

Netflix lets US viewers share at Facebook

March 13 2013



Netflix on Wednesday took the long awaited step of letting US users share with Facebook friends what they have been watching at the film and television show streaming service.

Netflix on Wednesday took the long awaited step of letting US users share with Facebook friends what they have been watching at the film and television show streaming service.

A change made to the decades-old Video <u>Privacy Protection Act</u> late last year by Congress cleared the way for California-based Netflix to join the



slew of music sharing services that have synched with the leading social network.

Netflix has previously integrated its service with Facebook outside the United States.

"There are few better ways to find a movie or TV series you'll love than hearing about it from your friends," said Netflix vice president of product innovation Tom Willerer.

"Facebook already makes it easy for our international members to connect with friends over TV shows and movies and we're thrilled to now bring this experience to our US members."

Synching with Facebook is optional for Netflix users. Those who connect to Facebook will see lists of shows or films viewed by friends at the social network, according to Netflix.

"Over the years, Netflix has deepened its Facebook integration to enable people to discover movies through friends and to share what they're watching," said Facebook's Justin Osofsky.

"With their integration, <u>Netflix</u> has a new opportunity to reach the more than one billion people on Facebook."

(c) 2013 AFP

Citation: Netflix lets US viewers share at Facebook (2013, March 13) retrieved 6 May 2024 from <u>https://phys.org/news/2013-03-netflix-viewers-facebook.html</u>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.