# Netflix unveils AI-powered interface revamp to transform content discovery



# Netflix Unveils Comprehensive Interface Overhaul with AI Integration

Netflix has embarked on a significant redesign of its interface, marking its most substantial update in over a decade. The revamp features a new OpenAI-powered search tool and a redesigned homepage, aimed at enhancing user experience and simplifying content discovery. This initiative comes at a crucial time as Netflix seeks to bolster engagement and retain its substantial subscriber base amid shifting market dynamics.

## What’s Changing on Your Screen?

Effective from May 19, 2025, users will encounter a revamped television interface that replaces the traditional sidebar with a streamlined top navigation bar. This new layout provides immediate access to key sections, including Search, Shows, Movies, and Games, while also introducing a “My Netflix” hub. This hub serves as a centralised space for users’ watchlists and ongoing titles, thereby simplifying content management.

The homepage is now adorned with eye-catching badges like “Emmy Award Winner” and “#1 in TV Shows,” designed to assist users in making informed viewing choices. Notably, the new interface allows users to hover over a title to expand its cover art, revealing detailed information such as synopses, runtimes, and cast details — all aimed at reducing navigation time.

## AI-Powered Search: A Conversational Approach

Central to this overhaul is Netflix’s innovative generative AI search feature, powered by OpenAI's ChatGPT. This tool allows users to search for content using natural language; for instance, typing “I want something funny and upbeat” yields tailored recommendations. Currently in an opt-in beta phase for iOS users, the platform intends to extend this functionality in the near future.

The capability of the AI search tool to adapt in real-time to user interactions represents a significant leap in personalisation. By analysing viewing habits and preferences, Netflix aims to mitigate decision fatigue and enhance overall user satisfaction. Co-CEOs Greg Peters and Ted Sarandos have noted the transformative potential of this AI technology, not only to refine recommendations but also to assist content creators in enhancing quality without inflating costs.

## Mobile Enhancements: Vertical Video Feed

On mobile devices, Netflix is introducing a new vertical video feed that features short clips from shows and films. Users will have the option to scroll through these clips and easily tap to view full content or share it with friends. This aligns with contemporary trends in mobile content consumption and aims to further optimise engagement within this demographic.

## Strategic Implications

Currently serving over 300 million subscribers worldwide, Netflix’s interface redesign and AI integration are strategically targeted at increasing viewer engagement, particularly in its ad-supported tier. By facilitating easier content discovery and enhancing personalisation, Netflix hopes to elevate viewing times and subsequently boost ad revenues. The streaming platform is acutely aware of the competition, notably from YouTube, which holds a 12% share of U.S. TV viewership in contrast to Netflix’s 8%.

The rollout of these updates underscores Netflix’s commitment to evolving its platform and maintaining its competitive edge in the streaming industry. As users begin to experience these features globally, they can anticipate a markedly more intuitive and tailored viewing experience, reflective of shifting consumer expectations in an increasingly crowded market.

In summary, Netflix's extensive interface update coupled with AI advancements represents not just a response to market pressures but a proactive strategy aimed at redefining user interaction in the digital streaming landscape.

## Reference Map:

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* Paragraph 5 – [[1]](https://news.google.com/rss/articles/CBMigwFBVV95cUxNOHZyV0Uyb1ltVmkzZVpGTGVoY3VqcDcxbnRISjlhQnQ1WFJ3RUZJcDh0b3UyRFRmSDQydEQtRjJSM2oyNFB2M1BkQzNScjFZRTUzWm9PTEg3RmVxZ0Q3eHp1eGNXVS1INExsTU95RmhrMFBvUnFNMHE1QUl5ZzgyWDRuZw?oc=5&hl=en-US&gl=US&ceid=US:en), [[6]](https://observatorial.com/news/technology-and-science/1308377/netflix-brings-openais-artificial-intelligence-to-its-research-system/)

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## Bibliography

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2. <https://www.reuters.com/business/media-telecom/netflix-revamp-tv-app-interface-launch-ai-powered-search-ios-users-2025-05-07/> - Netflix announced plans to revamp its TV app interface and introduce a generative AI-powered search feature for iOS users. The new features aim to enhance the user experience through a redesigned homepage, improved content recommendations, and repositioned search and 'My List' options for better accessibility. The AI-powered search will enable users to find content using natural, conversational language, such as 'I want something funny and upbeat.' Additionally, Netflix will soon test a vertical video feed on its mobile platform, allowing users to scroll through clips of shows and movies and tap to view the full version. These updates come as Netflix aims to retain and grow its user base amid concerns about a potential U.S. recession affecting consumer spending. ([reuters.com](https://www.reuters.com/business/media-telecom/netflix-revamp-tv-app-interface-launch-ai-powered-search-ios-users-2025-05-07/?utm_source=openai))
3. <https://tldr.tech/design/2024-06-10> - Netflix's first major redesign in a decade replaces the left-hand menu with a horizontal menu bar. Users can now hover over individual tiles for a beat to trigger a clip from a show or movie along with a text description and more information about it. The 'New and Popular' and 'My List' tabs are gone, the 'Discover' feature has been made more prominent, and navigation has been simplified to adapt to a new streaming landscape that includes live sports and games. ([tldr.tech](https://tldr.tech/design/2024-06-10?utm_source=openai))
4. <https://fortune.com/2015/05/20/netflix-website-design/> - Netflix is undergoing a design upgrade to its website, aiming to align it more closely with the mobile and gaming console interfaces. The update will replace the scrolling carousel with larger thumbnail images that can be expanded to show more information, enhancing navigation speed. This marks Netflix's first significant desktop overhaul since 2011. ([fortune.com](https://fortune.com/2015/05/20/netflix-website-design/?utm_source=openai))
5. <https://investororacle.ai/blog/netflix-explores-ai-technology-to-enhance-user-experience-and-content-creation/> - Netflix is focusing on artificial intelligence (AI) to improve user experience and content creation. Co-CEOs Greg Peters and Ted Sarandos highlighted the potential of generative AI to enhance content recommendations and personalization. AI is envisioned to dynamically curate and personalize the home screen based on individual viewing habits, current trends, and mood indicators. Sarandos emphasized that AI would assist creators rather than replace them, aiming to improve quality without reducing costs. ([investororacle.ai](https://investororacle.ai/blog/netflix-explores-ai-technology-to-enhance-user-experience-and-content-creation/?utm_source=openai))
6. <https://observatorial.com/news/technology-and-science/1308377/netflix-brings-openais-artificial-intelligence-to-its-research-system/> - Netflix has started testing a new advanced research function based on OpenAI's artificial intelligence, allowing users to conduct more detailed searches, including subjective elements like the viewer's mood. The system goes beyond traditional classifications by genre or actor, offering a more sophisticated and personalized interaction with the platform. Currently, the feature is in beta for a limited number of users in Australia and New Zealand on iOS devices, with plans to gradually extend to the United States. ([observatorial.com](https://observatorial.com/news/technology-and-science/1308377/netflix-brings-openais-artificial-intelligence-to-its-research-system/?utm_source=openai))
7. <https://mingooland.com/2025/04/netflix-is-testing-a-new-openai-powered-search/> - Netflix is testing a new OpenAI-powered search feature that allows users to search for content using natural, conversational language, such as 'I want something funny and upbeat.' The feature is currently available as an opt-in beta for iOS users in Australia and New Zealand, with plans to expand to the United States in the coming weeks and months. ([mingooland.com](https://mingooland.com/2025/04/netflix-is-testing-a-new-openai-powered-search/?utm_source=openai))