Netflix uses a matrix like layout for their recommendations. Each entry in the matrix is a recommended movie, the matrix’s rows is made up of recommendations with a similar theme, the rows are labeled with the corresponding theme. The films in the themed rows may differ from user to user, this happens because Netflix use what they call the “personalized video ranker algorithm.” This algorithm sorts the themed rows based on what the user has previously watched and ranked, but also the films general popularity. This means that they use both content- and collaborative based filtering. Netflix also recommends films based on current events. There are two types of events the algorithm considers. The first one is monthly or yearly trends, for example the algorithm will recommend Christmas films on Christmas, or romantic films on Valentine’s day. The second one is based on one off or short terms events for example extreme weather like hurricanes, or typhoons, in case such an event occurs Netflix will recommend documentaries or films based on the disaster. Netflix also has a themed row for content the user has started watching, but then stopped, they call this the “continue watching row.” Whether the user is likely to resume watching content that has been paused or stopped, is taken into account by the algorithm responsible for sorting this row. The algorithm bases the likelihood of resumption, on what point the user stopped watching and whether similar titles has been watched since. When Netflix generates the frontage for the user all the previously mentioned algorithms mentioned is considered, the weight of each algorithm is different on from user to user, and even on different startups.