

Netflix is now showing ads between episodes to some users

 By [Andy Walker](#)

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Netflix is now showing unskippable advertisements of its other content between episodes, the company confirmed this weekend.



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Users on Reddit's r/Netflix sub noticed the change, which seemingly affected users watching the service through the app on their smart TVs.

“ [When did Netflix start playing ads for their original shows in between episode streaming? \[U.S.\] from r/netflix](#) ”

Users from the UK, Australia and Germany all confirmed that they've experienced something similar.

Netflix [confirmed to Arstechnica](#) that it is “testing whether surfacing recommendations between episodes helps members discover stories they will enjoy faster”.

While the ads may improve the streaming service's ability to serve new content to users, those same users aren't too

excited by the prospect of ads.

Another thread, now boasting over 56 000 positive karma, is pretty clear: “Netflix, the day I see an ad while watching a movie or TV, I will unsubscribe”.

“ [Netflix, the day I see an ad while watching a movie or TV, I will unsubscribe.](#) from [r/netflix](#) ”

Some have already cancelled their subscription.

It's not clear if the service will be rolling out the test to a wider audience or if anyone in South Africa has experienced the tweak.

We've reached out to the company's local team for further clarification

ABOUT ANDY WALKER

Camper by day, run-and-gunner by night, Andy is editor at Merneburn and prefers his toast like his coffee -- dark and crunchy. Specialising in spotting the next big Instagram cat star, Andy also dabbles in smartphone and game reviews over on Gearburn.

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