Affinity Model

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| Social | Personalization | Streaming | Alerts | Annoyance |
| Friends are Watching | Personalize TV show listings | Subscription cost for each provider | Live up updates would be nice on sports | Hard to keep up with current shows (i.e. premier dates) |
| Get together with friends | Have a favorites list | What streaming service shows what | Too many notifications are counterproductive | Have to go to multiple places to get info |
| Family time, watching show/movie | Restricting adult content | Better sorting for available show on streaming services |  | Annoying when there is no way to categorize ratings |
| Access to view social media reviews on one website |  |  |  | Hate missing real time shows (sports, talk shows etc) |