Netflix in Advanced Talks to Close Major Ad Deals

The numbers

13% — Netflix’s Q2 revenue growth year over year to $12.6 billion, which is in line with expectations.

2% — Viewership hours grew 2% in the first half of the year vs. 1.5% in the same period in 2025.

-8% — Reports noted that Netflix’s stock dropped in after-hours trading, potentially due to the company narrowing its revenue forecast for 2026 to $51.0 billion to $51.4 billion.

$3 billion — The company announced it was closing in on its upfront close and is on pace for $3 billion in ad revenue in 2026.

The watercooler talk

Netflix had a lot going on heading into its second-quarter earnings call on Thursday.

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