Netflix Ditches Reporting on Subscribers

The numbers

302 million – Netflix's last reported subscriber count for Q4 2024.

13% and 27% – Q1 revenue and operating income growth year over year, respectively, which were ahead of the company's guidance.

2 – Number of NFL Christmas Day games for Netflix after the company opted into a second game, thanks to the success of the 2024 games.

$**43.5 billion to $44.5 billion** – The revenue and profit growth outlook for the company, which remains unchanged.

The watercooler talk

After previously announcing it would stop reporting quarterly subscriber numbers and average revenue per membership in Q1 2025, Netflix followed through with its latest earnings, choosing to ditch sub counts to focus on revenue and milestones. In its last quarter reporting the stat, Q4 2024, the streamer said it had over 300 million subscribers.

Among the highlights of Q1, Netflix noted that revenue and operating costs were ahead of the company's guidance. Additionally, Netflix said it successfully rolled out its in-house adtech platform in the U.S. The streamer initially launched its in-house adtech in Canada and plans for the platform to come to all its ad tier countries in the coming months.

Meanwhile, Netflix also noted that founder Reed Hastings has transitioned from executive chairman to chairman of the board and a non-executive director.

The key quote

“We believe our adtech platform is foundational to our long-term ads strategy,” the company wrote in a letter to shareholders. “Over time, it will enable us to offer better measurement, enhanced targeting, innovative ad formats, and expanded programmatic capabilities.”

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