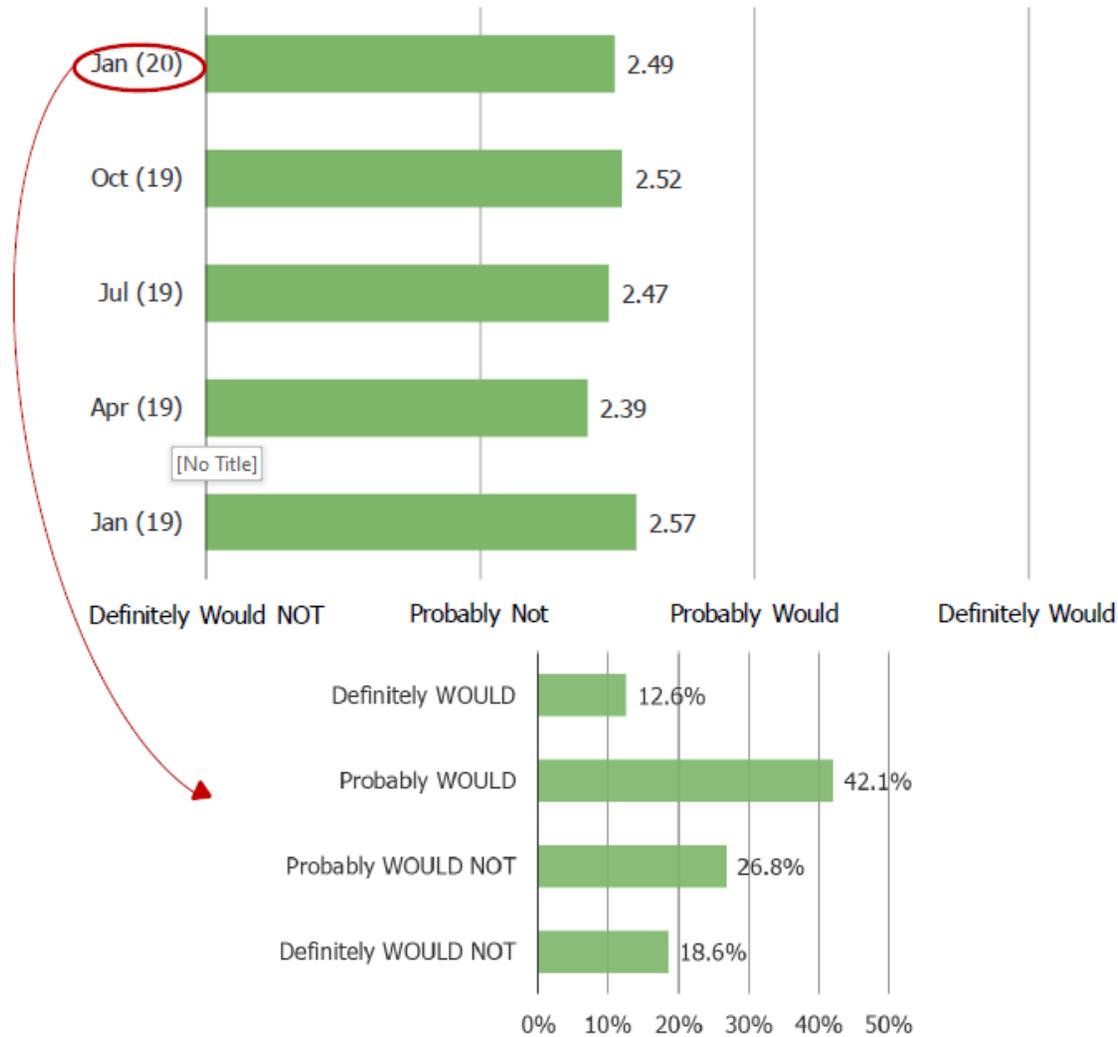


## Bespoke | US NFLX Ads Survey (January 2020)

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## How likely would you be to sign up for a free version of Netflix with advertisements / commercials?

