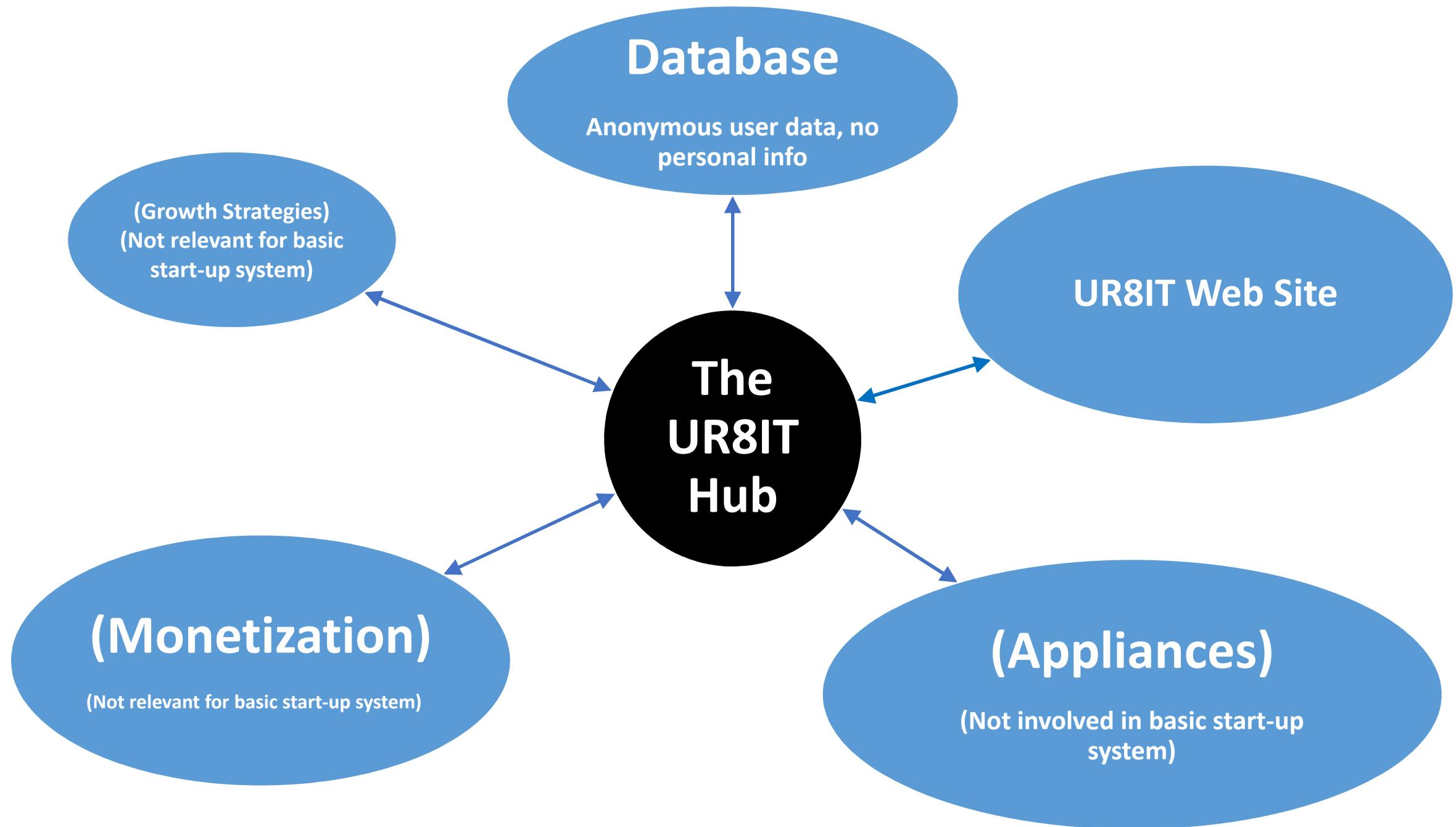# UR8IT

The Inevitable Future Of Entertainment Listing And Recommendation Services

- User Scoring System

- Determining A User's Enjoyment Criteria

- Website Integration

- Giving Recommendations To The User

Database

Anonymous user data, no personal info

(Growth Strategies)
(Not relevant for basic start-up system)

