

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 *<br><b>HALEY TIMOTHY M</b><br><div>(Last) (First) (Middle)</div> <b>100 WINCHESTER CIRCLE</b><br><div>(Street)</div> <b>LOS GATOS, CA 95032</b><br><div>(City) (State) (Zip)</div> | 2. Issuer Name and Ticker or Trading Symbol<br><b>NETFLIX INC [ NFLX ]</b> | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br><div><input checked="" type="checkbox"/> Director<br/><input type="checkbox"/> 10% Owner<br/><input type="checkbox"/> Officer (give title below)<br/><input type="checkbox"/> Other (specify below)</div> |
| 3. Date of Earliest Transaction (MM/DD/YYYY)<br><b>3/1/2011</b>                                                                                                                                                             |                                                                            |                                                                                                                                                                                                                                                                                         |
| 4. If Amendment, Date Original Filed (MM/DD/YYYY)                                                                                                                                                                           |                                                                            | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><div><input checked="" type="checkbox"/> Form filed by One Reporting Person<br/><input type="checkbox"/> Form filed by More than One Reporting Person</div>                                                              |

| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned                                     |                                                        |                                   |                                   |                              |                                                                      |                                                                                           |       |                                                                                                  |                                                          |                                                                                      |                            |                                               |                                                                                                       |                                                                                  |                                                           |
|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|-----------------------------------|-----------------------------------|------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------------------------------------|----------------------------|-----------------------------------------------|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------|
| 1. Title of Security<br>(Instr. 3)                                                                                   | 2. Trans. Date                                         | 2A. Deemed Execution Date, if any | 3. Trans. Code<br>(Instr. 8)      |                              | 4. Securities Acquired (A) or Disposed of (D)<br>(Instr. 3, 4 and 5) |                                                                                           |       | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership<br>(Instr. 4)                             |                            |                                               |                                                                                                       |                                                                                  |                                                           |
|                                                                                                                      |                                                        |                                   | Code                              | V                            | Amount                                                               | (A) or (D)                                                                                | Price |                                                                                                  |                                                          |                                                                                      |                            |                                               |                                                                                                       |                                                                                  |                                                           |
|                                                                                                                      |                                                        |                                   |                                   |                              |                                                                      |                                                                                           |       |                                                                                                  |                                                          |                                                                                      |                            |                                               |                                                                                                       |                                                                                  |                                                           |
| Table II - Derivative Securities Beneficially Owned ( e.g. , puts, calls, warrants, options, convertible securities) |                                                        |                                   |                                   |                              |                                                                      |                                                                                           |       |                                                                                                  |                                                          |                                                                                      |                            |                                               |                                                                                                       |                                                                                  |                                                           |
| 1. Title of Derivate Security<br>(Instr. 3)                                                                          | 2. Conversion or Exercise Price of Derivative Security | 3. Trans. Date                    | 3A. Deemed Execution Date, if any | 4. Trans. Code<br>(Instr. 8) |                                                                      | 5. Number of Derivative Securities Acquired (A) or Disposed of (D)<br>(Instr. 3, 4 and 5) |       | 6. Date Exercisable and Expiration Date                                                          |                                                          | 7. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 3 and 4) |                            | 8. Price of Derivative Security<br>(Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s)<br>(Instr. 4) | 10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership<br>(Instr. 4) |
|                                                                                                                      |                                                        |                                   |                                   | Code                         | V                                                                    | (A)                                                                                       | (D)   | Date Exercisable                                                                                 | Expiration Date                                          | Title                                                                                | Amount or Number of Shares |                                               |                                                                                                       |                                                                                  |                                                           |
| Non-Qualified Stock Option (right to buy)                                                                            | \$204.63                                               | 3/1/2011                          |                                   | A                            |                                                                      | 244                                                                                       |       | 3/1/2011                                                                                         | 3/1/2021                                                 | Common Stock                                                                         | 244                        | \$0                                           | 244                                                                                                   | D                                                                                |                                                           |

Explanation of Responses:

Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |         |       |
|-----------------------------------------------------------------|---------------|-----------|---------|-------|
|                                                                 | Director      | 10% Owner | Officer | Other |
| HALEY TIMOTHY M<br>100 WINCHESTER CIRCLE<br>LOS GATOS, CA 95032 | X             |           |         |       |

Signatures

By: David Hyman, Authorized Signatory For: Timothy M Haley

3/2/2011

\*\*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.