

hacking netflix

lightning tour of the netflix public api

Bill Scott

Director, UI Engineering

Ajax Experience '08

the team*



*These guys get the credit (I am just the one talking about it :-)

clockwise from top-right: Anuradha Sonvane, Priya Poolavari, JR Conlin, Adam Durfee, Michael Hart, Team, Jeff Marsh, Michael Cohen

hard to hack with just rss

The screenshot shows the Netflix website interface. At the top, the Netflix logo is on the left, and user links for 'Bill Scott', 'Your Account', 'Buy / Redeem Gift', and 'Help' are on the right. Below the logo is a navigation bar with buttons for 'Browse DVDs', 'Watch Instantly', 'Your Queue', 'Movies You'll ❤️', 'Friends & Community', and 'DVD Sale \$5.99'. A search bar is located to the right of these buttons. The main content area is titled 'RSS Feeds' and includes a welcome message 'Welcome, Bill Scott'. It contains a detailed explanation of what a Netflix feed is, the types of feeds available (Personalized and Public), and a disclaimer. A 'MEDIA CENTER' sidebar on the right lists various links. The 'Personalized Feeds' section lists links for Queue, Queue To Watch Instantly, Most Recent Rental Activity, Movies At Home, Recommendations, and Movie Reviews, each with its corresponding RSS URL. The 'Public Feeds' section lists links for Netflix Top 100, New Releases, New choices to watch instantly, Top all time choices to watch instantly, and Last week's top choices to watch instantly, also with their respective RSS URLs.

NETFLIX Bill Scott | Your Account | Buy / Redeem Gift | Help

Browse DVDs Watch Instantly Your Queue Movies You'll ❤️ Friends & Community DVD Sale \$5.99

Movies, actors, directors, genres Search

Welcome, Bill Scott

RSS Feeds

What is a Netflix feed?

A Netflix feed is a method of allowing information from the Netflix website to be published elsewhere on the web in a standard XML format that can be accessed via a URL ("Feed"). Netflix offers Feeds in formats of its choosing, such as RSS and Atom formats, to create a convenient way to pass information about movies and television shows generally and/or your Netflix account to feed readers and/or websites incorporating feed readers of your choice.

Personalized and Public Feeds

Netflix offers two types of Feeds. The first are personalized Feeds, which provide information about your Netflix account. You must log into your Netflix account to obtain a personalized Feed. By obtaining personalized Feeds and using them in a non-Netflix website or feed reader application, you are agreeing to send information from your Netflix account to that non-Netflix website or application. The second type of Feeds available from Netflix are public Feeds, which provide general movie and television show information without personalization to the Netflix user.

By using or obtaining a Feed, you accept and agree to be bound by the [Terms of Use for Sending or Receiving Feeds](#)

Personalized Feeds

[Queue](#)
<http://rss.netflix.com/QueueRSS?id=P1313617741511164285105739973772999>

[Queue To Watch Instantly](#)
<http://rss.netflix.com/QueueEDRSS?id=P1313617741511164285105739973772999>

[Most Recent Rental Activity](#)
<http://rss.netflix.com/TrackingRSS?id=P1313617741511164285105739973772999>

[Movies At Home](#)
<http://rss.netflix.com/AtHomeRSS?id=P1313617741511164285105739973772999>

[Recommendations](#)
<http://rss.netflix.com/RecommendationsRSS?id=P1313617741511164285105739973772999>

[Movie Reviews](#)
<http://rss.netflix.com/ReviewsRSS?id=P1313617741511164285105739973772999>

Public Feeds

[Netflix Top 100](#)
<http://rss.netflix.com/Top100RSS>

[New Releases](#)
<http://rss.netflix.com/NewReleasesRSS>

[New choices to watch instantly](#)
<http://www.netflix.com/NewWatchInstantlyRSS>

[Top all time choices to watch instantly](#)
<http://www.netflix.com/TopWatchInstantlyRSS>

[Last week's top choices to watch instantly](#)
<http://www.netflix.com/TopWatchInstantlyThisWeekRSS>

