

Netflix raises Standard package price to \$17.99

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Netflix is set to raise its prices again, pushing subscription prices higher. Even though Netflix's revenue has increased significantly in 2024, users will still have to pay more to watch all their favorite shows.

These 3 Netflix packages are going up in price



In the streaming giant's latest earnings report, Netflix announced that it will be increasing the cost of its streaming subscriptions.

As we continue to invest in programming and deliver more value to our members, we'll sometimes ask members to pay a little more so we can reinvest it into making Netflix even better. To that end, we're adjusting prices today on most plans in the United States, Canada, Portugal, and Argentina (which were included in our 2025 guidance we provided in October 2024).

To that end, the following Netflix subscription plans will increase in price:

1. The basic, ad-supported plan will increase from \$6.99 to \$7.99/month.
2. The ad-free plan is now \$17.99/month, up from \$15.49.
3. Premium subscribers will now pay an additional \$2 per month, up from \$22.99 to \$24.99.

This is the first price increase for ad-supported plans. The cost of ad-free plans last increased in January 2022. The most recent price increase for premium members was in October 2023.

Netflix is also adding a new Extra Member with Ads option for \$7.99/month. That will allow someone on an ad-supported plan to add another person outside their household to their subscription. Previously, adding someone outside the home cost an additional \$7.99/month on an ad-supported plan.

Netflix didn't specify exactly when the price increase would take effect. However, Netflix added more than 19 million new subscribers last quarter, a new record, and has more than 300 million subscribers worldwide - all of whom will see a steep price increase.

Streaming video continues to get more expensive

Netflix is a pioneer in video streaming and one of the best services out there, but there are a number of reasons not to subscribe to Netflix — not to mention this price hike after posting massive profits in 2024.

If you're willing to accept the price increase, consider some ways to improve your Netflix experience, such as turning on smart downloads. To save money, there are some upsides to subscribing to Netflix's ad-supported plan and other services like Disney+ and Max.

While Netflix's price hike isn't exactly a surprise, many people will likely continue to pay for the ad-free plan because of the high-quality content and one of the most overlooked parts of the service, the great games that are well worth playing.

See also:

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