

# FORM 4

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

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Form 5 obligations may  
continue. See Instruction 1(b).

### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or  
Section 30(h) 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<br>(Check all applicable)                                    |
| <b>HOAG JAY C</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 type="checkbox"/> Officer (give title below) <input checked="" type="checkbox"/> Other (specify below) |
| <b>C/O TECHNOLOGY CROSSOVER<br/>VENTURES, 528 RAMONA STREET</b> | <b>4/28/2009</b>                                  | <b>May be part of a 13(g) group</b>                                                                           |
| (Street)                                                        | 4. If Amendment, Date Original Filed (MM/DD/YYYY) | 6. Individual or Joint/Group Filing (Check Applicable Line)                                                   |
| <b>PALO ALTO, CA 94301</b>                                      |                                                   | <input type="checkbox"/> Form filed by One Reporting Person                                                   |
| (City) (State) (Zip)                                            |                                                   | <input checked="" 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<br>(Instr. 3) | 2. Trans. Date | 2A. Deemed<br>Execution<br>Date, if any | 3. Trans. Code<br>(Instr. 8) |   | 4. Securities Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) |               |           | 5. Amount of Securities Beneficially Owned<br>Following Reported Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr.<br>4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|------------------------------------|----------------|-----------------------------------------|------------------------------|---|-------------------------------------------------------------------------|---------------|-----------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
|                                    |                |                                         | Code                         | V | Amount                                                                  | (A) or<br>(D) | Price     |                                                                                                     |                                                                         |                                                                   |
| Common Stock                       | 4/28/2009      |                                         | J (1)                        |   | 1446078                                                                 | D             | \$0       | 6287724                                                                                             | I                                                                       | TCV IV,<br>L.P. (2)(3)                                            |
| Common Stock                       | 4/28/2009      |                                         | J (4)                        |   | 372354                                                                  | A             | \$0       | 372354                                                                                              | I                                                                       | Technology<br>Crossover<br>Management<br>IV, L.L.C.<br>(2)(5)     |
| Common Stock                       | 4/28/2009      |                                         | J (6)                        |   | 53922                                                                   | D             | \$0       | 234463                                                                                              | I                                                                       | TCV IV<br>Strategic<br>Partners,<br>L.P. (2)(7)                   |
| Common Stock                       | 4/28/2009      |                                         | J (8)                        |   | 92                                                                      | A             | \$0       | 372446                                                                                              | I                                                                       | Technology<br>Crossover<br>Management<br>IV, L.L.C.<br>(2)(5)     |
| Common Stock                       | 4/28/2009      |                                         | J (9)                        |   | 5564                                                                    | A             | \$0       | 5564                                                                                                | I                                                                       | The Hoag<br>Family Trust<br>U/A Dtd<br>8/2/94 (2)<br>(10)         |
| Common Stock                       | 4/28/2009      |                                         | J (11)                       |   | 6159                                                                    | A             | \$0       | 21335                                                                                               | I                                                                       | The Kimball<br>Family Trust<br>Uta Dtd<br>2/23/94 (2)<br>(12)     |
| Common Stock                       | 4/28/2009      |                                         | J (13)                       |   | 372446                                                                  | D             | \$0       | 0                                                                                                   | I                                                                       | Technology<br>Crossover<br>Management<br>IV, L.L.C.<br>(2)(5)     |
| Common Stock                       | 4/28/2009      |                                         | J (14)                       |   | 98142                                                                   | A             | \$0       | 103706                                                                                              | I                                                                       | The Hoag<br>Family Trust<br>U/A Dtd<br>8/2/94 (2)<br>(10)         |
| Common Stock                       | 4/28/2009      |                                         | J (15)                       |   | 21523                                                                   | A             | \$0       | 21523                                                                                               | I                                                                       | Hamilton<br>Investments<br>Limited<br>Partnership<br>(2)(16)      |
| Common Stock                       | 4/28/2009      |                                         | J (17)                       |   | 71984                                                                   | A             | \$0       | 93319                                                                                               | I                                                                       | The Kimball<br>Family Trust<br>Uta Dtd<br>2/23/94 (2)<br>(12)     |
| Common Stock                       | 4/29/2009      |                                         | S                            |   | 103706                                                                  | D             | \$45.3996 | 0                                                                                                   | I                                                                       | The Hoag<br>Family Trust<br>U/D Dtd<br>8/2/94 (2)<br>(10)         |

