

# Netflix Inc, US

NFLX NASDAQ

## Current Rating Overview

Last Close Price  
**\$478.33**

Rating Reiterated on 2/26/15  
**REDUCE**

### About the Current Rating

**Downgraded**  
from Hold

**36 Days**  
at Current  
Rating

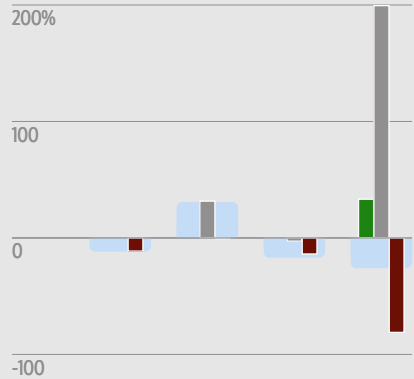
**11.6%**  
% Change since  
Current Rating Issued

### Team Member's Rating Information

	Rating Date	Upgrade/Downgrade	Rating	Rating Reiterated
Ford Equity Research	1/21/15	Downgrade	Sell	2/18/15
Jaywalk	12/21/14	Upgrade	Hold	2/24/15
S&P Capital IQ	1/21/15	Upgrade	Buy	
The Street.com	10/16/14	Downgrade	Hold	2/22/15
Market Edge	1/26/15	Upgrade	Long	2/20/15
<b>ResearchTeam</b>	<b>1/21/15</b>	<b>Downgrade</b>	<b>Reduce</b>	<b>2/26/15</b>

### ResearchTeam Rating Performance (%)

Performance of the ResearchTeam rating is calculated as if this stock was purchased when the team had an Accumulate or Hold rating, and sold short when the team had a Reduce rating.



	1 Month	3 Month	1 Year	Since 1/1/2008
<b>NFLX</b>	<b>11.6</b>	<b>32.7</b>	<b>10.6</b>	<b>624.0</b>
<b>S&amp;P 500 Total Return Index</b>	<b>2.5</b>	<b>2.8</b>	<b>17.3</b>	<b>68.0</b>

[? Help](#)

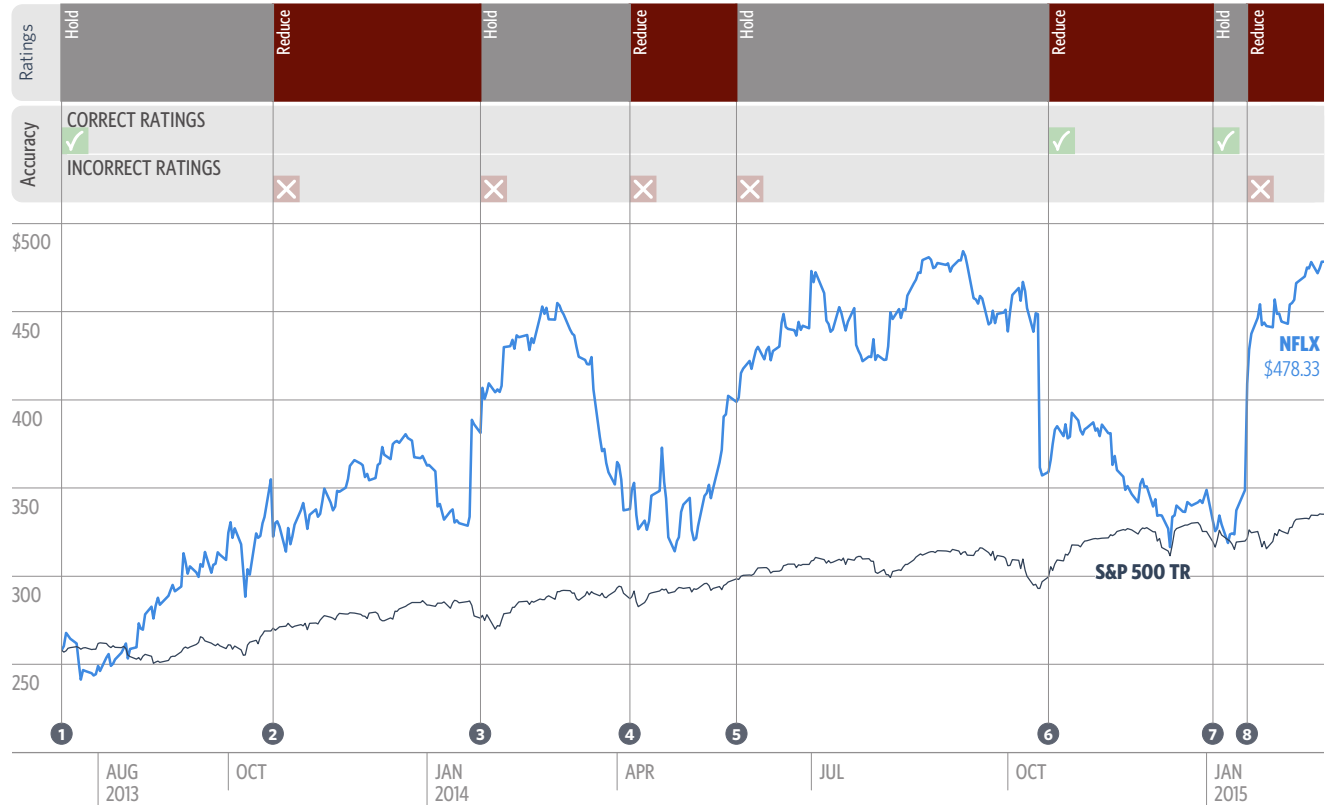
[Click here to see the report disclosures](#)

Report created on 2/26/15

## Rating History & Rating Accuracy

Rating Accuracy  
**37.5%**

This team has changed its rating for NFLX 8 times over the past 19 months. The direction for each team rating was correct for 3 of the 8 ratings at the end of each rating period, resulting in a rating accuracy of 37.5% and a TTM rating accuracy of 33.3%.



