

The Economic Impact of Netflix in the US



2025

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i.

Executive Summary

Executive Summary

Netflix is proud to call the United States our global headquarters. Since our founding in 1997 and the launch of our first original programming in 2013, we have grown our footprint to **5 corporate locations and 6 studio locations in the US**. Netflix has **filmed in all 50 US states**, contributing to local communities and numerous facets of the US film and TV industry as a result. This report details how Netflix's economic and cultural contributions benefit local economies, strengthen the creative ecosystem, and promote US creative talent on a global stage.

Netflix production and distribution activities are estimated to have contributed over \$125 billion to the US Gross Value Added (GVA) from 2020 to 2024. This impact extends beyond the audiovisual industry, as sectors including publishing and construction experience significant positive effects from Netflix productions in the US.

With offices and production facilities in states including California, Georgia, New Mexico, New York and soon in New Jersey, Netflix works with creative partners located

all across the country. From 2020 to 2024, we filmed 900+ films and series in the US and have demonstrated our continued commitment to working with local businesses and talent in the creative industries. **Over the same period, Netflix hired over 140,000 cast and crew on US productions.** We have made substantial investments in talent development and in the expansion of production facilities. In 2021, we made a \$100M commitment over five years to support the development of emerging talent in the global film and TV industry. In 2022, Netflix won a bid to redevelop the former Fort Monmouth Army base in NJ into a state-of-the-art production campus. We will be revitalizing and transforming the former Army base, which will cover nearly 500,000 square feet and include 12 sound stages.

Netflix's investments generate additional benefits in the form of spillover effects beyond the audiovisual industry, from attracting tourists to filming locations, to increasing sales of books by American authors whose work has been adapted by Netflix, to generating interest in a variety of live and sporting events. The popularity of productions such as *Stranger Things* has ignited fashion trends, sparked cultural conversations around 1980s pop culture and nostalgia, and minted new fandoms.

Stranger Things: The First Shadow even made its debut **on Broadway** in March 2025, giving fans a way to connect more deeply with the characters and stories they love, while creating more opportunities for the creative industry.

The positive spillover effects of our activities extend beyond traditional entertainment production hubs such as Los Angeles or New York City and are felt across the country. Initiatives such as [Netflix in Your Neighborhood](#) in New Mexico have helped fans discover the filming locations of their favorite shows, featuring many small local businesses. In addition to bringing together show enthusiasts and filming destinations, Netflix has been bringing dedicated experiences (Squid Game: The Experience, The Queen's Ball: A Bridgerton Experience) to many cities across the US. We've also announced [Netflix House](#): new entertainment destinations in Dallas, Texas, and King of Prussia, Pennsylvania, which promise to allow fans to experience their favorite titles through a wide entertainment offering. In February 2025, Netflix opened [NETFLIX BITES](#), an immersive dining experience in Las Vegas that brings the flavors of fan-favorite series and movies into reality.

Beyond fandom, many Netflix productions have also served as a springboard for US talent, providing young actors and actresses such as Jenna Ortega, Noah Centineo, Sofia Carson and Madelyn Cline international recognition through their roles in Netflix original shows and films. In some cases, Netflix helps to generate new interest in shows that initially originated elsewhere, such as *Gilmore Girls*, *Lucifer* (which was extended for 3 more seasons), or *Suits*. Netflix is committed to creating vibrant, creative local ecosystems as we continue to invest in US productions and entertainment.

Netflix production and distribution activities are estimated to have **contributed**

Over \$125 billion
to the US Gross Value Added (GVA)

from 2020 to 2024.

A black and white photograph of a man and a woman looking up at a wall. The wall features a large, abstract mural of a person's face in black and white. The man, on the left, is wearing a brown corduroy jacket and has a mustache. The woman, on the right, has long brown hair and is wearing a light-colored cardigan with a small floral pattern. Both are looking upwards with expressions of awe or admiration.