Posed to respondents who said they are NOT Netflix subscribers.

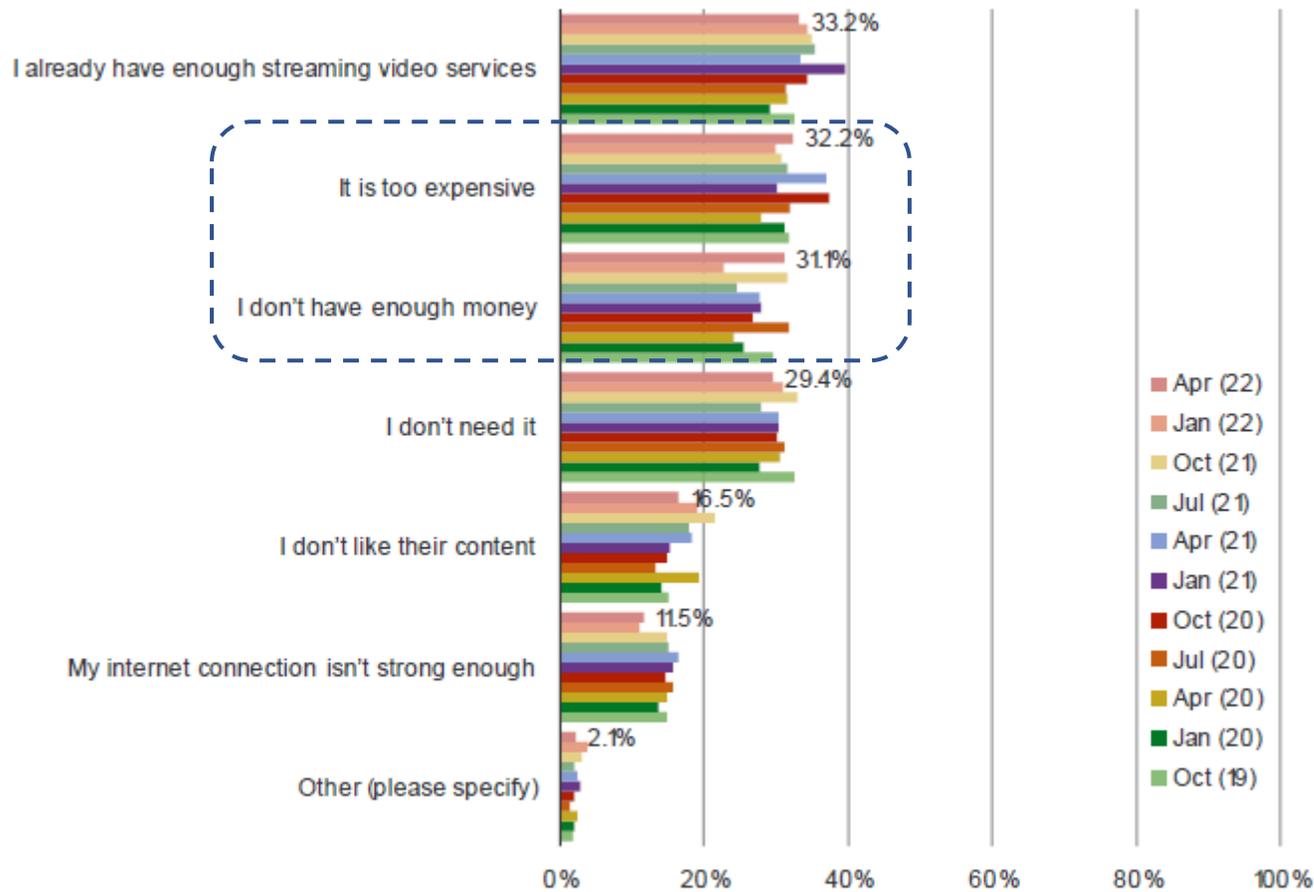


## Bespoke | NFLX India Survey (April 2022)

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