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security<br>(Instr. 3) | 2. Trans. Date | 2A. Deemed<br>Execution<br>Date, if any | 3. Trans. Code<br>(Instr. 8) |   | 4. Securities Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) |               |                | 5. Amount of Securities Beneficially Owned<br>Following Reported Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr.<br>4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|------------------------------------|----------------|-----------------------------------------|------------------------------|---|-------------------------------------------------------------------------|---------------|----------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
|                                    |                |                                         | Code                         | V | Amount                                                                  | (A) or<br>(D) | Price          |                                                                                                     |                                                                         |                                                                   |
| Common Stock                       | 4/29/2009      |                                         | S                            |   | 21523                                                                   | D             | \$45.3996      | 0                                                                                                   | I                                                                       | Hamilton Investments Limited Partnership (2)(16)                  |
| Common Stock                       | 4/30/2009      |                                         | S                            |   | 50000                                                                   | D             | \$45.7978      | 43319                                                                                               | I                                                                       | The Kimball Family Trust Dtd 2/23/94 (2)(12)                      |
| Common Stock                       | 4/30/2009      |                                         | M                            |   | 1866                                                                    | A             | \$21.45        | 1866                                                                                                | I                                                                       | Jay C. Hoag (2)(18)                                               |
| Common Stock                       | 4/30/2009      |                                         | M                            |   | 1855                                                                    | A             | \$21.57        | 3721                                                                                                | I                                                                       | Jay C. Hoag (2)(18)                                               |
| Common Stock                       | 4/30/2009      |                                         | M                            |   | 1883                                                                    | A             | \$21.22        | 5604                                                                                                | I                                                                       | Jay C. Hoag (2)(18)                                               |
| Common Stock                       | 4/30/2009      |                                         | M                            |   | 1815                                                                    | A             | \$22.04        | 7419                                                                                                | I                                                                       | Jay C. Hoag (2)(18)                                               |
| Common Stock                       | 4/30/2009      |                                         | S                            |   | 7419                                                                    | D             | \$45.8435 (19) | 0                                                                                                   | I                                                                       | Jay C. Hoag (2)(18)                                               |

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

| 1. Title of Derivate<br>Security<br>(Instr. 3)  | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Trans.<br>Date | 3A. Deemed<br>Execution<br>Date, if any | 4. Trans. Code<br>(Instr. 8) |   | 5. Number of<br>Derivative<br>Securities Acquired<br>(A) or Disposed of<br>(D)<br>(Instr. 3, 4 and 5) |     | 6. Date Exercisable and<br>Expiration Date |                    | 7. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 3 and 4) |                                  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10. Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I) (Instr.<br>4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|-------------------------------------------------|--------------------------------------------------------------------|-------------------|-----------------------------------------|------------------------------|---|-------------------------------------------------------------------------------------------------------|-----|--------------------------------------------|--------------------|--------------------------------------------------------------------------------------------|----------------------------------|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
|                                                 |                                                                    |                   |                                         | Code                         | V | (A)                                                                                                   | (D) | Date<br>Exercisable                        | Expiration<br>Date | Title                                                                                      | Amount or<br>Number of<br>Shares |                                                     |                                                                                                                            |                                                                                                       |                                                                    |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$21.45                                                            | 4/30/2009         |                                         | M                            |   | 1866                                                                                                  |     | 9/1/2005                                   | 9/1/2015           | Common<br>Stock                                                                            | 1866                             | (20)                                                | 0                                                                                                                          | D (21)                                                                                                |                                                                    |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$21.57                                                            | 4/30/2009         |                                         | M                            |   | 1855                                                                                                  |     | 6/1/2007                                   | 6/1/2017           | Common<br>Stock                                                                            | 1855                             | (20)                                                | 0                                                                                                                          | D (21)                                                                                                |                                                                    |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$21.22                                                            | 4/30/2009         |                                         | M                            |   | 1883                                                                                                  |     | 10/1/2007                                  | 10/1/2017          | Common<br>Stock                                                                            | 1883                             | (20)                                                | 0                                                                                                                          | D (21)                                                                                                |                                                                    |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$22.04                                                            | 4/30/2009         |                                         | M                            |   | 1815                                                                                                  |     | 12/1/2008                                  | 12/1/2018          | Common<br>Stock                                                                            | 1815                             | (20)                                                | 0                                                                                                                          | D (21)                                                                                                |                                                                    |

