



# THE **[NETFLIX]** EFFECT

**CELEBRATING A DECADE OF IMPACT**

 More information on [thenetflixeffect.com](https://thenetflixeffect.com)

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# INTRODUCTION

**TEN YEARS AGO,**  
**NETFLIX WENT FROM ENTERTAINING**  
**AUDIENCES IN ABOUT 60 COUNTRIES**  
**TO MORE THAN 190 IN A SINGLE DAY.**

Since then, the economic, cultural and social impact of our films and series has rippled out across economies, industries and everyday life, all around the world.

But behind the scenes, the magic of the last decade has been the relationships we've built along the way, and the people who make this all possible. That's the real Netflix Effect. So thank you to the **creators, crew members, talent, local businesses, communities, and fans.**

And while there are far too many stories to tell, **here's our Top 10.**

THE  
**[NETFLIX]**  
EFFECT

**THAT'S THE REAL NETFLIX  
EFFECT. AND WHILE  
THERE ARE FAR TOO  
MANY STORIES TO TELL,  
HERE'S OUR TOP 10.**

# **N** STORY 01 **GROWING THE GLOBAL ECONOMY**



Our series and films have an impact far beyond the screen. We create jobs, support the entertainment industry and strengthen economies all over the world.



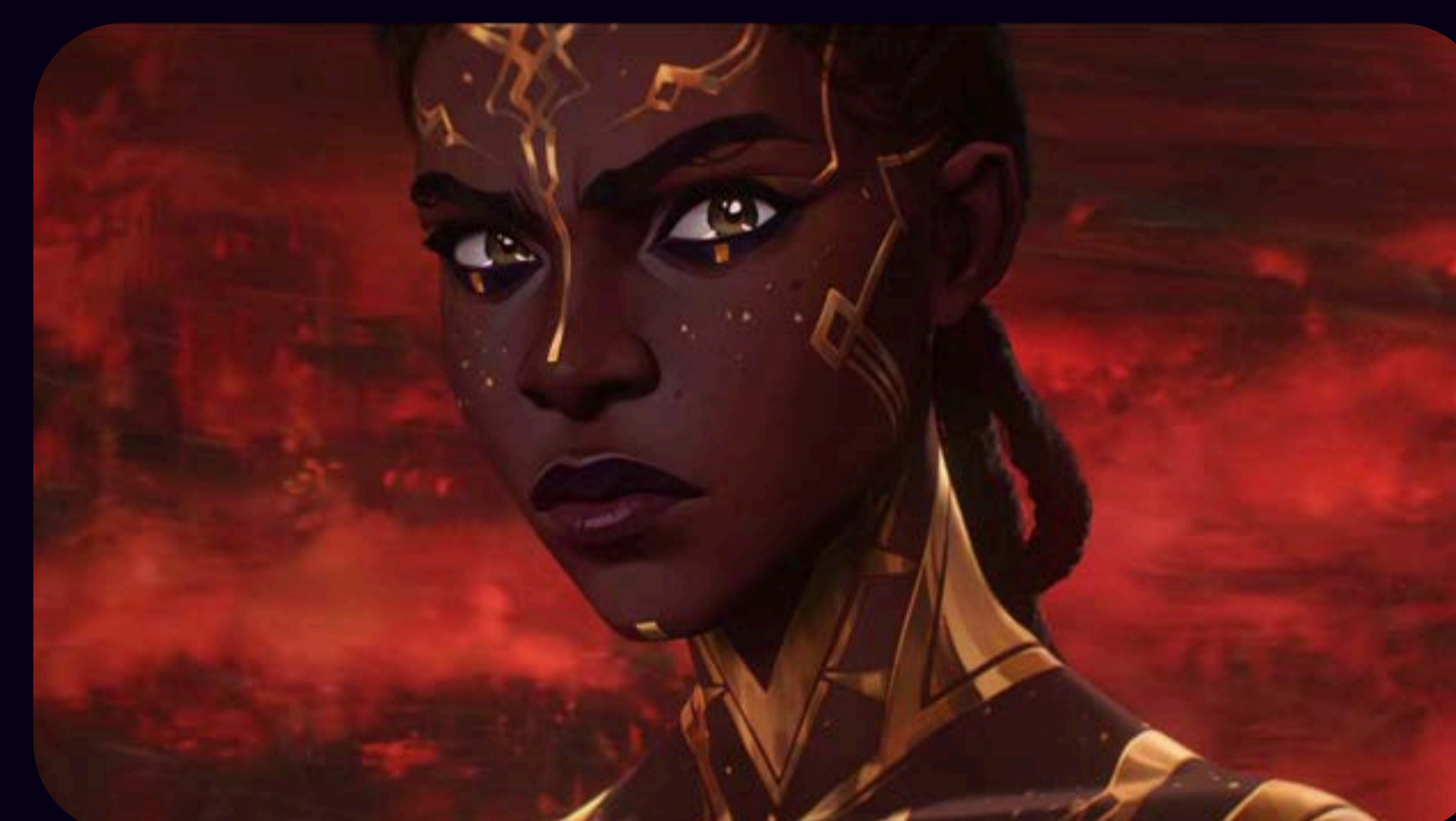
\$325+  
BILLION



Over the last decade, Netflix has contributed over \$325 billion in gross value added to the global economy.



\$135+  
BILLION



We've invested over \$135B in series and films, including original productions and titles we license from partners around the world.



# 425K+ JOBS



Our productions have created more than 425,000 jobs for actors, writers, directors, researchers and VFX artists to name a few — plus over 700,000 additional extras and day workers.

# **N** STORY 02 **SUPPORTING LOCAL INDUSTRIES**



Our impact isn't just global. Every Netflix production is also a local production, creating jobs and growing businesses wherever we are.



# 50<sup>+</sup> COUNTRIES

We produce original series and films in over 50 countries and 50 languages.



# 2000<sup>+</sup> COMPANIES

Over the last decade, we've worked with more than 2,000 production companies. And for every show and movie, we contract hundreds of vendors, from caterers to historical advisors.

# LOCAL STORIES BLOOD & WATER

Explore the impact of our series and films on countries, cities and communities around the world.

**3500+**  
EXTRAS

In addition to the cast, over 3,500 extras were employed on the series.

**700+**  
CAST & CREW

Over 700 cast and crew worked across the show's four seasons.



**75+**  
LOCATIONS

We have filmed in over 75 locations across the Western Cape in South Africa.

# LOCAL STORIES BRIDGERTON



**£275<sup>+</sup>**  
**MILLION**

The first three seasons of the series has added over £275 million to the UK economy.



**£5**  
**MILLION**

According to Visit West, Bath, England has seen a £5 million economic boost from themed tours, hotels and events.

**50**  
**HORSES**

50 horses were used to bring the Regency era to life across four seasons, pulling over 40 carriages around the ton.

# LOCAL STORIES EL ETERNAUTA

**500+**  
**MASKS**

More than 500 masks were created for the series' characters.

**50**  
**LOCATIONS**

The series filmed in 50 locations across Argentina, along with 35 virtual sets.



**2900**  
**JOB**

2,900 people were involved in the production, including cast and extras.



# LOCAL STORIES

## CIEN AÑOS DE SOLEDAD

**540K+**  
SQ M

The set was constructed on a plot of land in Alvarado, Tolima that spanned over 540,000 square meters.

**150+**  
ARTISANS

The fictional town of Macondo from *Cien años de soledad* (*One Hundred Years of Solitude*) was brought to life by over 150 Colombian artisans.

**100K+**  
NIGHTS

Over 100,000 hotel nights were booked in Ibagué, Colombia throughout the filming process.



# LOCAL STORIES NORTH OF NORTH

**15**  
**ARTISTS**

The show featured music from 15 Indigenous artists.



**55**  
**DAYS**

The production shot for 55 days in Iqaluit, Nunavut, the hometown of series co-creator Alethea Arnaquq-Baril and star Anna Lambe.



**225**  
**VENDORS**

225 Canadian vendors worked on the production, including 60 local to Nunavut.

# LOCAL STORIES STRANGER THINGS

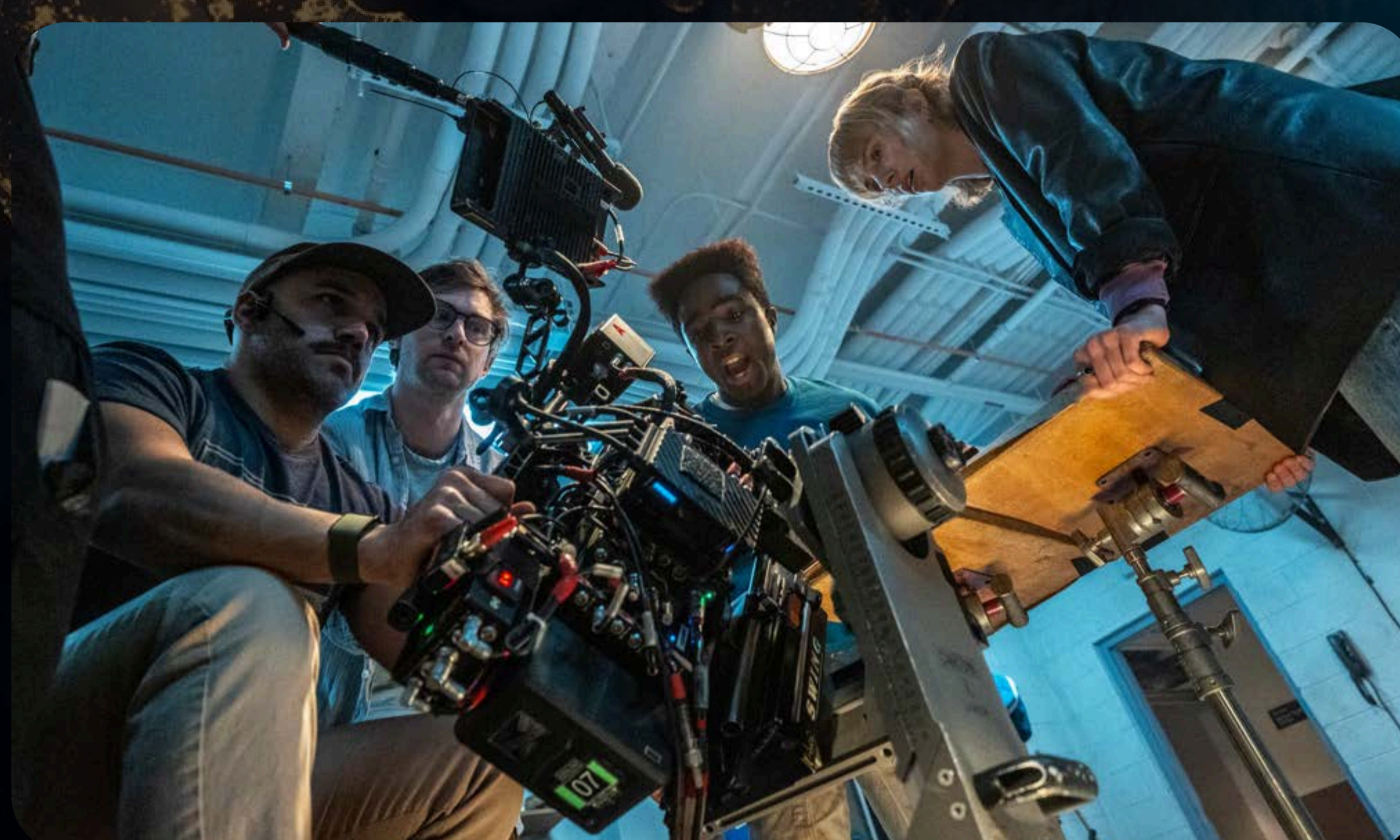
**\$1.4  
BILLION**

Since filming began in 2015, the series has contributed \$1.4 billion to the U.S. GDP.



