED / WAS FOUNDED / WAS FINED /**

Netflix ..... in 1997 in California after Reed Hastings, now the CEO, ..... \$40 because he was late returning a copy of Apollo 13 to video rental shop.

Netflix started a DVD-by-mail rental business. In 2000, Netflix ..... to Blockbuster, another DVD rental company, but the offer ..... . After better broadband made it possible for people to stream films to their TV, Netflix became the leader. It is now worth \$60 billion and Blockbuster went bankrupt in 2010!

🌟 *Netflix, the facts*

**HAS BEEN AFFECTED / ARE WATCHED / HAS BEEN STREAMED / IS ESTIMATED / WAS NAMED / WAS AWARDED / IS WATCHED /**

The company's revenue ..... at \$3.2 billion a year. It is available in 200 countries, and the number is rising. In the US, Netflix ..... by more people than cable TV, and has nearly 55 million subscribers. Netflix ..... so heavily during Prime Time (nearly 37. % of internet traffic comes from Netflix) that video quality ..... . Netflix allows people to watch an entire series, called a "box set" in one go. Box sets ..... by 60% of viewers. *Breaking Bad* is the most popular- so far 10.3 million people have watched the final Series.

In 2014, Netflix ..... a Golden Globe, when Robin Wright ..... Best Actress in *House of Cards*.

WILL BE WATCHED / WILL BE MADE /

WILL BE DEVELOPED / IS PREDICTED /

With classic series, like The Crown (a drama about Queen Elizabeth II) Netflix has become more and more popular. It ..... that Netflix ..... in nearly every country around the world, and more and more of the programmes ..... by Netflix themselves. And even better streaming technology ..... so that heavy use will not affect picture quality.

**TASK 2: COMPLETE THE QUESTIONS. CHOOSE BETWEEN *a* or *b* TO FILL IN THE GAPS AND THEN ANSWER FULLY.**

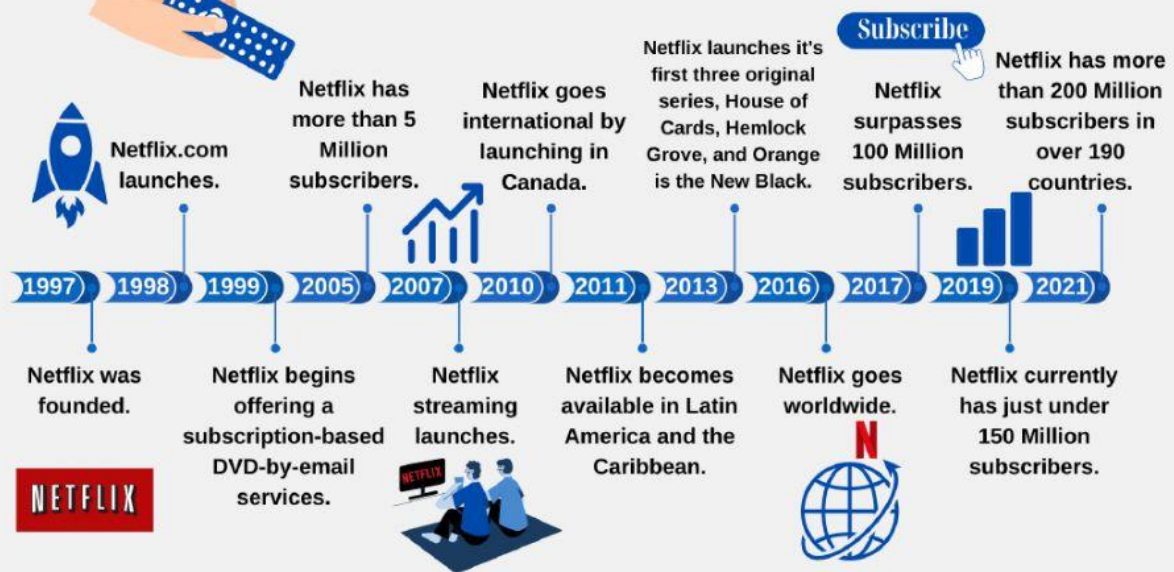
- 1) "Who ..... \$40 for returning a late video?"  
a) charged                      b) was charged
- 2) "Who ..... not to buy Netflix in 2000?"  
a) decided                      b) is decided
- 3) "What percentage of viewers ..... box set?"  
a) watch                      b) are watched
- 4) "Who ..... a Golden Globe for best actress?"  
a) awarded                      b) was awarded
- 5) "What ..... to improve Netflix?"  
a) will develop                      b) will be developed