Offices and production facilities in:

California, Georgia, New Mexico, New York and soon in New Jersey.
Netflix works with creative partners all across the country.

900+
Films & Series
In The US

140k+
Cast & Crew
On US Productions

1.

Economic contribution of Netflix in the United States

Economic contribution of Netflix in the United States

From 2020 to 2024, Netflix contributed over \$125 billion to the US economy. In this report, we outline the contributions of Netflix to the US film and television industry and the wider economy¹.

1.1 Netflix's impact on the US Film & Television Industry

Netflix has strongly influenced the US film and television industry over the last decade. In 2013, our move to produce original content began with the US-based series *House of Cards*. We focus on producing high-quality programming and on bringing cinematic experiences directly into people's homes.

The impact of our investment extends beyond our initial spending, stimulating growth across both the audiovisual sector and the broader economy. Segments of the supply chain are interconnected; advancements in one sector fuel growth in other parts of the value chain, creating a virtuous cycle of economic activity.

- **Strengthening the US creative supply chain:** Our direct investment in the technology, music, performing arts and the other creative sectors has an immediate impact on the wider creative industry and beyond, thus stimulating further demand across diverse supplying sectors, keeping the US as one of the most attractive places in the world for new film and TV investment.
- **Positive spillover effects of iconic Netflix titles²:** Iconic Netflix franchises, such as *Stranger Things*, exemplify how common designs, characters and universes used across different parts of the creative economy, lead to significant revenues in other sectors, such as merchandising (e.g. retro collectibles from *Stranger Things*), fashion (e.g. Nike's Hawkins High sneakers collection), and music (e.g. Kate Bush's "Running Up That Hill" song reappearing on the charts long after its initial release in the '80s).

1.2 Contribution to economic activity in the US (GVA impact)

Netflix expenditure in the US generates economic value within and beyond the audiovisual industry. From 2020 through 2024, our investments, including original content production and licensing, studio infrastructure and real estate, and marketing and corporate employees, generated estimated economic benefits of **over \$55B through direct spending** on US employees and direct suppliers.

Our expenditure indirectly stimulates economic activity across the US supply chain as additional suppliers provide goods and services to those directly involved in Netflix productions. Examples of this indirect impact include suppliers of equipment for editing, dubbing or sound recording, and raw materials suppliers, such as lumber yards, selling lumber to construction companies to build film and TV sets. This indirect impact contributed **over \$20B to the US economy from 2020 through 2024**.

Netflix's activities also **contributed over \$50B in induced impact** to the US economy through additional consumption supported by wages paid to employees in Netflix's supply chain, and the consumption supported by additional wages paid by businesses in the supply chain.

Netflix's expenditure in the US from 2020 through 2024 contributed over

\$125 billion

to the US economy.

¹ The quantified economic contribution to the US in terms of Gross Value Added has been estimated using an Input-Output model. Netflix engaged Deloitte in relation to the Economic Impact Analysis. **Deloitte assisted Netflix in building the Input-Output model and conducted the analysis to estimate the economic impacts.** Any conclusions derived from the model's outputs are the responsibility of Netflix.

² The spillover effects of Netflix productions are not included in the economic impact estimates quantified in this report.



From 2020 through 2024

\$55B

Direct Spending On
US Employees & Direct
Suppliers

\$20B

Indirect Impact
to the US Economy

\$50B

In Induced Impact
to the US Economy

2.

Investing in the US creative industries

Investing in the US creative industries

With offices, production facilities, and creative partners around the country, Netflix proudly calls the United States home. Between 2020 and 2024, our US productions filmed in all 50 states, across 600+ locations, and hired over 140,000 cast and crew, driving economic growth across the country. In that same period, we worked with over 550 different US-based producers, with whom we produced more than 900 films and series with a commitment to utilizing local vendors, developing talent, and supporting the film and TV sector infrastructure and the creative ecosystem.

