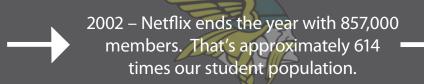
A SERIOUS NET-FLIX-TION

The addicitve sensation that's sweeping the nation

By Lauren Semack

1997 - Netflix is born in Scotts Valley, Calif. by Reed Hastings and Marc Randolph. It's not until 1999 that Netlfix started a free trial, renting out unlimited movies.



2006 - Netflix develops the Netflix Prize, a contest promising \$1 million to the first team to accurately recommend movies and TV shows based on personal preferences.



2012 - Netflix holds more than 30 million subscribers. That is the same as the population of Peru.



2010 - Netflix launches in Canada. In the next year, it surpasses 20 million subscribers with Canada and United States. That's bigger than the population of Australia.



2007 - Netflix introduces the concept of streaming in addition to sending movies to viewers' homes.

Recently watched by North's faculty (From most to least watched)

Breaking HOUSE

Bad

Bad

WEST WING

SHERLOCK





MADMEN



A look into the lives of binge watchers

THE REFORMED WATCHER

GABRIELLE SHIMKO



Senior
Favorite show:
South Park
Series followed: Five
Episodes a week: Six

It's been three years since she's seen the login screen of Netflix.

Senior Gabrielle Shimko cut herself off from the ser-

vice at the end of freshman year, though it had filled her late-night hours with endless entertainment.

"It would get to the point where I would be on it for four hours every night in the summer, and it would be late at night time where it's like you get really bored but you're not tired so it would just get to the point where it would take over my night life," Shimko said

From horror to comedy, Shimko would watch about three episodes of a show plus one or two movies per night.

"I watched countless movies on Netflix but I watched basically *Family Guy, South Park* and like maybe three other series so it's like five series," she said.

Shimko said she would watch her shows, particularly horror movies, off a gaming console which improved viewability.

"I watched them alone," Shimko said. "We used to have an Xbox so I watched it on the big TV and it would kind of make it more scary."

Shimko's family is divided on Netflix usage. While her cousin isn't a fan, her mother gets a movie mailed to their house every once in a while.

"My cousin Jacob, he just doesn't see the point in it ... it takes over your life, like you know?" Shimko said.

Shimko has been Netflix-free for three years, but admits she will likely use it again sometime in the near future.

"I feel l like I will get another one (account) especially for college, like if there's just down time I will end up watching it."

BY EMMA BROCK

PRODUCTIVE PROCRASTINATOR

DAN GILLERAN



Social studies teacher
Favorite show:
Breaking Bad
Series followed: Five
Episodes a week: Three-Seven

Productive procrastination: getting through as many Netflix episodes as possible while avoiding daily tasks. That's

what social studies teacher Dan Gilleran has dubbed binge watching.

"It's probably not the healthiest thing you can do because you're just a total couch potato for that whole day, or for those hours. But sometimes I think your body says that you need to take it easy," Gilleran said. "You can watch the entire first series in a weekend, and then you end up doing just that."

Gilleran watches TV shows along with documentaries for school purposes.

"They are usually, obviously, more social in the aspect ... I just watched one that was on 'happiness' and what makes people happy, which was really cool. I watched one on inequality of income, which was looking at social classes," Gilleran said.

To Gilleran, there is nothing wrong with watching an entire series at once.

"Well personally, I love it. I know some people may disagree. There was an article in the paper saying that you shouldn't do it because the writers meant it to be episodic. You know, that it should be weeks at a time, and you're just watching it all at once," Gilleran said. "But I like the equation that if you're reading a good book, you don't put it down. You don't stop chapter after chapter, you continue to read it, and so I thought that was a neat analogy because if you want to watch it, you can watch it."

BY SYDNEY THOMPSON

NETFLIX ROULETTE

JONATHAN HAWRING



Freshman
Favorite show:
Family Guy
Series followed: Two
Episodes a week: Five

It's a game he plays. His fingers toggle past TV series after TV series. Which one to choose? That's up to fate, a sort of Netflix

roulette. Just wrapping up *Family Guy*, he is now in search of a fresh series.

A Netflix member for approximately two years, freshman Jonathan Hawring said his choices are largely undirected. He picks his series on impulse, finishes and moves onto a new one after.

"Well I just started *Grey's Anatomy*. I actually like it. It's cool. It's entertaining," he said.

Hawring said that his whole family watches Netflix, and while he is watching his shows, they are often watching something else – a series like *Friday Night Lights*, an NBC TV program that ended in 2011.

Although his family tends to gravitate towards a different genre, Hawring said he appreciates that Netflix has shows that stopped airing on TV and can be found in his family's "Recently Watched" section.

"I think it's a nice thing to have. If you heard about a TV show, but you never got into it, most of the time it will be on there. It's a good resource to watch shows," he said.

Hawring said that since returning to school, he hasn't watched it as much as he did in the summer, when he frequented the service daily. A self-proclaimed addict, he claims to keep going back to the show *Family Guy*.

Overall, Hawring said that the appeal to Netflix is the affordability and accessibility.

"It's an easy way to watch shows and movies, and it's cheap."

BY LAUREN SEMACK