Logo used since 2014

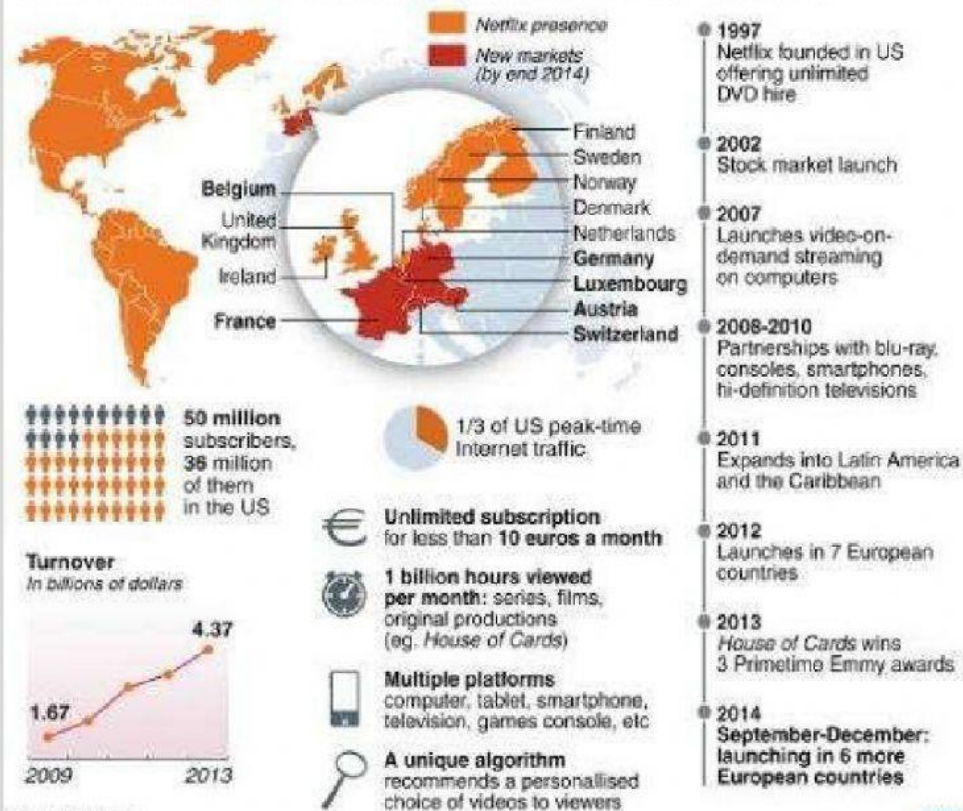


# Netflix Timeline



## Netflix expands in Europe

The leader in video-on-demand (TV via the Internet) operates in more than 40 countries



## Netflix logo history



First logo, used from 1997 to 2000



Second logo, used from 2000 to 2001

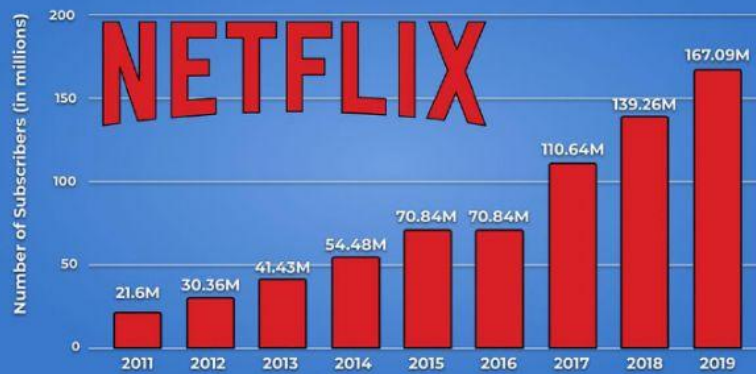
**NETFLIX**

Third logo, used from 2001 to 2014

**NETFLIX**

Fourth and current logo, used since 2014

Number of Netflix Subscribers by Year







**SOURCE: WB NEW HEADWAY 5th ed PreInt**

A television or radio **programme** is a single broadcast, for example a play, discussion, or show.  
*I watched a BBC programme on education.*

This word, too, is spelled **program** in American English.  
*This is mom's favorite TV program.*

Wikipedia: January 2023:

**Netflix, Inc.** is an American [subscription video on-demand over-the-top streaming](#) service and [production company](#) based in [Los Gatos, California](#). Founded in 1997 by [Reed Hastings](#) and [Marc Randolph](#) in [Scotts Valley, California](#), it offers a film and television series library through [distribution deals](#) as well as its own productions, known as [Netflix Originals](#).