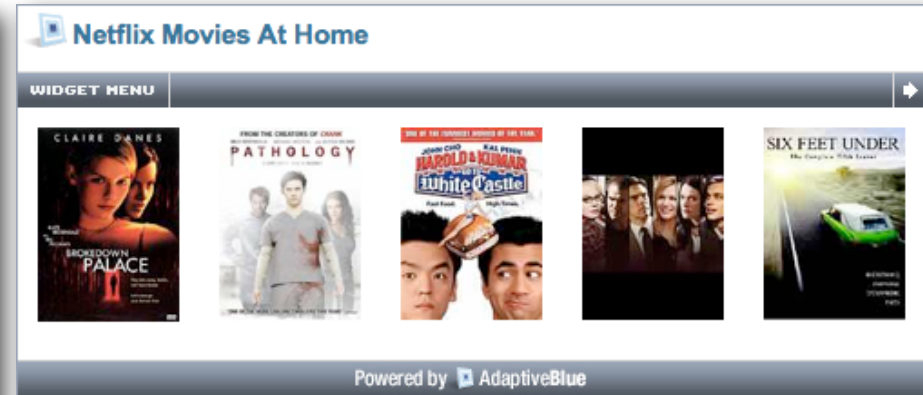
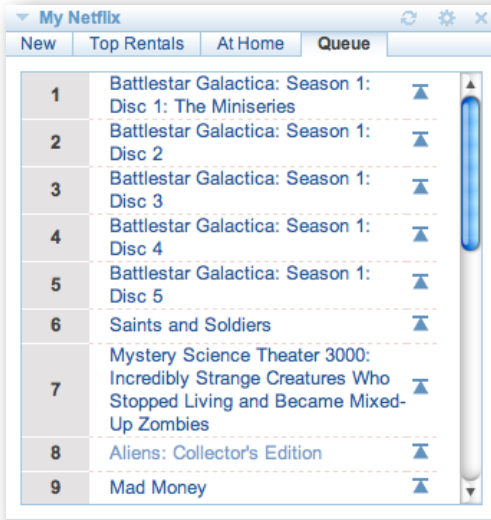
MEDIA CENTER

- Press Kit
- Press Releases
- Management
- Image Library
- Upcoming Events
- Investor Relations
- Contact Public Relations

RSS

[Back to Browse](#)

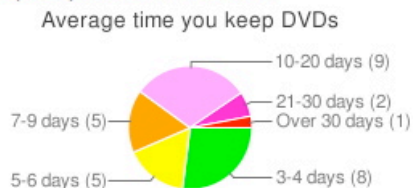
still some innovated



Why should you join FeedFlix?

» **Figure out** how much each Netflix rental is costing you.

