

**INITIAL STATEMENT OF 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 <sup>*</sup> <b>CRANZ TAWN</b>	2. Date of Event Requiring Statement (MM/DD/YYYY) <b>10/24/2012</b>	3. Issuer Name and Ticker or Trading Symbol <b>NETFLIX INC [NFLX]</b>
(Last) (First) (Middle) <b>100 WINCHESTER CIRCLE</b>	4. Relationship of Reporting Person(s) to Issuer (Check all applicable)  <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>Chief Talent Officer /</b>	
(Street) <b>LOS GATOS, CA 95032</b>	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 <input type="checkbox"/> Form filed by More than One Reporting Person
(City) (State) (Zip)		

**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 Derivative 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			
<b>Non-Qualified Stock Option (right to buy)</b>	<b>8/1/2012</b>	<b>8/1/2022</b>	<b>Common Stock</b>	<b>688</b>	<b>\$54.5</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>9/4/2012</b>	<b>9/4/2022</b>	<b>Common Stock</b>	<b>670</b>	<b>\$55.93</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>10/1/2012</b>	<b>10/1/2022</b>	<b>Common Stock</b>	<b>669</b>	<b>\$56.05</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>6/1/2012</b>	<b>6/1/2022</b>	<b>Common Stock</b>	<b>596</b>	<b>\$62.95</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>12/1/2011</b>	<b>12/1/2021</b>	<b>Common Stock</b>	<b>372</b>	<b>\$67.17</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>7/2/2012</b>	<b>7/2/2022</b>	<b>Common Stock</b>	<b>553</b>	<b>\$67.85</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>1/3/2012</b>	<b>1/3/2022</b>	<b>Common Stock</b>	<b>346</b>	<b>\$72.24</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>11/1/2011</b>	<b>11/1/2021</b>	<b>Common Stock</b>	<b>312</b>	<b>\$80.09</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>5/1/2012</b>	<b>5/1/2022</b>	<b>Common Stock</b>	<b>461</b>	<b>\$81.36</b>	<b>D</b>	

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

1. Title of Derivative 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			
<b>Non-Qualified Stock Option (right to buy)</b>	<b>3/1/2012</b>	<b>3/1/2022</b>	<b>Common Stock</b>	<b>333</b>	<b>\$112.75</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>10/3/2011</b>	<b>10/3/2021</b>	<b>Common Stock</b>	<b>221</b>	<b>\$113.25</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>4/2/2012</b>	<b>4/2/2022</b>	<b>Common Stock</b>	<b>329</b>	<b>\$113.97</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>2/1/2012</b>	<b>2/1/2022</b>	<b>Common Stock</b>	<b>305</b>	<b>\$122.97</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>3/1/2011</b>	<b>3/1/2021</b>	<b>Common Stock</b>	<b>122</b>	<b>\$204.63</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>2/1/2011</b>	<b>2/1/2021</b>	<b>Common Stock</b>	<b>117</b>	<b>\$212.9</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>9/1/2011</b>	<b>9/1/2021</b>	<b>Common Stock</b>	<b>107</b>	<b>\$233.27</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>5/2/2011</b>	<b>5/2/2021</b>	<b>Common Stock</b>	<b>105</b>	<b>\$237.19</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>4/1/2011</b>	<b>4/1/2021</b>	<b>Common Stock</b>	<b>103</b>	<b>\$242.09</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>8/1/2011</b>	<b>8/1/2021</b>	<b>Common Stock</b>	<b>95</b>	<b>\$263.38</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>6/1/2011</b>	<b>6/1/2021</b>	<b>Common Stock</b>	<b>94</b>	<b>\$267.26</b>	<b>D</b>	
<b>Non-Qualified Stock Option (right to buy)</b>	<b>7/1/2011</b>	<b>7/1/2021</b>	<b>Common Stock</b>	<b>93</b>	<b>\$267.99</b>	<b>D</b>	

**Explanation of Responses:**

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
<b>CRANZ TAWN 100 WINCHESTER CIRCLE LOS GATOS, CA 95032</b>			<b>Chief Talent Officer</b>	

**Signatures**

**Tawni Cranz**

**10/26/2012**

**\*\***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.

## **LIMITED POWER OF ATTORNEY - SECURITIES LAW COMPLIANCE**

The undersigned, as an officer or director of Netflix, Inc. (the "Corporation"), hereby constitutes and appoints Carole Payne, David Hyman and Reginald Thompson and each of them, the undersigned's true and lawful attorney-in-fact and agent to complete and execute such Forms 144, Forms 3, 4 and 5 and other forms as such attorney shall in his or her discretion determine to be required or advisable pursuant to Rule 144 promulgated under the Securities Act of 1933 (as amended), Section 16 of the Securities Exchange Act of 1934 (as amended) and the rules and regulations promulgated thereunder, or any successor laws and regulations, as a consequence of the undersigned's ownership, acquisition or disposition of securities of the Corporation, and to do all acts necessary in order to file such forms with the Securities and Exchange Commission, any securities exchange or national association, the Corporation and such other person or agency as the attorney shall deem appropriate. The undersigned hereby ratifies and confirms all that said attorneys-in-fact and agents shall do or cause to be done by virtue hereof.

This Limited Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Corporation unless earlier revoked by the undersigned in a writing delivered to the foregoing attorneys-in-fact.

This Limited Power of Attorney is executed at Los Gatos, CA as of the date set forth below.

*/s/ Tawni Cranz*  
*Tawni Cranz*  
*Dated: October 17, 2012*

*Witness: /s/ Helen Ponce-Nguyen*  
*Helen Ponce-Nguyen*  
*Dated: October 17, 2012*