## Edgar Filing: HOAG JAY C - Form 4

HOAG JAY	C										
Form 4 August 03, 2	2007										
FORN			GEGU						PPROVAL		
Washington, D.C. 20549									3235-0287		
Check this box if no longer CTLATED (EDVT) OF CHANCES DUPENED (CHAL OWNED SHIP) OF								Expires:	January 31, 2005		
subject to Section 1 Form 4 c	F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES					Estimated burden hou response	average Jrs per				
Form 5 obligatio may con <i>See</i> Instr 1(b).	tinue. Section 17	(a) of the l	Public U	Jtility Hol	ding Co		inge Act of 1934, t of 1935 or Secti 1940				
(Print or Type)	Responses)										
1. Name and Address of Reporting Person <u>*</u> HOAG JAY C			2. Issuer Name <b>and</b> Ticker or Trading Symbol NETFLIX INC [NFLX]			5. Relationship of Reporting Person(s) to Issuer					
(Last)	(First) (	Middle)	3. Date of Earliest Transaction				(Check all applicable)				
C/O TECH VENTURE STREET	(Month/Day/Year) 08/01/2007			X_ DirectorX_ 10% Owner Officer (give titleOther (specify below)Other (specify							
				4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
PALO ALT	O, CA 94301						Form filed by Person	More than One R	eporting		
(City)	(State)	(Zip)	Tał	ole I - Non-J	Derivative	Securities A	Acquired, Disposed	of, or Beneficia	lly Owned		
1.Title of Security2. Transaction Date (Month/Day/Year)2A. Deemo Execution any (Month/Day/Security)				(A) or of (D) 4 and 5) (A)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)				
				Code V	Amount	(D) Price	(Instr. 3 and 4)				
Reminder: Rep	port on a separate line	e for each cl	ass of sec	urities bene	ficially ow	ned directly	or indirectly.				
Persons who respond to the collection of SE information contained in this form are not required to respond unless the form displays a currently valid OMB control number.						SEC 1474 (9-02)					
	Tab					posed of, or convertible	Beneficially Owner securities)	d			

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exercisable and	7. Title and Ame
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	onof Derivative	Expiration Date	Underlying Secu

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year	(Month/Day/Year)		(Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Ai or Ni of Sł	
Non-Qualified Stock Option (right to buy)	\$ 17.16	08/01/2007		А	2,331	08/01/2007 <u>(1)</u>	08/01/2017	Common Stock	2	

## **Reporting Owners**

	Relationships					
<b>Reporting Owner Name / Address</b>	Director	10% Owner	Officer	Other		
HOAG JAY C C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301	X	X				
Signatures						
Carla S. Newell Authorized signatory for Jay C. Hoag	08	3/03/2007	7			
**Signature of Reporting Person		Date				
Evalenction of Dechenores						

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) These options are 100% vested.
- (2) Not applicable

Hoag has the sole voting and dispositive power over the options he holds directly, however, TCMI, Inc. has a right to 100% of the(3) pecuniary interest in such options. Hoag is a stockholder and director of TCMI, Inc. Hoag disclaims beneficial ownership of such options or the shares to be received upon the exercise of such options execpt to the extent of his pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.