**8000+**  
**JOBS**

The show's five-season run supported more than 8,000 production jobs.



**200+**  
**STUNT PERFORMERS**

The action-packed last season alone featured over 200 stunt performers.

# LOCAL STORIES PEDRO PÁRAMO

**900+**  
**EXTRAS**

More than 900 extras were involved in the production.



**50**  
**DAYS**

Shooting took place over 50 days in three Mexican states: Nayarit, San Luis Potosí and Mexico City.

**30+**  
**MUSICIANS**

Over 30 traditional musicians from across Mexico came together to create the film's soundtrack.



# LOCAL STORIES

## ALICE IN BORDERLAND

**¥12<sup>+</sup>**  
**BILLION**

The three seasons of *Alice in Borderland* contributed over ¥12 billion to the Japanese economy.

**700<sup>+</sup>**  
**CAST & CREW**

Over 700 cast and crew worked on the series.



**9**  
**MONTHS**

It took nine months to create the show's set, including hundreds of unique pieces of hand-crafted debris.

# LOCAL STORIES LUPIN

**600+**  
**VENDORS**

Over 600 vendors have been employed by the production across three seasons.

**€90+**  
**MILLION**

The series has contributed over €90 million to the French economy.



**80**  
**MUSICIANS**

80 musicians from the Orchestre national d'Île-de-France performed "Lupin Symphony" in the second season's final episode.

# LOCAL STORIES

## BEVERLY HILLS COP: AXEL F

**\$140**  
**MILLION**

The film contributed \$140M in GDP to the California economy.



**900+**  
**VENDORS**

Over 900 vendors were employed by the production.

**2000+**  
**CAST & CREW**

The production employed more than 2,000 cast and crew members.

# LOCAL STORIES BOY SWALLOWS UNIVERSE

**A\$45<sup>+</sup>  
MILLION**

The series added over AUD\$45 million to the Australian economy.



**67  
LOCATIONS**

Production took place in 67 locations across five different local government areas in South East Queensland.

**1000<sup>+</sup>  
EXTRAS**

More than 1,000 extras took part in the series.

# LOCAL STORIES HEERAMANDI

## 700 CRAFTSMEN

The set in Mumbai's Film City was created by 700 craftsmen over a seven-month period.



## 300+ COSTUMES

Over 300 handcrafted costumes were sourced from traditional textile hubs like Varanasi, Agra and Lucknow.

## 14 LANGUAGES

The series was dubbed in 14 languages, including French, German, Malay and Arabic.



# LOCAL STORIES

## TROLL

**500+**  
**EXTRAS**

Each film enlisted the help of more than 500 extras.

**4250**  
**NIGHTS**

Together, the productions booked 4,250 hotel nights in Norway.

**15**  
**CITIES**

Filming for *Troll* and *Troll 2* took place in 15 cities, towns and villages across Norway, including Geiranger, Grotli, Trondheim and Oslo.



# LOCAL STORIES DIE KAISERIN

## 500+ CAST

Over 500 cast and crew from Germany, the Czech Republic, and Italy brought Sisi's world to life in *Die Kaiserin (The Empress)*.

## 1200+ EXTRAS

The show also employed more than 1,200 extras and daily hires across the first two seasons.



## 120 BEARDS

In keeping with the 1850s aesthetic, the costume department used 120 false beards and sideburns to help actors get in character.

# LOCAL STORIES HAPPY GILMORE 2

## 400+ VENDORS

The movie boosted the New Jersey economy, working with more than 400 local vendors.

## 45+ LOCATIONS

Over 45 iconic New Jersey locations were featured throughout the 64-day shoot.



## 400+ CAST

The production included more than 400 cast members, joined by nearly 3,000 extras.

# LOCAL STORIES

# SENNA

# 200+

## ACTORS

Over 200 actors from 18 different nationalities were featured in the series, along with 14,000 extras.

# 325

## DAYS

The production lasted for 325 days, shooting across four countries: Brazil, Argentina, Uruguay and Northern Ireland.



# 1000+

## VFX ARTISTS

Over 1,000 people worked on the visual effects for the series.

# LOCAL STORIES THE LINCOLN LAWYER

**\$425+**  
**MILLION**

Production of the series has contributed more than \$425 million to the California economy.



**4300+**  
**CAST & CREW**

The four seasons of legal drama *The Lincoln Lawyer* hired over 4,300 cast and crew, working across 359 days of shooting in total.



**50+**  
**LA LOCATIONS**

The series has filmed at over 50 locations across Los Angeles since its debut, including Dodger Stadium, and Grand Central Market.

# **N** STORY 03 **GOING OFF THE BEATEN PATH**



Many of our shows and movies are made outside major cities, supporting communities, telling a wider range of stories and allowing us to tap into a deeper pool of talent.



**FILMING LOCATION**



**4500<sup>+</sup>**  
**CITIES & TOWNS**

We have filmed in over 4,500 cities and towns around the world.

# LOVE CAPITAL OF EUROPE

## LOVE IS BLIND FINDS A HOME IN SWEDEN

Every “pod” episode of our European adaptations of *Love is Blind* is filmed at a single hub in Strängnäs, a tiny city outside Stockholm, Sweden.

For roughly 40 weeks a year, it’s a bustling set employing set designers, lighting and audio crew, makeup artists and caterers, while supporting local hotels and transportation companies that make the cast and crew feel at home.



**330+**  
**LOVEBIRDS**

Over 330 hopeful romantics have hit the pods in Strängnäs in search of their perfect match, hailing from the UK, Italy, Sweden, Poland, the Netherlands, France and Germany.



## **50M+** **VIEWS**

The ten seasons of the series shot in Strängnäs have generated over 50M global views.



## **HALF A DOZEN BABIES**

...and produced six *Love Is Blind* babies!

# **SPOTLIGHT LOVE IS BLIND**

**“WHEN A PLACE LIKE STRÄNGNÄS IS HOME TO ALL EUROPEAN PRODUCTIONS OF A GLOBAL FRANCHISE LIKE LOVE IS BLIND, IT SENDS A POWERFUL MESSAGE ABOUT THE ROLE SMALLER CITIES CAN PLAY ON THE INTERNATIONAL STAGE. OUR CITY HAS BECOME A HUB FOR CREATIVITY AND COMMERCE ALIKE, AND WE’RE PROUD TO EMERGE AS THE SURPRISING NEW ‘LOVE CAPITAL OF EUROPE.’”**

**Jacob Högfeldt**  
Mayor of Strängnäs

# FRONTERA VERDE

## AN AMAZONIAN ADVENTURE

The Colombian crime thriller series *Frontera Verde* (*Green Frontier*) tells the story of a young detective who investigates four femicides deep in the Amazon jungle.



# 150

CREW

A crew of 150 made *Frontera Verde* possible, with 30 members coming from the local Amazonian community.



## A FAMILY AFFAIR

The Morales family from Leticia was part of the *Frontera Verde* crew, working as makeup artists' assistants, production assistants and actors. Walter Morales led the blessing ritual before we kicked off shooting.



# 50+

LOCATIONS

*Frontera Verde* was filmed in more than 50 different locations within the Amazon rainforest and featured local actors.

# SPOTLIGHT ON RANSOM CANYON

Netflix started producing series and films in New Mexico in 2015 and established a production hub in Albuquerque in 2018. *Ransom Canyon*, a steamy Western romance, was filmed at the hub and other locations throughout New Mexico.

**700+**  
JOBS

The first season of *Ransom Canyon* created over 700 jobs for New Mexicans.



**380**  
CREW

380 crew members hailed from New Mexico.

**340**  
CAST

The cast of the series included 40 principal and 300 background actors from New Mexico.

**4**  
TOP 10 WEEKS

The first season of *Ransom Canyon* spent four weeks on the global Top 10 list.



## MADE IN NEW MEXICO

We've filmed shows and movies like *Stranger Things*, *The Harder They Fall*, *Army of the Dead*, *Chupa*, and *El Camino: A Breaking Bad Movie* at the hub in Albuquerque.



# SPOTLIGHT ALBUQUERQUE

**“WHEN WE BROUGHT NETFLIX TO ALBUQUERQUE, WE PUT THE SPOTLIGHT ON OUR CITY’S STRONG FILM ECONOMY AND JOINED OUR BRAND TO ONE OF THE TOP COMPANIES IN THE NEW GLOBAL ECONOMY.”**

**Tim Keller**  
Mayor of Albuquerque

# WHEN LIFE GIVES YOU TANGERINES

## BACK IN TIME ON JEJU ISLAND

The heartfelt romantic drama set on South Korea's largest island takes place over 50 years, as a couple builds a life together despite the odds.



# ₩90B<sup>+</sup>

The 16-episode series contributed over ₩90B (KRW) to the Korean economy.



## LABOR OF LOVE

The production team and nearly 4,000 vendors went to extreme lengths to ensure the series was historically accurate, blending real landmarks with meticulously reconstructed sets depicting different time periods.

## THE HAENYEO

The series highlights the stories of Jeju Island's Haenyeo community — women who free dive in the waters off the island, without oxygen masks, to harvest seafood. Some Haenyeo are in their eighties.



## 600+ CAST & CREW

Over 600 cast and crew worked on the series, which won four Baeksang Arts Awards.

# **N** STORY 04 **LICENSING TITLES & GROWING AUDIENCES**



By investing in titles from around the world, we support the broader industry and give our members more shows and movies to watch.

## THE MAJORITY OF THE TITLES YOU SEE ON NETFLIX ARE LICENSED FROM AROUND THE WORLD.

We license films and series from studios, networks, public sector broadcasters and independent production companies around the world. It gives our members more of what they love, and supports creators so they can make more series and films.



### CONTENT LICENSED

75%

# 75%+

## TITLES

More than three quarters of the titles on Netflix are licensed from creative partners around the world.



# 3000+

Over the last decade, we've licensed films and series from more than 3,000 companies — including public broadcasters.

# BOOSTING THE CREATIVE INDUSTRY

## INVESTING IN OUR PARTNERS' FILMS AND SERIES

We have partnerships with studios like PiperFilm in Italy, AMC in the USA, and Sony and NBCUniversal globally — to name just a few — as well as local broadcasters and networks.

Sometimes, stories arrive on Netflix years after they've been released. But we also invest in films and series while they're being developed, helping producers and distributors bring more ambitious projects to the screen.





## INVESTING EARLY

In many countries, we acquire films made for cinemas while they are still in production. Examples include *C'è ancora domani*, (Italy), *L'Amour ouf* (France), *Simona Kossak* (Poland) and *El Cautivo* (Spain).



## GLOBAL SENSATION

Following a successful theatrical release, *RRR* became an even bigger global hit when Netflix licensed it in Hindi. This helped the film find a larger audience, and music from the film later won an Oscar.

# SPOTLIGHT L'AMOUR OUF

**“NETFLIX WAS ONE OF THE VERY FIRST PARTNERS TO BELIEVE IN GILLES LELLOUCHE’S BOLD AND AMBITIOUS VISION FOR L’AMOUR OUF, AND THEIR SUPPORT GAVE US THE MEANS TO FULLY REALIZE OUR ARTISTIC ASPIRATIONS. THE FILM’S SUCCESS IS A TESTAMENT TO THAT SHARED AMBITION. WE’RE NOW VERY HAPPY TO SEE IT BEGIN A NEW LIFE ON NETFLIX AND CONNECT WITH NEW AUDIENCES.”**

Alain Attal & Hugo Ségnac  
Producers of *L'Amour ouf*

# FINDING NEW FAVORITES

## ...AND GROWING AUDIENCES

When a film or TV show finds a home on Netflix, it also finds new audiences — and sometimes even adds new episodes to give fans more of what they love.



