

HOAG JAY C
Form 4
August 01, 2011

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN 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

(Print or Type Responses)

1. Name and Address of Reporting Person *
HOAG JAY C

2. Issuer Name and Ticker or Trading Symbol
NETFLIX INC [NFLX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
07/28/2011

Director 10% Owner
 Officer (give title below) Other (specify below)

C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More than One Reporting Person

PALO ALTO, CA 94301

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	07/28/2011		M	490 A \$ 101.99	490	D (1)	
Common Stock	07/28/2011		M	466 A \$ 107.29	956	D (1)	
Common Stock	07/28/2011		M	456 A \$ 109.66	1,412	D (1)	
Common Stock	07/28/2011		M	491 A \$ 101.88	1,903	D (1)	
Common Stock	07/28/2011		M	371 A \$ 134.91	2,274	D (1)	

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Common Stock	07/28/2011		M	323	A	\$ 154.66	2,597	D ⁽¹⁾	
Common Stock	07/28/2011		M	299	A	\$ 167.67	2,896	D ⁽¹⁾	
Common Stock	07/28/2011		M	250	A	\$ 200.14	3,146	D ⁽¹⁾	
Common Stock	07/28/2011		M	280	A	\$ 178.41	3,426	D ⁽¹⁾	
Common Stock	07/28/2011		M	235	A	\$ 212.9	3,661	D ⁽¹⁾	
Common Stock	07/28/2011		M	244	A	\$ 204.63	3,905	D ⁽¹⁾	
Common Stock	07/28/2011		M	207	A	\$ 242.09	4,112	D ⁽¹⁾	
Common Stock	07/28/2011		M	211	A	\$ 237.19	4,323	D ⁽¹⁾	
Common Stock	07/28/2011		M	187	A	\$ 267.26	4,510	D ⁽¹⁾	
Common Stock	07/28/2011		S	4,510	D	\$ 267.8118 <u>(2)</u>	0	D ⁽¹⁾	
Common Stock							63,854	I	The Hoag Family Trust U/A/ DTD 08/02/1994 ⁽³⁾
Common Stock							12,396	I	Hamilton Investments Limited Partnership ⁽⁴⁾

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

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

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 101.99	07/28/2011	M	490			05/03/2010	05/03/2020	Common Stock	490		
Non-Qualified Stock Option (right to buy)	\$ 107.29	07/28/2011	M	466			06/02/2010	06/02/2020	Common Stock	466		
Non-Qualified Stock Option (right to buy)	\$ 109.66	07/28/2011	M	456			07/01/2010	07/01/2020	Common Stock	456		
Non-Qualified Stock Option (right to buy)	\$ 101.88	07/28/2011	M	491			08/02/2010	08/02/2020	Common Stock	491		
Non-Qualified Stock Option (right to buy)	\$ 134.91	07/28/2011	M	371			09/01/2010	09/01/2020	Common Stock	371		
Non-Qualified Stock Option (right to buy)	\$ 154.66	07/28/2011	M	323			10/01/2010	10/01/2020	Common Stock	323		
Non-Qualified Stock Option (right to buy)	\$ 167.67	07/28/2011	M	299			11/01/2010	11/01/2020	Common Stock	299		
Non-Qualified Stock Option (right to buy)	\$ 200.14	07/28/2011	M	250			12/01/2010	12/01/2020	Common Stock	250		
Non-Qualified Stock Option (right to buy)	\$ 178.41	07/28/2011	M	280			01/03/2011	01/03/2021	Common Stock	280		
Non-Qualified Stock Option (right to buy)	\$ 212.9	07/28/2011	M	235			02/01/2011	02/01/2021	Common Stock	235		
Non-Qualified Stock Option (right to buy)	\$ 204.63	07/28/2011	M	244			03/01/2011	03/01/2021	Common Stock	244		
Non-Qualified	\$ 242.09	07/28/2011	M	207			04/01/2011	04/01/2021	Common	207		

