

## Netflix Grows in Europe

Written by Marco Attard  
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Netflix sees "strong" user growth within a limited number of European territories in Q3 2012, quietly launching in the Nordics while UK and Ireland subscribers reach around 1 million.



Customers in Denmark, Finland, Norway and Sweden can now access the video-on-demand service as part of the 4th Netflix regional launch. Nordics subscriber numbers will only appear from Q4 2012, due to the launch being in October.

However the company should see more competition in the Nordics once the HBO GO on-demand service launches the region.

Netflix describes the UK/Ireland market as "expensive" (read: unprofitable as yet)-- chiefly due to tight competition with Sky and the Amazon-owned LOVEFiLM.

International Netflix customers (covering Europe, Latin America and Canada) in Q3 2012 total 4.3m, while international losses total \$92m. Thus further expansion will only take place once Netflix is "solidly profitable" on a global basis.

Go [Netflix Q3 2012 Results](#)

Go [Netflix Nordics](#)

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