



## Creating a Personalized Group Watching Experience

# Watching with Friends is Hard

What do we all like?

What have we all not seen yet?



# Current State of Affairs

Fighting over the Remote

Lots of back-and-forth



# Tubely Can Help!

Improves the collective TV watching experience and brings friends together.



# Making TV more social

Bringing people together around a tv



Virtual watching rooms

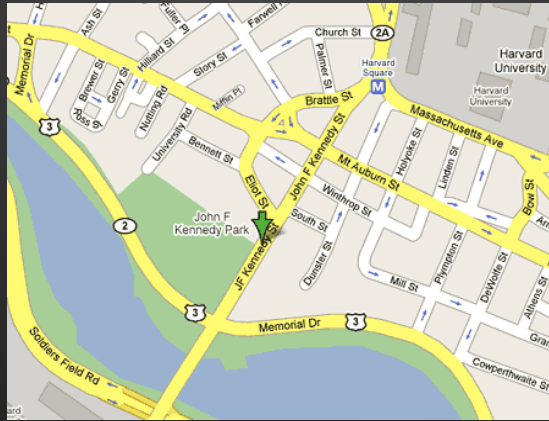


Goal: encourage more real life person-person interaction!



# Situational recommendations

Recommendations based on time, place, and what you're in the mood for, not just viewing history and preferences.



# Using Internet Radio as Inspiration

Queue with suggestions  
Grooveshark, Spotify

Choose qualities  
Pandora



# How Does it Work?

Keep your own playlist of shows you want to watch.

Tubely makes suggestions based on what you and your friends like.

Watch together!



# Your Watchbox

Personalized Queue

Keep track of shows I want to watch

Suggest more when I run out

Throw shows into your watchbox to see later

# Suggestions By Mood

Specify what you are in the mood to watch  
(girly, comedy, reality)

Pandora style tagging for tv shows

Examples:

girly



geeky



trashy



# Implementation

Python Flask server

Jinja templating

HTML/CSS/JavaScript

jwplayer

**DEMO**

# Important Parts

Recommendations for multiple people

Tag-based recommendations

**Recommenders**



# Recommender Systems



# Recommender Factors

Text from TV show descriptions

Reviews and ratings

Watching habits

Nielson numbers

# Additional Factors for Groups

Intersecting profiles might not work

Instead:

Social graph

Viewing histories

Where and when



# New Factors

User generated tagging

Blogs, tweets, status updates

Browsing/reading habits

Cross media collaborative filtering

Purchase history

Time and Place

**Deployment**

# Platforms

Standalone web site

Set top box

Apple TV, Boxee, Google TV, Roku, Tivo

Second screen experience





# Acquisition of Content

Built on top of existing content providers that you already subscribe to (Hulu, Netflix, etc)



# Potential Partners

Content providers

Content producers

Extra tags and content information

Advertisers

Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, with a registered trademark symbol (®) at the end.

facebook®

# Monetization Strategy

Inline advertising

Paid promoted suggestions

Data about collective TV watching



Making TV more **social**

**Situational** recommendations

Customizes tv watching  
with a **unique playlist experience**