

The Data Behind Netflix's Q3 Beat Earnings



What Happened

NETFLIX

-- Earnings per share: \$1.47 vs. \$1.04 expected

-- **International paid subscriber additions: 6.26 million vs. 6.05 million expected**

-- Stock price surged more than 8% in extended trading

Market Summary > Netflix Inc

NASDAQ: NFLX

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286.28 USD **+2.03 (0.71%)** ↑

Closed: Oct 17, 7:38 AM EDT · Disclaimer

Pre-market 309.00 **+22.72 (7.94%)**

1 day

5 days

1 month

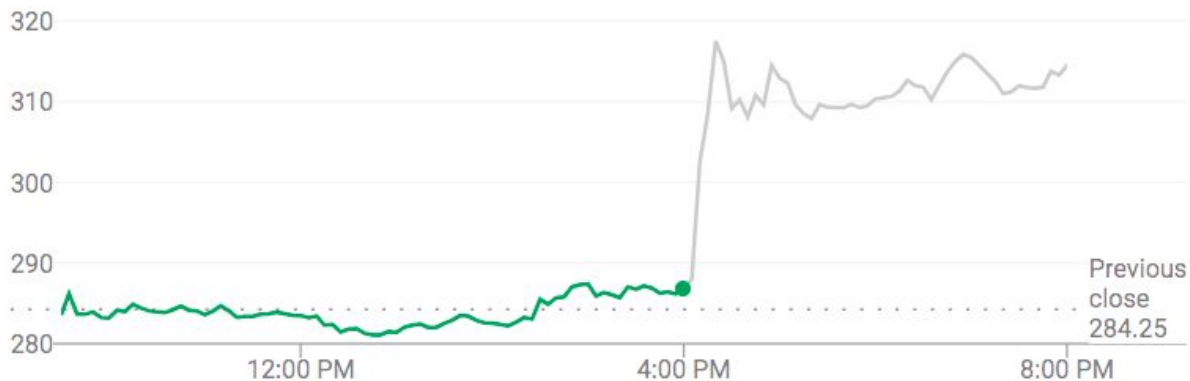
