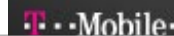


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(Credit: The Oatmeal)

(CBS) - The solution to separate Netflix's online movie streaming service from its DVD-by-mail business (now known as Qwikster) is not going over well with customers. The split announced by co-founder and CEO Reed Hastings continues to anger both current and former subscribers. It's like buying a sandwich in pieces - at least, that's how [The Oatmeal](#) see it.

[Netflix CEO apologizes to subscribers, splits company in two](#)

The Oatmeal, which is full of other awesome illustrations, created this cute comic of an unsuspecting man buying a sandwich he had gotten dozens of times prior. One day, he walks in to the same shop to find that the price has been raised - 60 percent to be exact. He complains



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to the manager who then asks him to come back later.

Taking his customer feedback, the sandwich store manager decided to split the business in two - customers buy buns on one side and the rest of the sandwich (meat, condiments and all) can be purchased at a different location.

How does that fix anything? Exactly.

[Netflix \(NFLX\) stock drops after members jump ship](#)

Netflix has ruffled one too many feathers. The company's stock took a plunge last Thursday, [dropping over 17 percent](#), which was no doubt a reaction to Netflix's announcement that it expects 1 million fewer subscribers by the end of the third quarter.

Back in July, the company made a shocking decision to [raise subscription fees](#) a whopping 59 percent, from \$9.99 to \$15.98. The backlash set in and subscribers threatened to discontinue the service.

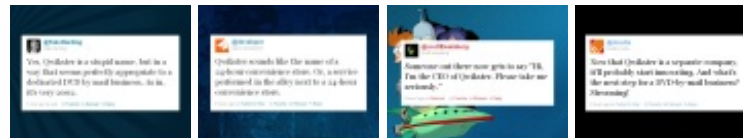
[Complete coverage of Netflix on Tech Talk](#)

[Visit TheOatmeal.com to see the complete comic strip.](#)

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Funny tweets about Netflix's new service, Qwikster

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Ysolt Usigan

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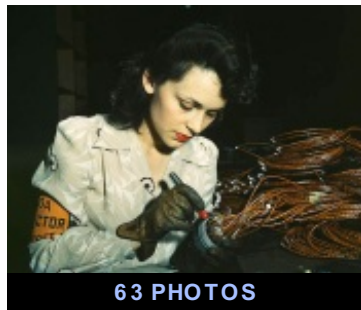
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


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