

Netflix hits 50 million US users

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Netflix has passed the 50 million user mark in the US alone, which is a huge milestone. If you compare that to cable users (48.6 million) and satellite users (33.2 million) its a pretty impressive feat. Everyone else is lagging far behind when it comes to streaming and on demand systems and Netflix is pretty much the go-to service if you are giving up your traditional TV service.

On a side note, as Netflix hit 50 million users in the US, 760,000 people in the US cut the cord on their cable service which is up significantly from 120,000 in the same quarter of the year previous.

[Engadget has the full story.](#)

If it wasn't already clear that Netflix has become a mainstay of the American media landscape, it is now. A combination of official data with Leichtman Research estimates shows that, as of the first quarter of 2017, there are more Netflix subscribers in the US (50.85 million) than there are customers for major cable TV networks (48.61 million). This doesn't make it bigger than TV as a whole (the figures don't include 33.19 million satellite viewers), but it's still a big milestone for a streaming service that had half as many users 5 years ago.

Also, internet-only TV subscriptions are playing a small role. Leichtman reckons that there are 1.36 million Sling TV subscribers, and 375,000 DirecTV Now members.