

# GET CLOSER

TO THE UPFRONT EVERYONE  
IS TALKING ABOUT

**NETFLIX**ADS

20  
NETFLIX UPFRONT  
26



# 15 NEW MARKETS

**AUSTRIA**

**BELGIUM**

**COLOMBIA**

**DENMARK**

**INDONESIA**

**IRELAND**

**THE NETHERLANDS**

**NEW ZEALAND**

**NORWAY**

**PERU**

**THE PHILIPPINES**

**POLAND**

**SWEDEN**

**SWITZERLAND**

**THAILAND**

**AUDIENCES YOU WON'T FIND  
ANYWHERE ELSE**

**MORE THAN**

**250 MILLION**

**MONTHLY ACTIVE  
VIEWERS ACROSS THE GLOBE<sup>1</sup>**

**44%**

**WHO SEE ADS ON NETFLIX NEVER SEE THEM  
ON LINEAR TV OR OTHER STREAMERS<sup>2</sup>**

**1. SOURCE: NETFLIX INTERNAL, 2026  
2. SOURCE: ISPOT, Q4'25, US**

**FANS WHO SHOW UP TO  
FEEL SOMETHING**



STARTING 5



EMILY IN PARIS



ONE PIECE

**800%**

**OF ADS MEMBERS ARE  
ACTIVE EVERY SINGLE WEEK**

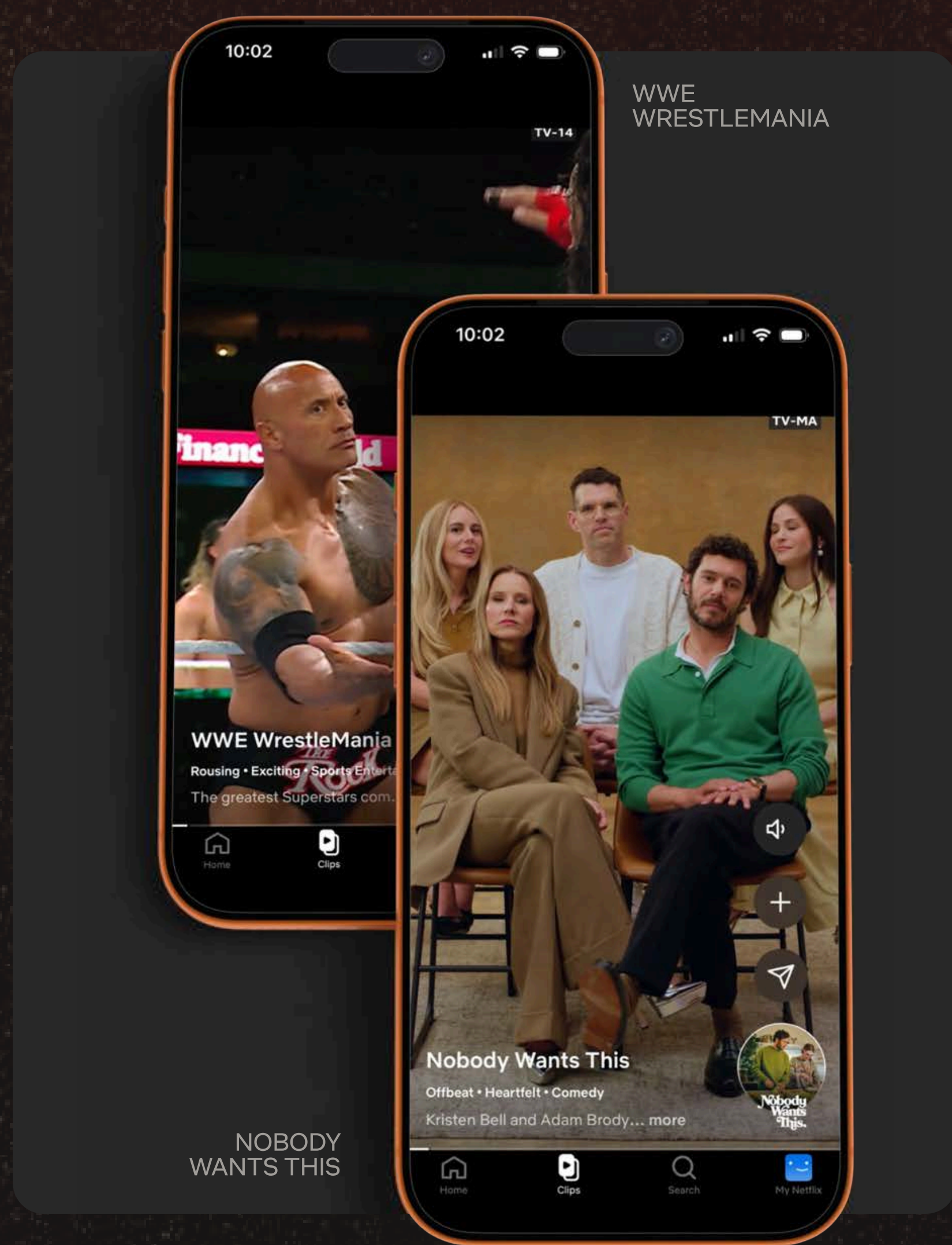
**SOURCE: NETFLIX INTERNAL, GLOBAL, AD-SUPPORTED MEMBERS, 2025**

# NEW MOMENTS YOUR BRANDS CAN OWN

## VERTICAL VIDEO

## LIVE PODCASTS

## TUDUM FAN SITE



# MORE FLEXIBLE BUYING



**AVAILABLE  
PROGRAMMATICALLY:  
PAUSE ADS**



**DYNAMIC  
AD INSERTION:  
NETFLIX LIVE EVENTS**

# DATA INTEGRATIONS AND MORE ROOM FOR COLLABORATION

NETFLIX PARTNERS



# LEANN

GET THE FULL STORY ON ALL OF OUR  
UPFRONT ANNOUNCEMENTS

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