6 months

YTD

1 year

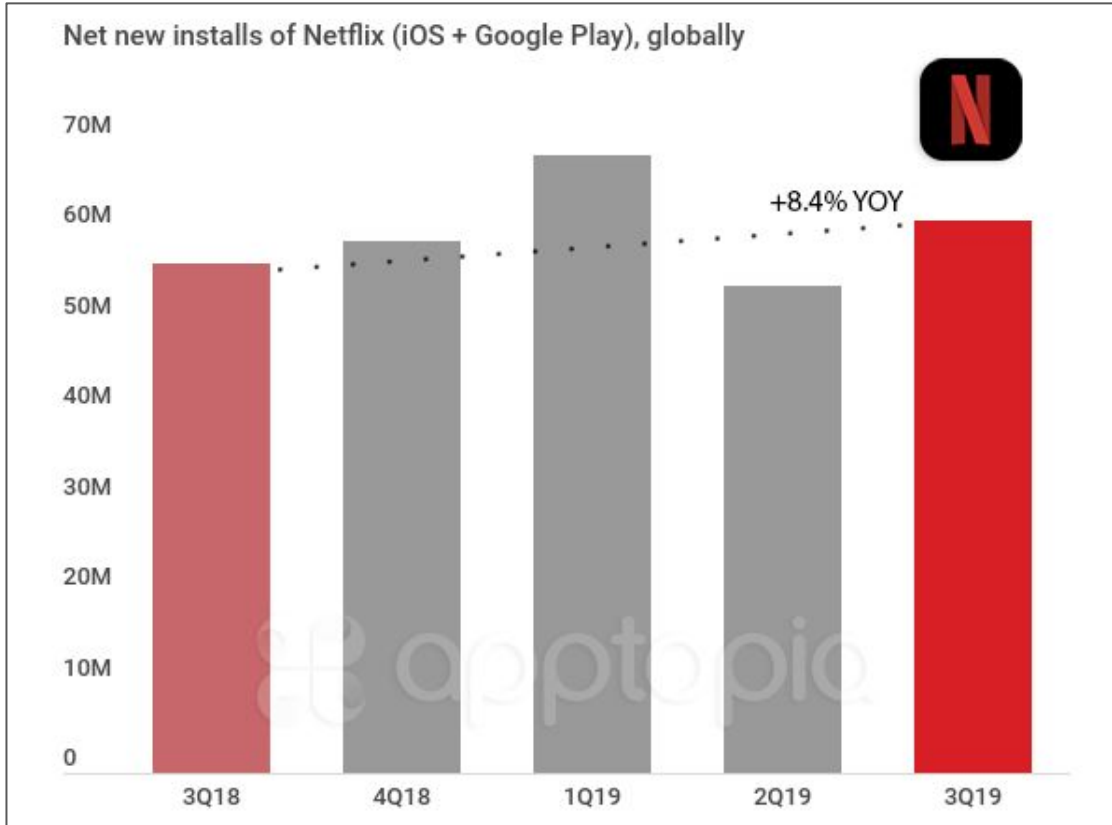
5 years

Max



Grow your mobile business

Apptopia's data was a strong leading indicator of new growth

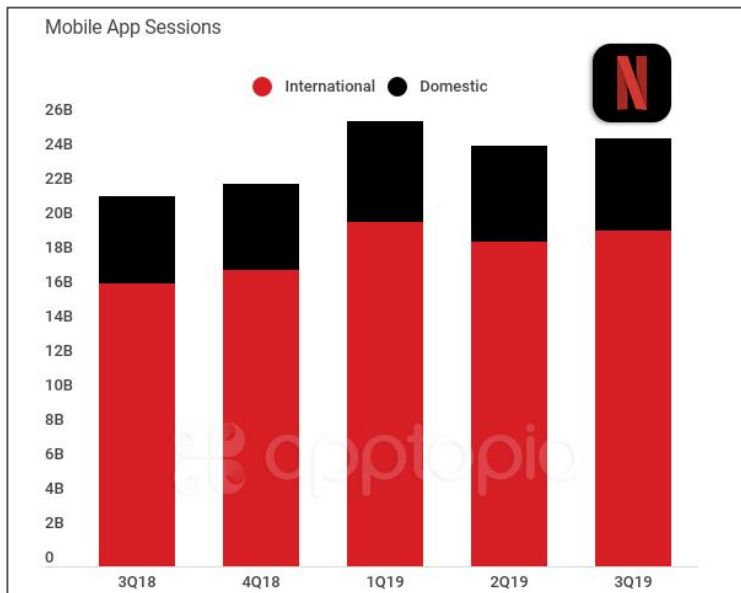


-- Netflix increased new installs of its mobile app **8.4% YOY** and **13.5% QOQ**.

-- New international installs of Netflix are up **11.3% YOY** and **17.3% QOQ**.

-- New domestic installs of Netflix are down **3.6% YOY** and **8.3% QOQ**.

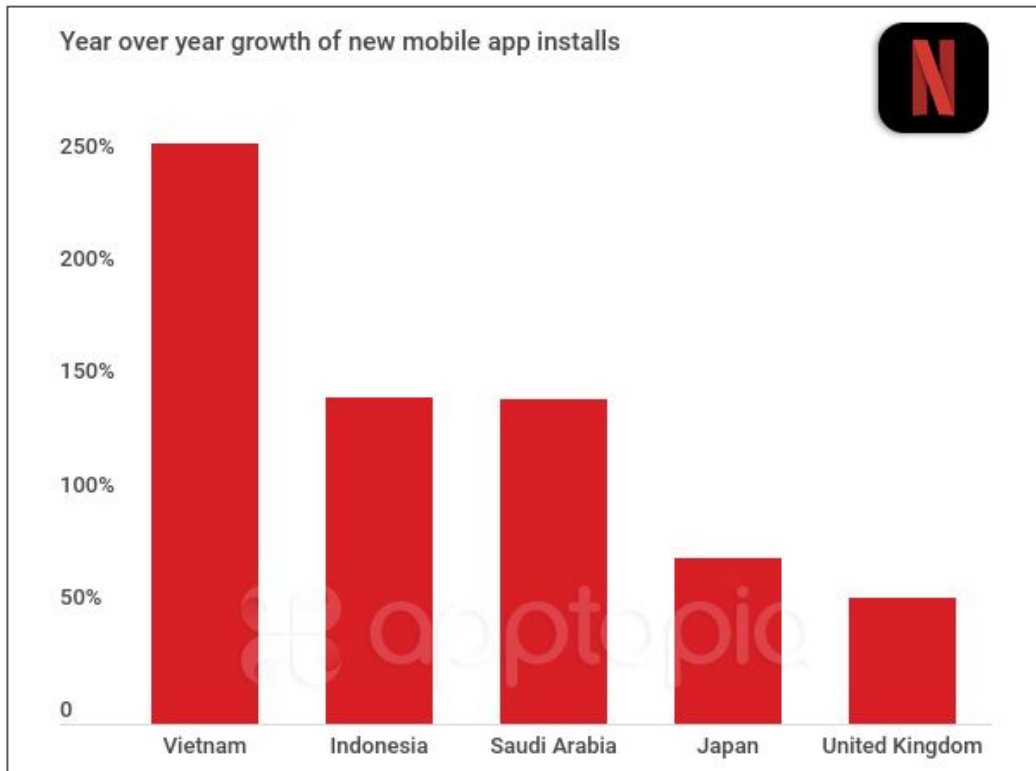
Other Indicators of Netflix's Q3 2019 performance



