

App Store complaint report

Netflix · Netflix, Inc. · current version 26.2.0

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-09-30 to 2026-10-22).

Metric	Value
Reviews analysed	300 (299 classified by AI)
Average stars (these reviews)	3.47
Reviews with a complaint	107 (36%)
Storefronts	GB 100, US 100, CA 100
All-time App Store rating (US)	4.75 from 7,486,109 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	44	2.3	26.2.0 (17), 26.1.0 (13), 18.51.0 (7)
Feature requests	42	1.8	26.1.0 (13), 26.0.0 (12), 26.2.0 (10)
Bugs	41	2.3	26.2.0 (24), 26.1.0 (8), 26.0.0 (5)
Ads	19	2.1	26.1.0 (8), 26.2.0 (7), 18.51.0 (3)
Performance	9	2.3	26.2.0 (8), 26.0.0 (1)
Crashes / freezes	7	2.6	26.2.0 (6), 26.0.0 (1)
UX / design	5	1.9	26.2.0 (3), 26.1.0 (1), 18.51.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
26.2.0	137	3.5	34%
26.1.0	78	3.4	35%
26.0.0	50	3.6	38%
18.51.0	33	3.1	39%
17.51.0	2	4.0	50%

Representative quotes

Pricing / subscription

“Your App Doesn’t Work on iPhone – Simply just trying to start up the app and click play and nothing happens ..my subscription is active and can watch it on other devices but not my phone..why am I paying money for something I can’t even use fully.” (1★, v26.2.0, US, 2026-10-21)

“Awful app... – This App has gone awful with it's incessant adverts while streaming movies,they now try to subtly force you to go premium despite the consistent bringing in of old movies,if it wasn't WWE programs that I stream on Netflix,I would have ended my s” (2★, v26.1.0, GB, 2026-10-18)

Feature requests

“Household accounts – Honestly i dont even want Netflix anymore, just because i dont live in the same family household, doesn’t mean we aren’t still a family and now you’re telling me that because i dont live with my parents anymore i cant use my account... and t” (1★, v26.0.0, CA, 2026-10-10)

"Unhinged – Hi so I wanted to play this game unhinged on my tv on my dads account but that doesn't matter the annoying Yh is that it's only on selective tvs which I understand but a lot of people can't afford smart tvs and we tried on Xbox and on virgin media t" (5★, v26.2.0, GB, 2026-10-21)

Bugs

"App won't load – No matter what I do, the app won't load. I have re-downloaded the app literally seven times today and it still won't open a single episode of any show. It'll play the trailers, but not the actual episodes. Super frustrating, I've also restarted" (1★, v26.2.0, US, 2026-10-21)

"Latest update seems broken – Can't be lay any content - just sits and spins - glad you cut workforce - maybe you should have kept the iOS team..." (1★, v26.2.0, US, 2026-10-22)

Ads

"Adding adverts – I find it really money grabbing to add adverts when you are already paying for the service. Alongside the fact that if you own a family plan, and are away from home for a bit, that you have to keep going back home just to continue using the se" (1★, v26.1.0, GB, 2026-10-14)

"Not worth it – Adverts every 10 minutes, price increases and new shows are mediocre at best" (1★, v26.1.0, GB, 2026-10-14)

Performance

"Only still using for a handful of programs – Netflix streaming does have limited lag, and plays smooth so functionality is fine. However most of its programming is frothingly left leaning to the point of being unwatchable. Once a handful of shows are available" (1★, v26.0.0, GB, 2026-10-10)

"Failed to deliver on the horror – Really slow and boring. Too much dull dialogue and not enough interesting scenes." (1★, v26.2.0, US, 2026-10-22)

Crashes / freezes

"Why isn't the movies work? – Is that when I'm trying to play the Lego movie it just put some random voice talking and I can see the movie because it still at the homepage please fix this on mobile" (1★, v26.2.0, GB, 2026-10-20)

