Netflix to double production of original series next year

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Internet streaming giant Netflix has plans to double production of original series next year, its head of content said Monday.

"We will have about 16 original scripted series this year growing to 31 next year," chief content officer Ted Sarandos said during a conference call with analysts.

Original productions are one of the biggest expenditures for Netflix, which counts on unique content to differentiate it from competitors and attract new subscribers.

The company, Sarandos said, was increasing the scale of its productions while also working to "maintain the quality and excitement" of some of its best-known hits such as "House of Cards" and "Orange is the New Black."

In addition to its series, Netflix also has 10 feature films in various stages of production, from preproduction to just released, he said.

Netflix is available in more than 50 countries and has announced it aims to be present in every country by the end of 2016.

"It's not been an easy road because all of the studios and networks have situated themselves to be regional sellers," Sarandos said.

Netflix, the world's largest video streaming on-demand service, has some

69 million users.

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