The UR8IT Hub

UR8IT Web Site

(Monetization)

(Not relevant for basic start-up system)

(Appliances)

(Not involved in basic start-up system)

First, There's The Database

A few thousand movies and TV shows, graded on multiple factors (many more than are shown here), to start the system rolling. All "In The Cloud", of course, for easy interaction between UR8IT, its users, site partners, Reward Partners, etc.

The same cloud contains user data.

Title	Genre	Year	Violence	Sex	IMDB	Actor 1
Fight Club	Drama	1999	10	5	8.9	Brad Pitt
Being John Malkovich	Drama – Comedy	1999	3	3	7.8	John Cusack
Armageddon	Drama	1998	4	2	6.6	Bruce Willis
Adaptation	Drama	2002	3	2	7.7	Nicolas Cage

A User Submits Their Own Scores To Get The System Started

The user gives us their score from 1 – 100 on at least 50 movies. Simple, clean interface, easy to use with no distractions.

Done via UR8IT web site.

Welcome Back Anon2847!

We've got some more movies for you to score (if you've seen them) to strengthen our ability to give you great recommendations!

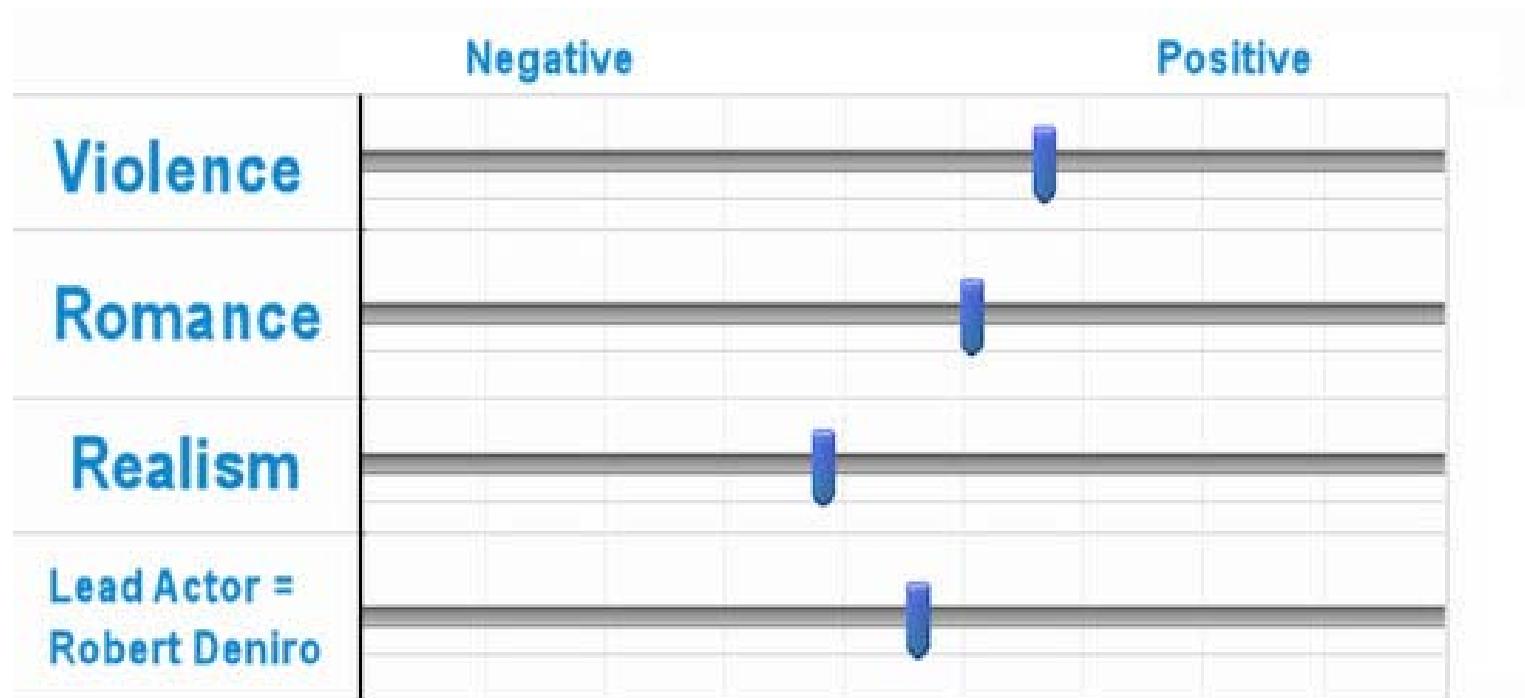| Being John Malkovich: | 88 |
Mad Max Fury Road:	
Toy Story 2:	78
Fight Club:	96
Moulin Rouge:	55
Raging Bull:	88
Adaptation:	93