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# 400M<sup>+</sup> VIEWS

In 2023, *Suits* became the most popular streaming title in the U.S. for 12 consecutive weeks, 12 years after it first aired. Since 2023, the series has generated over 450M views on Netflix and continues to be watched all over the world.

# LOVE ON THE SPECTRUM



## AUSTRALIAN ORIGINAL

After premiering as a local series on the Australian Broadcasting Corporation in 2019, *Love on the Spectrum* was picked up by Netflix in 2020, introducing the show to an international audience.

## PERFECT FORMULA

Netflix later commissioned an American spin-off, *Love on the Spectrum U.S.*, which debuted in May 2022.



## AWARD WINNING

Both the original series and its U.S. counterpart have earned multiple awards, including seven Primetime Emmys and an International Emmy.



### **MARE FUORI**

Italian drama *Mare Fuori* first aired on Rai 2 in 2020. After Netflix acquired the series two years later, it spent more than 30 weeks in Italy's Top 10 and reached over 10M views between 2023 and 2025.

### **MORE GILMORE GIRLS**

*Gilmore Girls*, which we acquired seven years after its finale, found a new generation of fans on Netflix — ultimately leading to a revival collection of episodes that we co-produced.

### **WORKIN' MOMS**

The Canadian series *Workin' Moms*, which originally aired on CBC, saw significant global interest after arriving on Netflix in 2019, generating over 75M views between 2023 and 2025.

### **PLAYING THE LONG GAME**

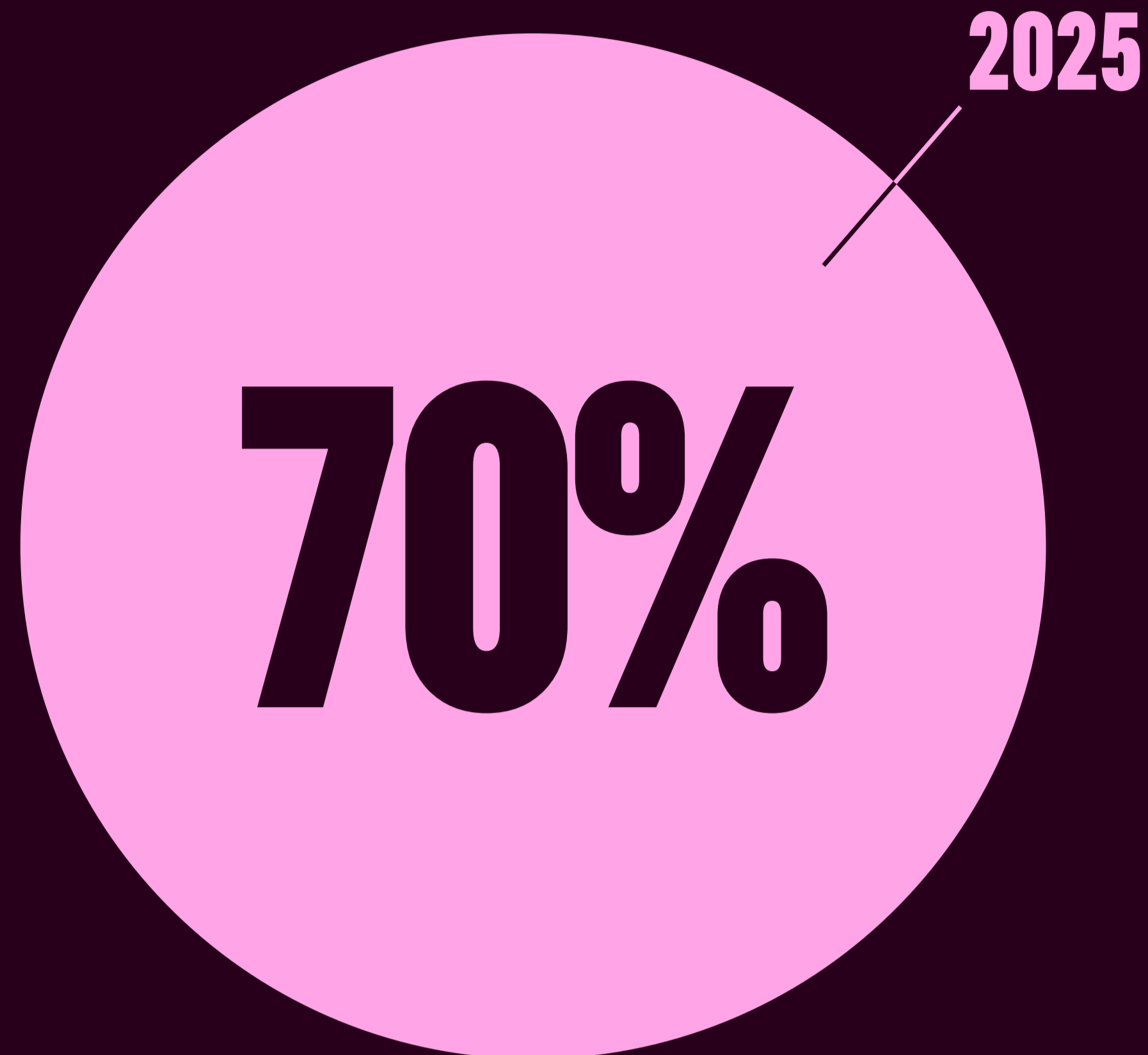
In Brazil, the films *Cidade de Deus (City of God)* and *Carandiru* both cracked the Top 10 on Netflix more than 20 years after their original premieres.

*Availability of licensed titles may vary by region and are subject to change.*

# **N** STORY 05 **STORIES FROM AROUND THE WORLD**



We give members unique access to shows and films from around the world — and help them watch in their own language.



## **GROWTH OF NON-ENGLISH LANGUAGE SERIES AND FILMS**

In 2025, 70% of viewing on Netflix came from members watching a title from a country other than their own.

# 1/3

A decade ago, non-English language series and films represented less than a tenth of total viewing on Netflix. Today, it's more than a third.

## **NON-ENGLISH VIEWING SHARE**

2025

# 33%

# 10%

2015



# 36

## **LANGUAGES**

Netflix films and series are dubbed in 36 languages, with subtitles in 33 languages.

# SPOTLIGHT ON LAS MUERTAS

Based on the novel of the same name by Jorge Ibarra, *Las Muertas* (*The Dead Girls*) tells the story of the Baladro sisters and how they built a brothel empire in 1960s Mexico.



# 12

## LANGUAGES

*Las Muertas* has been dubbed into 12 languages, including Czech, Hindi and Thai.

# 500+

## CREW

More than 500 dubbing artists and technicians were part of the process, making sure the dialogue, idioms and cultural details remained faithful to the original.



# HOW CONTENT TRAVELS KOREA

When a show or movie resonates in one country, it can spread until the whole world's watching.



## 60 MILLION VIEWS IN 3 DAYS

In its first three days on Netflix, *Squid Game* Season 3 drew more than 60M views, earning the #1 spot on the Non-English TV list in 93 countries.

# ~80%

## MEMBERS

Roughly 80% of Netflix members have watched Korean content.



## #1 MOST POPULAR

*Squid Game* Season 1 is our most popular series of all time, and the three seasons of the series are the three most popular non-English shows of all time.

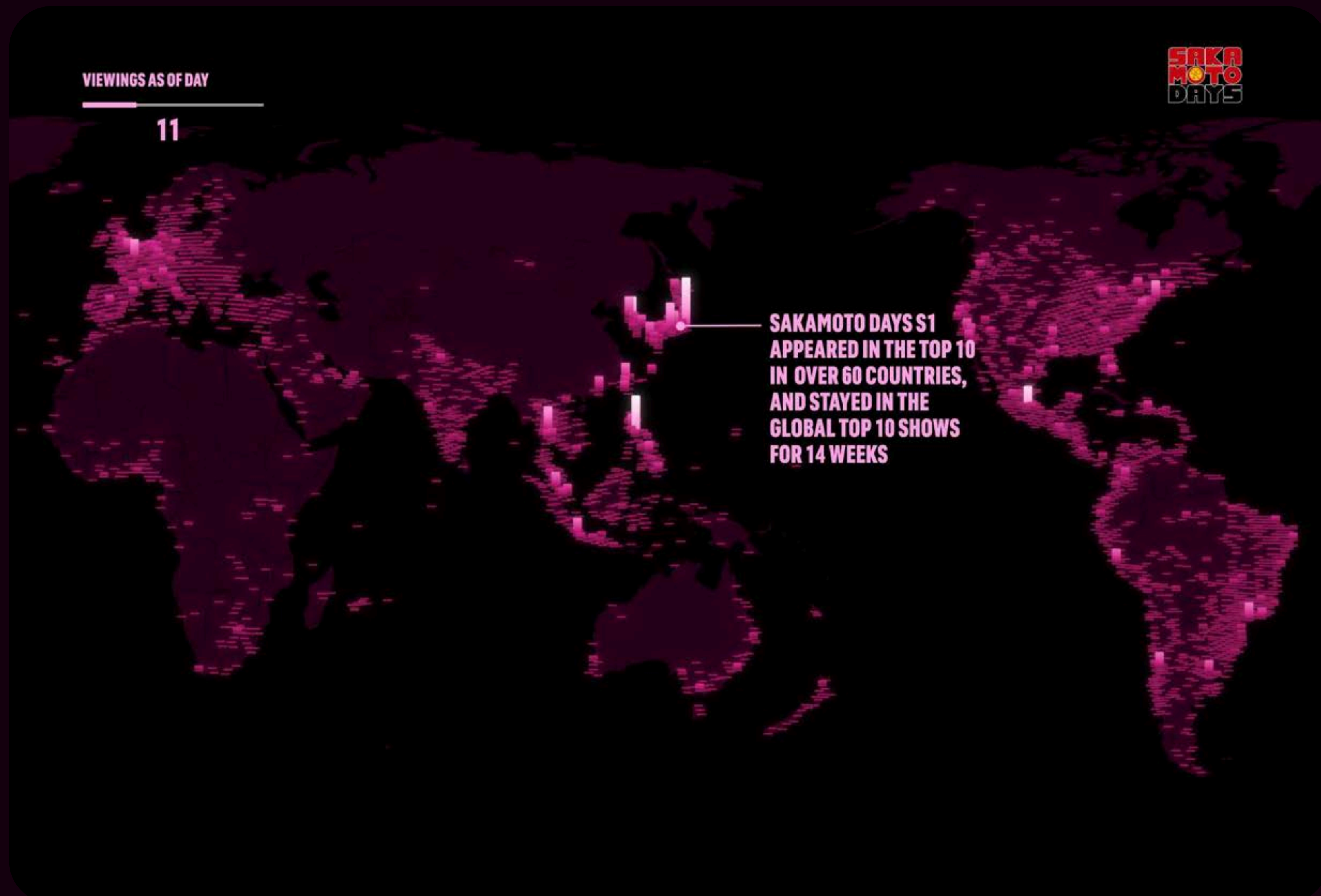
# 200

## TITLES

More than 200 Korean titles have appeared in the Global Top 10.



