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## Press Release

### **Following a request from the Ministry of Communications, Netflix agreed to lower the bit rates of all its streams in Israel**

**The move aims to ensure the smooth functioning of the  
Internet during the COVID19 crisis while maintaining a good  
experience for the Israeli members of the service**

Due to data traffic congestion reported by ISPs in the shadow of the COVID19 crisis (an increase of about 20% - 30% on average), the Ministry of Communications has contacted Netflix to examine the possibility of lowering its broadcasting bit rates rate as has been done in the EU.

Netflix has agreed to comply with the Ministry's request and began reducing bit rates across all its streams in Israel for 30 days. The adjustment will be implemented gradually to avoid further taxing the networks and Netflix traffic in Israel will be reduced over the next week.

**Minister of Communications, MK David Amsalem:** "The Ministry of Communications closely monitors the communications market with an emphasis on the state of the data traffic and the load on the communications networks. I asked Ministry officials to look at ways that would ease the congestion and, among other things, to make an inquiry on this topic to Netflix. I am glad that we have received an attentive ear from the members of the company who responded rapidly and understood the urgency of our request "



## משרד התקשורת

לשכת הדובר

A Netflix spokesperson said: "Following the discussions between the Israel Ministry of Communications and Netflix - and given the extraordinary challenges raised by the coronavirus - we have decided to begin reducing bit rates across all our streams in Israel for 30 days. We estimate that this will reduce Netflix traffic on Israeli networks by around 25 percent while also ensuring a good quality service for our members."

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