**Netflix Throws Itself Further Into Original Content**

Netflix is forecast to spend more on original programming than ever before, splitting its global content budget almost evenly between that and licensing costs. In four years, 46.5% of the streaming giant’s projected $18.92 billion budget will go toward originals, compared with 37.8% in 2020.

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<https://www.emarketer.com/content/netflix-throws-itself-further-original-content/?IR=T&utm_source=Triggermail&utm_medium=email&utm_campaign=II20211104NetflixCOTD&utm_term=New%20COTD%202020>