

HOAG JAY C  
Form 4  
May 02, 2013

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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

(Last) (First) (Middle)

C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET

(Street)

PALO ALTO, CA 94301

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
05/01/2013

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

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

**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 or Price                                                                               |                                                          |                                                       |        |                  |                            |
| Common Stock                    | 05/01/2013                           |                                                    | M                              |                                                                   | 894                                                                                           | A                                                        | \$ 55.93                                              | 894    | D <sup>(1)</sup> |                            |
| Common Stock                    | 05/01/2013                           |                                                    | M                              |                                                                   | 892                                                                                           | A                                                        | \$ 56.05                                              | 1,786  | D <sup>(1)</sup> |                            |
| Common Stock                    | 05/01/2013                           |                                                    | S                              |                                                                   | 1,786                                                                                         | D                                                        | \$ 212.752 <sup>(2)</sup>                             | 0      | D <sup>(1)</sup> |                            |
| Common Stock                    |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                                       | 63,854 | I                | The Hoag Family Trust U/A/ |

|                 |  |  |  |  |        |   |                                                          |
|-----------------|--|--|--|--|--------|---|----------------------------------------------------------|
|                 |  |  |  |  |        |   | Dtd 8/2/94<br>(3)                                        |
| Common<br>Stock |  |  |  |  | 12,396 | I | Hamilton<br>Investments<br>Limited<br>Partnership<br>(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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount<br>of Underlying Security<br>(Instr. 3 and 4) |                 |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------|-----------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V (A) (D)                                                                                                          | Date Exercisable                                               | Expiration<br>Date                                                | Title           |
| Non-Qualified<br>Stock Option<br>(right to buy)     | \$ 55.93                                                           | 05/01/2013                              |                                                             | M                                    | 894                                                                                                                | 09/04/2012                                                     | 09/04/2022                                                        | Common<br>Stock |
| Non-Qualified<br>Stock Option<br>(right to buy)     | \$ 56.05                                                           | 05/01/2013                              |                                                             | M                                    | 892                                                                                                                | 10/01/2012                                                     | 10/01/2022                                                        | Common<br>Stock |
| Non-Qualified<br>Stock Option<br>(right to buy)     | \$ 212.91                                                          | 05/01/2013                              |                                                             | A                                    | 235                                                                                                                | 05/01/2013 <sup>(6)</sup>                                      | 05/01/2023                                                        | Common<br>Stock |

## Reporting Owners

| Reporting Owner Name / Address                  | Relationships |              |         |       |
|-------------------------------------------------|---------------|--------------|---------|-------|
|                                                 | Director      | 10%<br>Owner | Officer | Other |
| HOAG JAY C<br>C/O TECHNOLOGY CROSSOVER VENTURES | X             |              |         |       |

528 RAMONA STREET  
PALO ALTO, CA 94301

## Signatures

Frederic D. Fenton Authorized signatory for Jay C.  
Hoag

05/02/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Jay C. Hoag has sole voting and dispositive power over the options he holds directly. However, TCV VII Management, L.L.C. has a right to 100% of the pecuniary interest in such options. Mr. Hoag is a Member of TCV VII Management, L.L.C. Mr. Hoag disclaims beneficial ownership of such options and the shares to be received upon the exercise of such options except to the extent of his pecuniary interest therein.

(2) The price reported reflects the weighted average sale price. This transaction was executed in multiple trades at prices ranging from \$212.7510 to \$212.7535. The Reporting Persons hereby undertake to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(3) These share are held by The Hoag Family Trust U/A Dtd 9/2/94. Hoag is a trustee of The Hoag Family Trust U/A Dtd 8/2/94. Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(4) These shares are held by Hamilton Investments Limited Partnership. Hoag is the sole general partner and a limited partner of Hamilton Investments Limited Partnership. Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(5) Not applicable.

(6) These options are 100% vested.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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