# HOW CONTENT TRAVELS JAPAN



~1.5  
BILLION VIEWS

Anime generated nearly 1.5 billion views in 2025.

50%+  
MEMBERS

More than half of our members around the world today have watched at least one anime title.



## GLOBAL FANDOM

Anime fans can be found all over the world, from the U.S., Brazil and Mexico to South Korea and France.

# HOW CONTENT TRAVELS SPAIN



# #1 SPOT

Part 5 of *La Casa de Papel* reached the #1 spot on the Top 10 list in 91 countries.

# 1+

## BILLION VIEWS

*La Casa de Papel* (*Money Heist*) is one of the most-popular non-English series ever, with more than 1 billion views.



# 50%+ VIEWING

In 2025, over half of Spanish content viewing came from countries that don't speak Spanish.

# HOW CONTENT TRAVELS **SPAIN**

**“WITH LA CASA DE PAPEL, NETFLIX SHOWED THAT CHARACTERS WHO ARE SO TYPICALLY SPANISH, WITH DISTINCTLY MEDITERRANEAN SENSITIVITIES, COULD CAUSE A SENSATION IN PLACES ALL OVER THE WORLD — FROM SEOUL, TO RIO, TO PARIS. THE LOCAL NATURE OF THE SHOW IS WHAT MADE IT SO STIMULATING, AND THEREFORE UNDENIABLY GLOBAL.”**

**Álex Pina**

Creator of La Casa de Papel,  
Vancouver Media

# HOW CONTENT TRAVELS INDIA



## TOP 10

On average, at least one Indian series or film was in Netflix's non-English Top 10 every week in 2025.

## 43 COUNTRIES

Heeramandi became one of the most popular Indian dramas on Netflix, trending across 43 countries.



# **N** STORY 06 INVESTING IN TALENT



We depend on a strong, healthy creative industry, which is why we help people learn new skills and advance their careers — whether they've worked with us or not.

**PROGRAMS  
AND EVENTS**



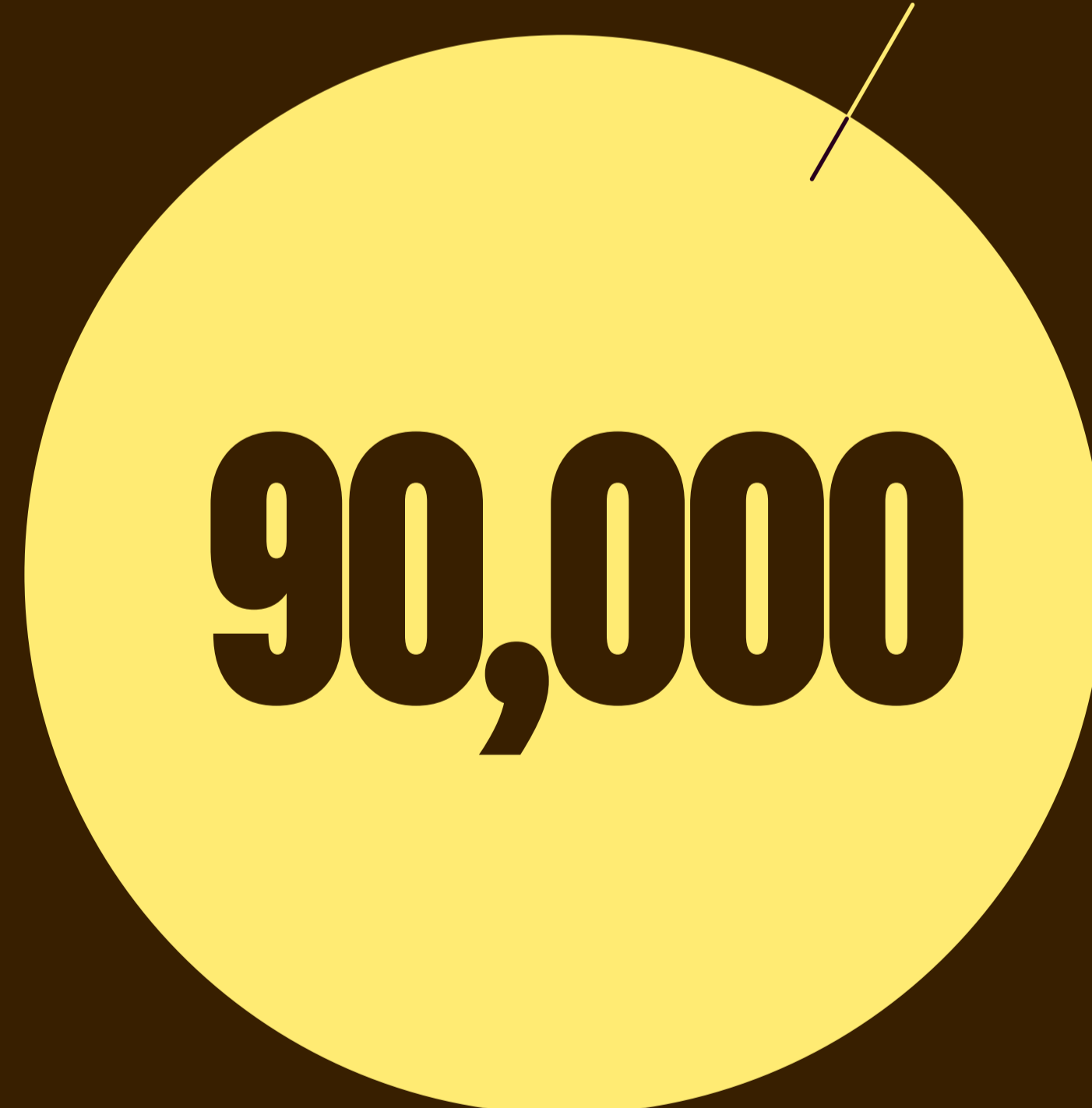
**1000+**

**PROGRAMS**

Over the past five years, Netflix has organized more than 1,000 programs and events, bringing industry partners, educators and creatives together.

**SKILLS AROUND  
THE WORLD**

75+ COUNTRIES



**90K+**

**PARTICIPANTS**

We've reached over 90,000 people across more than 75 countries, helping everyone from aspiring students to seasoned professionals connect, learn new skills and advance their careers.

# SHARING EXPERTISE IN SPAIN

## TRES CANTOS PRODUCTION SUMMIT

In 2024, our production center in Tres Cantos, Spain, hosted a summit designed to help industry professionals develop their skills in production and post-production fields.

**360+**  
**PARTICIPANTS**

Over 360 participants from across Europe, the Middle East and Africa participated in the summit, including those who joined remotely.



**8**  
**SESSIONS**

Eight workshops were held, with discussions and masterclasses covering topics from virtual production and editing, to soundtrack creation.

### SCRIPT TO SCREEN

Panel sessions at the summit focused on the impact of music and sound on storytelling. The team behind *La sociedad de la nieve* (*Society of the Snow*) discussed the creative choices behind the film's final sound mix, while a collection of industry experts talked about the ingredients for a successful soundtrack.

### FOCUS ON NON-FICTION

A session on non-fiction editing including a masterclass on story arching and narrative shaping, focusing on how to approach fresh stories and unique angles in reality programming.

# UPSKILLING IN THE USA



## NETFLIX UP LEVEL PRODUCTION ACCOUNTING TRAINING PROGRAM

To help meet the need for more local crews in New Mexico, we launched a program in 2024 to help local accountants gain the skills they need to support productions. Participants have gone on to work on Netflix series filmed in New Mexico, including *Ransom Canyon*.

## SPOTLIGHT ABBY HUERTA

**“IT’S BEEN A HUGE HONOR TO BE A PART OF THIS AMAZING EFFORT TO BETTER THE LOCAL FILM COMMUNITY. THIS HAS CONTRIBUTED SO MUCH TO MY LEARNING AND CAREER DEVELOPMENT, AND FOR THAT I AM FOREVER GRATEFUL.”**

**Abby Huerta**

1st Assistant Accountant, Netflix Studios  
Albuquerque and Up Level Production  
Accounting Training Program graduate

# VFX TRAINING IN KOREA

## VFX AND VIRTUAL PRODUCTION ACADEMY

Launched in partnership with the Korea Radio Promotion Association, the Academy was designed to offer both classroom-based training and on-the-job experience for aspiring creatives. More than 3,000 Korean production professionals have now taken part in our broader training programmes.

**330+**  
**PEOPLE**

Over 330 young people with a passion for visual effects took part in the VFX and Virtual Production Academy.



**70%**  
**GRADUATES**

Around 70% of graduates of the Academy have landed jobs in visual effects.

**39**  
**FILMS & SERIES**

Graduates have worked on 39 Netflix films and series, including *Squid Game* Seasons 2 and 3.

**6**  
**MONTHS**

The Academy's participants were put through their paces during five bespoke sessions across six months.

# SOUTH EAST ASIA



## REEL LIFE

Reel Life, a hands-on program designed to prepare emerging film and TV professionals for careers in the industry, has trained over 300 aspiring film and television creators.

Our local production teams have also hosted training workshops for more than 500 production professionals — from editors and visual effects artists to on-set data managers.

## SPOTLIGHT NAOMI ISRAEL

**“HAVING THE NETFLIX REEL LIFE PROJECT IS LIKE HAVING A DOOR THAT IS READY TO OPEN FOR THOSE WHO ARE TRULY DETERMINED TO LEARN THIS LINE OF WORK IN A REAL SETTING AND GROW INTO A PROFESSIONAL IN THE GLOBAL ENTERTAINMENT INDUSTRY.”**

**Naomi Israel**

Set Production Assistant - OTJ  
(attended Reel Life Camp 2024)

# PRODUCTION IN MEXICO



## NEW FRONTIERS

Together with the Mexican Academy of Cinematographic Arts and Sciences and Pimienta Films, we ran a training program called New Frontiers of Audiovisual Production for up-and-coming producers from across the country.

## SPOTLIGHT ALMA REYES

**“I WANT TO TELL THE UNIQUE STORIES OF DURANGO AND NORTHERN MEXICO, A PLACE THAT HOLDS UNIQUE AND POWERFUL TALES. EVERY CORNER HAS A STORY TO TELL, AND I AM DETERMINED TO MAKE SURE THEY ARE HEARD.”**

**Alma Reyes**

Durango - film producer and director

# **N** STORY 07 **GROWING CAREERS**



We're proud to provide a spring board for actors, writers and directors as they push their careers forward.

# REACHING NEW HEIGHTS

## CELEBRATING TALENTED VOICES AROUND THE WORLD

When someone works with Netflix, they don't just reach new audiences. They often receive more recognition and attention — which can open doors that may not have existed before.



# 1.7K+

## NOMINATIONS

In the last ten years, Netflix titles have received over 1,700 nominations for Oscars, Emmys, Grammys, Golden Globes and BAFTAs.



# 350+

## WINS

...and those films, series and on- and off-screen talent, have taken home over 350 wins.

# 12

## BEST PICTURE NOMINATIONS

Since 2019, Netflix films have been nominated for Best Picture every year at the Academy Awards — including *Frankenstein*, *The Irishman*, *Marriage Story* and *The Power of the Dog*.



## AWARD WINNING ANIMATION

11 of Netflix's animated titles have been nominated for the Academy Awards for Animated Feature Film and Animated Short Film. Winners have included *Guillermo del Toro's Pinocchio*, and *KPop Demon Hunters*.

# AND THE NOMINEES ARE...

Explore some of our award-winning titles and the people who've been recognized for making them possible.

