

FRIEDLAND JONATHAN
Form 4
January 24, 2013

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN 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 *
FRIEDLAND JONATHAN

2. Issuer Name and Ticker or Trading Symbol
NETFLIX INC [NFLX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
100 WINCHESTER CIRCLE

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
01/22/2013

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Chief Communications Officer

LOS GATOS, CA 95032

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
____ Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount (A) or (D) Price | | |
| Common Stock | 01/22/2013 | | M | | 815 ⁽¹⁾ A \$ 56.05 815 | D | |
| Common Stock | 01/22/2013 | | S | | 815 ⁽¹⁾ D \$ 98.05 0 | D | |
| Common Stock | 01/22/2013 | | M | | 100 ⁽¹⁾ A \$ 56.05 100 | D | |
| Common Stock | 01/22/2013 | | S | | 100 ⁽¹⁾ D \$ 98.07 0 | D | |
| Common Stock | 01/22/2013 | | M | | 100 ⁽¹⁾ A \$ 56.05 100 | D | |

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|--------------|------------|---|----------------|---|----------|-----|---|
| Common Stock | 01/22/2013 | S | 100 <u>(1)</u> | D | \$ 98.08 | 0 | D |
| Common Stock | 01/22/2013 | M | 100 <u>(1)</u> | A | \$ 56.05 | 100 | D |
| Common Stock | 01/22/2013 | S | 100 <u>(1)</u> | D | \$ 98.1 | 0 | D |
| Common Stock | 01/22/2013 | M | 893 <u>(1)</u> | A | \$ 62.95 | 893 | D |
| Common Stock | 01/22/2013 | S | 893 <u>(1)</u> | D | \$ 98.12 | 0 | D |
| Common Stock | 01/22/2013 | M | 100 <u>(1)</u> | A | \$ 62.95 | 100 | D |
| Common Stock | 01/22/2013 | S | 100 <u>(1)</u> | D | \$ 98.14 | 0 | D |
| Common Stock | 01/22/2013 | M | 82 <u>(1)</u> | A | \$ 55.93 | 82 | D |
| Common Stock | 01/22/2013 | S | 82 <u>(1)</u> | D | \$ 98.21 | 0 | D |
| Common Stock | 01/22/2013 | M | 600 <u>(1)</u> | A | \$ 55.93 | 600 | D |
| Common Stock | 01/22/2013 | S | 600 <u>(1)</u> | D | \$ 98.22 | 0 | D |
| Common Stock | 01/22/2013 | M | 100 <u>(1)</u> | A | \$ 55.93 | 100 | D |
| Common Stock | 01/22/2013 | S | 100 <u>(1)</u> | D | \$ 98.23 | 0 | D |
| Common Stock | 01/22/2013 | M | 100 <u>(1)</u> | A | \$ 55.93 | 100 | D |
| Common Stock | 01/22/2013 | S | 100 <u>(1)</u> | D | \$ 98.26 | 0 | D |
| Common Stock | 01/22/2013 | M | 100 <u>(1)</u> | A | \$ 55.93 | 100 | D |
| Common Stock | 01/22/2013 | S | 100 <u>(1)</u> | D | \$ 98.31 | 0 | D |
| Common Stock | 01/22/2013 | M | 100 <u>(1)</u> | A | \$ 55.93 | 100 | D |
| Common Stock | 01/22/2013 | S | 100 <u>(1)</u> | D | \$ 98.32 | 0 | D |
| Common Stock | 01/22/2013 | M | 35 <u>(1)</u> | A | \$ 55.93 | 35 | D |
| | 01/22/2013 | S | 35 <u>(1)</u> | D | \$ 98.33 | 0 | D |

