# Netflix's Co-CEO Acknowledges Limitations of Algorithm in Show Selection



Netflix's co-CEO Greg Peters acknowledged that the company's algorithm for selecting shows is not flawless during the Media And Telecoms 2024 And Beyond Conference on Tuesday. Peters pointed to shows like "Top Boy," "Sex Education," and "All Quiet on the Western Front" as examples of content greenlit for their uniqueness rather than algorithmic dictation. He admitted, "If it was just as simple as great algorithms then we would have no flops," indicating the limitations of relying solely on data.

Chris Bird, managing director of Prime Video UK, also spoke at the event, highlighting an increasing trend of viewers choosing ad-supported subscriptions. The service changed earlier in the year and now requires UK customers to pay an additional £2.99 to remove ads. Bird cited significant investments in unique content like "The Lord Of The Rings: The Rings Of Power" and emphasized the importance of partnerships with UK public broadcasters, with Prime Video investing $400 million in these collaborations.