

Made in New Mexico watched by the world



In 2018, our positive experience producing series and films in New Mexico inspired us to establish a new production hub in Albuquerque. This decision marked our first purchase of a production studio complex, which included eight sound stages on 28 acres and a rich history of productions, including *The Avengers*, *Breaking Bad*, and *Sicario*, which were partially filmed on the lot.

108
acres

In 2024, we unveiled our newly expanded West Coast production facility, featuring four new soundstages, three mills, one production office, two-stage support buildings, and two dedicated backlot areas across 108 acres.

12
soundstages

The expansion will enable us to enhance our creative output and produce even more compelling films and series for our global audience, further solidifying our commitment to nurturing and growing the thriving production ecosystem in New Mexico.

As part of our commitment to sustainability, the expanded studio incorporates several new features, including on-site solar and battery storage systems, geothermal heating and cooling, all-electric appliances, and 50 electric vehicle fast chargers, including DC fast chargers. These features will help us reduce the studio's carbon footprint, lower operating costs, and improve the production experience.



**Netflix is where people go
to fall in love with new
destinations.**

When people watch movies and TV shows from another country, they feel more closely connected to that culture and have a greater desire to visit and explore that location. With 300M+ members from 190+ countries, Netflix is uniquely positioned to offer members high levels of exposure to diverse, local content.



Since acquiring Albuquerque Studios, New Mexico has proven to be an exceptional production hub for us. It offers a rich tapestry of landscapes, a talented workforce, and a supportive community. We've had the privilege of filming numerous series and films in New Mexico, including *Stranger Things*, *The Harder They Fall*, *Army of the Dead*, and *El Camino: A Breaking Bad Movie*. We even named a crossing in the studio after the latter film's writer and director, Vince Gilligan. We continued this streak with new series filmed on the studio lot, including *Ransom Canyon*, a contemporary Western romance; *Pulse*, a medical procedural; and *The Boroughs*, a new supernatural show.



Our continued investment in this region underscores our commitment to the local community and New Mexico's vibrant cultural and economic landscape. Since 2019, Netflix has directly invested nearly \$575 million in New Mexico productions. When considering other productions that have used Netflix Studios Albuquerque, the overall investment is closer to \$900 million. Additionally, Netflix hired over 4,000 cast and crew members in New Mexico from 2021 to 2023, creating job opportunities in the region.

~\$575M direct investment in NM productions since 2019

4,000+ cast and crew hired in NM from 2021-2023

We want to thank New Mexico Governor Michelle Lujan Grisham, Senator Ben Ray Luján, Albuquerque Mayor Tim Keller, and the numerous vendor partners, including the 2,800 construction workers, who helped make this expansion possible. We are proud to be part of the New Mexico community and committed to bringing more captivating stories to life through the expanded Netflix Studios Albuquerque.



Netflix Studios Albuquerque Grand Opening Ceremony

People who watched local content on Netflix are:

2.4x more likely
to say the country is their #1 travel destination.

1.8x more likely
to want to learn the local language.

1.6x more likely
to have seen local content than people who don't watch Netflix.

Through global research*, we know that people who watched local content on Netflix are more interested in its:



*Basis Research Agency, 2021