

CRANZ TAWNI  
Form 3  
October 26, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â CRANZ TAWNI		(Month/Day/Year)	NETFLIX INC [NFLX]	
(Last)	(First)	(Middle)	10/24/2012	
100 WINCHESTER CIRCLE			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
LOS GATOS,Â CAÂ 95032			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			Chief Talent Officer	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable      Expiration Date	Title      Amount or Number of Shares			

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Non-Qualified Stock Option (right to buy)	08/01/2012	08/01/2022	Common Stock	688	\$ 54.5	D	Â
Non-Qualified Stock Option (right to buy)	09/04/2012	09/04/2022	Common Stock	670	\$ 55.93	D	Â
Non-Qualified Stock Option (right to buy)	10/01/2012	10/01/2022	Common Stock	669	\$ 56.05	D	Â
Non-Qualified Stock Option (right to buy)	06/01/2012	06/01/2022	Common Stock	596	\$ 62.95	D	Â
Non-Qualified Stock Option (right to buy)	12/01/2011	12/01/2021	Common Stock	372	\$ 67.17	D	Â
Non-Qualified Stock Option (right to buy)	07/02/2012	07/02/2022	Common Stock	553	\$ 67.85	D	Â
Non-Qualified Stock Option (right to buy)	01/03/2012	01/03/2022	Common Stock	346	\$ 72.24	D	Â
Non-Qualified Stock Option (right to buy)	11/01/2011	11/01/2021	Common Stock	312	\$ 80.09	D	Â
Non-Qualified Stock Option (right to buy)	05/01/2012	05/01/2022	Common Stock	461	\$ 81.36	D	Â
Non-Qualified Stock Option (right to buy)	03/01/2012	03/01/2022	Common Stock	333	\$ 112.75	D	Â
Non-Qualified Stock Option (right to buy)	10/03/2011	10/03/2021	Common Stock	221	\$ 113.25	D	Â
Non-Qualified Stock Option (right to buy)	04/02/2012	04/02/2022	Common Stock	329	\$ 113.97	D	Â
Non-Qualified Stock Option (right to buy)	02/01/2012	02/01/2022	Common Stock	305	\$ 122.97	D	Â
Non-Qualified Stock Option (right to buy)	03/01/2011	03/01/2021	Common Stock	122	\$ 204.63	D	Â
Non-Qualified Stock Option (right to buy)	02/01/2011	02/01/2021	Common Stock	117	\$ 212.9	D	Â
Non-Qualified Stock Option (right to buy)	09/01/2011	09/01/2021	Common Stock	107	\$ 233.27	D	Â
Non-Qualified Stock Option (right to buy)	05/02/2011	05/02/2021	Common Stock	105	\$ 237.19	D	Â
Non-Qualified Stock Option (right to buy)	04/01/2011	04/01/2021	Common Stock	103	\$ 242.09	D	Â
Non-Qualified Stock Option (right to buy)	08/01/2011	08/01/2021	Common Stock	95	\$ 263.38	D	Â
Non-Qualified Stock Option (right to buy)	06/01/2011	06/01/2021	Common Stock	94	\$ 267.26	D	Â
	07/01/2011	07/01/2021		93	\$ 267.99	D	Â

Non-Qualified Stock  
Option (right to buy)

Common  
Stock

## Reporting Owners

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

## Signatures

Tawni Cranz                      10/26/2012

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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