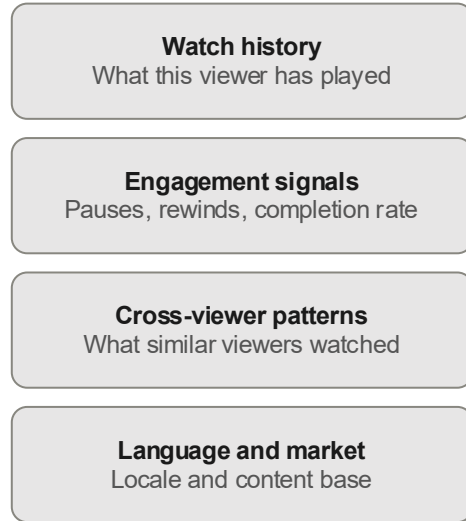


EPISODE 8

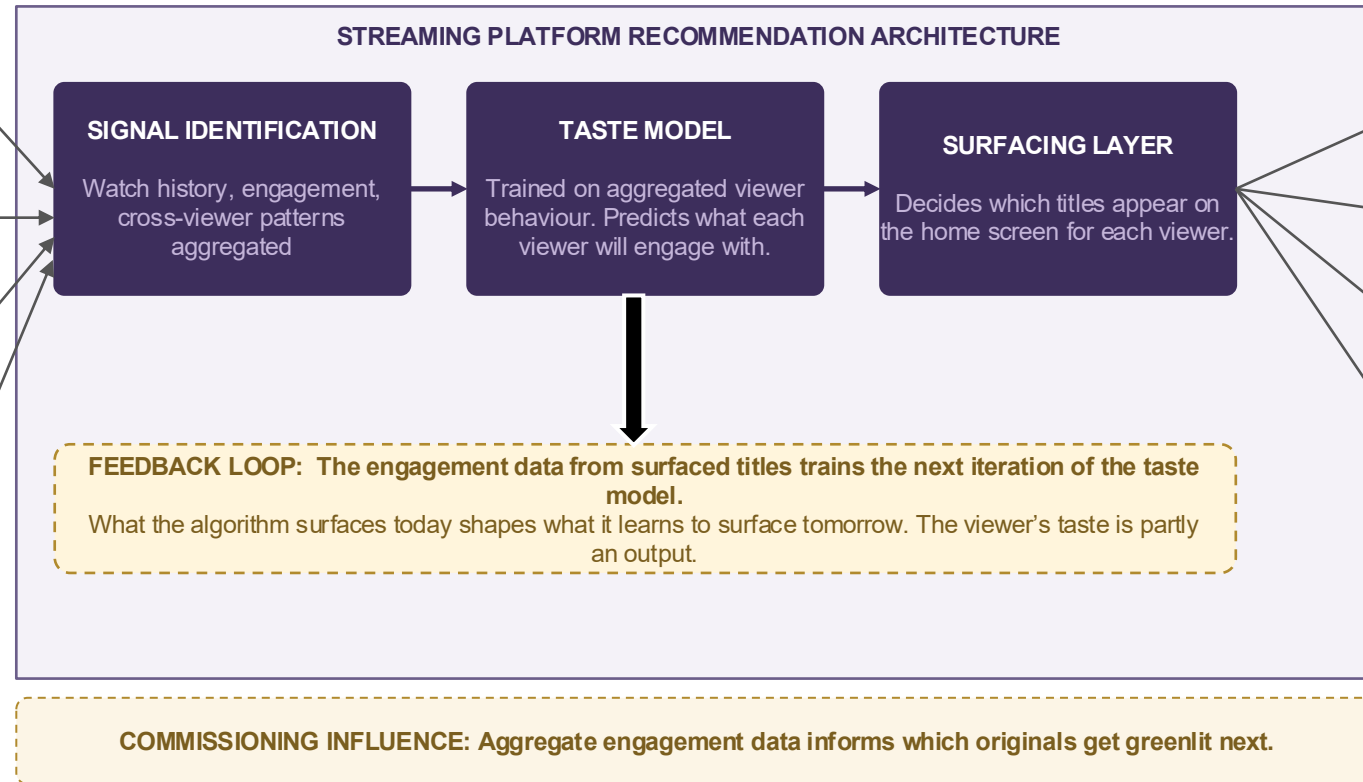
Streaming Redesigned Entertainment: Who Wrote the New Rules?

Inputs / Viewer signals

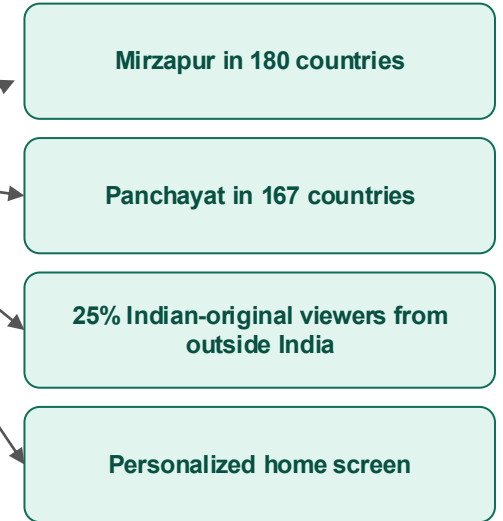


Whose interests it serves

Hindi-language urban high-budget originals, platform commissioning, viewers in the model's learning set
What the recommendation infrastructure was trained to surface, and what gets commissioned next as a result.



Outputs / What gets surfaced



The relationship is service-oriented in one direction only. The other direction is design.

Excluded: three populations the recommendation infrastructure does not surface

Indian originals that do not travel *In the catalog, not in the surfacing layer*

Tamil, Telugu, Bhojpuri, and Marathi originals exist but are not pushed to non-regional audiences. An original never surfaced beyond its language base has not been distributed. It has been catalogued.

UGC creators *Uploaded but never surfaced*

Distribution cost is zero; discoverability cost is enormous. The recommendation engine replaces the broadcaster as the gatekeeper. The new barrier is less visible because no human declines to broadcast you.

The viewer's own taste *Authored by the engine, then served back as preference*

What the viewer likes was shaped by what the algorithm surfaced first. Over time, the recommendation engine becomes the primary author of the taste it is said to be serving. The viewer experiences autonomy; the algorithm experiences a closed loop.