## OSCARS AND BAFTAS

The German adaptation of Erich Maria Remarque's classic novel *Im Westen nichts Neues* (*All Quiet on the Western Front*) is one of the most awarded non-English language films in Oscar history — and the most successful non-English film in BAFTA history.



## SCORES OF AWARDS

In addition to winning the Oscar for Best International Feature Film, *Im Westen nichts Neues* was also honored for Production Design, Cinematography, and Original Score.

# AND THE NOMINEES ARE...



## ACADEMY AWARDS

Written, produced, and directed by Alfonso Cuarón, *ROMA* was the first Netflix film to be nominated for Best Picture at the Academy Awards. It went on to win the awards for Director, Cinematography, and Foreign Language Film — the first Mexican film to do so.

## BREAKING NEW GROUND

*ROMA* producer Gabriela Rodriguez was the first Hispanic woman to ever receive a Best Picture Oscar nomination, while Yalitza Aparicio made history in 2019 by being the first Indigenous Mexican woman ever nominated for Best Actress.



# AND THE NOMINEES ARE...

## HISTORIC WIN

In 2022, *Squid Game* became the first non-English language television series to win a Primetime Emmy Award.



## ACTING AND DIRECTING

Lee Jung-jae and Hwang Dong-hyuk became the first Asians, first native Koreans and first people from a non-English language series to win the Primetime Emmys for Outstanding Lead Actor in a Drama Series and Outstanding Directing for a Drama Series, respectively.

# AND THE NOMINEES ARE...



## A MONSTER HIT

Guillermo del Toro's gothic masterpiece *Frankenstein* premiered at the Venice Film Festival in 2025 and was one of the most nominated films at the 98th Academy Awards, recognized in 9 categories including Best Picture and Cinematography.

## CRAFTED TO PERFECTION

The movie dominated the craft categories, taking home the Oscars for Production Design, Costume Design, and Makeup and Hairstyling.



# AND THE NOMINEES ARE...



## **SWEEPING THE BOARD**

*The Crown* was the first series to sweep all seven categories at the Emmys, and is the most-nominated show in BAFTA history.

## **FIRST NOMINATIONS AND WINS**

The series gave actors Claire Foy, Josh O'Connor and Elizabeth Debicki their first Golden Globe nominations and wins, while Dominic West, Olivia Colman and Emerald Fennell were all nominated for their first Primetime Emmy awards.



# AND THE NOMINEES ARE...



## ACADEMY AWARD NOMINATED

Clint Bentley's moving portrait of a logger and railroad worker in the early 20th Century received four nominations at the 98th Academy Awards: Best Picture, Adapted Screenplay, Cinematography and Original Song.

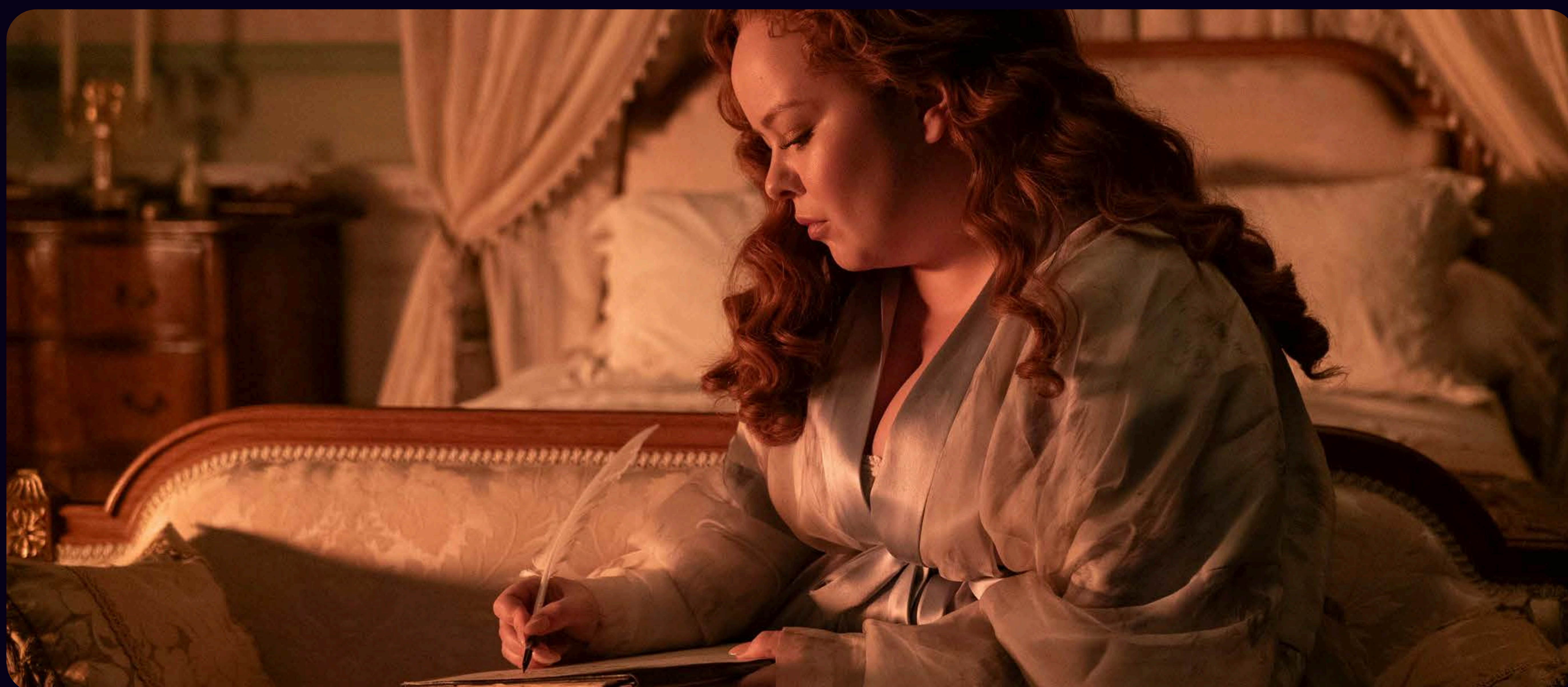
## INDEPENDENT SPIRIT AWARDS

The film won the Critics Choice Award for Cinematography, and scooped up Best Picture, Director and Cinematography at the 2026 Independent Spirit Awards.



# SPOTLIGHT ON SOCIAL MEDIA FOLLOWING

Forget the social season. *Bridgerton* stars have made waves on social media, amassing millions of followers on Instagram since the premieres of their respective seasons.



**3.9M**

**PHOEBE DYNEVOR**

Phoebe graced our screens in Season 1, which charts Daphne Bridgerton's journey from debutante to Duchess.

**6.6M**

**JONATHAN BAILEY**

Jonathan's Viscount Bridgerton captured hearts in his search for a wife in Season 2.

**4.4M**

**SIMONE ASHLEY**

Every Viscount needs a Viscountess, and Simone won millions of fans as the mesmerising Kate Sharma.

**6.3M**

**NICOLA COUGHLAN**

The woman behind Lady Whistledown, Nicola has played Penelope across all four seasons of the show.

# FOCUS ON JESS GUNNING AND OWEN COOPER

## STARS OF BABY REINDEER AND ADOLESCENCE

Acclaimed actor Jess Gunning stunned audiences in *Baby Reindeer*, while Owen Cooper's breakout role was Jamie in *Adolescence*.



### CRITICALLY ACCLAIMED

Jess completed a historic sweep of all U.S. and U.K. awards, including the Primetime Emmys, the Golden Globes, Critics Choice, Actor Award (SAG), BAFTA and RTS.

### BRIGHT YOUNG THING

Owen is the youngest male ever to win a Primetime Emmy Award, and the youngest-ever winner of a Golden Globe for Best Supporting Actor.



# FOCUS ON MOLLY SMITH MELTZER

## CREATOR OF MAID AND SIRENS

After working as a writer on *Orange Is the New Black*, Meltzer went on to become a Netflix powerhouse.

**13**  
WEEKS

After *Orange Is the New Black*, Molly created the hit series *Maid*, which spent 13 weeks in the Top 10 and earned three Emmy nominations.



**4**  
EMMY NOMS

Molly served as the creator, showrunner, and executive producer of *Sirens*, which earned four Emmy nominations.

**SPOTLIGHT**  
**MOLLY SMITH**  
**MELTZER**

**“THE DREAM OF EVERY WRITER IS TO HAVE AN AUDIENCE WITH WHOM THEY CAN CONNECT, GROW, AND INSPIRE. IT’S MY PROFOUND HONOR TO TELL STORIES IN PARTNERSHIP WITH NETFLIX, WHO ARE COMMITTED TO BRINGING EXCELLENCE — AND UNIVERSALITY — TO ALL THE SERIES THEY GIVE VIBRANT LIFE TO ON THEIR SERVICE.”**

# FOCUS ON MICHELE MORRONE

## STAR OF 365 DAYS

Italian actor Michele Morrone gained international recognition playing Don Massimo Torricelli in *365 Days*. The Polish film reached the Top 10 on Netflix in 74 countries, and was followed by two sequels.



## CREDITS

Following *365 Days*, Michele has appeared in Hollywood films including *Another Simple Favor* and, most recently, *The Housemaid*.

## LEAGUE OF GENTLEMEN

Michele's next project with Netflix is *The Gentlemen* Season 2, directed by Guy Ritchie, which will return to the criminal underbelly of aristocratic Britain.



# **SPOTLIGHT** **MICHELE MORRONE**

**“THE SUCCESS OF 365 DAYS OPENED DOORS IN WAYS I COULD NEVER HAVE PREDICTED. THE GLOBAL RELEASE MEANT PEOPLE FROM ALL AROUND THE WORLD DISCOVERED MY WORK AT THE SAME MOMENT. THAT VISIBILITY OPENED DOORS TO NEW PROJECTS WITHIN NETFLIX, SUCH AS THE GENTLEMEN, EXPANDED MY SOCIAL MEDIA FOLLOWING, AND SPARKED INTEREST FROM OTHER INTERNATIONAL STUDIOS, FILMMAKERS, AND MAJOR GLOBAL BRANDS, PUSHING MY CAREER INTO AN INTERNATIONAL SPACE.”**

# FOCUS ON MAGGIE KANG

## DIRECTOR OF KPOP DEMON HUNTERS

Korean-Canadian director Maggie Kang's resume includes *The Lego Ninjago Movie* and *Kung Fu Panda 3*. But *KPop Demon Hunters* made her a household name.

Together with director Chris Appelhans, she has since begun a new creative partnership with Netflix writing and directing across animation.

# #1

The film became Netflix's most-popular movie of all time — and Kang became the first woman of Asian descent to win the Golden Globe for Best Animated Feature.



## GLOBAL AMBASSADOR

She was also awarded the Okgwan (Jade Crown) Order of Cultural Merit by South Korea for promoting K-culture.

# **SPOTLIGHT** **MAGGIE KANG**

**“I FEEL IMMENSE PRIDE AS A KOREAN FILMMAKER THAT THE AUDIENCE WANTS MORE FROM THIS KOREAN STORY AND OUR KOREAN CHARACTERS. THERE’S SO MUCH MORE TO THIS WORLD WE HAVE BUILT AND I’M EXCITED TO SHOW YOU. THIS IS ONLY THE BEGINNING.”**

# FOCUS ON CHRISTIAN MALHEIROS

## STAR OF SINTONIA

After making his film debut in *Socrates*, Christian starred as Nando in the Brazilian crime drama *Sintonia* for five seasons, earning him legions of fans.



## STREAMING ON NETFLIX

Christian has also starred in *Seven Prisoners*, *Senna* and *Biônicos* on Netflix.