» **Track** how many movies you are watching and compare yourself with others



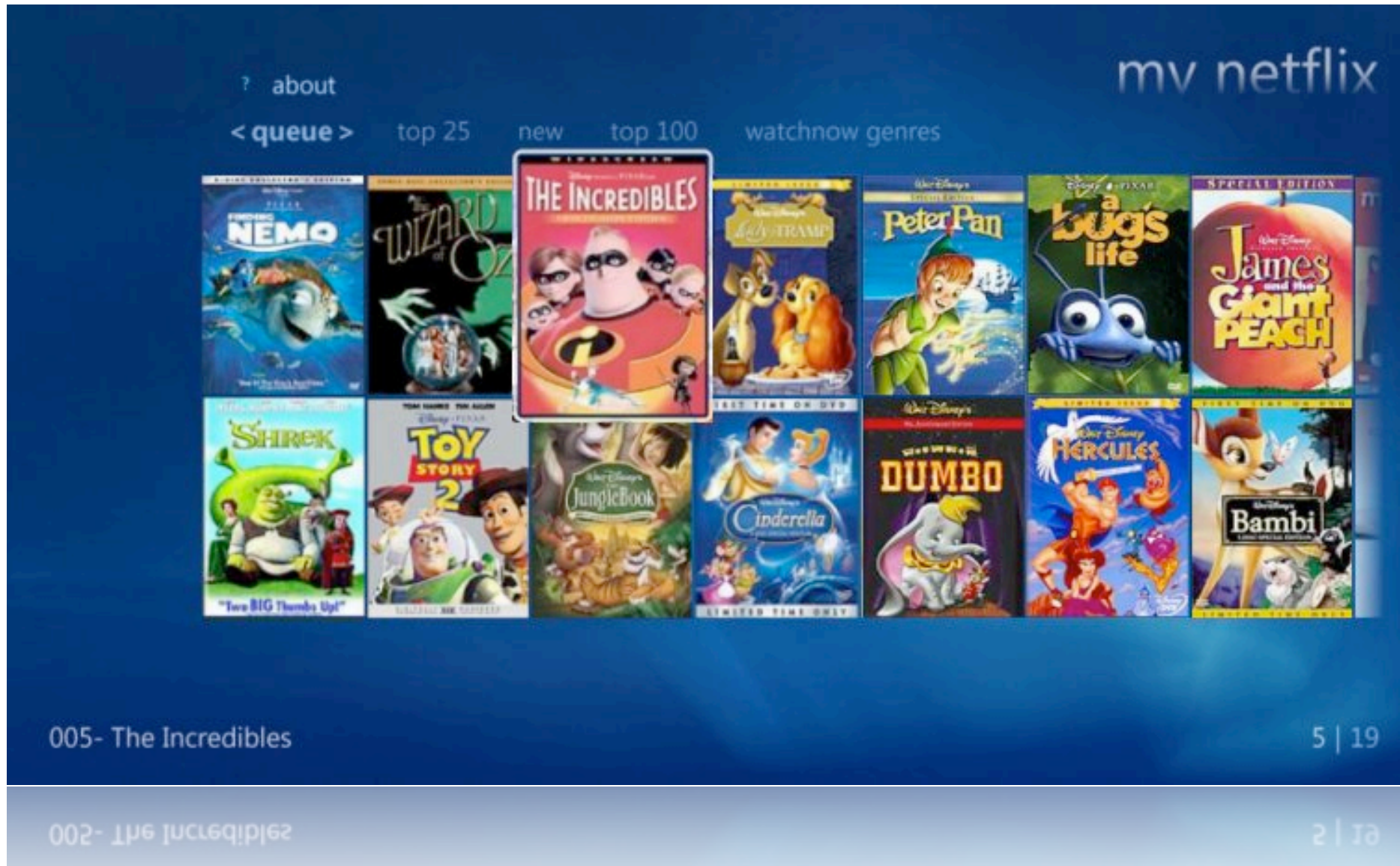
» **Discover** who else is watching or waiting for the same movies as you are

» **Share** your Netflix Queue and Reviews with anybody (even if they aren't Netflix members).

» **Effortless** Zero ongoing effort. Your FeedFlix page is always up to date with your Netflix account

and some innovated via scraping!

- Media Center Player



very hard to maintain



Netflix Freak has been discontinued.

After much discussion, we have decided to discontinue development of Netflix Freak. We will make every effort to continue to support the product as long as we feasibly can.

Keeping up with changes on Netflix's website without direct access to their data has proven to consume too many resources relative to our sales, and in some cases, we have been unable to keep existing functionality working properly. Also, Netflix has made significant changes to their site (such as drag-and-drop rearrange in the queue) that have made our product less compelling.

For those that have lost or need a serial number, you are free to use: `TLAFNFX000-2984-M577-8C8N-A1D7-CX0V`

public api

widgets

rest

feeds

widgets

NFLX Testing

MONDAY, MARCH 3, 2008

Movies

Spiderman 3 is a cool movie.. you should add it to your netflix Queue!!!



Or Planet Earth - The Complete Collection



Or a title that is both IW and DVD



Play movie - No_End_in_Sight



Play some TV - The Vicar of Dibley





Beta is still in progress & we're listening to you!

[Track changes & give feedback here >>](#)

[HOME](#) [MOVIES](#) [DVD](#) [CELEBRITIES](#) [NEWS](#) [CRITICS](#) [PHOTOS & TRAILERS](#) [THE VINE](#) [FORUMS](#)

[Box Office](#) | [In Theaters](#) | [Opening](#) | [Upcoming](#) | [Best Of](#) | [Certified Fresh](#) | [Showtimes](#) [Register for FREE SITE & special features!](#) | [Log In](#) | [What is RT?](#)



FREE* phones



Get a free phone

*Signif. restrictions apply

SEARCH



Showtimes & Tickets



Find a movie or celeb or critic here!

