Is Netflix Raising Prices? Analysts Predict Yes as Company Posts Earnings



Netflix posted its third-quarter earnings on Thursday and beat Wall Street predictions for both subscribers added and overall revenue. Meanwhile, analysts forecast that the streaming giant will soon raise its prices.

Netflix's revenue for the third quarter was $9.825 billion, slightly more than the $9.769 billion analysts had predicted. The company also added 5.1 million subscribers, well over the 4 million additional users investors expected.

"Engagement, our best proxy for member happiness, remains healthy," the report noted. "Through the first three quarters of 2024, view hours per member amongst owner households (the clearest view of engagement trends post the introduction of

paid sharing) increased year over year.”

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Netflix currently has over 600 million users with each one spending about two hours per day on the platform, per the report.

Will Netflix Raise Prices in the U.S.?

Thursday’s earnings report may not mean subscribers will avoid a price hike. The streaming company is increasing prices in Spain and Italy on Friday, and analysts from investment firms including Oppenheimer & Co. stated before the earnings release that a price hike may be on the way for U.S. users, too.

Netflix currently costs $6.99 per month for a standard plan with ads, $15.49 per month for a standard plan with up to two devices watching at the same time, and $22.99 per month for a premium plan with up to four devices supported.

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