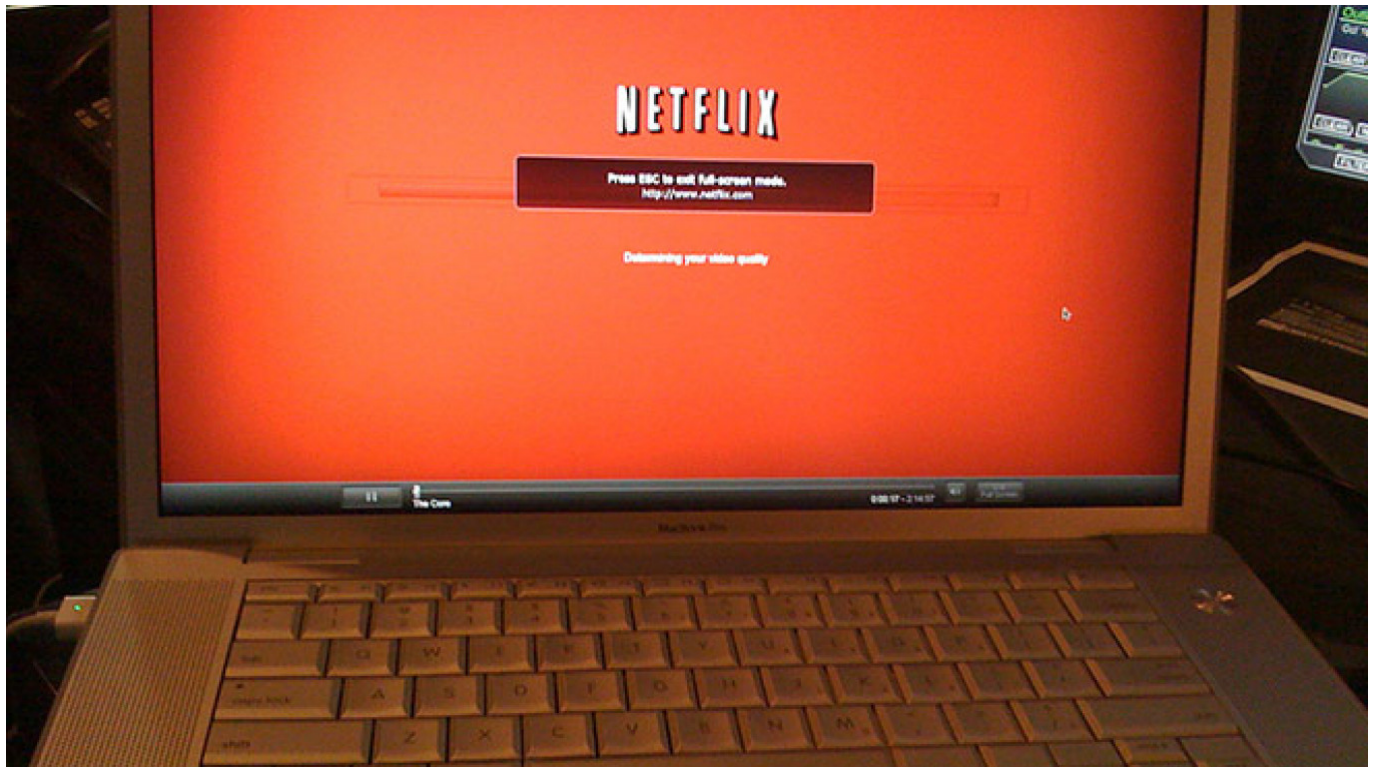


Netflix Set for Russia Launch in January 2016

By [The Moscow Times](#)

January 04, 2016



The American streaming platform Netflix is set for its Russia launch in January 2016, Izvestia newspaper reported.

It will initially be available on Smart TV. "We hope that there will be more licensed content in Russia ... If Netflix is able to offer good content and good service, Russian users could get used to the subscription model," LG Electronics Smart TV Manager Vitaly Svistunov told Izvestia.

Netflix is a subscription-based television and film rental program that provides content via online streaming. It was founded in 1997 in California.

Last year, Netflix expanded to Japan, Cuba, Australia, New Zealand, Italy, Spain and Portugal. They finished last year with 69.2 million streaming subscribers in over 40 countries, including 26 million international subscribers.

Original url:

<https://www.themoscowtimes.com/2016/01/04/netflix-set-for-russia-launch-in-january-2016-a51374>