

Netflix throws itself further into original content

Article

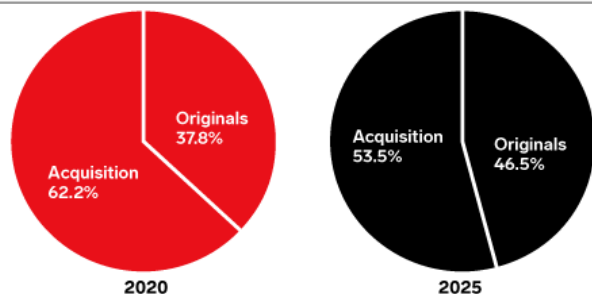
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Netflix is forecast to spend more on original programming than ever before, splitting its global content budget almost evenly between that and licensing costs. In four years, **46.5%** of the streaming giant's projected **\$18.92 billion** budget will go toward originals, compared with

37.8% in 2020. Content acquisition costs will retain a dwindling majority of Netflix's budget, shrinking from **62.2%** last year to **53.5%** in 2025.

Share of Netflix Budget Worldwide, Originals vs. Acquisition, 2020 & 2025

% of total



Note: represents worldwide amortized programming costs; data for 2020 from Netflix company reports

Source: Kagan/S&P Global Market Intelligence as cited by Next TV, Sep 23, 2021

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