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|--------------|------------|--|---|----------------|---|-----------|-----|---|
| Common Stock | | | | | | | | |
| Common Stock | 01/23/2013 | | M | 744 <u>(1)</u> | A | \$ 67.17 | 744 | D |
| Common Stock | 01/23/2013 | | S | 744 <u>(1)</u> | D | \$ 100.76 | 0 | D |
| Common Stock | 01/23/2013 | | M | 921 <u>(1)</u> | A | \$ 67.85 | 921 | D |
| Common Stock | 01/23/2013 | | S | 921 <u>(1)</u> | D | \$ 101.78 | 0 | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Non-Qualified Stock Option (right to buy) | \$ 55.93 | 01/22/2013 | | M | <u>82</u> (1) | 09/04/2012 09/04/2022 | Common Stock | 82 | |
| Non-Qualified Stock Option (right to buy) | \$ 55.93 | 01/22/2013 | | M | <u>600</u> (1) | 09/04/2012 09/04/2022 | Common Stock | 600 | |
| Non-Qualified Stock Option (right to buy) | \$ 55.93 | 01/22/2013 | | M | <u>100</u> (1) | 09/04/2012 09/04/2022 | Common Stock | 100 | |
| Non-Qualified Stock Option (right to buy) | \$ 55.93 | 01/22/2013 | | M | <u>100</u> (1) | 09/04/2012 09/04/2022 | Common Stock | 100 | |
| | \$ 55.93 | 01/22/2013 | | M | | 09/04/2012 09/04/2022 | | 100 | |

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|---|----------|------------|---|--|---------------------------|------------|------------|--------------|-----|
| Non-Qualified Stock Option (right to buy) | | | | | <u>100</u> ⁽¹⁾ | | | Common Stock | |
| Non-Qualified Stock Option (right to buy) | \$ 55.93 | 01/22/2013 | M | | <u>100</u> ⁽¹⁾ | 09/04/2012 | 09/04/2022 | Common Stock | 100 |
| Non-Qualified Stock Option (right to buy) | \$ 55.93 | 01/22/2013 | M | | <u>35</u> ⁽¹⁾ | 09/04/2012 | 09/04/2022 | Common Stock | 35 |
| Non-Qualified Stock Option (right to buy) | \$ 56.05 | 01/22/2013 | M | | <u>815</u> ⁽¹⁾ | 10/01/2012 | 10/01/2022 | Common Stock | 815 |
| Non-Qualified Stock Option (right to buy) | \$ 56.05 | 01/22/2013 | M | | <u>100</u> ⁽¹⁾ | 10/01/2012 | 10/01/2022 | Common Stock | 100 |
| Non-Qualified Stock Option (right to buy) | \$ 56.05 | 01/22/2013 | M | | <u>100</u> ⁽¹⁾ | 10/01/2012 | 10/01/2022 | Common Stock | 100 |
| Non-Qualified Stock Option (right to buy) | \$ 56.05 | 01/22/2013 | M | | <u>100</u> ⁽¹⁾ | 10/01/2012 | 10/01/2022 | Common Stock | 100 |
| Non-Qualified Stock Option (right to buy) | \$ 62.95 | 01/22/2013 | M | | <u>893</u> ⁽¹⁾ | 06/01/2012 | 06/01/2022 | Common Stock | 893 |
| Non-Qualified Stock Option (right to buy) | \$ 62.95 | 01/22/2013 | M | | <u>100</u> ⁽¹⁾ | 06/01/2012 | 06/01/2022 | Common Stock | 100 |
| Non-Qualified Stock Option (right to buy) | \$ 67.17 | 01/23/2013 | M | | <u>744</u> ⁽¹⁾ | 12/01/2011 | 12/01/2021 | Common Stock | 744 |
| Non-Qualified Stock Option (right to buy) | \$ 67.85 | 01/23/2013 | M | | <u>921</u> ⁽¹⁾ | 07/02/2012 | 07/02/2022 | Common Stock | 921 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|------------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| FRIEDLAND JONATHAN 100 WINCHESTER CIRCLE LOS GATOS, CA 95032 | | | Chief Communications Officer | |

Signatures

By: David Hyman, Authorized Signatory For: Jonathan
Friedland

01/24/2013

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(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).
- (1) Transaction made pursuant to duly adopted trading plan under Rule 10b5-1(c).

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