

Netflix adds 2 million US subscribers in 1Q

April 22 2013

Netflix's decision to feature original programming on its Internet video service appears to be pulling in more customers.

Numbers released Monday showed [Netflix Inc.](#) added 2 million U.S. [subscribers](#) to its video streaming service during the first three months of the year. Through March, Netflix had 29.2 million U.S. streaming subscribers.

The period was highlighted by the early February debut of "House of Cards," a critically acclaimed series made exclusively for Netflix.

The subscriber growth helped Netflix bounce back from a loss at the same time last year and generate revenue slightly above analyst projections.

The company eked out a profit of \$3 million, or 5 cents per share, in the quarter. That contrasted with a loss of nearly \$5 million, or 8 cents per share last year.

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