

Netflix is looking for a thumbs-up as star ratings fade away

Switch makes it easier on subscribers

By MICHAEL LIEDTKE Associated Press

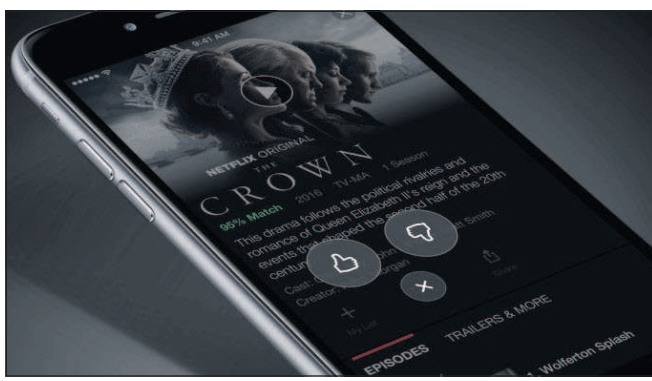
SAN FRANCISCO — Netflix's video-streaming service is officially scrapping its familiar star-rating system...

The service is compressing its familiar one-to-five star system into a simpler choice of thumbs-up or thumbs-down.

the service make better program recommendations.

Netflix believes its star system has been confusing to many people. The five stars allowed subscribers to tell Netflix whether they "hated," "didn't like," "liked," "really liked" or "loved" a particular video.

That was straightforward enough. But the company found that too many subscribers thought the star ratings Netflix posted for videos they hadn't rated reflected the average of all user responses.



Netflix's video-streaming service is scrapping its familiar star-rating system and hoping to get a thumbs-up, the new way that its 94 million subscribers will be asked to signal whether they liked a movie or TV show.

or movie. The number, similar to compatibility predictions on online dating services, will also be drawn from viewing patterns and past ratings, including those previously entered

into the star system.

Although change invariably irks some people, Netflix thinks relatively few of its subscribers will give the streaming service a thumbs-down for abandoning the star system.

"It's easy to see why," Johnson said. "They perceive it as a way to get better suggestions on Netflix, which is something they care about because it helps them find something great to watch really quickly."

Recommending videos is important to Netflix because it wants to limit the odds that

subscribers become bored and cancel. The Los Gatos, California, company needs to keep its subscriber numbers growing to keep investors happy and support its stock price...

Netflix also need rising subscriber revenue to help pay its bills. It plans to spend about \$6 billion on original programming this year.

The stars are fading away after a decade on Netflix's streaming service, although they'll remain on the company's DVD-by-mail program...

THE DAILY ASTORIAN LISTINGS Evening listings FRIDAY-SUNDAY

Table with columns for time slots (6 PM, 6:30, 7 PM, 7:30, 8 PM, 8:30, 9 PM, 9:30, 10 PM, 10:30, 11 PM, 11:30) and rows for various TV channels (KATU, KOMO, KING, KOIN, KIRO, KGW, KRCW, KOPB, KPVT, KPXD, KCPO, TBS, J2, ESPN, ESPN2, NICK, DISN, FAM, FMC, LIFE, ROOT, FS1, SPIKE, COM, HIST, A&E, TLC, DISC, NGE0, TNT, AMC, USA, FOX, HGTV, FX, CNN, FNC, CNBC, BRAV, TCM, SYFY, RFD) listing their respective programs.

Table for SATURDAY EVENING listings with columns for time slots and rows for various TV channels listing their respective programs.

Table for SUNDAY EVENING listings with columns for time slots and rows for various TV channels listing their respective programs.