2.1 Supporting the expansion of US film and TV production facilities

In 2018, Netflix [announced plans](#) to purchase our US-based production hub in Albuquerque (ABQ) Studios in New Mexico. Our recent expansion of that hub makes it one of North America's largest and most sustainable high-tech film studios.

We continue to expand our production infrastructure in the US. In 2022, we officially announced we won the bid to develop a new US production hub in Fort Monmouth, New Jersey, transforming a property that has been largely vacant for the past 10 years. When it opens, the facility will feature 12 soundstages over nearly 500,000 square feet, and the project will create over 1,500 permanent production jobs and more than 3,500 construction-related jobs in New Jersey³. Netflix plans to invest approximately \$1 billion in capital to develop the more than 292-acre parcel in Eatontown and Oceanport, NJ.

CASE STUDY: Netflix in New Mexico

From *Chupa*, largely filmed in Mesilla, to *Better Call Saul* and *American Primeval*, filmed near Santa Fe, New Mexico has become a key location for production.

The recent expansion of Netflix Studios Albuquerque, which spans 108 acres, has added four new soundstages, three mills, one production office, two stage support buildings, and two dedicated backlot areas. A total of 2,800 construction workers made this expansion possible. Since 2019, **Netflix has directly invested nearly \$575 million in New Mexico productions**. When considering other productions that have used Netflix Studios Albuquerque, the overall investment is closer to \$900 million.



³ Accessed on: [Governor Murphy and Netflix Announce Plans to Build State-of-the-Art East Coast Production Facility at Fort Monmouth - About Netflix](#).

From 2020 through 2024

550

US-Based Production Companies Worked With

140k

Cast & Crew On US Productions

9k

Corporate Employees In the US

The production of a film in the US is estimated to generate an **average vendor spend of \$10.2M** and create over **1,400 local jobs** per shooting location.



2.2 Netflix's work with the US creative community

Film and TV production, while inherently creative, requires specialized processes and diverse inputs, demanding a wide range of skilled workers, from artists and technicians to logistics experts and support staff for essential services. While the film and TV industry provides many of these inputs, it also relies on businesses operating in the broader economy. The production of a film in the US is estimated to generate an average vendor spend of \$10.2 million and create over 1,400 local jobs per shooting location⁴.

Our productions connect us with a diverse network of US firms, including studios, production companies, and local businesses in creative and non-creative industries. Netflix is committed to working with US-based suppliers and vendors, benefitting local economies, creating jobs, and fostering a dedicated creative community in the US. The recent expansion of the studios came with a commitment to create jobs for local businesses. Between 2020 and 2024, we worked with over 550 US production companies and hired over 140,000 cast and crew on US productions. recent expansion of the studios came with a commitment to create jobs for local businesses.

As of December 31st, 2024, we directly employ over 9,000 corporate employees in the US.

2.3 Promoting emerging talent and new voices in the US

To create compelling programming for audiences around the world, Netflix invests in talent development and skills building for emerging artists around the world.

As part of this effort, Netflix made a \$100 million commitment over five years toward building new pathways globally for those who may not otherwise have access to the entertainment industry. Netflix develops in-house programs and supports external organizations that have a strong track record of increasing the pool of talent to meet industry hiring needs today and in the future. In the US, this led to:

- **Developing Directors and Writers:**

- To upskill directors in the field, we created the **Netflix Series Director Development Program**, an extensive curriculum that covers all aspects of episodic directing from pre-production to post-production. Among the participating directors, some have worked on Netflix productions while others went on to direct episodes for various other production companies, including for some of Netflix's most popular titles such as *Ozark*, *Family Reunion*, *On My Block* and *Lost in Space*.
- We established the **Netflix Created By Initiative** to help develop writers within a studio ecosystem. In partnership with organizations like The National Hispanic Media Coalition, CAPE (Coalition of Asian Pacifics in Entertainment), Native American Media Alliance, The Black TV and Film Collective, Outfest and Inevitable Foundation, we identified experienced writers with relevant skills and unique perspectives. As a result, 14 mid-level film and series writers received support to develop their scripts and the opportunity to hone their projects alongside Netflix executives from the series and film teams.