**Explanation of Responses:**

- (1) In kind pro-rata distribution from TCV IV, L.P. to its partners, without consideration.
- (2) This Form 4 is filed by more than one Reporting Person and is a joint filing with the Form 4 filed by TCV VI, L.P., TCV Member Fund, L.P., Technology Crossover Management VI, L.L.C., John L. Drew, Jon Q. Reynolds, Jr., William J.G. Griffith IV and Robert W. Trudeau on April 30, 2009.
- (3) These shares are held directly by TCV IV, L.P. Jay C. Hoag ("Hoag") and Richard H. Kimball ("Kimball") are managing members of Technology Crossover Management IV, L.L.C. ("TCM IV") which is the sole general partner of TCV IV, L.P. Hoag, Kimball and TCM IV may be deemed to beneficially own the shares held by TCV IV, L.P. but Hoag, Kimball and TCM IV disclaim beneficial ownership of such shares except to the extent of their pecuniary interest therein.
- (4) Acquisition by TCM IV pursuant to an in kind pro-rata distribution by TCV IV, L.P. to its partners, without consideration.
- (5) These shares are directly held by TCM IV. Hoag and Kimball are managing members of TCM IV which is the general partner of TCV IV, L.P. and TCV IV Strategic Partners, L.P. ("TCV IV S.P."). The number of shares reported by TCM IV does not include the shares indirectly held by TCV IV, L.P. and TCV IV S.P. Hoag and Kimball may be deemed to own the shares held by TCM IV but Hoag and Kimball disclaim beneficial ownership of such shares except to the extent of their pecuniary interest therein.
- (6) In kind pro-rata distribution from TCV IV S.P. to its partners, without consideration.
- (7) These shares are held directly by TCV IV S.P. Hoag and Kimball are limited partners and managing members of TCM IV which is the sole general partner of TCV IV S.P. Hoag, Kimball and TCM IV may be deemed to beneficially own the shares held by TCV IV S.P. but Hoag, Kimball and TCM IV disclaim beneficial ownership of such shares except to the extent of their pecuniary interest therein.
- (8) Acquisition by TCM IV pursuant to an in kind pro-rata distribution by TCV IV S.P. to its partners, without consideration.
- (9) Acquisition by The Hoag Family Trust U/A Dtd 8/2/94 pursuant to an in kind pro-rata distribution by TCV IV S.P. to its partners, without consideration.
- (10) Hoag is a trustee of The Hoag Family Trust U/A Dtd 8/2/94. Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (11) Acquisition by The Kimball Family Trust Uta Dtd 2/23/94 pursuant to an in kind pro-rata distribution by TCV IV S.P. to its partners, without consideration.

- (12) Kimball is a trustee of The Kimball Family Trust Uta Dtd 2/23/94. Kimball disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (13) In kind pro-rata distribution from TCM IV to its members, without consideration.
- (14) Acquisition by The Hoag Family Trust U/A Dtd 8/2/94 pursuant to an in kind pro-rata distribution by TCM IV to its members, without consideration.
- (15) Acquisition by Hamilton Investments Limited Partnership pursuant to an in kind pro-rata distribution by TCM IV to its members, without consideration.
- (16) Hoag is the sole general partner and a limited partner of Hamilton Investments Limited Partnership. Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (17) Acquisition by The Kimball Family Trust Uta Dtd 2/23/94 pursuant to an in kind pro-rata distribution by TCM IV to its members, without consideration.
- (18) Hoag has the sole voting and dispositive power over these shares; however, TCMI, Inc. has a right to 100% of the pecuniary interest in such shares. Hoag is a stockholder and director of TCMI, Inc. Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein. Does not include shares held by The Hoag Family Trust U/A Dtd 8/2/94 and Hamilton Investments Limited Partnership.
- (19) This transaction was executed in multiple trades at prices ranging from \$45.83 to \$45.90. The price reported reflects the weighted average sale price. The reporting person hereby undertakes to provide upon written 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 affected.
- (20) Not applicable.
- (21) Hoag has the sole voting and dispositive power over the options he holds directly; however, TCMI, Inc. has a right to 100% of the pecuniary interest in such options. Hoag is a stockholder and director of TCMI, Inc. Hoag disclaims beneficial ownership of such options or the shares he receives upon exercise of such options except to the extent of his pecuniary interest therein.

#### Reporting Owners

| Reporting Owner Name / Address                                                                                                 | Relationships |           |         |                              |
|--------------------------------------------------------------------------------------------------------------------------------|---------------|-----------|---------|------------------------------|
|                                                                                                                                | Director      | 10% Owner | Officer | Other                        |
| <b>HOAG JAY C</b><br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301                             | X             | X         |         | May be part of a 13(g) group |
| <b>KIMBALL RICK</b><br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301                           |               | X         |         | May be part of a 13(g) group |
| <b>TECHNOLOGY CROSSOVER MANAGEMENT IV LLC</b><br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301 |               | X         |         | May be part of a 13(g) group |
| <b>TCV IV LP</b><br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301                              |               | X         |         | May be part of a 13(g) group |
| <b>TCV IV STRATEGIC PARTNERS LP</b><br>C/O TECHNOLOGY CROSSOVER VENTURES<br>528 RAMONA STREET<br>PALO ALTO, CA 94301           |               |           |         | May be part of a 13(g) group |

#### Signatures

Carla S. Newell Authorized signatory for Jay C. Hoag

4/30/2009

Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Richard H. Kimball

4/30/2009

Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for Technology Crossover Management IV, L.L.C.

4/30/2009

Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for TCV IV, L.P.

4/30/2009

Signature of Reporting Person

Date

Carla S. Newell Authorized signatory for TCV IV Strategic Partners, L.P.

4/30/2009

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.