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
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
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**