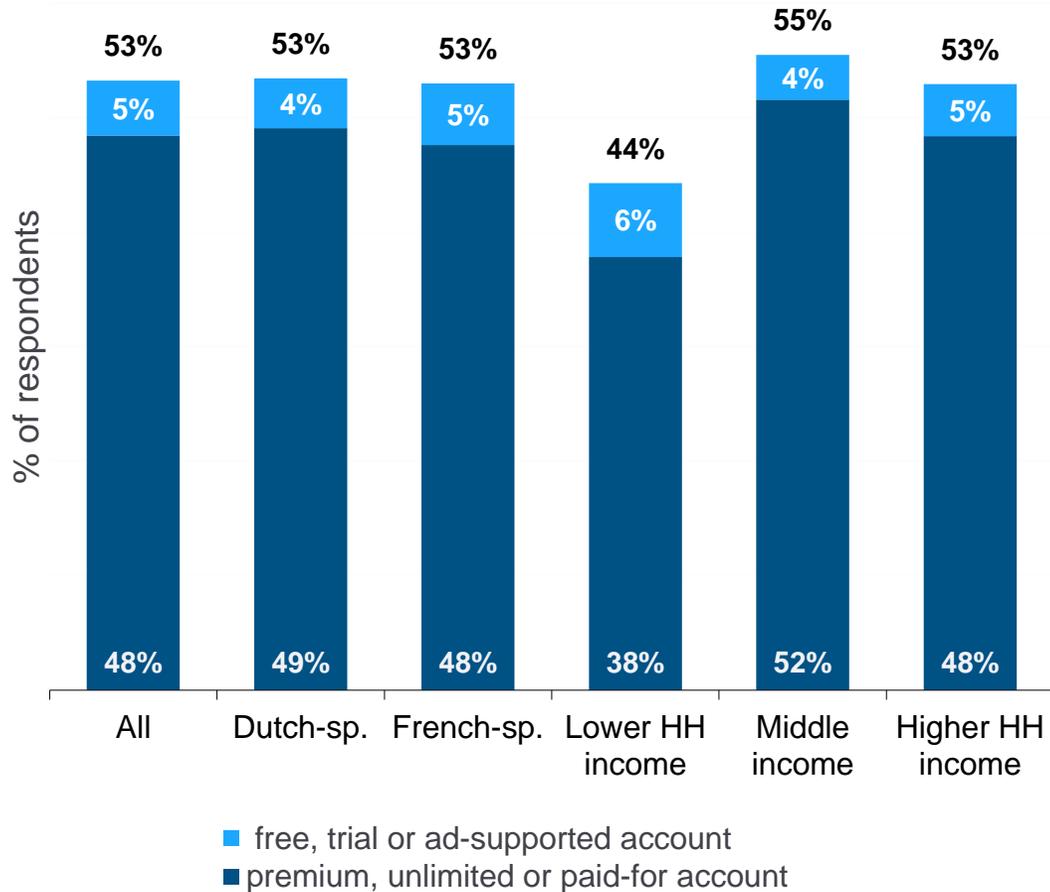


# Netflix users: type of account & attitudes to advertising

No major 'ad avoidance' to be anticipated

Current Netflix account type



"I try to avoid all types of advertising"

"I tend to buy brands I have seen advertised"

