

HOAG JAY C  
Form 4  
May 04, 2011

**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)  
05/02/2011

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	(A) or (D)	Price			
Common Stock	02/24/2011		G	V	10,361	D	\$ 0	56,936	I	The Hoag Family Trust U/A DTD 08/02/1994 <sup>(1)</sup>
Common Stock	03/29/2011		G	V	4,670	D	\$ 0	52,266	I	The Hoag Family Trust U/A DTD 08/02/1994 <sup>(1)</sup>
Common Stock	04/01/2011		G	V	1,870	D	\$ 0	50,396	I	The Hoag Family Trust U/A DTD

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Common Stock	05/02/2011	J <sup>(2)</sup>	891,683	D	\$ 0	0	I	08/02/1994 <sup>(1)</sup> TCV IV, L.P. <sup>(3)</sup>
Common Stock	05/02/2011	J <sup>(4)</sup>	35,714	A	\$ 0	35,714	I	Technology Crossover Management IV, L.L.C. <sup>(5)</sup>
Common Stock	05/02/2011	J <sup>(6)</sup>	33,250	D	\$ 0	0	I	TCV IV Strategic Partners, L.P. <sup>(7)</sup>
Common Stock	05/02/2011	J <sup>(8)</sup>	56	A	\$ 0	35,770	I	Technology Crossover Management IV, L.L.C. <sup>(5)</sup>
Common Stock	05/02/2011	J <sup>(9)</sup>	3,431	A	\$ 0	53,827	I	The Hoag Family Trust U/A Dtd 8/2/94 <sup>(1)</sup>
Common Stock	05/02/2011	J <sup>(10)</sup>	35,770	D	\$ 0	0	I	Technology Crossover Management IV, L.L.C. <sup>(5)</sup>
Common Stock	05/02/2011	J <sup>(11)</sup>	9,426	A	\$ 0	63,253	I	The Hoag Family Trust U/A Dtd 8/2/94 <sup>(1)</sup>
Common Stock	05/02/2011	J <sup>(12)</sup>	2,067	A	\$ 0	12,195	I	Hamilton Investments Limited Partnership <sup>(13)</sup>
Common Stock	05/02/2011	J <sup>(14)</sup>	481,583	D	\$ 0	0	I	TCV VI, L.P. <sup>(15)</sup>
Common Stock	05/02/2011	J <sup>(16)</sup>	3,798	D	\$ 0	0	I	TCV Member Fund, L.P. <sup>(17)</sup>
Common Stock	05/02/2011	J <sup>(18)</sup>	517	A	\$ 0	517	I	Technology Crossover Management VI, L.L.C. <sup>(19)</sup>
Common Stock	05/02/2011	J <sup>(20)</sup>	517	D	\$ 0	0	I	Technology Crossover Management VI, L.L.C. <sup>(19)</sup>

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Common Stock	05/02/2011	J <sup>(21)</sup>	76	A	\$ 0	63,329	I	The Hoag Family Trust U/A Dtd 8/2/94 <sup>(1)</sup>
Common Stock	05/02/2011	J <sup>(22)</sup>	26	A	\$ 0	12,221	I	Hamilton Investments Limited Partnership <sup>(13)</sup>
Common Stock	05/02/2011	J <sup>(23)</sup>	525	A	\$ 0	63,854	I	The Hoag Family Trust U/A Dtd 8/2/94 <sup>(1)</sup>
Common Stock	05/02/2011	J <sup>(24)</sup>	175	A	\$ 0	12,396	I	Hamilton Investments Limited Partnership <sup>(13)</sup>

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

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 237.19	05/02/2011		A	211	05/02/2011 <sup>(25)</sup>	05/02/2021	Common Stock



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- (16) In kind pro-rata distribution from TCV Member Fund, L.P. ("TCV MF") to its partners, without consideration.
- These shares are held directly by TCV MF. Hoag is a Class A Member of TCM VI which is a general partner of TCV MF and a limited partner of TCV MF. Hoag may be deemed to beneficially own the shares held by TCV MF, but Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (17) Acquisition by TCM VI pursuant to an in kind pro-rata distribution by TCV VI to its partners, without consideration.
- These shares are directly held by TCM VI. Hoag is a Class A Member of TCM VI which is the sole general partner of TCV VI and a general partner of TCV MF. The number of shares reported by TCM VI does not include the shares held by TCV VI and TCV MF. Hoag may be deemed to own the shares held by TCM VI, but Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (18) In kind pro-rata distribution from TCM VI to its members, without consideration.
- (19) Acquisition by The Hoag Family Trust U/A Dtd 8/2/94 pursuant to an in kind pro-rata distribution by TCM VI to its partners, without consideration.
- (20) Acquisition by Hamilton Investments Limited Partnership pursuant to an in kind pro-rata distribution by TCM VI to its partners, without consideration.
- (21) Acquisition by The Hoag Family Trust U/A Dtd 8/2/94 pursuant to an in kind pro-rata distribution by TCV MF to its partners, without consideration.
- (22) Acquisition by Hamilton Investments Limited Partnership pursuant to an in kind pro-rata distribution by TCV MF to its partners, without consideration.
- (23) These options are 100% vested.
- Hoag has the sole voting and dispositive power over the options he holds directly; however, TCMI, Inc. has a right to 100% of the pecuniary interest in such options. Hoag is a stockholder and director of TCMI, Inc. Hoag disclaims beneficial ownership of such options or the shares he receives upon exercise of such options except to the extent of his pecuniary interest therein.
- (24)
- (25)
- (26)

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