# Netflix to enhance content discovery with AI-powered search and homepage redesign



Netflix is undertaking a significant transformation of its content discovery features by integrating generative artificial intelligence (AI) into its search functionality, aiming to help subscribers navigate its vast library more efficiently. This initiative was announced by CEO Greg Peters during the company’s first-quarter earnings call with investors, where he revealed that Netflix is developing an “interactive search” system powered by generative technologies.

Peters explained the rationale behind this development by noting that most attention typically focuses on a small fraction of Netflix’s catalogue—primarily titles dominating current cultural conversations, which only represent about 1% of all viewing traffic. He said, “There is more room to improve the discovery and recommendation experience, and therefore provide more value for members, and therefore find the biggest audiences for our titles.” This suggests that Netflix is intent on making a wider array of its content readily discoverable to users, beyond just the popular or trending shows and films.

The company has begun to implement this AI-powered search feature on a trial basis. According to a report from Bloomberg earlier this month, Netflix has commenced testing an OpenAI-based search tool with a select group of users in Australia and New Zealand. This experimental rollout signals Netflix’s commitment to fundamentally enhancing how viewers engage with its platform.

Alongside the AI search improvements, Netflix is also updating its user interface in a substantial way—something that has not seen major changes for over a decade. Tests are underway on TV apps for a new standalone homepage design, which will present titles and their descriptions in a more dynamic and engaging manner. Peters highlighted the significance of this redesign: “This Homepage redesign is something that we hadn’t made big structural changes to in over a decade. We believe that this will significantly improve Netflix’s discovery experience. We’ve been polishing and improving that experience based on the input we got from members who used it.”

These efforts come as part of a broader strategy to maintain user engagement and distinguish Netflix in an increasingly competitive streaming market. Despite the media attention given to the AI and interface updates, Netflix’s recent financial performance remains robust. The company reported revenues of $10.54 billion for the first quarter, reflecting a 12.5% growth compared to the same period the previous year.

By investing heavily in AI-driven search and a refreshed interface, Netflix is positioning itself to not only improve user experience but also to retain subscribers in a market where audience attention can be fleeting. The move towards smart, interactive search functionalities marks a strategic evolution aimed at surfacing a greater diversity of content, which may help to attract and sustain viewers as the streaming landscape continues to evolve. The techi.com publication is reporting on these ongoing developments as Netflix experiments with these new tools and looks forward to rolling them out more broadly later in the year.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://techcrunch.com/2025/04/18/netflix-is-revamping-search-with-ai-to-improve-discovery/> - This article corroborates Netflix's announcement of developing an interactive search system powered by generative AI to improve content discovery, as revealed by CEO Greg Peters.
* <https://www.inbenta.com/ai-this-week/netflix-tests-ai-powered-natural-language-search/> - It supports the claim that Netflix is testing an AI-powered search tool developed with OpenAI, available to select users in Australia and New Zealand, allowing discovery through natural language queries beyond traditional genre or title searches.
* <https://www.engadget.com/apps/netflix-is-reportedly-testing-a-search-function-powered-by-openai-190025983.html> - This source verifies the trial rollout of the OpenAI-powered search feature on iOS devices in Australia and New Zealand, confirming the functionality that lets users search by mood or detailed descriptions rather than exact titles.
* <https://www.mirrorreview.com/news/netflix-tests-new-ai-search-engine/> - It confirms that Netflix is experimenting with a new AI search engine powered by OpenAI that enables users to find content based on mood or natural language.
* <https://techcrunch.com/2025/04/18/netflix-is-updating-its-tv-app-homepage-for-the-first-time-in-a-decade/> - This article details Netflix's ongoing redesign of its TV app homepage, presenting titles and descriptions in a more engaging way, aligning with the statement about the significant UI update not seen for over a decade.