YOU RATE, WE RECOMMEND - INSTANTLY

REAL-TIME MOVIE MAGIC

WHY IT CLICKS

Keep Viewers Watching

Every rating triggers fresh, tailored picks - just in time for the next binge

See What's Trending

Track viewer taste shifts and ride the trend wave in content, marketing, and licensing

Make Every Promo Count

Serve up what fits - right genre, right user, right now

BUILT TO BINGE

Streaming-Level Speed

No delays. Just dynamic, instant updates with every click

Built on Streaming Tech

Powered by PySpark - scalable, real-time, and ready for the spotlight

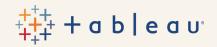**Intelligence BTS**

Continuously learning what viewers love (and skip)

Every rating is a signal. We just know how to listen.

BEHIND THE STREAM

APACHE Spark™ → **databricks** → **+ableau**

Capture and stream new user ratings data in real time using PySpark

Make predictions with built-in Recommendation System (ALS)

Monitor new users behavior shifts & ALS performance

WHY ALS IS BUILT FOR REAL-TIME RECS

Engineered for Big Data
Scales seamlessly across massive data

Parallelized by Design
Computes efficiently across multiple nodes

Lower Error at Higher Scale
Performs better than trees/linear

Faster Training on Distributed Systems
Matrix factorization = speed boost

Top-tier Companies using ALS

NETFLIX **amazon** **Spotify®** **airbnb**

MOVIELENS: OUR STREAMING LIBRARY

20M+
⭐ Ratings

138K+
👥 Users

27K+
▶ Movies

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Real-Time Ratings & ALS Monitoring Dashboards