SEARCH

powered by Google

MOVIES/ON DVD/ THE SOPRANOS - THE COMPLETE FIRST SEASON



The Sopranos - The Complete First Season (1999-2000)

T-Meter Critics

Top Critics

RT Community

My Critics

My Friends

DVD

100%

TOMATOMETER



Reviews Counted: 13
Fresh: 13 Rotten: 0
Average Rating: 9.3/10

Runtime: 11 hrs 36 mins

Synopsis:

This set includes the first 13 episodes of HBO's outstanding Emmy-winning series THE SOPRANOS, created by David Chase. Join Tony Soprano and both of his families—wife and kids, fellow wiseguys—as they try to balance their work and their lives. The episodes include "The Sopranos" (series... [\[More\]](#))

Rate This Movie



NETFLIX

Add

[Write A Review](#)
[Share This Movie](#)
[Add To List](#)
[Buy DVD](#)
[Buy Poster](#)

[BOOKMARK](#) [Print](#) [Email](#) [Share](#)

Genre: Television

Starring: James Gandolfini, Edie Falco, Lorraine Bracco, Nancy Marchand, Dominic Chianese

Director: David Chase, Nick Gomez, John Patterson, Allen Coulter, Alan Taylor, Tim Van Patten, Andy Wolk

Screenwriter: David Chase, Robin Green, Mitchell Burgess

Producer: David Chase



My Team M&M'S®

The must-have gift for Father's Day.

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[MyMMs.com/mlb](#)

NEWS

ALL

The Weekly Ketchup: "Spider-Man 3" Teasers, "Pirates 3" Pics And Rumors, "Transformers" Images, And More!
posted by Nick Hershey December 08, 2006
In this week's Ketchup, we just can't get enough of those tidbits from the upcoming third instalments of...

"Ice Age 2" Enlists a Queen and a Mafia Princess
posted by Scott Weinberg June 21, 2005
Reliable movie news site Latino Review had a chat with actor John Leguizamo, and he divulged a few casting tidbits...

Professional "Scrub" Wants to be a "Homie"
posted by Scott Weinberg June 10, 2005
The consistently amusing Donald Faison ("Clueless," TV's "Scrubs") has signed on for the lead...

DVD INFO

EDITION:

RELEASE Dec 12, 2000

[\[DVD Details\]](#)

BUY IT ON DVD

VHS: Standard Edition

Shop at	Price	Seller Rating
Allibris	\$14.00	★★★★★ 426 Reviews

Compare Prices for All 1 Sellers (\$14.00 - \$14.00)

powered by [PriceGrabber.com](#)

SPONSORED LINKS

[Watch Free Episodes](#)

The Rookie In CTU From 24 By New Degree
Men Absolute Protection
[www.DegreeRookie.com](#)

[Sopranos Ringtones](#)

