**Netflix Exec: Binge-Watching is About Consumer Control**

Netflix releases all of its episodes for binge-watching to give control back to the consumer, said Vice President of Product Todd Yellin. "It's not about someone telling you that you only get one hour a week, and we're going to slowly parse out the story you're enjoying," he said. Yellin said few users watch entire seasons of a show in one sitting, with most viewing two to three episodes on weekday nights and more on weekends.

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[***http://bgr.com/2016/03/23/netflix-binge-watching-explanation/***](http://bgr.com/2016/03/23/netflix-binge-watching-explanation/)