

## Netflix Goes (Almost) Global

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Netflix announces a global expansion of unprecedented proportions at CES 2016, as now 130 countries (bringing the total to 190) are able to access the video streaming service.



In fact, it is easier to list the nations lacking Netflix access-- China, N. Korea, Syria and Crimea.

"With this launch, consumers around the world-- from Singapore to St. Petersburg, from San Francisco to Sao Paulo-- will be able to enjoy TV shows and movies simultaneously-- no more waiting," CEO Reed Hastings. "With the help of the Internet, we are putting power in consumers' hands to watch whenever, wherever and on whatever device."

According to the company the service has served a total of 125 million hours a day of entertainment to viewers to date, while video streaming totals 12 billion hours on Q4 2015-- a number set to grow exponentially following the leap in nation numbers. The expansion also involves the addition of Arabic, Korean, simplified and tradition Chinese to the 17 languages Netflix already supports.

Also announced at CES is the addition of HDR to the service, as well as more original programming. Upcoming shows include The Crown (a Queen Elizabeth II biopic), musical drama The Get Down and documentary series Chelsea Does.

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