- **Upskilling Below-the-Line-Talent:**

- To help expand the below-the-line talent pipeline, Netflix partnered with hit creator Shonda Rhimes' production company, Shondaland, to create the **Producers Inclusion** and **Ladder Initiatives**. The Producers Inclusion Initiative is an intensive nine-week program that helps train indie producers, unit production managers, supervisors and first assistant directors as line producers within the studio system. Through the Ladder Initiative, trainees learned on Shondaland shows about production roles across multiple departments, including production, locations, assistant directors, special effects, costume, hair/makeup, electric, art department, stunts, sound, finance and more.

⁴The American Motion Picture and Television Industry: Creating Jobs, Trading Around the World (2023). Accessed on: [MPA](#).

3.

Netflix's Spillover Effects in the US

Netflix's Spillover Effects in the US

When Netflix members love a title, they do more than just watch. They visit shooting locations, dive deep into the original IP, and become devoted fans of new and exciting talent. This generates wide-ranging spillover effects that create benefits for the US economy that go beyond the economic impact of our direct investments.

Research⁵ shows that Netflix series and films spark viewers' interest in the people, landmarks, history and fashion showcased in productions. For example, the release of *The Queen's Gambit* led to an increase in the popularity of chess.



3.1 Impact on tourism in the US

Screen tourism provides a valuable opportunity for economic activity and growth. Increased visitor spending at local businesses, accommodations, and attractions benefits local vendors and stimulates job creation.

From iconic landmarks to charming towns, locations across the US provide ideal landscapes for filming. Netflix finds that people who watch local content on the platform are 2.4 times more likely to rank those filming locations as their top travel destinations⁶. Multiple locations in the US used for filming, such as Mesilla for *Chupa*, Albuquerque for *Army of the Dead*, South Carolina for *Outer Banks*, and Georgia for *Ozark*, experienced significant increases in the number of visitors following the release of popular productions⁷. For example, searches for Outer Banks locations were five times higher than usual for the time of year after the release of the first season and have been at least 50% higher following the release of subsequent seasons⁸.

Netflix has **filmed in 600+ Locations** across **all 50 US states**.

3.2 Netflix's spillover effects benefitting creative industries

Publishing industry – Books have been an incredible source of film and TV production, and successful audiovisual content has often led to surges in book sales. The audiovisual and publishing sectors often benefit each other. Film, TV, and theater adaptations of books attract more revenue, viewers, and critical acclaim⁹.

Some of Netflix's most successful content has been based on book adaptations from American authors, including *To All the Boys I've Loved Before* by Jenny Han, *13 Reasons Why* by Jay Asher, and *Leave the World Behind* by Rumaan Alam. Netflix's adaptations of these works have led to wider recognition for writers, and encouraged readership, with many books returning to bestseller lists many years after their original release.

⁵ Basis Research Agency (2021)

⁶ Accessed on: <https://netflixinyourneighborhoodnm.com/>.

⁷ Accessed on: <https://www.midstory.org/trouble-in-paradise-how-ozark-shaped-tourism-in-the-real-life-ozarks/>.

⁸ Data source: Google Trends

⁹ Publishers Association (2018), Film and theatre adaptations of books. Accessed on: [Publishers Association](https://www.publishers.org/).

People who watched local content on Netflix are:

2.4x
More Likely

To Say the Country Is
Their #1 Travel Destination

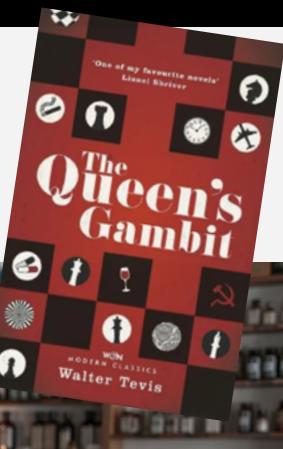
1.6x
More Likely

To Have Seen Local Content Than
People Who Don't Watch Netflix

**Netflix is where people go to fall
in love with new destinations.**

CASE STUDY: *The Queen's Gambit*, inspired by Walter Tevis' novel

Three weeks after the Netflix limited series centered around a teen chess prodigy premiered, Walter Tevis' book, *The Queen's Gambit*, appeared on *The New York Times* Best Seller list for the first time since its publication 37 years ago. The book remained in the Top 10 for 11 weeks. The show increased the popularity of chess, leading to a surge in sales of chess books.



