

FORM 3

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

OMB APPROVAL
OMB Number: 3235-0104
Expires: November 30,
2011
Estimated average burden
hours per response... 0.5

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

1. Name and Address of Reporting Person * FRIEDLAND JONATHAN	2. Date of Event Requiring Statement (MM/DD/YYYY) 1/17/2012	3. Issuer Name and Ticker or Trading Symbol NETFLIX INC [NFLX]
(Last) (First) (Middle) 100 WINCHESTER CIRCLE	4. Relationship of Reporting Person(s) to Issuer (Check all applicable) ____ Director _____ 10% Owner ____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) Chief Communications Officer /	
(Street) LOS GATOS, CA 95032 (City) (State) (Zip)	5. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line) _ <input checked="" type="checkbox"/> Form filed by One Reporting Person ____ Form filed by More than One Reporting Person

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)

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		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			
Non-Qualified Stock Option (right to buy)	12/1/2011	12/1/2021	Common Stock	744	\$67.17	D	
Non-Qualified Stock Option (right to buy)	1/3/2012	1/3/2022	Common Stock	692	\$72.24	D	
Non-Qualified Stock Option (right to buy)	11/1/2011	11/1/2021	Common Stock	624	\$80.09	D	
Non-Qualified Stock Option (right to buy)	10/3/2011	10/3/2021	Common Stock	442	\$113.25	D	
Non-Qualified Stock Option (right to buy)	3/1/2011	3/1/2021	Common Stock	244	\$204.63	D	
Non-Qualified Stock Option			Common				

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		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			
(right to buy)	9/1/2011	9/1/2021	Stock	214	\$233.27	D	
Non-Qualified Stock Option (right to buy)	5/2/2011	5/2/2021	Common Stock	211	\$237.19	D	
Non-Qualified Stock Option (right to buy)	4/1/2011	4/1/2021	Common Stock	207	\$242.09	D	
Non-Qualified Stock Option (right to buy)	8/1/2011	8/1/2021	Common Stock	190	\$263.38	D	
Non-Qualified Stock Option (right to buy)	6/1/2011	6/1/2021	Common Stock	187	\$267.26	D	
Non-Qualified Stock Option (right to buy)	7/1/2011	7/1/2021	Common Stock	187	\$267.99	D	

Explanation of Responses:

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FRIEDLAND JONATHAN 100 WINCHESTER CIRCLE LOS GATOS, CA 95032			Chief Communications Officer	

Signatures

By: David Hyman, Authorized Signatory For: Jonathan S Friedland

1/27/2012

** 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 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.

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.