

**A Profile of the
Netflix User: *More
devices, OTT
services... and data***

Market Study
Third Quarter 2016





A Profile of the Netflix User: *More devices, OTT services... and data*

A Market Study

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Abstract

Netflix subscribers are among the ultimate consumers of broadband data. According to many press reports, they regularly consume anywhere from 30 to 40 percent of the Internet's total bandwidth – more on the day when they release a popular show.

This report profiles the average Netflix consumer – not what they watch or when, but more who they tend to be, what device they own, and what devices they watch Netflix on. In addition, *iGR* has modeled how much bandwidth the average Netflix household consumes, both on wired broadband and mobile networks.

Key questions addressed in this report include:

- What are the demographics, including age splits, number of children, household income and gender, of the average Netflix user?
- What devices do Netflix users have?
- How does their usage compare to the average U.S. household and non-Netflix households?
- What devices do Netflix users stream on?
- How much mobile bandwidth do Netflix households consume?
- How much broadband data does the average Netflix household consume at home each month?
- How much time does the average Netflix user spend watching the programming?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers
- Content providers and distributors
- Financial analysts and investors.

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