CASE STUDY: *My Life With the Walter Boys*, inspired by Ali Novak's novels

After the release of the Netflix series *My Life with the Walter Boys* — a young adult romance story based on Ali Novak's 2012 novel of the same name — the book's US print sales doubled, climbing onto *The New York Times* Best Seller list.



Music industry – The success of films and TV series can drive visibility and interest in featured soundtracks. Strategic song placements in popular productions surge streaming numbers and overall recognition for artists and their music. The integration of music into successful storytelling can influence popular culture, breathing new life into old tracks and promote the discovery of emerging artists. Popular tracks from Netflix shows have gained traction on music streaming platforms, promoting lesser-known artists.

CASE STUDY: Impact on the music industry

“Goo Goo Muck”, a highlight of The Cramps’ 1981 album, was featured in Jenna Ortega’s famous dance sequence in Netflix’s *Wednesday*. In the **five days following the show’s release**, the song saw daily on-demand streams in the US increase from 2,500 to over 134,000. The show also included popular tracks from artists such as Beach House, The Rolling Stones, Metallica, and Dua Lipa.

5 Days following the show’s release
daily streams increase
 from 2,500 to **over 134,000.**



\$2.3 million in streaming revenue generated



Following its inclusion in the Season 4 finale of *Stranger Things*, streaming on Metallica’s track “Master Of Puppets” increased significantly. The show also featured Kate Bush’s track “Running Up That Hill”, introducing the song to a new generation and earning an estimated \$2.3 million in streaming revenue.

The popular US-based string quartet, VSQ, **reached a global audience** with their innovative classical covers featured in Seasons 1 and 2 of *Bridgerton*, drawing viewers interest in classical music.



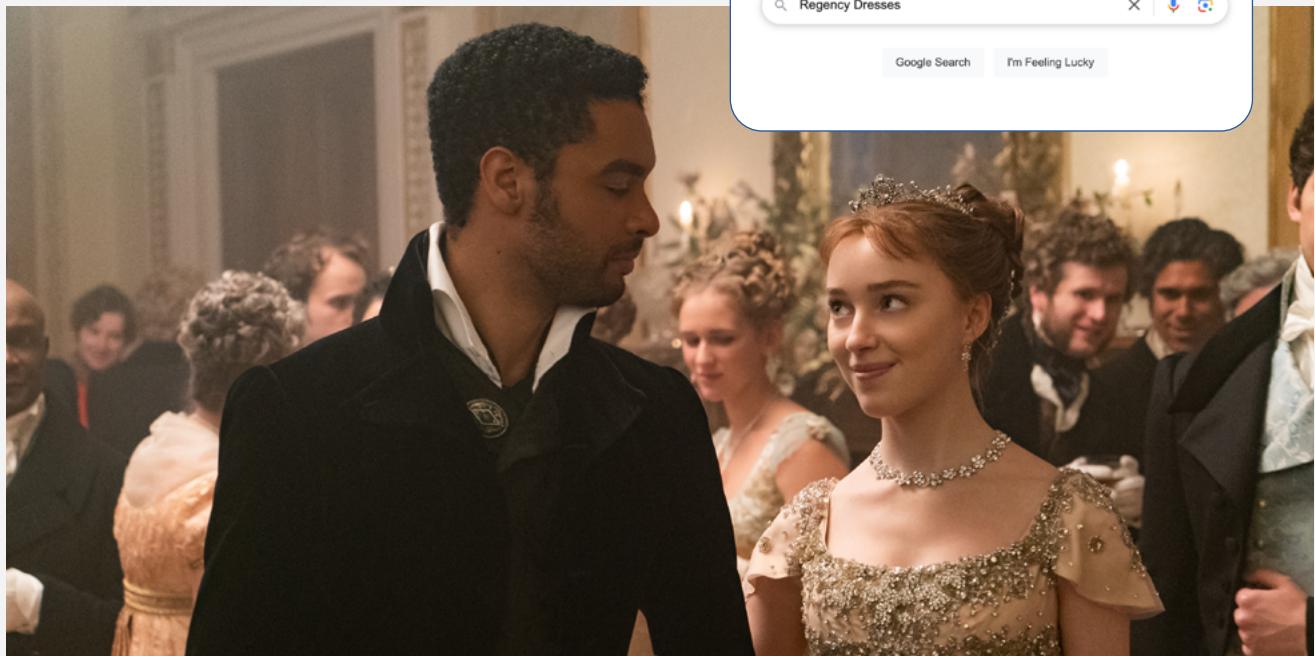
Fashion and culture – The production of films and TV series has a substantial impact on the fashion and performing arts industry. Iconic costumes and styles featured in popular productions often influence fashion trends and consumer preferences, increasing demand for similar clothing and accessories. Jenna Ortega’s wardrobe in the series *Wednesday* has led to numerous Goth-inspired fashion collaborations for the actress.

