

CRANZ TAWNI  
Form 4  
April 25, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
CRANZ TAWNI

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

LOS GATOS, CA 95032

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
04/24/2013

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chief Talent Officer

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

**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	Price	
Common Stock	04/24/2013		M		670 <sup>(1)</sup>	A \$ 55.93	670 D
Common Stock	04/24/2013		S		670 <sup>(1)</sup>	D \$ 217.35	0 D
Common Stock	04/24/2013		M		669 <sup>(1)</sup>	A \$ 56.05	669 D
Common Stock	04/24/2013		S		669 <sup>(1)</sup>	D \$ 217.35	0 D
Common Stock	04/24/2013		M		688 <sup>(1)</sup>	A \$ 54.5	688 D

Edgar Filing: CRANZ TAWNI - Form 4

Common Stock	04/24/2013	S	688	(1)	D	\$ 217.35	0	D
Common Stock	04/24/2013	M	596	(1)	A	\$ 62.95	596	D
Common Stock	04/24/2013	S	596	(1)	D	\$ 217.35	0	D
Common Stock	04/24/2013	M	372	(1)	A	\$ 67.17	372	D
Common Stock	04/24/2013	S	372	(1)	D	\$ 217.35	0	D
Common Stock	04/24/2013	M	553	(1)	A	\$ 67.85	553	D
Common Stock	04/24/2013	S	553	(1)	D	\$ 217.35	0	D
Common Stock	04/24/2013	M	346	(1)	A	\$ 72.24	346	D
Common Stock	04/24/2013	S	346	(1)	D	\$ 217.35	0	D
Common Stock	04/24/2013	M	483	(1)	A	\$ 77.69	483	D
Common Stock	04/24/2013	S	483	(1)	D	\$ 217.35	0	D
Common Stock	04/24/2013	M	493	(1)	A	\$ 76.01	493	D
Common Stock	04/24/2013	S	493	(1)	D	\$ 217.35	0	D
Common Stock	04/24/2013	M	312	(1)	A	\$ 80.09	312	D
Common Stock	04/24/2013	S	312	(1)	D	\$ 217.35	0	D
Common Stock	04/24/2013	M	461	(1)	A	\$ 81.36	461	D
Common Stock	04/24/2013	S	461	(1)	D	\$ 217.35	0	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

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

Edgar Filing: CRANZ TAWNI - Form 4

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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 54.5	04/24/2013		M		688	(1)	08/01/2012	08/01/2022	Common Stock	688
Non-Qualified Stock Option (right to buy)	\$ 55.93	04/24/2013		M		670	(1)	09/04/2012	09/04/2022	Common Stock	670
Non-Qualified Stock Option (right to buy)	\$ 56.05	04/24/2013		M		669	(1)	10/01/2012	10/01/2022	Common Stock	669
Non-Qualified Stock Option (right to buy)	\$ 62.95	04/24/2013		M		596	(1)	06/01/2012	06/01/2022	Common Stock	596
Non-Qualified Stock Option (right to buy)	\$ 67.17	04/24/2013		M		372	(1)	12/01/2011	12/01/2021	Common Stock	372
Non-Qualified Stock Option (right to buy)	\$ 67.85	04/24/2013		M		553	(1)	07/02/2012	07/02/2022	Common Stock	553
Non-Qualified Stock Option (right to buy)	\$ 72.24	04/24/2013		M		346	(1)	01/03/2012	01/03/2022	Common Stock	346
Non-Qualified Stock Option (right to buy)	\$ 76.01	04/24/2013		M		493	(1)	12/03/2012	12/03/2022	Common Stock	493
Non-Qualified Stock Option (right to buy)	\$ 77.69	04/24/2013		M		483	(1)	11/01/2012	11/01/2022	Common Stock	483
Non-Qualified Stock Option (right to buy)	\$ 80.09	04/24/2013		M		312	(1)	11/01/2011	11/01/2021	Common Stock	312
Non-Qualified Stock Option	\$ 81.36	04/24/2013		M		461	(1)	05/01/2012	05/01/2022	Common Stock	461

(right to buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CRANZ TAWNI 100 WINCHESTER CIRCLE LOS GATOS, CA 95032			Chief Talent Officer	

## Signatures

By: David Hyman, Authorized Signatory For: Tawni  
Cranz 04/25/2013

\_\_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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.