

FLASH NOTICE

Netflix Surges as Subscriber Growth Goes Global

MARKET UPDATE:

- On July 17th, 2017, Netflix (NFLX) stock soared as the company surprised analysts by reporting it has more foreign subscribers than domestic.
- The shift toward global subscriber growth marks notable milestone in the company's growth trajectory.

INSIGHTS FROM BUZZ:

- On a short-term basis, NFLX is setting new highs measured in terms of **volume** of conversation and **positive** sentiment..
- The recent spike in positive sentiment should be treated with caution until a longer term trend can be confirmed.
- From a longer term perspective, sentiment turned positive in May and gained momentum in June. While still positive, signs that **sentiment was beginning to wane** were evident ahead of the recent earnings report.

Netflix Inc - Sentiment Insights & Stock Price



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