# Netflix tests TikTok-style vertical video feed to boost content discovery



# Netflix's New Vertical Video Experience: A Game Changer for Content Discovery?

Netflix continues to refine its strategy in the competitive streaming landscape, announcing a significant upgrade to its user interface. The company's latest initiative introduces a TikTok-inspired vertical video feed, designed to showcase short clips from a diverse range of its content. This marks a notable shift in Netflix’s approach to user engagement, dovetailing with its earlier efforts to integrate vertical video features.

### Why Does It Matter?

Since its inception, the streaming giant has been grappling with user engagement, particularly in the context of how viewers discover new content. In 2018, Netflix rolled out 'Mobile Previews', which offered users 30-second vertical trailers for films and TV shows. These previews were integrated into the mobile app and designed for easy accessibility, allowing users to watch clips without flipping their devices. However, despite initial enthusiasm, the rollout was slow and limited, leaving many users frustrated.

With the advent of the new vertical video feed, Netflix aims to transform content discovery further. Users will now have access to a continuous stream of curated clips, reminiscent of the fast-paced content experience provided by social media platforms. Unlike previous features focused solely on comedic highlights, this feed promises a broader array of genres, thereby catering to a wider audience. The core intent is clear: to entice viewers into fully engaging with the content by making it easy to sample snippets before committing to a longer viewing.

### What's the Plan?

This latest feature, while still labelled as a “limited test,” will be available to users globally over the coming weeks, signifying Netflix's ambition to capture a wider array of potential subscribers. The company aims to facilitate user interaction via social sharing features, allowing individuals to share clips directly with friends and family, bridging the gap between traditional streaming and the social media model.

The vertical video feed will be prominently displayed on the Netflix home page, making it hard to miss. This strategic positioning underscores the importance Netflix places on capturing user attention quickly, particularly in an era where viewers are often bombarded with choices. However, Netflix has subtly clarified that the feed is not intended to replicate the full social media experience; instead, it functions as a tool for content discovery, encouraging users to dive deeper into Netflix's extensive catalogue.

While it remains uncertain whether advertisements will eventually accompany these videos, Netflix executives have indicated that there are no immediate plans for ad integration. The focus appears to be on enhancing the user experience rather than diluting it with commercial interruptions. This cautious approach reflects Netflix’s sensitivity to feedback, particularly in light of its previous attempts at advertising in its streaming model.

### Conclusion

As Netflix continues to experiment with new features, the introduction of the vertical video feed may indeed represent a significant turning point. By marrying the attractiveness of bite-sized video content with the scrolling interface popularised by platforms like TikTok, the streaming service could alter the way users interact with its library.

Should this initiative prove successful, it might not only improve user engagement but also solidify Netflix's position as a forward-thinking leader in the industry—adapting and evolving in the ever-changing entertainment landscape. While the immediate impacts of this feature remain to be seen, it undoubtedly showcases Netflix's ongoing commitment to enhancing the user experience and maintaining its subscriber base in a fiercely competitive market.

## Reference Map:

* Paragraph 1 – [[1]](https://news.google.com/rss/articles/CBMiswFBVV95cUxNV3Nyb0ZXbm9QNXlaOXZCZXF6UjNaalVOUDVHQUt2SzNRTXRKcnpfZzNPY29JTXlrc0xxdnRYMjRKX2JpVzRTdkJTLS0yNFlDZ1UwcjcyMk1iUVM1N3lTUjNsOXNGdmhERzV5NjItOWctd1phM2ZsalVnYkU1bmZUNGtSc196LUxiOUFpWjdCZUdQTE4xYW1fSGpEbkRicndpV3lJcmJCNWpZM29ONkJsSmlIbw?oc=5&hl=en-US&gl=US&ceid=US:en), [[2]](https://www.gadgets360.com/apps/news/netflix-mobile-preview-vertical-video-trailers-go-live-on-ios-android-to-follow-1839812), [[3]](https://www.fonearena.com/blog/245850/netflix-mobile-previews.html)
* Paragraph 2 – [[1]](https://news.google.com/rss/articles/CBMiswFBVV95cUxNV3Nyb0ZXbm9QNXlaOXZCZXF6UjNaalVOUDVHQUt2SzNRTXRKcnpfZzNPY29JTXlrc0xxdnRYMjRKX2JpVzRTdkJTLS0yNFlDZ1UwcjcyMk1iUVM1N3lTUjNsOXNGdmhERzV5NjItOWctd1phM2ZsalVnYkU1bmZUNGtSc196LUxiOUFpWjdCZUdQTE4xYW1fSGpEbkRicndpV3lJcmJCNWpZM29ONkJsSmlIbw?oc=5&hl=en-US&gl=US&ceid=US:en), [[4]](https://appleinsider.com/articles/18/03/08/netflix-bringing-vertical-video-previews-to-iphone-app-in-april), [[5]](https://www.tvtechnology.com/news/netflix-rolls-out-vertical-previews)
* Paragraph 3 – [[1]](https://news.google.com/rss/articles/CBMiswFBVV95cUxNV3Nyb0ZXbm9QNXlaOXZCZXF6UjNaalVOUDVHQUt2SzNRTXRKcnpfZzNPY29JTXlrc0xxdnRYMjRKX2JpVzRTdkJTLS0yNFlDZ1UwcjcyMk1iUVM1N3lTUjNsOXNGdmhERzV5NjItOWctd1phM2ZsalVnYkU1bmZUNGtSc196LUxiOUFpWjdCZUdQTE4xYW1fSGpEbkRicndpV3lJcmJCNWpZM29ONkJsSmlIbw?oc=5&hl=en-US&gl=US&ceid=US:en), [[6]](https://www.marketingdive.com/news/netflix-app-plans-to-add-30-second-vertical-video-previews/518775/), [[7]](https://www.ibtimes.com/netflix-will-add-vertical-video-previews-next-months-mobile-app-update-2660922)

