**Netflix Will Count "viewer" After Only 2 Minutes**

 Netflix will begin to count as a "viewer" anyone who watches a program for two minutes or more, a change from its original definition, which involved sitting through a 70% minimum of a TV show or movie. The company, in a letter to shareholders, said two minutes was enough time to prove viewer intention but conceded the move would increase the figures the streamer publicly releases.

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<https://www.nexttv.com/news/netflix-cuts-definition-of-a-view-down-to-2-minutes>