## A GROWING CAREER

He's also been featured in series like *Sessão de Terapia*, *Colônia* and *Os Ausentes*, and films like *A Última Festa*.



# **SPOTLIGHT**

## **CHRISTIAN MALHEIROS**

**“AFTER SINTONIA, THE WAY I SAW MYSELF AND THE WAY OTHERS SAW ME CHANGED COMPLETELY. I FIRST NOTICED IT ON SOCIAL MEDIA, BUT IT TRULY SANK IN ONE DAY WHEN I PICKED UP MY NIECES FROM SCHOOL.**

**A CROWD QUICKLY FORMED AS KIDS POINTED ME OUT AND CALLED THEIR FRIENDS AND PARENTS, AND PEOPLE WERE ASKING FOR PHOTOS AS I REACHED MY CAR. THAT'S WHEN I REALIZED THE DEPTH OF PEOPLE'S AFFECTION FOR THE CHARACTER AND HOW DIFFERENT MY LIFE WOULD BE NOW.**

**I'M VERY PROUD TO SAY I'M A PRODUCT OF PUBLIC POLICIES IN THE OUTSKIRTS OF SÃO PAULO, AND THAT THEATER AND CINEMA SAVED ME. I COULD HAVE HAD A FATE LIKE NANDO'S IN SINTONIA, BUT THANKS TO ART, I DIDN'T. ART IS WHO I AM; IT'S MY CRAFT.”**

# FOCUS ON KIM EUN-HEE

## CREATOR AND WRITER OF KINGDOM

Already respected in South Korea for her inventive storytelling in series like *Signal*, Kim reached a new level of international fame with Netflix's first original Korean series, *Kingdom*.

### KINGDOM

The show introduced her work to millions of viewers around the world, and earned critical acclaim for its unique blend of historical drama and zombie thrills.



### EXPANDING THE KINGDOM

Following the first season of *Kingdom*, Kim broadened the universe she'd created with *Kingdom: Ashin of the North*, which reached the Top 10 movies in 76 countries.

# **SPOTLIGHT** **KIM EUN-HEE**

**“IT’S AN OPPORTUNITY TO CREATE WORKS ACROSS DIVERSE GENRES. IN THE PAST, A DRAMA LIKE KINGDOM OR THE SCI-FI MOVIE SPACE SWEEPERS RELEASED ON NETFLIX, WOULD’VE BEEN HARD TO GET MADE. ALSO, I THINK IT HAS PROVIDED AN ENVIRONMENT WHERE CREATORS CAN MAKE CHOICES NOT LIMITED TO THEIR GENRES. I HOPE THAT A NEW PATH CAN BE OPENED FOR CREATORS WHO DREAM OF NON-MAINSTREAM MATERIAL THAT TRADITIONAL INVESTORS DO NOT FAVOR.”**

# FOCUS ON MANU RÍOS

## STAR OF ÉLITE

When he was cast as Patrick Blanco in *Élite*, Manu Ríos was already a well-known actor in Spain. The show turned him into a national phenomenon.



**9.4M**  
FANS

Since appearing in *Élite*, Manu's social media following has more than doubled, including 9.4m followers on Instagram.

## RED CARPET READY

Since the show, Manu walked the red carpet at the Met Gala, worked with renowned directors like Pedro Almodóvar, and became the face of major high-fashion brands.



# **SPOTLIGHT** **MANU RÍOS**

**“AFTER ÉLITE, MY RELATIONSHIP WITH MY WORK BEGAN TO EVOLVE. I STARTED RECEIVING DIFFERENT KINDS OF OFFERS AND GAVE MYSELF THE SPACE TO PAUSE AND REALLY THINK ABOUT WHICH PROJECTS I WANTED TO TAKE ON AND WHY. IT MADE ME REALISE THAT A CAREER IS SOMETHING YOU BUILD OVER TIME, WHERE EVERY DECISION MATTERS.”**

# **N** STORY 08 **INSPIRING TRAVEL**



After seeing a new place on Netflix, people are 2.4x more likely to say that country is their new top travel destination. [1]

# KOREA

K-Content has become a defining force in entertainment — touching hearts and sparking conversations around the world. But its influence goes even further. [2]

## TRAVEL BUCKET LIST

Among members who watch Korean shows and films, 72% say they'd like to visit South Korea.

## 91% POSITIVE

91% of South Koreans said that the popularity of Korean shows and films abroad is improving the country's global image.

## 2X INTERESTED

A study commissioned by Netflix found that members are twice as likely to say they're interested in Korean culture than non-members.

# SPOTLIGHT EMILY IN PARIS

**"[EMILY IN PARIS] INSPIRES MILLIONS TO VISIT FRANCE, TO RETURN TIME AND TIME AGAIN...AND FOR THOSE WHO ALREADY LIVE HERE, EMILY IN PARIS IS AN OPPORTUNITY TO SEE THE BEAUTY OF OUR COUNTRY WITH FRESH EYES."**

**Emmanuel Macron**  
President of France

# SET - JETTING

Explore more travel destinations that have inspired fans to pack their bags.



**38%**  
**FRANCE**

According to a report from the French National Film Board (CNC), 38% of tourists mentioned *Emily in Paris* as one of their motivations for visiting the City of Love. [3]

**3.5X**  
**BRAZIL**

Netflix members who have watched Brazilian shows and movies are 3.5x more likely to say Brazil is their top travel destination.

**150%**  
**ROMANIA**

Following the release of *Wednesday* Season 1, Expedia saw a 150% increase in travel searches for Romania. [4]

**319%**  
**USA**

The release of *Outer Banks* Season 4 generated a 319% increase in Google searches for “Charleston holidays,” where the season was filmed, according to travel experts at Travelbag. [5]

# A NEW COUPLE IN CANADA

## A MATCH MADE THANKS TO VIRGIN RIVER

As *Virgin River* became popular, fans flocked to the show's filming locations in British Columbia — including The Watershed Grill, also known as Jack's Bar. The restaurant's owners even got a letter in Portuguese from two fans of the show who told him how they met and fell in love while visiting.



# BALMORAL TO BUCKINGHAM PALACE

From London to Aberdeenshire, global flight searches to filming locations for *The Crown* soared whenever a new season of the hit series became available to stream, according to data from Skyscanner. [6]



## 21%

### LONDON FLIGHTS

When Season 3 was released, worldwide flight searches to London increased by 21% compared to the previous day.

## 53%

### ABERDEEN FLIGHTS







In 2020, just after stunning depictions of Balmoral Castle featured in Season 4, there was a 53% increase in global flight searches for Aberdeen.

## 25%

### OF GLOBAL TRAVELLERS

25% of global travellers said that *The Crown* inspired them to want to visit London in 2024, after the series ended. After Season 4 featured the Royal Tour to Australia, there was a 27% week-on-week increase in flight searches from Australia to the UK.

## SOURCES

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4. [Expedia - Unpack '24: The trends in travel from Expedia](#) 
5. [WCBD News 2 - Outer Banks Season 4 drives tourism interest in Charleston](#) 
6. [Netflix - The Crown - Behind the Streams](#) 

To read more about our methodology  
visit [thenetflixeffect.com](https://thenetflixeffect.com)

# **N** STORY 09 **STREAMING CULTURE**



After the credits roll, our fans want more. Our most popular shows and movies have a ripple effect, inspiring what people read, buy, listen to, eat, wear, and play.

# YOU KNOW THE SCORE

From epic power ballads to string quartets with a modern twist, the right music can transform a scene into an unforgettable experience, making viewers want to return again and again.

Fans can find all their favourite tunes from Netflix shows and movies in one place through Spotify's dedicated "Netflix" genre.

## STRANGER THINGS

### RUNNING UP THE CHARTS

*Stranger Things* fans couldn't get enough of "Max's Song." After Season 4, global Spotify streams of Kate Bush's "Running Up That Hill" increased by 8,700%. [1]



### PURPLE REIGN

After being featured in the final season of *Stranger Things*, streams of Prince's "Purple Rain" on Spotify grew by more than 600% — and more than 1,300% among Gen-Z.

### RENAISSANCE MAN

"End of Beginning" by *Stranger Things*' very own Joe Keery (Djo) climbed to #1 on the Billboard Global 200 following the series finale, making it the biggest song in the world. [2]

# YOU KNOW THE SCORE

## BRIDGERTON



### CLASSICAL COVERS

Following the release of Season 3, Part 1, searches for *Bridgerton* content on Spotify increased by 1,700%.

### BOOSTING ORIGINALS

Original songs behind the covers — including “Happier Than Ever” by Billie Eilish, “Cheap Thrills” by Sia and “Dynamite” by BTS — also saw spikes on Spotify in the U.S. following the release of Season 3.

# #1

### VIRAL SONG

The cover of Pitbull’s “Give Me Everything,” featured in THAT carriage scene, reached #1 on the Global Spotify Viral Chart.

# 2.7M+

### STREAMS

The cover of Lord Huron’s “The Night We Met” in Season 4 has been streamed nearly 2.7 million times globally.



# YOU KNOW THE SCORE

## ARCANE

**5.9M STREAMS  
IN 24 HOURS**

Stromae and Pomme's song "Ma meilleure ennemie," featured in *Arcane* Season 2, received more streams in 24 hours than any French-language song in Spotify history.

**#1**

**IN FRANCE**

"Ma meilleure ennemie" became the #1 song in France.

**#8**

**WORLDWIDE**

...and reached the #8 spot worldwide on Spotify.



# YOU KNOW THE SCORE

## ADOLESCENCE



### **STING'S "FRAGILE"**

After pianist Sophie Lim accompanied a children's choir for a cover of Sting's "Fragile" during the second episode, the original song debuted on two separate U.K. charts.

**"A GREAT COVER CAN  
REVEAL THINGS ABOUT A  
SONG THAT I DIDN'T  
ORIGINALLY SEE AND GIVE  
A SONG A NEW LIFE."**

**Sting**  
Musician and actor [3]



## **STREAMING AHEAD**

Following the debut of the documentary about his life, Juan Gabriel's songs saw the biggest growth in streams since 2016 on Spotify. Globally, streams rose 120% in just 15 days.

## **DOWN WITH THE KIDS**

Six in 10 new Juan Gabriel listeners were under 29, with young millennials and Gen Z embracing him as one of their own.



# FROM SCREEN TO SHELF

## YOU LOVED THE SHOW OR MOVIE. WHY NOT READ THE BOOK?

When fans watch an adaptation, they often go looking for the original, boosting sales years or even decades after a book was published, and helping a new generation of readers discover great stories.



# 200%

LIFT IN SALES

“On average, we see greater than a 200% lift in sales on adapted titles [by Harlan Coben] in the period after the show/film release, regardless of which country the adaptation originated from.”

**Ben Lee,**  
SVP Backlist, Penguin U.S.



### HEARTSTOPPER HYPE

Following the premiere of Charlie and Nick’s heartwarming love story, Alice Osman’s *Heartstopper* jumped to the top of the children’s bestseller list. [4]



### IL GATTOPARDO

The debut of Netflix’s adaptation of the Italian novel *Il Gattopardo* (*The Leopard*) saw a roughly 5x increase in book sales by Italian publisher Fetrinelli.

# 140K+

## LUPIN

In the ten weeks following the premiere of *Lupin*, Maurice Leblanc's original book became a French best-seller, with over 140,000 copies sold — more than in the previous ten years. [5]



# 75%

## PRIDE AND PREJUDICE

After the announcement of Dolly Alderton's forthcoming adaptation of *Pride and Prejudice*, Spotify reported a 75% week-on-week spike in listens to the audiobook. [6]

# 900%

## EL ETERNAUTA

In Argentina, demand for the science fiction comic book that inspired the series rose 900% after it was released, according to the publisher, Grupo Planeta.