As of September 2022, Netflix had 222 million subscribers worldwide, including 73.3 million in the United States and Canada; 73.0 million in [Europe, the Middle East and Africa](#), 39.6 million in [Latin America](#) and 34.8 million in the [Asia-Pacific](#) region. It is available worldwide aside from Mainland China, Syria, North Korea, and Russia. Netflix has played a prominent role in [independent film](#) distribution, and it is a member of the [Motion Picture Association](#).

Netflix can be accessed via [web browsers](#) or via [application software](#) installed on [smart TVs](#), [set-top boxes](#) connected to [televisions](#), [tablet computers](#), [smartphones](#), [digital media players](#), [Blu-ray](#) players, [video game consoles](#) and [virtual reality headsets](#) on the [list of Netflix-compatible devices](#). It is available in [4K resolution](#). In the United States, the company provided Digital Video Disc (DVD) and Blu-ray rentals delivered individually via the [United States Postal Service](#) from regional [warehouses](#).

Netflix initially both sold and rented DVDs by mail, but the sales were eliminated within a year to focus on the DVD rental business. In 2007, Netflix introduced streaming media and [video on demand](#). The company expanded to Canada in 2010, followed by Latin America and the Caribbean. Netflix entered the film and television production industry in 2013, debuting its first series [House of Cards](#). In January 2016, it expanded to an additional 130 countries and then operated in 190 countries.

The company is ranked 115th on the [Fortune 500](#) and 219th on the [Forbes Global 2000](#). It is the second largest entertainment/media company by [market capitalization](#) as of February 2022. In 2021, Netflix was ranked as the eighth-most trusted brand globally by [Morning Consult](#). During the 2010s, Netflix was the top-performing [stock](#) in the [S&P 500 stock market index](#), with a total return of 3,693%.

Netflix is headquartered in Los Gatos, California, in [Santa Clara County](#), with the two CEOs, Hastings and [Ted Sarandos](#), split between Los Gatos and [Los Angeles](#), respectively. It also operates international offices in Asia, Europe and Latin America including in Canada, France, Brazil, Netherlands, India, Italy, Japan, Poland, South Korea and the United Kingdom. The company has production hubs in Los Angeles, [Albuquerque](#), [London](#), [Madrid](#), [Vancouver](#) and [Toronto](#). Compared to other distributors, Netflix pays more for TV shows up front, but keeps more "upside" (i.e. future revenue opportunities from possible syndication, merchandising, etc.) on big hits.

**Type of business** [Public](#)

**Type of site** [OTT streaming platform](#)

**Available in** [show](#)

**List**

**Traded as** [Nasdaq: NFLX](#)  
[Nasdaq-100 component](#)  
[S&P 100 component](#)  
[S&P 500 component](#)

**Founded** August 29, 1997; 25 years ago<sup>[3]</sup> in [Scotts Valley, California](#), U.S.

**Headquarters** [Los Gatos, California, U.S.](#)

**Area served** Worldwide (excluding [Mainland China](#), [North Korea](#), [Russia](#) and [Syria](#))<sup>[4][5]</sup>

**Founder(s)** [Reed Hastings](#)  
[Marc Randolph](#)

**Key people** Reed Hastings ([Chairman](#), [Co-CEO](#))  
[Ted Sarandos](#) ([Co-CEO](#), [CCO](#))

Greg Peters ([COO](#), [CPO](#))

**Industry** Technology & [Entertainment industry](#), mass media

**Products** [Streaming media](#)  
[Pay television](#)  
[Video on demand](#)  
[Mobile gaming](#)

**Services** [Film production](#)  
[Film distribution](#)  
[Television production](#)  
Television distribution

**Revenue** ▲ US\$29.7 billion (2021)

**Operating income** ▲ US\$6.195 billion (2021)

**Net income** ▲ US\$5.116 billion (2021)

**Total assets** ▲ US\$44.585 billion (2021)

**Total equity** ▲ US\$15.849 billion (2021)

**Employees** 12,135 (2021)

🤘 🤘 *English Zone* 🤘 🤘