



**To the attention of Mr. Joris Evers**

Netflix Director of Communications for EMEA  
Netflix Inc.  
100 Winchester Circle  
Los Gatos, California  
95032 USA

Dear Mr. R. Evers,

We are writing you from *Plataforma per la Llengua*, a Barcelona based NGO that promotes the Catalan language and fights for the rights of Catalan speakers in all ambits of everyday life. Before anything, we would like to congratulate you for Netflix's implementation in Spain and specifically, the Catalan speaking market.

As you may know, the Catalan language is spoken in four different European states: Spain, France, Andorra and Italy. The majority of its speakers are found within Spain, where Catalan is an official language. In Andorra, it is the only official language. Its 10 million speakers rank Catalan as the 14<sup>th</sup> most spoken language in the European Union. It is used in all ambits of life, including business, administration, advertising, public television, university, etc. It is a language that demands attention, which can be seen in the digital world, where multinational companies such as Google, Microsoft and Apple have all implemented their products with versions in Catalan.

Our motive for writing this letter comes from Netflix's last public announcement related to the Catalan language, which was the refusal of offering existing movies and TV shows with Catalan subtitles. Although there has not been an outright refusal of providing Catalan subtitles in the future, we find that the lack of a public statement on this matter makes us quite preoccupied. As we are a NGO dedicated to the proliferation of the Catalan language, we find it unjustifiable that Netflix would not adapt its policies to support the Catalan-speaking Spanish consumers who could be a large contribution to your new consumer base. Also, we have seen that your current provisional website only offers language selection in Spanish and English. With this in mind, we have also realized that your company has more than adequately adapted to contexts that are very similar to that of the Catalan language, offering subtitled and dubbed materials in languages with less speakers, including Norwegian, Danish and Finnish. Situations that parallel that of the Catalan language include the number of speakers of Swiss or the official plurilingualism of Dutch and French in Belgium, two cases where Netflix has again, more than adequately, provided subtitled materials for its users.

We worry that Netflix has not realized the potential of the Catalan-speaking consumer base. Therefore, we would like to know what efforts have been made to address the plurilingualism of Spanish users, specifically related to making subtitles or dubbed materials available in Catalan, and changes to the website that would proved a better user interface and better communication with Catalan speakers.

We want to take advantage of this opportunity to congratulate you, and will be waiting on your response,

  
Oscar Escuder i de la Torre  
President of Plataforma per la Llengua

Barcelona, 19<sup>th</sup> of October 2015

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