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1. <https://news.google.com/rss/articles/CBMiswFBVV95cUxNV3Nyb0ZXbm9QNXlaOXZCZXF6UjNaalVOUDVHQUt2SzNRTXRKcnpfZzNPY29JTXlrc0xxdnRYMjRKX2JpVzRTdkJTLS0yNFlDZ1UwcjcyMk1iUVM1N3lTUjNsOXNGdmhERzV5NjItOWctd1phM2ZsalVnYkU1bmZUNGtSc196LUxiOUFpWjdCZUdQTE4xYW1fSGpEbkRicndpV3lJcmJCNWpZM29ONkJsSmlIbw?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data
2. <https://www.gadgets360.com/apps/news/netflix-mobile-preview-vertical-video-trailers-go-live-on-ios-android-to-follow-1839812> - In April 2018, Netflix introduced 'Mobile Previews' on iOS, featuring 30-second vertical video trailers for shows and movies. This feature, designed for portrait mode viewing, allows users to browse previews without rotating their devices. Initially available on iOS, the rollout to Android was anticipated soon after. The previews are presented as circular thumbnails, enabling users to tap and view content directly or add it to their watchlist. This initiative aimed to enhance content discovery and engagement on mobile platforms.
3. <https://www.fonearena.com/blog/245850/netflix-mobile-previews.html> - Netflix announced the launch of 'Mobile Previews' in April 2018, offering 30-second vertical video samples of TV shows and movies. Integrated into the mobile app's home screen, these previews are displayed as round icons, similar to Instagram Stories. Users can swipe through up to 75 previews at a time, tapping to watch or add content to their watchlist. Initially available on iOS, the feature was expected to roll out to Android devices subsequently, aiming to improve content discovery and user engagement.
4. <https://appleinsider.com/articles/18/03/08/netflix-bringing-vertical-video-previews-to-iphone-app-in-april> - Netflix announced plans to introduce vertical video previews to its iOS app in April 2018. These 30-second previews, designed for portrait mode viewing, will appear as circular icons on the home screen, resembling Instagram Stories. Tapping an icon will play the preview, allowing users to quickly assess content without rotating their devices. This feature aims to enhance content discovery and engagement on mobile platforms, with a subsequent rollout to Android devices anticipated.
5. <https://www.tvtechnology.com/news/netflix-rolls-out-vertical-previews> - In April 2018, Netflix launched 30-second vertical video previews on its iOS app, allowing users to view content without rotating their phones. Presented as a slideshow, users can tap play or add to their list. The update was expected to be available on Android soon after. Netflix stated that years of testing indicated video previews help members browse less and discover new content more quickly, enhancing the mobile viewing experience.
6. <https://www.marketingdive.com/news/netflix-app-plans-to-add-30-second-vertical-video-previews/518775/> - Netflix announced plans to introduce 30-second vertical video previews for its shows and movies on its mobile app in April 2018. These previews will appear on the home screen as circular icons, similar to Instagram Stories. Users can tap to watch the preview or add it to their watchlist. Initially available on iOS, the feature was expected to roll out to Android devices subsequently, aiming to improve content discovery and user engagement.
7. <https://www.ibtimes.com/netflix-will-add-vertical-video-previews-next-months-mobile-app-update-2660922> - Netflix announced that it will introduce vertical video previews in its mobile app in April 2018. These 30-second previews will appear as circular icons on the home screen, resembling Instagram Stories. Tapping an icon will play the preview, allowing users to quickly assess content without rotating their devices. Initially available on iOS, the feature was expected to roll out to Android devices subsequently, aiming to enhance content discovery and user engagement.