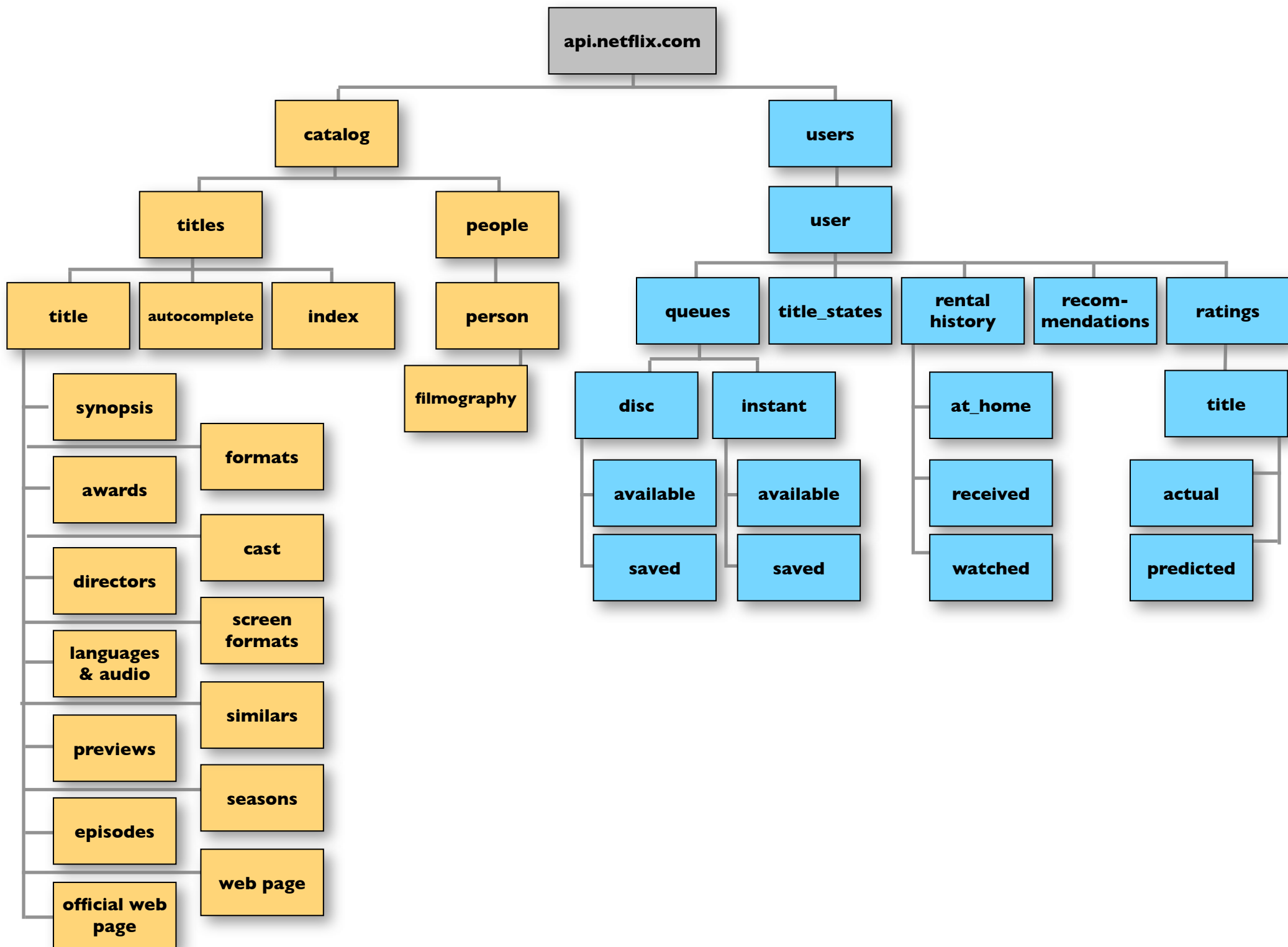
Send Complimentary Ringtones to your cell.
[BestTones4U.info](#)

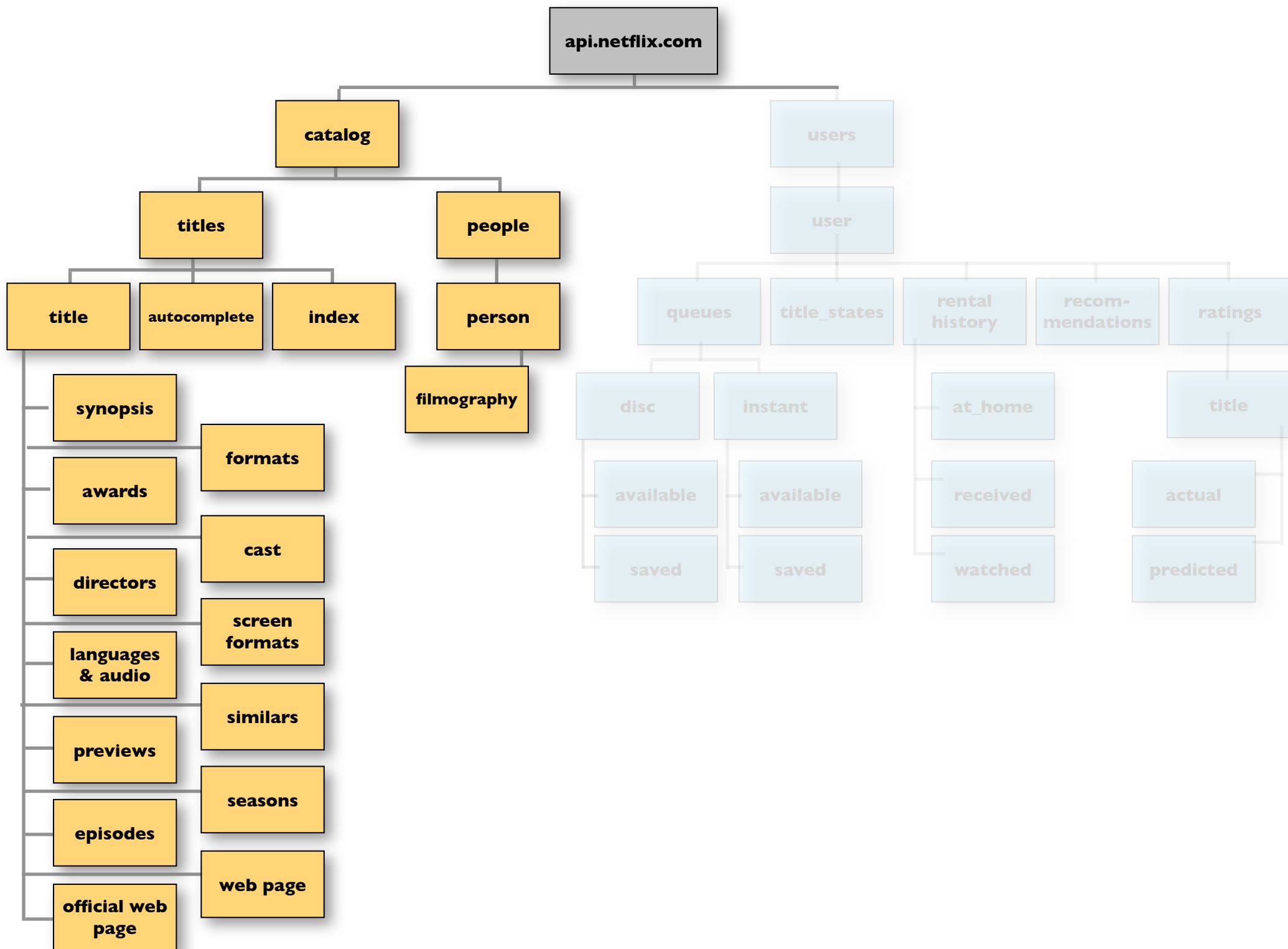
[Sopranos Ringtones](#)

