

HOAG JAY C  
Form 4  
August 01, 2011

**FORM 4**

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

OMB APPROVAL

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**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 \*  
HOAG JAY C

(Last) (First) (Middle)

C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET

(Street)

PALO ALTO, CA 94301

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
07/28/2011

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)

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 (A) or (D) Price			
Common Stock	07/28/2011		M	490 A \$ 101.99	490	D (1)	
Common Stock	07/28/2011		M	466 A \$ 107.29	956	D (1)	
Common Stock	07/28/2011		M	456 A \$ 109.66	1,412	D (1)	
Common Stock	07/28/2011		M	491 A \$ 101.88	1,903	D (1)	
Common Stock	07/28/2011		M	371 A \$ 134.91	2,274	D (1)	

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Common Stock	07/28/2011		M	323	A	\$ 154.66	2,597	D <sup>(1)</sup>	
Common Stock	07/28/2011		M	299	A	\$ 167.67	2,896	D <sup>(1)</sup>	
Common Stock	07/28/2011		M	250	A	\$ 200.14	3,146	D <sup>(1)</sup>	
Common Stock	07/28/2011		M	280	A	\$ 178.41	3,426	D <sup>(1)</sup>	
Common Stock	07/28/2011		M	235	A	\$ 212.9	3,661	D <sup>(1)</sup>	
Common Stock	07/28/2011		M	244	A	\$ 204.63	3,905	D <sup>(1)</sup>	
Common Stock	07/28/2011		M	207	A	\$ 242.09	4,112	D <sup>(1)</sup>	
Common Stock	07/28/2011		M	211	A	\$ 237.19	4,323	D <sup>(1)</sup>	
Common Stock	07/28/2011		M	187	A	\$ 267.26	4,510	D <sup>(1)</sup>	
Common Stock	07/28/2011		S	4,510	D	\$ 267.8118 <u>(2)</u>	0	D <sup>(1)</sup>	
Common Stock							63,854	I	The Hoag Family Trust U/A/ DTD 08/02/1994 <sup>(3)</sup>
Common Stock							12,396	I	Hamilton Investments Limited Partnership <sup>(4)</sup>

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.**

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(9-02)

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

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)						
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 101.99	07/28/2011	M		490		05/03/2010	05/03/2020	Common Stock	490
Non-Qualified Stock Option (right to buy)	\$ 107.29	07/28/2011	M		466		06/02/2010	06/02/2020	Common Stock	466
Non-Qualified Stock Option (right to buy)	\$ 109.66	07/28/2011	M		456		07/01/2010	07/01/2020	Common Stock	456
Non-Qualified Stock Option (right to buy)	\$ 101.88	07/28/2011	M		491		08/02/2010	08/02/2020	Common Stock	491
Non-Qualified Stock Option (right to buy)	\$ 134.91	07/28/2011	M		371		09/01/2010	09/01/2020	Common Stock	371
Non-Qualified Stock Option (right to buy)	\$ 154.66	07/28/2011	M		323		10/01/2010	10/01/2020	Common Stock	323
Non-Qualified Stock Option (right to buy)	\$ 167.67	07/28/2011	M		299		11/01/2010	11/01/2020	Common Stock	299
Non-Qualified Stock Option (right to buy)	\$ 200.14	07/28/2011	M		250		12/01/2010	12/01/2020	Common Stock	250
Non-Qualified Stock Option (right to buy)	\$ 178.41	07/28/2011	M		280		01/03/2011	01/03/2021	Common Stock	280
Non-Qualified Stock Option (right to buy)	\$ 212.9	07/28/2011	M		235		02/01/2011	02/01/2021	Common Stock	235
Non-Qualified Stock Option (right to buy)	\$ 204.63	07/28/2011	M		244		03/01/2011	03/01/2021	Common Stock	244
Non-Qualified	\$ 242.09	07/28/2011	M		207		04/01/2011	04/01/2021	Common	207

