

Netflix spruces up service for television screens

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Netflix is reprogramming the way its Internet video subscription service appears on millions of television screens in an attempt to hook viewers for even longer periods.

The makeover of Netflix Inc.'s TV menu starts showing up Wednesday on televisions that connect to the Internet through recently released Blu-ray players, PlayStation and Xbox video game consoles and the Roku 3 set-top box.

The new design includes more visual thumbnails that explain the company's recommendations, including a capsule that offers details about why a particular movie or TV series might appeal to the interests of each subscriber. A blurb about each episode in TV series also appears. If subscribers enable their Netflix activity to be tied to Facebook's social network, the new format lists friends who have previously watched the video.

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