rest api

rest api

title search. title details. queue mgmt.
ratings. title states. autocomplete search.
synopsis. directors. cast. formats. title
search. basic recommendations. people
search. people details. filmography.
member ratings. member history. member
reviews. previews. member queues.





The Office: Season 1 (2005)

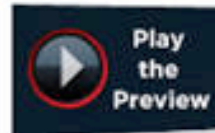


Average of raters like you: 4.2 stars
Average of 673,481 ratings: 4.4 stars

At A Glance

Friends

Member Reviews



Based on Ricky Gervais's hit BBC series, this remake stars [Steve Carell](#) as Michael Scott, general manager of a boring suburban paper company. The satire that skewers office life with deadpan humor. Co-stars [John Krasinski](#) as the lusty receptionist Pam, [Rainn Wilson](#) as the dimwit Dwight, and [Will Ferrell](#) as temp Ryan.

ENJOYED BY MEMBERS WHO ENJOYED

[The Office: Series 1](#)

DETAILS



Parental
Strong

Length:
145 minute

Director:
[Ken Kwapis](#)
[Ken Whittingham](#)

Cast:
[Steve Carell](#)
[Jenna Fischer](#)
[B.J. Novak](#)
[David Denry](#)

Related Movies



[The Office: Season 2 \(4-Disc Series\)](#)



[The Office: Season 3 \(4-Disc Series\)](#)



[The Office: Season 4 \(4-Disc Series\)](#)

Genre:
[Television](#)
[TV Sitcoms](#)

```
<catalog_title>  
<id>  
http://lg01-ppoolavari.netflix.com/catalog/titles/series/70023522/seasons/70023522  
</id>  
<etag>615873819112</etag>  
<title short="The Office: Season 1" regular="The Office: Season 1"/>  
<box_art small="http://alien2.netflix.com/us/boxshots/tiny/70023522.jpg"  
medium="http://alien2.netflix.com/us/boxshots/small/70023522.jpg"  
large="http://alien2.netflix.com/us/boxshots/large/70023522.jpg"/>  
<link href="http://lg01-ppoolavari.netflix.com/catalog/titles/series/70023522/seasons/70023522/synopsis"  
rel="http://schemas.netflix.com/catalog/synopsis" title="Synopsis"/>  
<release_year>2005</release_year>  
<category scheme="http://lg01-ppoolavari.netflix.com/catalog/titles/tv_ratings" label="TV-14"/>  
<category scheme="http://lg01-ppoolavari.netflix.com/catalog/genres" label="Television"/>  
<category scheme="http://lg01-ppoolavari.netflix.com/catalog/genres" label="TV Sitcoms"/>  
<category scheme="http://lg01-ppoolavari.netflix.com/catalog/genres" label="TV Comedies"/>  
<category scheme="http://lg01-ppoolavari.netflix.com/catalog/genres" label="Must-See TV Comedies"/>  
etc.
```

US life. There are less scenes with pubs and more with b
watched the BBC series don't go into this one expecting th
95% of US shows and not having commercials on the DV

419 out of 544 people found this review helpful.