Collaborations between fashion brands and TV productions to create themed collections drive consumer interest and sales. The visibility provided by prominent productions can elevate the profiles of designers, bringing them greater recognition within the industry.

CASE STUDY: *Bridgerton's* revival of Regency style

Netflix's *Bridgerton*, a period drama set in the Regency era, has become one of Netflix's most popular shows, cultivating a large fandom. The show has sparked a revival in Regency era fashion and décor through its vibrant colors, elegant gowns and opulent sets. Following the release of Season 2, online searches for "Regency dresses" increased by 84%.

Searches for "Regency Dresses" **increased by 84%.**



Impact on fashion and beauty industry:

The show has resulted in a revival of Regency style with trends such as pastel shades, puff sleeves, and empire waistlines resurging in popularity. Fashion retailers have launched their own collections taking inspiration from the regency era, such as the voluminous gowns and dresses, jackets and corsets in dress brand Selkie's capsule collection. Netflix has also collaborated with emerging artists to develop a *Bridgerton*-inspired collection. Similarly, **KIKO Melon** launched a 24-piece collection inspired by *Bridgerton*.

Impact on the home:

The extravagant settings and iconic motifs portrayed have inspired collections for the home, including rugs and fragrances.

The tea parties portrayed in *Bridgerton* have inspired collections of floral crockery, tablecloths and other hosting items along with ranges of teas, cakes and biscuits.



CASE STUDY: *Stranger Things*, a journey back to the '80s



Netflix's *Stranger Things*, a science fiction horror series set in the 1980s, has cultivated a devoted fanbase and revived interest in various facets of 1980s culture.

***Stranger Things* revived interest in 1980s culture**

Impact on the fashion industry:

The show has resulted in the comeback of retro '80s style with trends such as bomber jackets, vintage tees, double denim, and converse sneakers resurging.

Featuring iconic '80s brands like **Reebok** and **Levi's** has prompted renewed interest in classic labels. Eleven, played by Millie Bobby Brown, emerged as a teen style icon with her signature look—a pink dress, blue jacket, knee-high socks, and shaved head—becoming iconic. The show also popularized voluminous, curled hairstyles and a modern take on the mullet.



Cultural impact:

The portrayal of **Dungeons & Dragons (DnD)** as a central part of the characters' lives led to a surge in the game's popularity. The show introduced a new generation to the tabletop role-playing experience, with the fifth edition of the game surpassing sales volume from the last 30 years.

Searches for “DnD” increased by 20%

between the first and second seasons of *Stranger Things* and **by another 50%** between the second and third seasons.