Netflix Domestic Growth YoY	
	Q3 2018 - 19
Netflix Reported: Paid Subscribers	+6.4%
Apptopia Estimate: Time Spent In App	+7.2%
Apptopia Estimate: Mobile App Sessions	+7.7%

Netflix Global Growth YoY	
	Q3 2018 - 19
Netflix Reported: Paid Subscribers	+21.4%
Apptopia Estimate: Time Spent In App	+15.1%
Apptopia Estimate: Mobile App Sessions	+16%

Other Indicators of Netflix's Q3 2019 performance



-- Netflix reported adding 517k domestic paid subscriber vs. 802k expected

-- Its growth this quarter clearly came from international markets

-- More specifically, according to Apptopia, it came from Vietnam, Indonesia, Saudi Arabia and Japan

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DARDEN RESTAURANTS INC	DOMINO'S PIZZA INC
DUNKIN' BRANDS GROUP INC	MCDONALD'S CORP
PAPA JOHN'S INTL INC	STARBUCKS CORP

Travel	
ALASKA AIR GROUP INC	AMERICAN AIRLINES GROUP INC
DELTA AIR LINES INC	JETBLUE AIRWAYS CORP
SOUTHWEST AIRLINES CO	SPIRIT AIRLINES INC
UNITED CONTINENTAL HOLDINGS	ROYAL CARIBBEAN CRUISES LTD
TRIPADVISOR INC	TRIVAGO NV - ADR

Internet & Media	
COMCAST CORP-CLASS A	DISH NETWORK CORP-A
ROKU INC	AMC ENTERTAINMENT HLDS-CL A
CBS CORP-CLASS B NON VOTING	LGf-A
LYV	LIONS GATE ENTERTAINMENT-A
LIVE NATION ENTERTAINMENT IN	NETFLIX INC

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ALIBABA GROUP HOLDING-SP ADR	AMBEST BUY CO INCZN
AMAZON.COM INC	DICK'S SPORTING GOODS INC
EBAY INC	ETSY INC
OVERSTOCK.COM INC	WAYFAIR INC- CLASS A
RITE AID CORP	WALGREENS BOOTS ALLIANCE INC

Finance & Banking	
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CAPITAL ONE FINANCIAL CORP	DISCOVER FINANCIAL SERVICES
LENDINGCLUB CORP	PAYPAL HOLDINGS INC
VISA INC-CLASS A SHARES	WESTERN UNION CO
BANK OF AMERICA CORP	CITIGROUP INC

Software	
BOX INC - CLASS A	DROPBOX INC-CLASS A
MICROSOFT CORP	ADOBE SYSTEMS INC
CHEETAH MOBILE INC - ADR	HUBSPOT INC
INTUIT INC	LINE CORP-SPONSORED ADR
LOGMEIN INC	SALESFORCE.COM INC

Gaming & Casinos	
SCIENTIFIC GAMES CORP	ELECTRONIC ARTS INC
ACTIVISION BLIZZARD INC	GLU MOBILE INC
TAKE-TWO INTERACTIVE SOFTWARE	ZYNGA INC - CL A
CAESARS ENTERTAINMENT CORP	HILTON GRAND VACATIONS INC
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