Overview of Content Accounting

Investor Relations
May 2025

NETFLIX

Disclosure

This presentation is intended to provide additional information to investors on certain accounting matters. This information should be considered in addition to, not as a substitute for or superior to the disclosure contained in our filings with the Securities and Exchange Commission. You should read this discussion in conjunction with the condensed consolidated financial statements and the notes thereto included in our Quarterly Reports on Form 10-Q and our Annual Reports on Form 10-K.

Contents.

Overview.

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Content accounting standards.

We use two accounting standards for our content costs. Since we launched streaming in 2007, we have used the guidance of **ASC 920: Entertainment - Broadcasters** because we started the streaming service with content that we license (rather than own).

- We license both Netflix originals (such as ***Wednesday*** and ***Emily in Paris***) as well as 2nd run titles, such as ***Shameless*** and ***The Blacklist***

In 2016, we also began applying the guidance of **ASC 926: Entertainment - Films** for the original content that we produce and where we own the intellectual property.

- We believe the benefits of self-producing content include lower costs (no studio middle-man), ownership of the intellectual property, which allows us to potentially monetize in different ways (e.g., licensing & merchandising) and greater rights flexibility (global rights, exclusivity)

In 2019, we adopted the update **(ASU 2019-2)** to accounting standards ASC 920 and 926. There was no material impact as our accounting policies were already consistent with the new rules.

Examples.

	Netflix Originals (Branded)		2nd Run movies & TV shows
Type of content	Owned	Licensed	Licensed
Examples	*Stranger Things, Squid Game, Bridgerton, Fool Me Once, Bird Box, Dark, The Witcher, The Queen's Gambit*	*Wednesday (MGM), Ozark* (MRC), *Emily In Paris (Paramount), Nobody Wants This (20th Television), 13 Reasons Why* (Paramount)	*Shameless* (Warner Brothers), *The Blacklist* (Sony), *Grey's Anatomy* (Disney), Young Sheldon (Warner Brothers)

Amortization methodology.

- The amortization schedule for content is based on historical and estimated viewing patterns and is reviewed quarterly.
- **All titles** in our content library are **amortized on an accelerated basis.**
- Content assets are amortized over the shorter of the title’s window of availability, estimated useful life, or 10 years.
- On average, **over 90% of a licensed or produced streaming content asset is expected to be amortized within four years after its launch.**
- First run topical programming, like sports, talk shows and other live events, is expensed upon airing.

ASC 920: Entertainment - Broadcasters &
ASC 926: Entertainment - Films

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Criteria for ASC 920.

ASC 920 specifies that a broadcaster shall account for a license agreement for program material as a **purchase of rights**

Under ASC 920, the following **3 criteria** must be met in order for the content we license to qualify for asset recognition:

- The cost of each title is known or reasonably determinable
- The title (source file) has been received
- The title is available for first showing

We use ASC 926 for produced assets.

For content that we produce, we capitalize the costs associated with production, including development cost, direct costs and production overhead. These amounts and licensed content are included in “Content assets, net” and classified as non-current assets on our balance sheet in accordance with ASU 2019-2.

	As of December 31,	
	2024	2023
	(in thousands)	
Licensed content, net	$ 12,422,309	$ 12,722,701
Produced content, net		
Released, less amortization	10,151,543	9,843,150
In production	9,317,367	8,247,578
In development and pre-production	561,243	844,627
	20,030,153	18,935,355
Content assets, net	$ 32,452,462	$ 31,658,056

Financial statements.

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Content accounting in our financials.

Balance sheet

- Total cost of titles are recorded as assets in content assets, net
- Total unpaid cost of titles is recorded as current or non-current content liabilities

Income statement

- Content assets are amortized over the shorter of the title's window of availability, estimated useful life, or 10 years.
- Amortization expense is recorded in cost of revenues

Cash Flow Statement

- Additions to content assets = total gross additions (not cash paid)
- Change in content liabilities = net change in liabilities resulting from payments and asset additions, both current and non-current
- Amortization of content assets = adjusts for the non-cash expense included in net income

Balance Sheet.