Similarly, Eleven's fondness for **Eggo waffles** turned the breakfast food into a cultural symbol. Eggo waffles saw their highest-ever single month social media mentions after the release of the second season, with consumption increasing by over 14%.



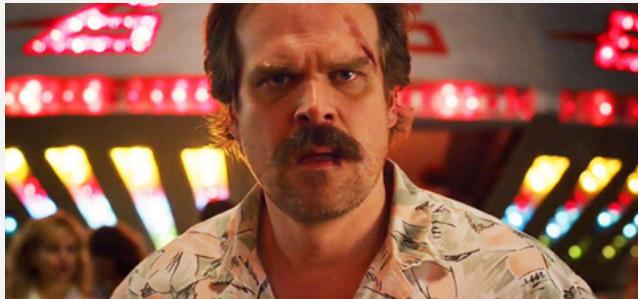
The depiction of a small-town, slow-paced lifestyle resonated with viewers, inspiring a trend where members embrace activities like listening to radios, cycling for transport, and **taking a break from screens**, known as the **“Stranger Things Summer”**.

Boosting US talent – Actors and actresses on Netflix productions gain improved visibility of their talent, which helps to accelerate their career opportunities and recognition within the industry. Successful productions containing emerging talent in leading roles can inspire others to pursue similar paths, further strengthening the wider arts community.

CASE STUDY: Development of creative talent

David Harbour

Experienced massive popularity for his portrayal of Sheriff Jim Hopper in *Stranger Things*. The actor broke into the Marvel Universe and took on leading roles in movies such as *Hellboy*.



Jenna Ortega

Her lead in the Netflix series *Wednesday* showcased her talent to a global audience, with almost

~176 million households

watching the show

in the first four weeks of release.

Anya Taylor-Joy

Won a Golden Globe award for her portrayal of Beth Harmon in *The Queen's Gambit*. She has become a household name and recently landed her fourth project, *How to Kill Your Family*, with Netflix.



ii.

Methodology Note – Netflix Economic Impact Analysis

Methodology Note – Netflix Economic Impact Analysis

The economic estimates presented in this report quantify the Gross Value Added (GVA) and employment effects associated with the spending of Netflix in USA from 2020 to 2024.

Input-Output Model

An Input-Output (IO) model was developed to estimate the economic contribution of Netflix's spending on employees and suppliers involved in Netflix's activities in the USA. The model estimates the economic impacts on Netflix's direct suppliers and on the wider supply chain (i.e. the suppliers of Netflix's suppliers) and resulting from Netflix's employees spend.

The key outputs measured as part of this economic impact model are:

- **Contribution to GVA:** The contribution to GVA is an estimate of the value added, in dollars, to the USA economy associated with Netflix's expenditure on US-based employees and suppliers, which can be directly or indirectly involved in Netflix's film and television production and distribution activities.
- **Contribution to employment:** The impact on employment is an estimate of the number of people employed on a per jobs basis within the US, as a result of Netflix's expenditure on film and television production and distribution activities. These are full-time equivalent jobs representing the workload of a full-time employee, even if covered by part-time or seasonal workers.
- **Induced effects:** The economic impact of increased personal income, through the increase in goods and services purchased, as a result of Netflix's expenditure, i.e. the economic impact associated with the spending of wages and salaries earned by the suppliers and employees of Netflix in the USA.

The IO model makes several standard key assumptions, including fixed production coefficients and linear relationships between inputs and outputs, homogeneous products within sectors, and static analysis.

Important note: While Input-Output (IO) models offer valuable insights into economic contributions, understanding their assumptions and limitations is crucial for accurate interpretation. IO models should be viewed as one tool within a broader analytical framework, complementing other data sources and professional judgment. Specifically, careful consideration should be given to the assumptions underpinning induced effects estimates. Therefore, a nuanced approach, incorporating a range of perspectives and data points, is recommended when communicating these estimates.