**Netflix Subscriber Base Will Grow With Ads, Expert Says**

The addition of an ad-supported tier could boost Netflix subscriber numbers to 272 million by 2025, Wells Fargo media analyst Steven Cahall predicts. Cahall also forecasts that revenue per subscriber will reach $14.20 per month by 2025.

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[*https://www.nexttv.com/news/analyst-projects-adding-commercials-increasing-netflix-subscribers-by-6-and-earnings-by-20-in-2025?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\_content=5BAC2DAC-B132-4FED-8FD5-3CAB65DAB34C&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.nexttv.com/news/analyst-projects-adding-commercials-increasing-netflix-subscribers-by-6-and-earnings-by-20-in-2025?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=5BAC2DAC-B132-4FED-8FD5-3CAB65DAB34C&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)