	As of December 31,	
	2024	2023
Assets		
Current assets:		
Cash and cash equivalents	$ 7,804,733	$ 7,116,913
Short-term investments	1,779,006	20,973
Other current assets	3,516,640	2,780,247
Total current assets	13,100,379	9,918,133
Content assets, net	32,452,462	31,658,056
Property and equipment, net	1,593,756	1,491,444
Other non-current assets	6,483,777	5,664,359
Total assets	$ 53,630,374	$ 48,731,992
Liabilities and Stockholders' Equity		
Current liabilities:		
Current content liabilities	$ 4,393,681	$ 4,466,470
Accounts payable	899,909	747,412
Accrued expenses and other liabilities	2,156,544	1,803,960
Deferred revenue	1,520,813	1,442,969
Short-term debt	1,784,453	399,844
Total current liabilities	10,755,400	8,860,655
Non-current content liabilities	1,780,806	2,578,173
Long-term debt	13,798,351	14,143,417
Other non-current liabilities	2,552,250	2,561,434
Total liabilities	28,886,807	28,143,679
Commitments and contingencies (Note 8)		
Stockholders' equity:		
Preferred stock, $0.001 par value; 10,000,000 shares authorized at December 31, 2024 and December 31, 2023; no shares issued and outstanding at December 31, 2024 and December 31, 2023	—	—
Common stock, $0.001 par value; 4,990,000,000 shares authorized at December 31, 2024 and December 31, 2023; 427,757,100 and 432,759,584 issued and outstanding at December 31, 2024 and December 31, 2023, respectively	6,252,126	5,145,172
Treasury stock at cost (25,953,460 and 16,078,268 shares at December 31, 2024 and December 31, 2023)	(13,171,638)	(6,922,200)
Accumulated other comprehensive income (loss)	362,162	(223,945)
Retained earnings	31,300,917	22,589,286
Total stockholders' equity	24,743,567	20,588,313
Total liabilities and stockholders' equity	$ 53,630,374	$ 48,731,992

All content assets including produced assets and available licensed assets are included in content assets, net and classified as non-current assets, in accordance with ASU 2019-2

Content payments due within 12 months

Content payments due > 1 year

Income Statement.

	Year ended December 31,		
	2024	2023	2022
Revenues	$ 39,000,966	$ 33,723,297	$ 31,615,550
Cost of revenues	21,038,464	19,715,368	19,168,285
Sales and marketing	2,917,554	2,657,883	2,530,502
Technology and development	2,925,295	2,675,758	2,711,041
General and administrative	1,702,039	1,720,285	1,572,891
Operating income	10,417,614	6,954,003	5,632,831
Other income (expense):			
Interest expense	(718,733)	(699,826)	(706,212)
Interest and other income (expense)	266,776	(48,772)	337,310
Income before income taxes	9,965,657	6,205,405	5,263,929
Provision for income taxes	(1,254,026)	(797,415)	(772,005)
Net income	$ 8,711,631	$ 5,407,990	$ 4,491,924
Earnings per share:			
Basic	$ 20.28	$ 12.25	$ 10.10
Diluted	$ 19.83	$ 12.03	$ 9.95
Weighted-average shares of common stock outstanding:			
Basic	429,519	441,571	444,698
Diluted	439,261	449,498	451,290

Content amortization included in cost of revenues. It is broken out in the Consolidated Statements of Cash Flows and further details available in the Notes to Consolidated Financial Statements.

Amortization expense disclosure.

	Year Ended December 31,		
	2024	2023	2022
	(in thousands)		
Licensed content	$ 7,689,014	$ 7,145,446	$ 7,681,978
Produced content (1)	7,612,503	7,051,991	6,344,154
Total	$ 15,301,517	$ 14,197,437	$ 14,026,132

(1) Tax incentives earned on qualified production spend generally reduce the cost-basis of content assets and result in lower content amortization over the life of the title. For the years ended December 31, 2024, 2023 and 2022, tax incentives resulted in lower content amortization on produced content of approximately $899 million, $835 million and $719 million, respectively.

Cash Flow Statement.

	Year Ended December 31,		
	2024	2023	2022
Cash flows from operating activities:			
Net income	$ 8,711,631	$ 5,407,990	$ 4,491,924
Adjustments to reconcile net income to net cash provided by operating activities:			
Additions to content assets	(16,223,617)	(12,554,703)	(16,839,038)
Change in content liabilities	(779,135)	(585,602)	179,310
Amortization of content assets	15,301,517	14,197,437	14,026,132
Depreciation and amortization of property, equipment and intangibles	328,914	356,947	336,682
Stock-based compensation expense	272,588	339,368	575,452
Foreign currency remeasurement loss (gain) on debt	(121,539)	176,296	(353,111)
Other non-cash items	494,778	512,075	533,543
Deferred income taxes	(590,698)	(459,359)	(166,550)
Changes in operating assets and liabilities:			
Other current assets	22,180	(181,003)	(353,834)
Accounts payable	121,353	93,502	(158,543)
Accrued expenses and other liabilities	191,899	103,565	(55,513)
Deferred revenue	77,844	178,708	27,356
Other non-current assets and liabilities	(446,351)	(310,920)	(217,553)
Net cash provided by operating activities	7,361,364	7,274,301	2,026,257

Includes content amortization from the Income Statement

Gross additions to content assets

Change in content liabilities (current and non-current)

Content amortization

Content Obligations.

