

# Netflix tops 30 million users worldwide

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"Thirty million of you are now [Netflix](#) streaming members. I'd like to express my gratitude to each of you," chief executive Reed Hastings said on his Facebook page.

"Your choice to be a Netflix member helps us get more content every year, and helps us further improve our member experience. You make it possible for us to offer the most amazing [Internet television](#) experience ever."

Netflix hit the 10 million member milestone in 2009, a decade after it launched its DVD-by-[mail service](#) in the United States.

The number jumped to 20 million members by the end of 2010 with the adoption of the Netflix streaming [video service](#) in the US and Canada.

Netflix is currently available in 51 countries, with Sweden, Norway, Denmark and Finland the most recent additions.

Earlier this week, Netflix reported a fall in profit to \$7.7 million in the past quarter on revenues of \$905 million.

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