

## Are you still watching? Netflix to start canceling inactive accounts, if members don't confirm.

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Netflix users who don't want to see their subscriptions canceled should make sure to answer if they're still watching.



The streaming giant is asking everyone who has not watched anything on Netflix for a year since they joined to confirm that they want to keep their membership, or their membership will be canceled, according to a statement by the company. The <u>company</u> will also have the same process for <u>members</u> who haven't been active in two years.

Members will start seeing these emails or in-app notifications as soon as this week.

These inactive accounts represent less than half of 1 percent of Netflix's overall member base, Eddy Wu, director of product innovation, said in a statement.

Netflix saw in increase in subscription as stay-at-home orders across the nation kept folks at home during the coronavirus crisis.

The influx brings Netflix's total subscriber base to about 183 million subscribers worldwide, 70 million in the U.S. and 113 million internationally.

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