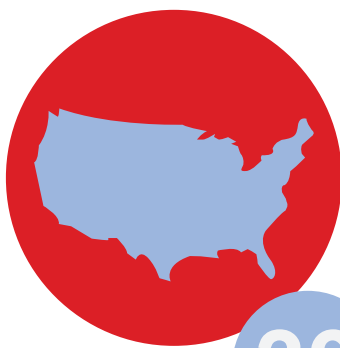


NETFLIX IS THE NEW CABLE

Top 5 Netflix Markets

United States



39

Latin America



5

The United Kingdom



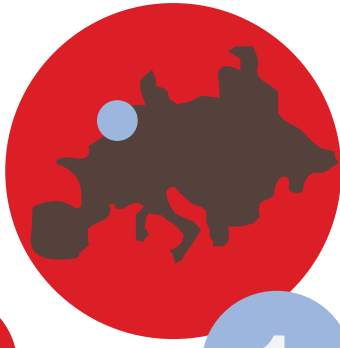
4.5

Canada



3

The Netherlands



1

(Subscribers in Millions)



First Television broadcast made in London, England.

1936

Cable TV becomes available in the United States for areas that cannot receive over-the-air television broadcasts.

1948

The first Emmy Awards are presented to recognize excellence in television broadcasting.

1949

CBS broadcasts its first color program.

1951

1 million American homes are wired for cable.

1964

HBO begins offering premium cable subscriptions. They are the first successful premium cable network.

1972

Ted Turner launches the first basic cable television channel WTCG in Atlanta, Georgia. This channel will one day become TBS.

1976

HBO receives first Primetime Emmy Award for Outstanding Drama Series for "The Sopranos".

2004

AMC's "Mad Men," which follows a New York City advertising executive through the 1960's, wins the first Primetime Emmy Award for Outstanding Drama Series for a basic cable channel.

2008

Netflix, a website that streams TV shows and movies to computers and smart devices, is quickly becoming the entertainment darling. This is causing cable companies to fear their customers will cut the cord and leave them for these services. The comparably quick rise of Netflix is making many people believe internet streaming is the future of entertainment delivery.

Netflix founded. At this time the service offers online movie rentals, where subscribers pay money to have videos sent to their house via mail.

1997

Netflix starts offering video streaming, allowing viewers to instantly watch TV shows and movies.

2007

Netflix acquires "House of Cards", directed by David Fincher and starring Kevin Spacey as corrupt politician. This is the network's first move towards providing original content.

2011

Netflix debuts "Lilyhammer", its first original series.

2012

Netflix becomes the first internet streaming company to be nominated for a primetime Emmy. They receive 31 nominations. They go on to win three Emmys with their program "House of Cards."

2013

2014

Jan.

Netflix receives its first Oscar nomination for their original documentary "The Square."

Feb.

Netflix agrees to pay Comcast an undisclosed amount so their subscribers receive reliable service. This causes debates about net neutrality, the idea that all websites should be treated equally by internet providers.

Nov.

July

Netflix hits 50 million subscribers globally.

Study shows Netflix usage takes up 35 percent of internet traffic.

Sources:

Cable Image: Jason Lander via Creative Commons License; Binary Image: Benjamin.doe via Creative Commons; Map Icons: Min Kim/Endlessicons.com; American Subscribers: Netflix Q3 2014 Quarterly Report; Latin American Subscribers: Netflix Q4 2014 Earnings Call; U.K. and Canadian Netflix Subscribers: Digital TV Research; Dutch Netflix Subscribers: Digitaltrends.com; Information for 1936, 1951, 1964, 1976, 1997, 2007, 2013, July 2014: Netflix Company Timeline; Information for 2011: Deadline.com; Information for 2012: Netflix; Information for Jan. 2014: Oscars.org. Information for Feb. 2014: The New York Times; Information for Nov. 2014: Sandvine.