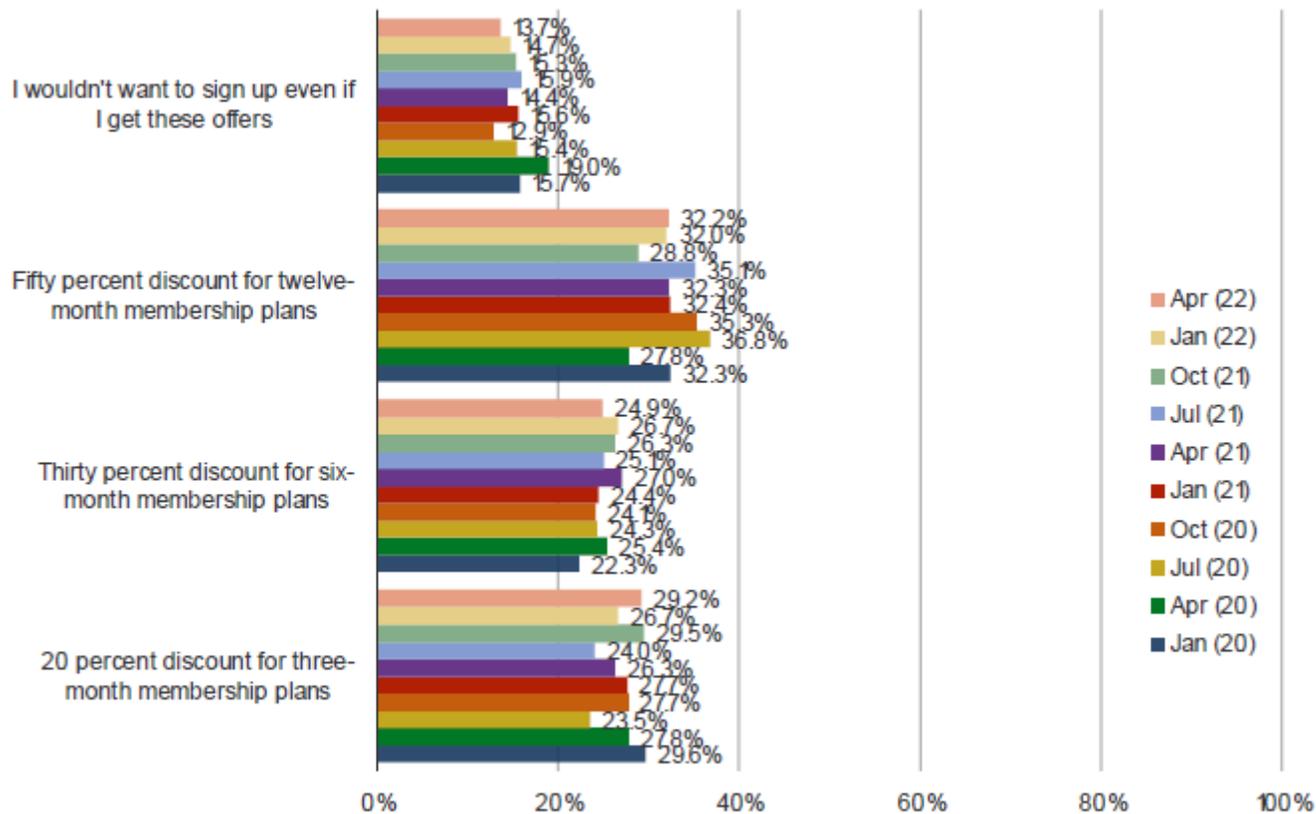
## Why are you currently not a Netflix subscriber? (Select ALL that apply)

Posed to respondents who said they are NOT Netflix subscribers.