Submit

Remember, for every unit you score, you earn 1 point in our **rewards system**!

Now The System Can Figure Out:

- What factors correlate with the user's enjoyment of a specific genre and medium
- Whether those factors affect the user positively or negatively, and to what degree
- **This math will be GREATLY SIMPLIFIED during the start-up version of this application**

For example, in the movies/drama category, some of the user's dozens of factors might be:

Now We Can Deliver Predictive Scores

When new shows and movies come along, we can provide the user with a predictive score (push or pull) on the web site:

Hi again, Anon2847!

Here are the latest movies we've analyzed, with your predicted scores.

As always, we have not included anything that violates your "Do not show" **rules**.

Jurassic Planet   **72**

Toy Story 12   **65**

We'll check in again next week!

You have 127 Points to redeem in our Rewards Center.

Rewards Center: Will not be functioning during start-up phase of the application.

Rules: Probably not functioning during start-up phase, depending on difficulty level.

Overview Of A Score Calculation

Let's take the example of Fight Club. The system uses the 8 factors that have the strongest correlation (which can be +ve or –ve) to the user's tastes, and ignores dozens of other less predictive factors. For example, violence is high but that may be of no predictive value for this particular user and genre. Of the 8 factors, each contributes to the score according to their strength. Red scores are actually Yes/No, <u>or</u> only their correlation is used for the score. Some scores are "Yes" (10) while some are from 1-10. This is a simple arithmetic example; the actual system's math will eventually be more complex when we have real mathematicians working for us.

Factor	Movie Score	User Correlation	% Of Score
Anti-Establishment	9	.83	12.5
Psychodrama	10	.93	14
Brad Pitt (top bill)	10	.77	11.6
Ed Norton (2nd bill)	10	.72	10.9
IMDB Score (users)	8.9	.76	11.5
Critic Match Score Avg.	8.8	.90	13.6
David Fincher (director)	10 (Yes)	.80	12.1
UR8IT Peer Match Score	9.1	.92	13.9

12.5%(.83x10) +
14%(.93x10) +
11.6%(10) +
10.9%(10) +
11.5%(8.9) +
13.6%(8.8) +
12.1%(10) +
13.9%(9.1) =

Predicted Score of **9.2847** for Fight Club for this specific user and their past scoring of drama movies.

SUMMARY: We find the factors that consistently affect a user's enjoyment, and use those ones to predict their score.

Recommendation Services

When the user is looking for something to watch, we can scan the database of "old" movies and shows and make recommendations. Scheduled or on-demand, and delivered only on the UR8IT web site during start-up phase of application.

Movie Recommendations

Here is your list, Anon2847, with your predicted scores.

Adaptation	97	Your Score:	[__]
The Shawshank Redemption	95	Your Score:	[__]
Toy Story	94	Your Score:	[__]
Schindler's List	94	Your Score:	[__]
Fight Club	93	Your Score:	[__]
Toy Story	92	Your Score:	[__]

[Submit Scores]