Date of Rating	Rating	Upgrade or Downgrade	NFLX Price (\$) on Rating Date	# of Days at This Rating	Rating Accuracy	Over Rating Period		
						Total Return	% Change in Benchmark	Underperform/Outperform Index
8	1/21/15	Reduce	428.44	36	Incorrect	11.6	2.7	Outperform
7	1/05/15	Hold	325.51	16	Correct	31.6	3.1	Outperform
6	10/20/14	Reduce	365.99	77	Correct	-11.1	3.6	Underperform
5	5/27/14	Hold	401.24	146	Incorrect	-8.8	2.4	Underperform
4	4/07/14	Reduce	348.89	50	Incorrect	15.0	3.4	Outperform
3	1/27/14	Hold	406.77	70	Incorrect	-14.2	3.8	Underperform
2	10/22/13	Reduce	330.24	97	Incorrect	23.2	3.2	Outperform
1	7/15/13	Hold	260.48	99	Correct	26.8	4.8	Outperform

## About Us

Markit On Demand is a 340-person design, development, deployment, and hosting services company, dedicated to creating solutions for the Financial Services industry. Our compelling, presentation-rich services for financial professionals and individual investors have won acclaim for our clients.

Many of our client relationships span five or more years. As an independent aggregator of information, we maintain partnerships with more than 130 providers of market and financial content including Thomson Reuters, Standard & Poor's, Lipper, and Econoday. We support more than 1,800 data feeds. In addition, Markit On Demand counts many of these data providers among our clients, developing and hosting their reports and web sites.

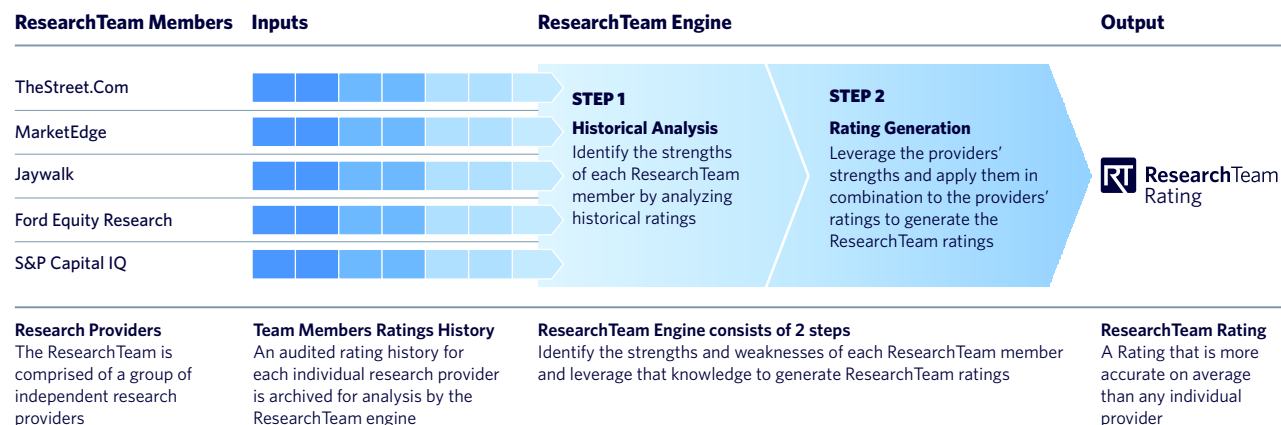
We strive to be the most competitive and comprehensive resource for our clients' technology needs. Our capabilities evolve continuously as market trends change, putting us ahead of the curve and providing our clients with the most innovative and compelling solutions.

One of these solutions is ResearchTeam, which draws on our expertise in the areas of research data aggregation and analysis. ResearchTeam allows our clients to find the top performing research providers, use them in combination, measure performance using various performance methodologies and strategies, and easily integrate analysis results through detailed reports, lists, stock screeners, and rating change alerts for their end users.

## ResearchTeam Methodology

ResearchTeam is the consolidation of coverage from each research provider on the team, where a minimum of three providers must have recommendations for a company for ResearchTeam to issue a rating. If a minimum of three research providers do not have a rating for a company, then the team rating for the stock is "Not Rated". All of the research providers must have unanimous Buy ratings for ResearchTeam to issue an 'Accumulate' rating. It takes only one opinion to make any other rating. A single 'Sell' rating will make the team rating for that stock a 'Reduce'.

## How the ResearchTeam Rating Provides Greater Positive Performance



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