

# NETFLIX

## & BILLS

### A STUDY ON SUBSCRIPTION PLANS



WOULD YOU BE INTERESTED  
IN A CHEAPER NETFLIX  
SUBSCRIPTION WITH ADS?

YES 44%  
NO 56%



**5** MINUTES  
**PER** THE MAXIMUM AD  
**HOUR** TIME NEW ZEALANDERS  
FIND ACCEPTABLE  
ON AVERAGE

ON AVERAGE, NEW ZEALANDERS  
ARE WILLING TO PAY A MAXIMUM  
OF NZ\$10 PER MONTH FOR A NETFLIX  
SUBSCRIPTION WITH COMMERCIALS

DO YOU CURRENTLY HAVE  
A NETFLIX ACCOUNT?

- 49% I HAVE MY OWN ACCOUNT
- 24% I SHARE AN ACCOUNT WITH SOMEONE WITHIN MY HOUSEHOLD
- 16% I DON'T HAVE AN ACCOUNT
- 11% I SHARE AN ACCOUNT WITH SOMEONE OUTSIDE MY HOUSEHOLD