

HOAG JAY C  
Form 4  
October 25, 2010

**FORM 4**

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

OMB APPROVAL

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**STATEMENT OF CHANGES IN 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 \*  
HOAG JAY C

2. Issuer Name and Ticker or Trading Symbol  
NETFLIX INC [NFLX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
10/22/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)

C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

PALO ALTO, CA 94301

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	
Common Stock	10/22/2010		M	A	\$ 26.64	1,502	D <sup>(1)</sup>
Common Stock	10/22/2010		M	A	\$ 27.11	2,977	D <sup>(1)</sup>
Common Stock	10/22/2010		M	A	\$ 27.11	4,452	D <sup>(1)</sup>
Common Stock	10/22/2010		M	A	\$ 26.85	5,942	D <sup>(1)</sup>
Common Stock	10/22/2010		M	A	\$ 28.13	7,364	D <sup>(1)</sup>

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Common Stock	10/22/2010		M	1,351	A	\$ 29.6	8,715	D <sup>(1)</sup>
Common Stock	10/22/2010		M	1,403	A	\$ 28.51	10,118	D <sup>(1)</sup>
Common Stock	10/22/2010		M	1,468	A	\$ 27.24	11,586	D <sup>(1)</sup>
Common Stock	10/22/2010		M	1,451	A	\$ 27.55	13,037	D <sup>(1)</sup>
Common Stock	10/22/2010		M	1,357	A	\$ 29.46	14,394	D <sup>(1)</sup>
Common Stock	10/22/2010		M	1,475	A	\$ 27.1	15,869	D <sup>(1)</sup>
Common Stock	10/22/2010		M	1,368	A	\$ 29.22	17,237	D <sup>(1)</sup>
Common Stock	10/22/2010		M	1,332	A	\$ 30.04	18,569	D <sup>(1)</sup>
Common Stock	10/22/2010		M	1,339	A	\$ 29.87	19,908	D <sup>(1)</sup>
Common Stock	10/22/2010		S	19,908	D	\$ 169.5395	0	D <sup>(1)</sup> <sub>(2)</sub>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**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.**

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(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option	\$ 26.64	10/22/2010		M	1,502	10/03/2005	10/03/2015	Common Stock	1,502

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(right to buy)									
Non-Qualified Stock Option (right to buy)	\$ 27.11	10/22/2010	M	1,475	12/01/2005	12/01/2015	Common Stock	1,4	
Non-Qualified Stock Option (right to buy)	\$ 27.11	10/22/2010	M	1,475	02/01/2006	02/01/2016	Common Stock	1,4	
Non-Qualified Stock Option (right to buy)	\$ 26.85	10/22/2010	M	1,490	03/01/2006	03/01/2016	Common Stock	1,4	
Non-Qualified Stock Option (right to buy)	\$ 28.13	10/22/2010	M	1,422	04/03/2006	04/03/2016	Common Stock	1,4	
Non-Qualified Stock Option (right to buy)	\$ 29.6	10/22/2010	M	1,351	05/01/2006	05/01/2016	Common Stock	1,3	
Non-Qualified Stock Option (right to buy)	\$ 28.51	10/22/2010	M	1,403	06/01/2006	06/01/2016	Common Stock	1,4	
Non-Qualified Stock Option (right to buy)	\$ 27.24	10/22/2010	M	1,468	07/03/2006	07/03/2016	Common Stock	1,4	
Non-Qualified Stock Option (right to buy)	\$ 27.55	10/22/2010	M	1,451	11/01/2006	11/01/2016	Common Stock	1,4	
Non-Qualified Stock Option (right to buy)	\$ 29.46	10/22/2010	M	1,357	12/01/2006	12/01/2016	Common Stock	1,3	
Non-Qualified Stock Option (right to buy)	\$ 27.1	10/22/2010	M	1,475	07/01/2008	07/01/2018	Common Stock	1,4	
Non-Qualified Stock Option (right to buy)	\$ 29.22	10/22/2010	M	1,368	08/01/2008	08/01/2018	Common Stock	1,3	
Non-Qualified Stock Option (right to buy)	\$ 30.04	10/22/2010	M	1,332	10/01/2008	10/01/2018	Common Stock	1,3	
Non-Qualified Stock Option (right to buy)	\$ 29.87	10/22/2010	M	1,339	01/02/2009	01/02/2019	Common Stock	1,3	