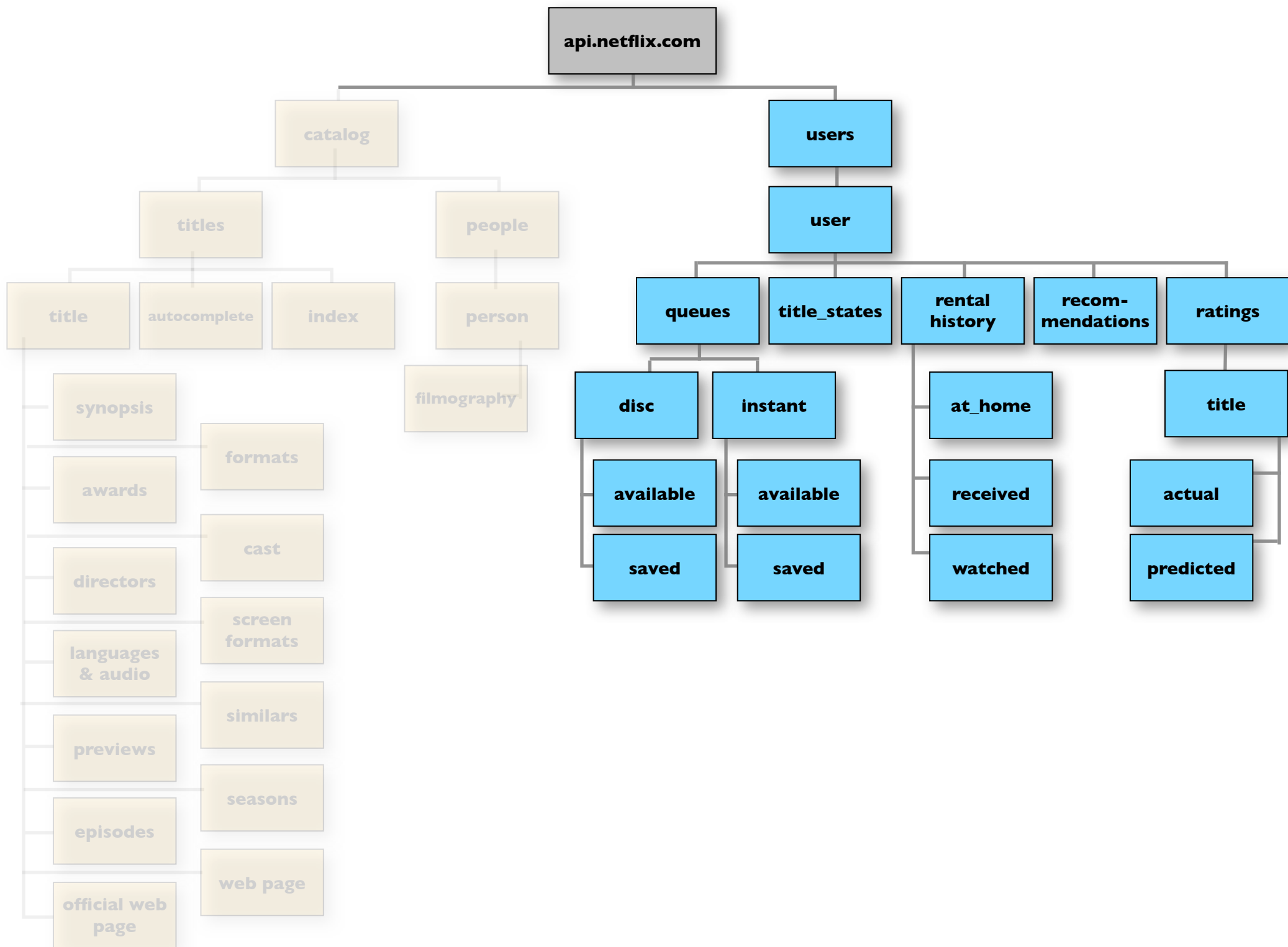
I found this review

Helpful



This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
- <catalog_titles>
  <link href="http://netflix.api.mashery.com/catalog/titles/index" rel="http://schemas.netflix.com/catalog/titles/index" title="index"/>
  <link href="http://netflix.api.mashery.com/catalog/titles/autocomplete" rel="http://schemas.netflix.com/catalog/titles/autocomplete"
  title="autocomplete"/>
- <url_template>
  http://netflix.api.mashery.com/catalog/titles?{-join&term|start_index|max_results}
</url_template>
<number_of_results>18</number_of_results>
<start_index>0</start_index>
<results_per_page>25</results_per_page>
- <catalog_title>
  - <id>
    http://netflix.api.mashery.com/catalog/titles/movies/20557937
  </id>
  <title short="The Matrix" regular="The Matrix"/>
  <box_art small="http://cdn-7.nflximg.com/us/boxshots/tiny/20557937.jpg" medium="http://cdn-7.nflximg.com/us/boxshots/small/20557937.jpg"
  large="http://cdn-7.nflximg.com/us/boxshots/large/20557937.jpg"/>
  <link href="http://netflix.api.mashery.com/catalog/titles/movies/20557937/synopsis" rel="http://schemas.netflix.com/catalog/synopsis"
  title="synopsis"/>
  <release_year>1999</release_year>
  <category scheme="http://netflix.api.mashery.com/catalog/titles/mpaa_ratings" label="R" term="R"/>
  <category scheme="http://netflix.api.mashery.com/catalog/genres" label="Sci-Fi & Fantasy" term="Sci-Fi & Fantasy"/>
  <link href="http://netflix.api.mashery.com/catalog/titles/movies/20557937/cast" rel="http://schemas.netflix.com/catalog/people" title="cast"/>
  <link href="http://netflix.api.mashery.com/catalog/titles/movies/20557937/directors" rel="http://schemas.netflix.com/catalog/directors"
  title="directors"/>
  <link href="http://netflix.api.mashery.com/catalog/titles/movies/20557937/awards" rel="http://schemas.netflix.com/catalog/awards"
  title="awards"/>
