



# Shared Netflix Accounts in Households



Exercise 1

## Vocabulary

### measure

NOUN

a plan or course of action taken to achieve a particular purpose

He emphasized the necessity of taking strong **measures**.

### streaming

ADJECTIVE

using data transmitted in a continuous stream

The music **streaming** service is free to users and is supported by advertisements.

### undermine

VERB

to subvert or weaken insidiously or secretly

Criticism just undermines their **confidence**.

### identifier

NOUN

given descriptive names to make the code more meaningful to humans

Versioning is a technique for creating immutable sets with unique **identifiers**.



## Exercise 2

# Article

## Shared Netflix Accounts in Households

Netflix has begun to detail new measures with which it will seek to end the practice of sharing accounts between several households, a plan that it has been preparing for months to increase its number of subscribers.

The streaming platform has already been testing in several Latin American countries some of these novelties that it now plans to extend to the rest of the world, in principle starting in March.

It is in an update of its website in those countries, Costa Rica, Chile and Peru, where the American company reveals how it will ensure that passwords are not shared between several households.

Netflix will make users set a "primary location" and force any device that wants to use the account to connect to that same WiFi network at least once every 31 days.

"People who are not part of your household will need to use their own account to watch Netflix. You may not be able to watch Netflix on devices that are not part of your primary location," the firm explains.

For those who want to share their account with someone who lives outside their home, Netflix has tested in recent months in those three countries the option of adding extra members in exchange for an additional payment, an amount in any case lower than its basic plan.

Netflix warns that a device can be blocked when someone logs in to it outside the main location or if the account is repeatedly accessed from another location and offers the possibility of requesting a temporary code to access the service for 7 days, for example if you are traveling.

"The widespread use of shared accounts (more than 100 million households) undermines our ability to invest for the long term and improve Netflix, as well as to build our business," the company explained last month in a letter to its shareholders.

The terms of use of the platform previously stated that Netflix accounts are intended for people who live in the same household, but for years the company has been permissive with the practice of sharing passwords.

To stop it, the company has also begun to force users to verify devices from which they log in and use information such as IP addresses, device identifiers and account activity to detect which devices are not part of a household.

On the other hand, Netflix announced on Wednesday in a statement improvements in its Premium plan, they include access to "spatial audio" to enjoy surround sound on all devices and without the need for special devices.

In addition, it will allow downloading content for viewing without an internet connection on a greater number of devices, going from a maximum of four to six for premium subscribers.

## Exercise 3



## Question

1. Which particular countries got an update from Netflix about ensuring no sharing of accounts in different households?
2. What was the main solution Netflix executed to prevent shared accounts from different households?
3. In what conditions will an account be blocked by Netflix?
4. What feature did Netflix added to their Premium plan?

Exercise 4

## Discussion

1. Why do Netflix require users to have different accounts for each household?
2. Is the network's approach effective? If yes, how so?
3. What would be the reaction of the users regarding the decision Netflix has made?

Exercise 5

## Discussion

1. Do you use Netflix? What type of show do you usually watch?
2. What's your favorite show on Netflix? Is it still ongoing or finished?
3. Do you have a solo or shared Netflix account with your family/friends?
4. Between Netflix and Youtube, which is more popular? Which has better shows? Which is more convenient to use?