

BECKER JESSICA T  
Form 3  
January 27, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |         | 2. Date of Event Requiring Statement  | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |   |
| Â BECKER JESSICA T                        |         | (Month/Day/Year)  | NETFLIX INC [NFLX]                                 |   |
| (Last)                                    | (First) | (Middle)  | 01/17/2012   |   |
| 100 WINCHESTER CIRCLE                     |         | 4. Relationship of Reporting Person(s) to Issuer  |  | 5. If Amendment, Date Original Filed(Month/Day/Year)  |
| (Street)                                  |         | (Check all applicable)  |  | 6. Individual or Joint/Group Filing(Check Applicable Line)  |
| LOS GATOS,Â CAÂ 95032                     |         | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below)    (specify below) |  | <input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person |
| (City)                                    | (State) | (Zip)   | Interim Chief Marketing                            |   |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock                       | 66   | D   | Â  |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security:<br>Direct (D)<br>or Indirect | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|--|--|--|
|   | Date Exercisable    Expiration Date                         | Title    Amount or Number of   |  |  |  |

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|   |            |            |              | Shares |           | (I)<br>(Instr. 5) |   |
|---|------------|------------|--------------|--------|-----------|-------------------|---|
| Non-Qualified Stock Option (right to buy) | 12/01/2011 | 12/01/2021 | Common Stock | 742    | \$ 67.17  | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 01/03/2012 | 01/03/2022 | Common Stock | 690    | \$ 72.24  | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 11/01/2011 | 11/01/2021 | Common Stock | 622    | \$ 80.09  | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 10/03/2011 | 10/03/2021 | Common Stock | 440    | \$ 113.25 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 09/01/2010 | 09/01/2020 | Common Stock | 41     | \$ 134.91 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 10/01/2010 | 10/01/2020 | Common Stock | 257    | \$ 154.66 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 11/01/2010 | 11/01/2020 | Common Stock | 237    | \$ 167.37 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 01/03/2011 | 01/03/2021 | Common Stock | 223    | \$ 178.41 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 12/01/2010 | 12/01/2020 | Common Stock | 199    | \$ 200.14 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 03/01/2011 | 03/01/2021 | Common Stock | 244    | \$ 204.63 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 02/01/2011 | 02/01/2021 | Common Stock | 234    | \$ 212.9  | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 09/01/2011 | 09/01/2021 | Common Stock | 214    | \$ 233.27 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 05/02/2011 | 05/02/2021 | Common Stock | 210    | \$ 237.19 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 04/01/2011 | 04/01/2021 | Common Stock | 206    | \$ 242.09 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 08/01/2011 | 08/01/2021 | Common Stock | 189    | \$ 263.38 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 06/01/2011 | 06/01/2021 | Common Stock | 186    | \$ 267.26 | D                 | Â |
| Non-Qualified Stock Option (right to buy) | 07/01/2011 | 07/01/2021 | Common Stock | 186    | \$ 267.99 | D                 | Â |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
|                                | Director      | 10% Owner | Officer | Other |
|                                |               |           |         |       |

BECKER JESSICA T  
100 WINCHESTER CIRCLE   Â   Â   Â Interim Chief Marketing   Â  
LOS GATOS,Â CAÂ 95032

## Signatures

By: David Hyman, Authorized Signatory For: Jessica T  
Becker

01/27/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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