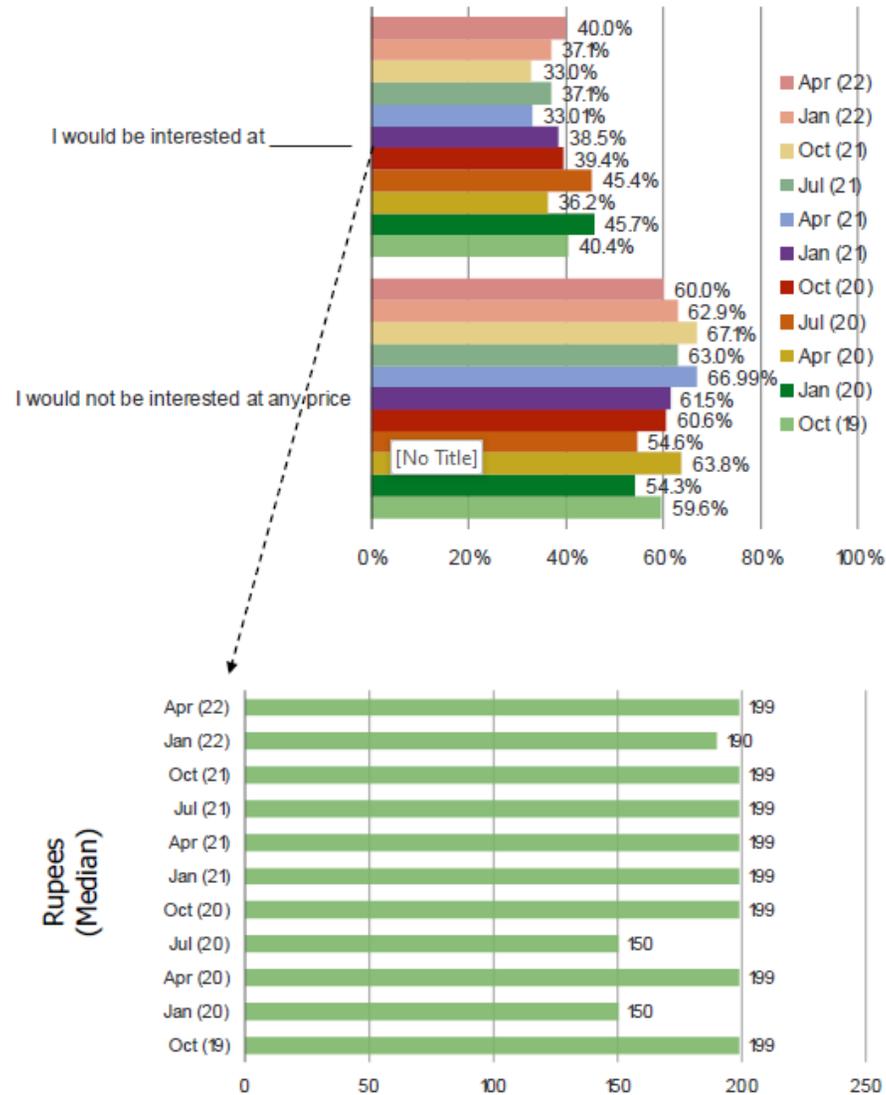
## Would you sign up for Netflix if any of the following was offered to you?

Posed to respondents who said they are NOT Netflix subscribers.



## At what price per month would it make sense for you to pay for Netflix?

Posed to respondents who said they are NOT Netflix subscribers.

