

- Standard with ads: \$7.99/month (compared to \$6.99)
- Standard without ads: \$17.99/month (compared to \$15.49)
- Premium: \$24.99/month (compared to \$22.99)

The price increase will affect subscribers in the USA, Canada, Portugal, and Argentina. Netflix explained that the price hike will help “finance new content and improve service for users.”

The price increase occurred as Netflix reported a strong Q4 2024, adding 18.9 million new subscribers and reaching 302 million worldwide. The company also exceeded revenue expectations, reporting a profit of \$10.25 billion (now expected to be even higher).

In addition to the price increase, Netflix announced a \$15 billion stock buyback program.

This followed a similar price increase in October 2023, when the Basic plan without ads was also canceled.