

Netflix to stream new online TV series, 'Bloodline'

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Fresh from commercial and critical success with hit shows "House of Cards" and "Orange is the New Black," Netflix on Thursday announced a new online series, "Bloodline," set for release in March.

Set in the Florida Keys, the drama "centers on a close-knit family of four adult siblings whose secrets and scars are revealed when their black sheep brother returns home," the [company](#) said in a statement.

There will be 13 [episodes](#) of the first season of the show, which is streamed online.

The series features stars from television as well as the big screen, including Hollywood's Sam Shepard and Sissy Spacek, the Los Gatos, California company said.

Netflix has pioneered online streaming of original content, including TV shows and films, challenging traditional network and cable broadcasters.

Last week, the company announced a November 21 release date for season three of its Scandinavian-set crime drama "Lilyhammer," about an American gangster living under witness protection in Norway.

Earlier this month, Netflix announced it had recruited comic actor Adam Sandler to produce four films exclusively distributed to its subscribers, in the company's latest foray into cinema.

The streaming company also recently unveiled plans for a sequel to the Oscar-winning movie "Crouching Tiger, Hidden Dragon" that will simultaneously premiere next year on the online streaming service and in selected theaters.

Netflix boasts some 50 million subscribers in nearly 50 countries, following an expansion into several nations in Europe.

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