



3 reasons they don't play well together

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WEBSITE	Spring 2005	Spring 2006	Spring 2007	Spring 2008	Spring 2009	% Change Year-Over-Year	% Change From First Measure
Top 100 Aggregate	--	--	74	75	73	-2.7%	-1.4%
Netflix.com	85	85	85	86	85	-1.2%	0.0%
Amazon.com	84	83	83	83	84	1.2%	0.0%
Walmart.com	84	83	82	84	81	3.0%	3.0%

- #1. Customer satisfaction costs
- Avoid the call (=\$20)
- OP is offline, or can't log into OP, or don't remember OP, or ...



- #2. Devices, devices, devices
- No longer “just a web site”
- Devices can’t do OpenID!

- **#3. Liabilities and Laws**
- **Contact info, payment details/history**
- **Rental plans, history, viewing activity**
- **Friends & Reviews**
- **Connected devices**
- **Authorized 3rd party apps,**
- ***When OPs fail, who is liable?***
- ***Whitelisting? Blacklisting?***