

# FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## 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(f) of the  
Investment Company Act of 1940

|                                           |                                                   |                                                                                                               |
|-------------------------------------------|---------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| 1. Name and Address of Reporting Person * | 2. Issuer Name and Ticker or Trading Symbol       | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)                                       |
| <b>HASTINGS REED</b>                      | <b>NETFLIX INC [ NFLX ]</b>                       | <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner                               |
| (Last) (First) (Middle)                   | 3. Date of Earliest Transaction (MM/DD/YYYY)      | <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) |
| <b>100 WINCHESTER CIRCLE</b>              | <b>2/23/2012</b>                                  | <b>CEO</b>                                                                                                    |
| (Street)                                  | 4. If Amendment, Date Original Filed (MM/DD/YYYY) | 6. Individual or Joint/Group Filing (Check Applicable Line)                                                   |
| <b>LOS GATOS, CA 95032</b>                |                                                   | <input checked="" type="checkbox"/> Form filed by One Reporting Person                                        |
| (City) (State) (Zip)                      |                                                   | <input type="checkbox"/> 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. Trans. Date | 2A. Deemed Execution Date, if any | 3. Trans. 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                    | 2/23/2012      |                                   | M                         | 76500 (1) A \$1.50                                                | 76500                                                                                         | D                                                        |                                                       |
| Common Stock                    | 2/23/2012      |                                   | S                         | 76500 (1) D \$111.44 (2)                                          | 0                                                                                             | D                                                        |                                                       |
| Common Stock                    |                |                                   |                           |                                                                   | 1087215                                                                                       | I                                                        | by Trust (3)                                          |

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

| 1. Title of Derivate Security (Instr. 3)  | 2. Conversion or Exercise Price of Derivative Security | 3. Trans. Date | 3A. Deemed Execution Date, if any | 4. Trans. Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 6. Date Exercisable and Expiration Date | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4) | 10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|-------------------------------------------|--------------------------------------------------------|----------------|-----------------------------------|---------------------------|----------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------|
|                                           |                                                        |                |                                   | Code V                    | (A) (D)                                                                                | Date Exercisable Expiration Date        | Title Amount or Number of Shares                                                  |                                            |                                                                                                     |                                                                                  |                                                        |
| Non-Qualified Stock Option (right to buy) | \$1.50                                                 | 2/23/2012      |                                   | M                         | 76500 (1)                                                                              | 2/27/2002 2/27/2012                     | Common Stock 76500                                                                | \$ 0                                       | 0                                                                                                   | D                                                                                |                                                        |

#### Explanation of Responses:

- (1) Transaction made pursuant to duly adopted trading plan under Rule 10b5-1(c).
- (2) This transaction was executed in multiple trades at prices ranging from \$111.44 to \$111.67. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- (3) As Trustee of the Hastings-Quillin Family Trust

#### Reporting Owners

| Reporting Owner Name / Address | Relationships |
|--------------------------------|---------------|
|                                |               |

|                                                                                    | Director | 10% Owner | Officer    | Other |
|------------------------------------------------------------------------------------|----------|-----------|------------|-------|
| <b>HASTINGS REED</b><br><b>100 WINCHESTER CIRCLE</b><br><b>LOS GATOS, CA 95032</b> | <b>X</b> |           | <b>CEO</b> |       |

### Signatures

**By: David Hyman, Authorized Signatory For: Reed Hastings**

**2/24/2012**

**\*\*** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, *see* Instruction 4(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.

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.