"Good shows poor app – I like watching a lot of shows on Netflix. I usually don't have problems on my laptop, but issues often arise with the app. Despite troubleshooting in the app, reinstalling, hard resetting my phone, and searching online for help, nothing " (1★, v26.2.0, US, 2026-10-21)

UX / design

"Just bad – Edit: Netflix is double the price with half of the shows that used to be available. I just found out that Netflix randomly deletes your account and all data if you suspend your subscription for long enough. Also, it is impossible if not extremely d" (1★, v18.51.0, CA, 2026-10-03)

"Household rates aren't for household – Have the premium tier service for years. They updated terms of service so can't watch on mobile devices on cellular and tv at home network for same account (pay to have up to 5 users authorized to watch). They now expect " (1★, v26.2.0, US, 2026-10-20)

The 10 most important fixes

1. Improve content quality [Feature requests · 44 reviews · avg severity 1.8/3 · versions 26.1.0, 26.0.0]

Review the content areas users name; add a "report a problem" button on content.

"Content quality ☹ – Please please please stop making such bad content that underrates the intelligence of the viewer And please please please no more Ben affleck. It's unwatchable" (2★, CA)

2. Justify or adjust the price [Pricing / subscription · 27 reviews · avg severity 2.2/3 · versions 26.2.0, 26.1.0]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"Netflix: Expensive, Unreliable and Absolutely Useless – Netflix has become an absolute joke. I pay good money every month for a premium streaming service, yet I cannot even watch a single programme on an LG Smart TV. The app opens, I can b" (1★, GB)

3. Soften the redesign backlash [UX / design · 20 reviews · avg severity 2.3/3 · versions 26.2.0, 26.1.0]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"horrible – horrible app, doesn't let me stream online anymore and old devices perfectly capable of using it are locked out." (1★, US)

4. Reduce ad frequency and length [Ads · 17 reviews · avg severity 2.1/3 · versions 26.2.0, 26.1.0]

Cap ads per session, avoid unskippable video, and never show ads in the middle of a core task.

“Too many ads – Amount of Ads is too much lately, can’t skip at all” (1★, CA)

5. Ship the most requested feature [Feature requests · 19 reviews · avg severity 1.6/3 · versions 26.1.0, 26.0.0]

Read the quotes below for the exact request; consider a public roadmap.

“One piece – You didn’t add Wano arc and it’s really disappointing I was really excited and I want it to be added please!!” (3★, CA)

6. Fix login / account access [Bugs · 9 reviews · avg severity 2.0/3 · versions 26.2.0, 18.51.0]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

“Dope – Just hate having to sign myself in and verify just because I use it on my phone and laptop every single time.” (3★, CA)

7. Ease paywall pressure [Pricing / subscription · 7 reviews · avg severity 2.3/3 · versions 26.1.0, 26.2.0]

Keep core features usable for free users or explain clearly what is paid; show the paywall less often.

“Stop this dystopian greed! No ads for paying users! – This is pure extortion. I am already paying for a subscription, yet you force 5-7 ad breaks into a single 40-minute episode. Half of them are double ads! I pay specifically to avoid garb” (1★, CA)

8. Fix features broken by the latest update [Bugs · 6 reviews · avg severity 2.3/3 · versions 26.2.0, 18.51.0]

Add regression tests for the features users name in these reviews before the next release.

“Video Stopped Working – Video won’t play for 2 days after last update. All my other 5 streaming apps work fine. HBO, Hulu, paramount, peacock, prime, amc, appletv.” (1★, US)

9. Stop data / progress loss [Bugs · 4 reviews · avg severity 2.2/3 · versions 18.51.0, 26.2.0]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

“Freakin’ reset all the time! – I ‘m going to find a new movie channel that’s not so dang problematic..☹️” (1★, US)

10. Speed up loading [Performance · 3 reviews · avg severity 2.3/3 · versions 26.2.0]

Profile cold start and the slowest screens on older devices; cache content.

“Slow to download – Compared to the other steaming platforms. Netflix is the slowest app for downloading. This is not even a close comparison. No stopwatch needed to see how slow it is.” (3★, US)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.