# #1

## BOY SWALLOWS UNIVERSE

Sales of *Boy Swallows Universe*, originally published in 2018, soared after the series was released, reaching #1 on Amazon, #2 on Kindle and #1 on Apple Books.

# FROM SCREEN TO CLOSET

## DRAWING FASHION INSPIRATION FROM ICONIC CHARACTERS

When a title takes off, fans often shop the look — from hats and shoes to a certain green tracksuit.



# 300% SPIKE

According to Lyst, online searches for the Kangol bucket hat worn by Lily Collins in *Emily in Paris* spiked by more than 300%, while searches for her Courrèges jacket were up almost 200% after the release of the first season of the show. [7]



### SUIT UP

Sales of the white slip-on Vans worn by contestants in *Squid Game* skyrocketed almost 8,000% after the series premiered. The infamous green tracksuit was the most-searched Halloween costume two years in a row. [8]



### #REGENCYCORE

In the month that followed the release of the first season of *Bridgerton* in 2020, Lyst reported that searches for corsets jumped by 123%. [9]

# HAVE YOU TRIED THIS?

## NEW EXPERIENCES

When a game, hobby or new type of food is featured in one of our series or films, fans can't resist trying them out.



**87%**  
**INCREASE**

In the weeks following the premiere of *The Queen's Gambit*, sales of chess sets went up by 87% in the U.S, while sales of chess books rose more than 600%. [10]

# SPOTLIGHT DUNGEONS & DRAGONS

**“I’VE BEEN PLAYING AND RUNNING GAMES FOR OVER 10 YEARS NOW... I REALLY AM SO GLAD TO SEE THIS KIND OF RENAISSANCE HAPPENING. AND IT’S IN NO SMALL PART TO SHOWS LIKE STRANGER THINGS.”**

**Justice Arman**

Dungeons & Dragons game designer,  
to Variety. [11]



## TRENDING TRUCO

The traditional Argentine game truco, featured in *El Eternauta*, has become a craze in Japan, with hundreds of fans searching for instructions and posting their experiences on social media. [12]



## SAUSAGE SHOP

The sausage shop that Georgina Rodríguez visits in *Soy Georgina* tripled its daily orders through online sales, with many people asking if they could sell the shop’s products outside of Spain. [13]

# CULINARY CLASS WARS

The cooking reality show, which features elite chefs battling it out, has been credited with boosting the Korean restaurant industry. Chefs who've appeared on the series have reported a surge in reservations. [14]

**148%**  
**FULLY BOOKED**

Reservations for restaurants run by contestants saw bookings increase by 148% on average during the month that Season 1 aired, according to Catchtable. [14]



**450K**  
**POPULAR POP-UP**

Following the release of Season 1, almost 450,000 people tried to snag one of only 150 reservations at a pop-up event in Seoul featuring some of the series' chefs. [15]

















**3X**  
**TABLE FOR FOUR**

Chef Kim Sung-woon, who was featured on Season 2, has reported that reservations at his restaurant, Table for Four in Seoul, have tripled since the show hit Netflix. [16]

**300%**  
**CHOI DOT**

Chef Choi Hyun-seok reported that revenue at his restaurant, Choi Dot, increased by 300% following his appearance on the show. [16]

## SOURCES

1. Billboard - [Kate Bush's 'Running Up That Hill' Soars in Streams Thanks to 'Stranger Things': Inside the Preliminary Spotify Gains](#) 
2. Billboard- ['Stranger Things' Finale Buzz Boosts Djo's 'End of Beginning' to No. 1 on Billboard Global 200](#) 
3. [Instagram](#) 
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5. Variety - ['Lupin' Creator George Kay on Working With 'Very Smart' Omar Sy as an Executive Producer and Potential Part 4](#) 
6. The Times - [Young adults embrace Jane Austen to 'escape modern dating'](#) 
7. Vogue - [The business of Emily in Paris](#) 
8. Variety - ['Squid Game' Is the Most Searched Halloween Costume for Second Year in a Row](#) 
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10. Variety - [The Queen's Gambit' Spurs Boom in Sales of Chess Sets, Books](#) 
11. Variety - [As 'Stranger Things' Comes to an End, Its Impact on the 'Dungeons & Dragons' Renaissance Keeps Rolling](#) 
12. Pagina 12 - ["El Eternauta" conquista Japón: el truco se convierte en la nueva obsesión](#) 
13. El Mundo - [Georgina Rodríguez reflota el turismo de Huesca y triplica las ventas de sus longanizas favoritas](#) 
14. [Bloomberg](#) - [A Hit Netflix Show Heats Up the Seoul Restaurant Scene](#) 
15. Korea Joongang Daily - [Netflix's 'Culinary Class Wars' stirs up 148% spike in reservations at chefs' restaurants](#) 
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To read more about our methodology  
visit [thenetflixeffect.com](https://thenetflixeffect.com)

# **N** STORY 10 **FUELING FANDOM & DRIVING CONVERSATION**



Sometimes, our shows and movies get the whole world talking... and singing, dancing, crying, playing, listening and celebrating.

# SOCIAL TRENDS

When fans find something they like on Netflix, they don't just watch. They make it their own.



## 1800%

Wednesday's iconic dance scene inspired millions of TikTok users to post their own moves to Lady Gaga's "Bloody Mary." Streams of the song went up 1,800% on Spotify.

### ABOUT WEDNESDAY

Smart, sarcastic and a little dead inside, Wednesday Addams investigates twisted mysteries while making new friends — and foes — at Nevermore Academy.

### ABOUT BECKHAM

With never-before-seen footage, this documentary series follows David Beckham's meteoric rise from humble beginnings to global football stardom.

## 12M

The famous "Rolls-Royce" clip from *Beckham* racked up 12 million views on our TikTok, and sparked several memes, including one from Ryanair that got more than 360K views.





**40M+**

The opening dance from *The Perfect Couple* became a huge TikTok trend, with over 40 million impressions across our social channels.

**ABOUT  
THE PERFECT COUPLE**

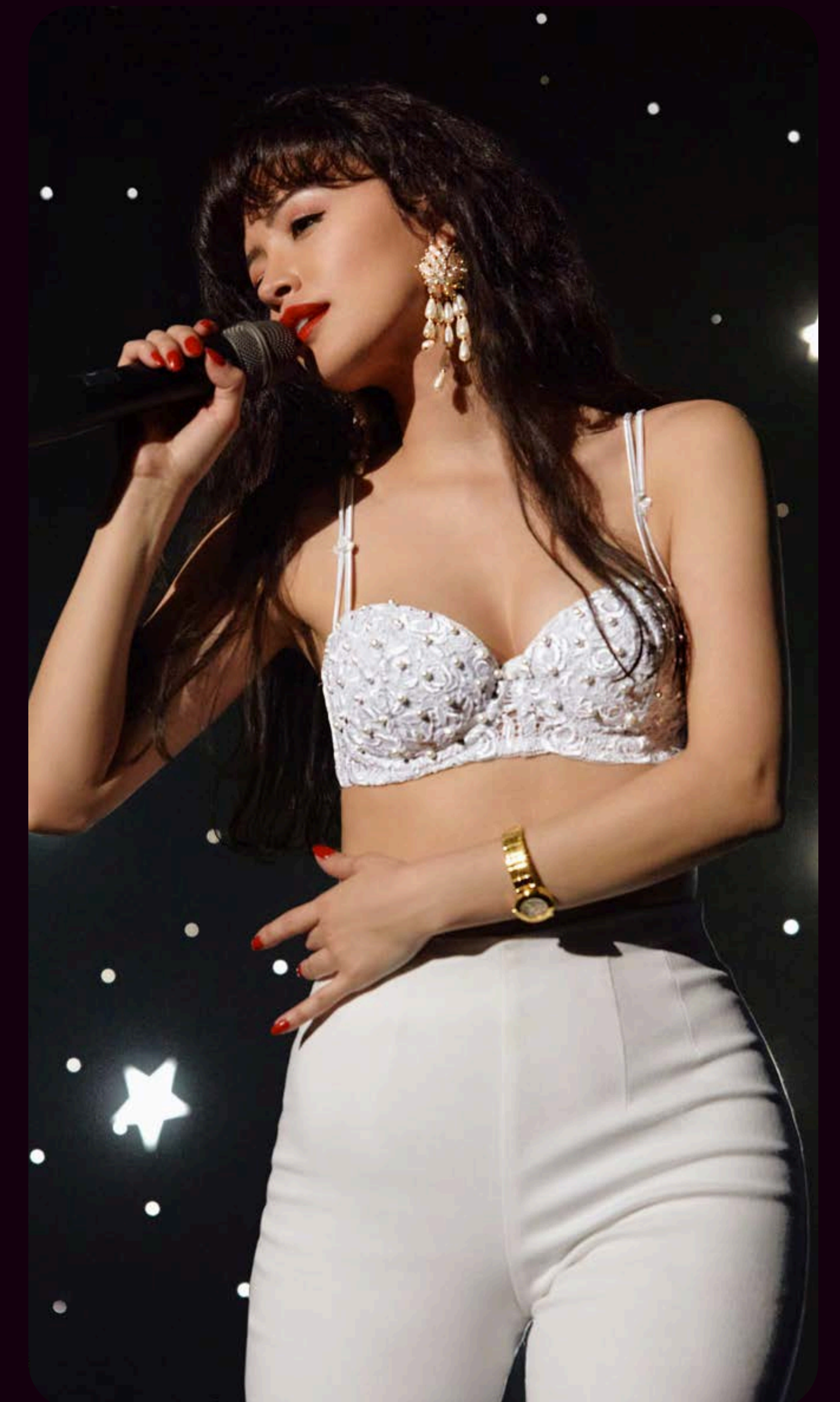
A wealthy Nantucket family is about to celebrate a wedding, until a shocking death turns everyone into a suspect.

**ABOUT  
SELENA: LA SERIE**

The series explores how the iconic Mexican-American performer Selena rose to fame as she and her family made sacrifices in order to achieve their lifelong dreams.

**250**

Before the series premiered, Selena fans broke the record for the most videos of people lip-syncing to the same song, with 250 uploaded to TikTok in one hour. [1]



## HEERAMANDI

*Heeramandi's* soundtrack took off, with hits like “Sakal Ban” and “Chaudhavi Shab.” Aditi Rao Hydari’s “Gajgamini Walk” becoming a nationwide social media trend.



## ENVIDIOSA

After the release of the Argentine series *Envidiosa* (*Envious*), Vicky’s on-screen therapy sessions and conversations quickly went viral across Argentina and the broader region.

## ONE DAY

Fans from around the world posted videos of themselves “ugly crying” after watching the finale of *One Day*.



## THE BA\*\*\*DS OF BOLLYWOOD

*The BA\*\*\*DS of Bollywood* ignited a wave of memes, dance reels, and social chatter across India.

# FAN EVENTS

## A SHARED EXPERIENCE

At their best, our shows and movies build community, bringing fans together in the real world to celebrate the stories, characters and moments they love.



**10K<sup>+</sup>**  
**FANS**

To celebrate the final season of the Brazilian series *Sintonia*, we hosted a free festival for more than 10,000 fans that featured performances by Racionais MC's, Gloria Groove, DZ7 and Ruinha, to name a few.