Content obligations include amounts related to the acquisition, licensing and production of content. An obligation for the production of content includes non-cancelable commitments under creative talent and employment agreements, as well as other production related commitments. An obligation for the acquisition and licensing of content is incurred at the time we enter into an agreement to obtain future titles.

- These obligations reflect content costs that will be amortized to the income statement in the future once the 3 criteria for ASC 920 are met.
- Disney and Fox have similar obligations related to their programming commitments.

Those that are not reflected on the balance sheet do not yet meet asset recognition criteria (see **slide 9**) and:

- Either will never meet asset recognition criteria because cost per title is unknown, or
- Cost per title is known but titles are not yet available for showing.

Content Obligations (cont’d).

	As of December 31,	
	2024	2023
	(in thousands)	
Less than one year	$ 11,424,696	$ 10,328,923
Due after one year and through three years	8,113,910	8,784,302
Due after three years and through five years	2,809,834	2,016,358
Due after five years	900,491	583,766
Total content obligations	$ 23,248,931	$ 21,713,349

Content Obligations.

- Certain agreements include the obligation to license rights for unknown future titles, the ultimate quantity and/or fees for which are not yet determinable as of the reporting date and are not included in content obligations. Traditional film output deals or certain TV series license agreements where the number of seasons to be aired is unknown, are examples of these types of agreements.

- These unknown obligations are expected to be significant and we believe could include approximately $1 billion to $4 billion over the next three years, with the payments for the vast majority of such amounts expected to occur after the next twelve months. Once we know the title that we will receive and the license fees, we include the amount in the contractual obligations table.

Impact on Cash Flow.

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Cash costs for original content are more front end loaded.

- For produced original content, we often fund the production costs during the content creation process prior to completion and release on the Netflix service. This could be years in advance of a release date.
- This also creates a content asset with a useful life well into the future.
- For licensed originals, cash payment terms also generally exceed expense in the early years.
- Payment for second window and catalog licensed content is generally upon delivery and over the window of availability.

Frequently Asked Questions (FAQ).

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FAQ.

You have discussed your ratio of cash spending on content to P&L spending on content. What does this refer to?

- This ratio is our cash spending on content (as derived from our cash flow statement) divided by our content amortization (which flows through our income statement)
- This ratio is an indicator of the timing differences between cash payment terms on content vs. the content expense recognition
- Cash payments are more front-loaded, especially for produced content which we must fund during the production process before the content is completed and available for viewing

FAQ (continued).

How do I calculate your cash spending on content?

- Cash spending on content can be derived from our cash flow statement. The sum of Additions to Content Assets and the Change in Content Liabilities equates to our cash spending on content

	Year Ended December 31,		
	2024	2023	2022
Cash flows from operating activities:			
Net income	$ 8,711,631	$ 5,407,990	$ 4,491,924
Adjustments to reconcile net income to net cash provided by operating activities:			
Additions to content assets	(16,223,617)	(12,554,703)	(16,839,038)
Change in content liabilities	(779,135)	(585,602)	179,310
Amortization of content assets	15,301,517	14,197,437	14,026,132

~$17.0 bil. in cash spent on content in FY24 vs. $15.3 bil. in content amortization, resulting in a 1.1x ratio of cash spend on content to content amort. ratio

FAQ (continued).

Can I divide your content amortization by your content library to derive an indication of your average amortization term or changes in your amortization schedules?

- No, because our content library is presented net of amortization, not on a gross basis
- On average, over 90% of a licensed or produced streaming content asset is expected to be amortized within four years after its launch.
- Our amortization in any given period is also affected by the mix of content as different categories of content are amortized on different schedules (based on historical and estimated viewing patterns)

FAQ (continued).

What is your process for determining possible impairment of your content library?

- Content assets (licensed and produced) are predominantly monetized as a group and therefore are reviewed at a group level when an event or change in circumstances indicates a change in the expected usefulness of the content or that the fair value may be less than unamortized cost.
- We also review at a title level if a specific title is pulled down permanently or expected to be abandoned.
- Content assets are stated at the lower of unamortized cost or fair value if an impairment is identified.

FAQ (continued).

Are there other non-amortization content costs in cost of revenue on your income statement?

- Yes, our cost of revenues also include other content costs that are not classified as amortization.
- These costs include content personnel costs, portions of our overall deals with certain content creators, music rights and miscellaneous expenses related to production.
- In addition, other cost of revenue include streaming delivery expenses and other operating costs like payment processing and customer service and other costs involved in making our content available to members

Thank you.

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