

8 Appendix

Balance sheet of Netflix from 2014 to 2020

	12/31/2020	12/31/2019	12/31/2018	12/31/2017	12/31/2016	12/31/2015	12/31/2014
Cash on Hand	8205.55	5018.437	3794.483	2822.795	1733.782	2310.715	1608.496
Receivables	-	-	-	-	-	-	-
Inventory	-	-	-	-	-	-	-
Pre-paid Expenses	-	-	-	-	-	-	-
Other Current Assets	1556.03	1160.067	5899.652	4847.179	3986.509	3121.125	2318.557
Total Current Assets	9761.58	6178.504	9694.135	7669.974	5720.291	5431.84	3927.053
Property, Plant and Equipment	960.183	565.221	418.281	319.404	250.395	173.412	149.875
Long-Term Investments	-	-	-	-	-	-	-
Goodwill And Intangible Assets	-	-	-	-	-	-	-
Other Long-Term Assets	28558.6	27231.99	15861.98	11023.36	7615.924	4597.619	2965.572
Total Long-Term Assets	29518.78	27797.21	16280.27	11342.77	7866.319	4771.031	3115.447
Total Assets	39280.36	33975.71	25974.4	19012.74	13586.61	10202.87	7042.5
Total Current Liabilities	7805.785	6855.696	6487.32	5466.312	4586.657	3529.624	2663.154
Long-Term Debt	15809.09	14759.26	10360.06	6499.432	3364.311	2371.362	885.849
Other Non-Current Liabilities	4600.239	4778.599	3888.257	3465.042	2955.842	2078.459	1635.789
Total Long-Term Liabilities	20409.33	19537.86	14248.31	9964.475	6320.153	4449.821	2521.638
Total Liabilities	28215.12	26393.55	20735.63	15430.79	10906.81	7979.445	5184.792
Common Stock Net	3447.698	2793.929	2315.988	1871.396	1599.762	1324.809	1042.87
Retained Earnings (Accumulated Deficit)	7573.144	4811.749	2942.359	1731.117	1128.603	941.925	819.284
Comprehensive Income	44.398	-23.521	-19.582	-20.557	-48.565	-43.308	-4.446
Other Share Holders Equity	-	-	-	-	-	-	-
Shareholders Equity	11065.24	7582.157	5238.765	3581.956	2679.8	2223.426	1857.708
Total Liabilities and Shareholders Equity	39280.36	33975.71	25974.4	19012.74	13586.61	10202.87	7042.5

Income Statement of Netflix from 2014 to 2020

	12/31/2020	12/31/2019	12/31/2018	12/31/2017	12/31/2016	12/31/2015	12/31/2014
Revenue	24996.06	20156.45	15794.34	11692.71	8830.669	6779.511	5504.656
Cost of Goods Sold	15276.32	12440.21	9967.538	8033	6257.462	4591.476	3752.76
Gross Profit	9719.737	7716.234	5826.803	3659.713	2573.207	2188.035	1751.896
Research and Development Expenses	1829.6	1545.149	1221.814	953.71	780.232	650.788	472.321
SG&A Expenses	3304.848	3566.831	2999.763	1867.324	1413.182	1231.421	876.927
Other Operating Income or Expenses	-	-	-	-	-	-	-
Operating Expenses	20410.77	17552.19	14189.11	10854.03	8450.876	6473.685	5102.008
Operating Income	4585.289	2604.254	1605.227	838.679	379.793	305.826	402.648
Total Non-Operating Income/Expenses	-1385.94	-542.023	-378.768	-353.358	-119.286	-163.941	-53.279
Pre-tax Income	3199.349	2062.231	1226.458	485.321	260.507	141.885	349.369
Income Taxes	437.954	195.315	15.216	-73.608	73.829	19.244	82.57
Income After Taxes	2761.395	1866.916	1211.242	558.929	186.678	122.641	266.799
Other Income	-	-	-	-	-	-	-
Income from Continuous Operations	2761.395	1866.916	1211.242	558.929	186.678	122.641	266.799
Income from Discontinued Operations	-	-	-	-	-	-	-
Net Income	2761.395	1866.916	1211.242	558.929	186.678	122.641	266.799
EBITDA	15507.91	11924.08	9220.472	7108.407	5304.771	3852.871	3184.446
EBIT	4585.289	2604.254	1605.227	838.679	379.793	305.826	402.648
Basic Shares Outstanding	441	438	435	432	429	426	421
Shares Outstanding	454	452	451	447	439	436	432
Basic EPS	6.26	4.26	2.78	1.29	0.44	0.29	0.63
EPS - Earnings Per Share	6.08	4.13	2.68	1.25	0.43	0.28	0.62

Questionnaire form example

Dear respondents,

My name is Anca-Ioana Mos and I am a second year student of Economics and Management. I am turning to you in order to obtain information regarding the market position of Netflix streaming services. The questionnaire is anonymous and the information will be used purely on the evaluation of the company's position.

Thank you for your time

Gender:

Age:

male / female

18 or less / 20-30 / 31-50 / 51 or more

1) Do you use technology to stream tv shows/movies?

Yes/No

2) If yes, which products do you use to view TV shows/movies? Check all that apply.

Hulu

Netflix

HBO GO

Amazon Prime

YouTube

Other (please specify)

.....

.....

3) How many hours of tv shows/movies do you access per week through any of the above services?

Less than 1 hour / Between 1 and 4 hours / between 5 and 8 hours/ more than 8 hours

4) Are you currently a subscriber to Netflix's streaming services?

Yes / No (move to question x)

5) If yes, for how long have you been using Netflix's streaming services?

Less than 3 years / More than 3 years

6) How many times per week do you use Netflix's streaming services per week?

Less than 2 times / between 2 and 5 times / everyday

7) Would you be able to unsubscribe from Netflix overnight? Please explain your answer

Yes / No

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8) Regarding the time you spend on Netflix has it increased since the pandemic started?

Yes / No

9) Is there something you would recommend as improvement regarding Netflix's quality of streaming services? Please specify.

Yes / No

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10) If you are not an Netflix subscriber, what would represent an incentive for you to become one?

Lower price / Streaming a certain tv show/movie that you like / Social pressure from friends/family