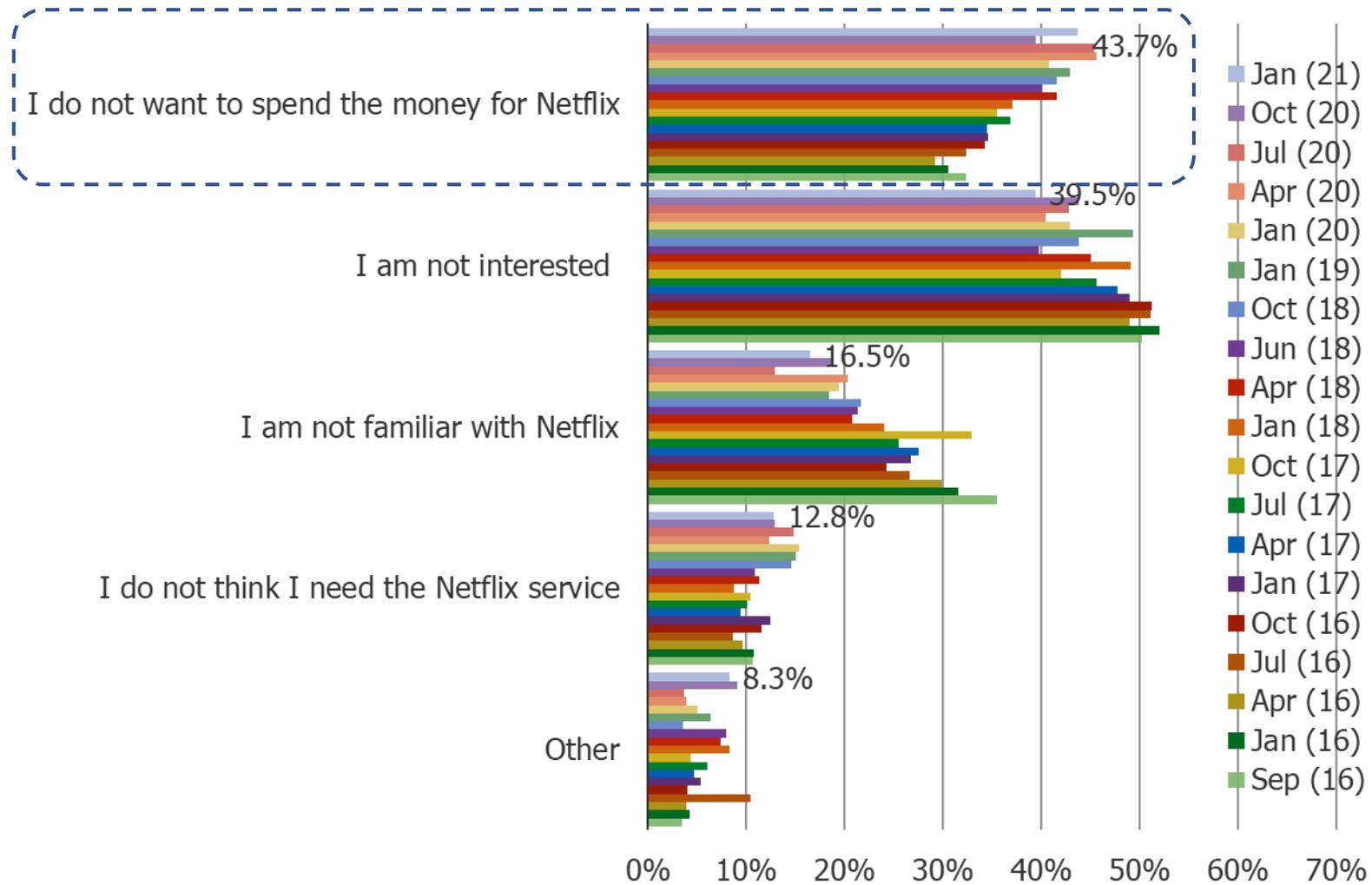


## Bespoke | NFLX Japan Survey (January 2021)

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## Why are you not likely to sign up for Netflix?

Posed to respondents who said they are NOT Netflix subscribers who would be unlikely to pay for Netflix.



## Why are you not likely to sign up for Netflix?

Posed to respondents who said they are NOT Netflix subscribers who would be unlikely to pay for Netflix.

