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**New Netflix subscribers surge during pandemic – 25th April, 2020**

## **Level 0**

The number of new Netflix subscribers doubled in the past three months. It said 15.77 million new subscribers signed up. This is because of the coronavirus pandemic. Millions of people are watching films and TV shows. Netflix is now one of the world's most valuable companies.

Netflix said the increase is temporary and would go down after lockdown. It said membership growth would slow down. It added: "The coronavirus has reached every corner of the world and...no one knows how or when this terrible crisis will end." Netflix will produce more new shows in the future.

## **Level 1**

The number of new Netflix subscribers doubled in the past three months. Netflix makes and streams movies and TV shows. It said 15.77 million new subscribers signed up this year. This is because of the coronavirus pandemic. Millions of people are staying at home watching films and shows. Netflix is now one of the world's most valuable companies. It is worth more than the oil company ExxonMobil. Its value is around \$196 billion.

Netflix said the rise in membership was probably temporary and would go down after lockdowns end. It said: "We expect viewing to decline and membership growth to [slow down]." It added: "The coronavirus has reached every corner of the world and...no one knows how or when this terrible crisis will end....We are fortunate to have a service that is even more meaningful to people confined at home." Netflix will produce more new shows in the future.

## **Level 2**

Netflix has doubled the number of new subscribers it thought it would get this year. Netflix makes and streams movies and TV shows for subscribers to watch online. The company said 15.77 million new subscribers signed up in the past three months. It expected an increase of half this number. The increase in subscriptions is due to the coronavirus pandemic. Millions of people are staying at home watching films and shows. Netflix is now one of the world's most valuable companies. It is worth more than the oil company ExxonMobil. Its value is around \$196 billion.

Netflix said the rise in membership was probably temporary. It would probably go down and return to normal after lockdowns end. It said: "We expect viewing to decline and membership growth to [slow down as lockdowns] end, which we hope is soon." It added: "The coronavirus has reached every corner of the world and...no one knows how or when this terrible crisis will end....We are fortunate to have a service that is even more meaningful to people confined at home." The company hopes to start producing more new shows in the future.

## **Level 3**

Netflix has more than doubled the number of new subscribers it thought it would get this year. Netflix makes movies and TV shows, and provides a service for subscribers to watch these online. The streaming giant said 15.77 million new subscribers signed up for its services in the past three months. It expected an increase of around half this number. The doubling of subscriptions is due to the coronavirus pandemic. Millions of people are staying at home and are using their free time by watching films and TV programmes. Netflix is now one of the world's most valuable companies. It is worth more than the oil giant ExxonMobil. Financial analysts say its value is around \$196 billion.

A Netflix official said the surge in membership numbers was probably temporary. The rate of new memberships would probably go down and return to normal after lockdowns end. The company said: "We expect viewing to decline and membership growth to [slow down] as home confinement ends, which we hope is soon." It added: "The coronavirus has reached every corner of the world and, in the absence of a widespread treatment or vaccine, no one knows how or when this terrible crisis will end. We are aware that we are fortunate to have a service that is even more meaningful to people confined at home." The company hopes to start producing more new shows in the near future.