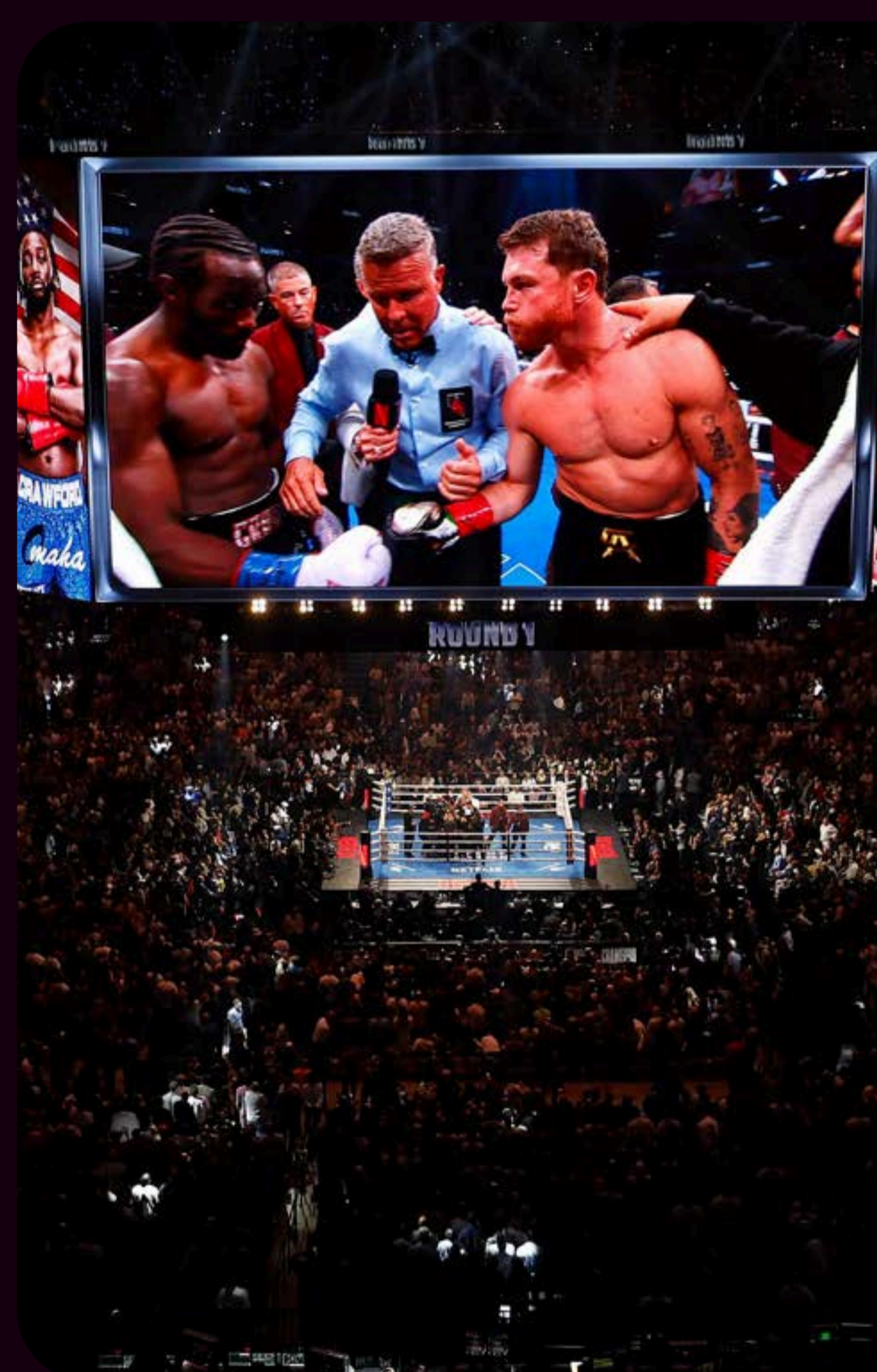
# SPOTLIGHT ON JUAN GABRIEL IN MEXICO CITY

A celebration of the documentary *Juan Gabriel: Debo, Puedo y Quiero (I Must, I Can, I Will)* in Mexico City's iconic cultural and historical hub of El Zócalo brought 170,000 people together to watch the recording of Juan Gabriel's iconic concert at Bellas Artes, officially making it the largest fan event in Netflix history.



## HELLO, YOU

We built an immersive Mooney's pop-up in New York City to give fans of *You* the perfect place to bid adieu to this bone-chilling classic.



## CANELO VS. CRAWFORD

The live event was the most-viewed men's championship boxing match this century, and shattered attendance records at Allegiant Stadium in Las Vegas with 70,482 people in attendance.

# SPOTLIGHT ON SQUID GAME

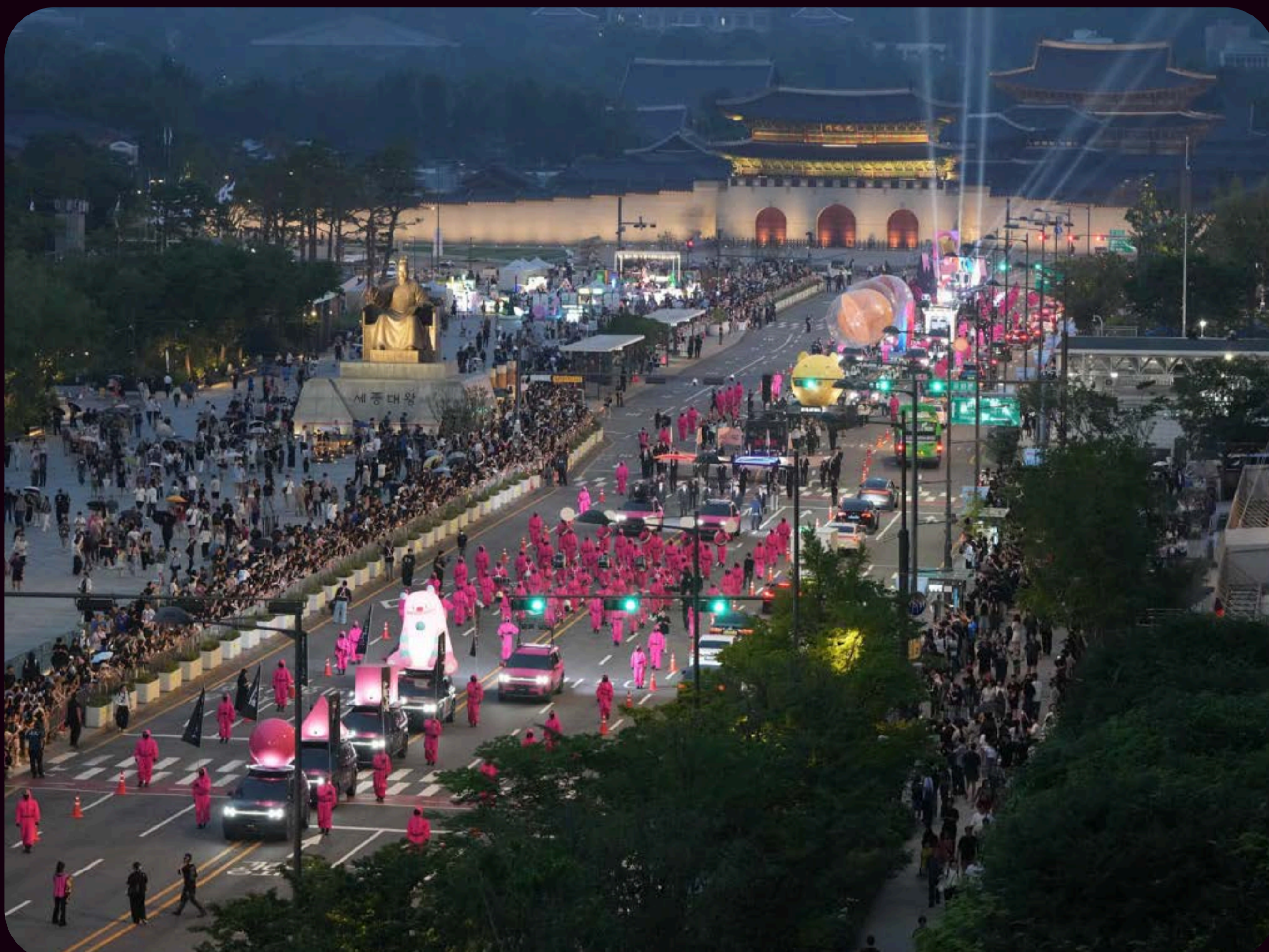
**25+**  
COUNTRIES

Leading up to the release of *Squid Game* Season 2, we held fan events in more than 25 countries across six continents.



**20K**  
CHAMPS-ÉLYSÉES

A game of Red Light, Green Light on the Champs-Élysées in Paris included more than 900 participants, drawing 20,000 spectators and racking up 4.3 million views on YouTube.



**38K**  
SEOUL

Before the final season, we organized a parade in Seoul that stretched for almost a mile and was attended by 38K fans, together with 450 performers, and dozens of Pink Guards.

**20K+**  
PINK GUARDS

*Squid Game* fan activations over the course of Seasons 2 and 3 have been overseen by more than 20,000 Pink Guards.

# KPOP DEMON HUNTERS



**IN 2025, NOTHING CAPTURED THE WORLD'S ATTENTION AND IMAGINATION QUITE LIKE THE ACADEMY AWARD WINNING ANIMATED FILM ABOUT MEMBERS OF A K-POP GIRL GROUP MOONLIGHTING AS DEMON HUNTERS.**

## **MOST WATCHED**

So far, the film has been viewed more than 500 million times, making it the most watched original title in Netflix history.

## **ACADEMY AWARDS**

The film won the Oscars for Best Animated Feature and Best Original Song in 2026, making "Golden" the first K-pop song to do so.

**1<sup>ST</sup>**

“Golden” won the Grammy for Best Song Written for Visual Media, giving K-pop its first-ever Grammy win.



**1+**  
**BILLION**

In 2025, “Golden” was the fastest track to break into the Spotify Billions Club, with more than 1 billion global streams.

**#1**  
**MOVIE**

According to Google’s Year in Search, *KPop Demon Hunters* was the #1 movie of the year, had three of the top 10 songs, and was the #2 overall trending search. [2]

**5<sup>/5</sup>**  
**MOST SEARCHED**

*KPop Demon Hunters* claimed all five spots on the list of top five most searched-for Halloween costumes in 2025 according to Google Trends. [3]

**#1**

**ALBUM**

The soundtrack spent two weeks as the #1 album on Billboard's 200 Albums chart.

**25%**

**TRAVEL SPIKE**

The film fueled a global travel boom, with a 25% spike in flight bookings to Korea. [4]

**FANS IN HIGH PLACES**

References to the film popped up everywhere, from the U.S. Open to Buckingham Palace.








**LEARNING THE LANGUAGE**

Duolingo saw a 22% growth in Korean learners in the U.S. last year. [5]

**DIPLOMATIC RELATIONS**

Japanese Prime Minister Sanae Takaichi and South Korean President Lee Jae Myung played drums to "Golden," in a display meant to show warming relations between the two countries.

## SOURCES

1. [Guinness World Records](#) 
2. [Google - Year in Search 2025](#) 
3. [Google Frightgeist](#) 
4. [Trip.com - 'KPop Demon Hunters' Fuels Global Travel Boom to South Korea](#) 
5. [Duolingo and Netflix Partner Launch 'Learn Korean or Else' Campaign Ahead of Squid Game Season 2](#) 

To read more about our methodology  
visit [thenetflixeffect.com](https://thenetflixeffect.com)



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