  <link href="http://netflix.api.mashery.com/catalog/titles/movies/20557937/format_availability" rel="http://schemas.netflix.com/catalog/titles
  /format_availability" title="formats"/>
  <link href="http://netflix.api.mashery.com/catalog/titles/movies/20557937/screen_formats" rel="http://schemas.netflix.com/catalog
```

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
- <queue>
  <etag>1867115932590</etag>
  - <url_template>
    http://netflix.api.mashery.com/users/T1GufXJzKnBzVXXlXBcT8ffRz1GOtBCehD1KKO36R5v8-/queues/instant?
    {-joinl&|sort|start_index|max_results}
  </url_template>
  <number_of_results>277</number_of_results>
  <start_index>0</start_index>
  <results_per_page>277</results_per_page>
- <queue_item>
  - <id>
    http://netflix.api.mashery.com/users/T1GufXJzKnBzVXXlXBcT8ffRz1GOtBCehD1KKO36R5v8-/queues/instant/available/1/70075527
  </id>
  <position>1</position>
  <link href="http://netflix.api.mashery.com/users/T1GufXJzKnBzVXXlXBcT8ffRz1GOtBCehD1KKO36R5v8-/queues/instant/available"
  rel="http://schemas.netflix.com/queues/available" title="available queue"/>
  <category scheme="http://netflix.api.mashery.com/queues/availability" label="available now" term="available now"/>
  <updated>1221472001</updated>
  <category scheme="http://netflix.api.mashery.com/catalog/titles/format" label="Instant" term="Instant"/>
  <link href="http://netflix.api.mashery.com/catalog/titles/movies/70075527" rel="http://schemas.netflix.com/id" title="The Conscientious
  Objector"/>
  <title short="The Conscientious Objector" regular="The Conscientious Objector"/>
```

feeds

feeds

personalized. more secure. recent dvd adds. recent instant watch adds. instant queue. recent ratings. movies at home. recommendations. movie reviews.

public feeds. top 100. new releases. new instant watch. last weeks top instant. last 3 months top instant. top 25 in 20 genres.

available via rest api.

standards

rest. rss. atom. xml. json. oauth. javascript.

amg movie ids. tms (TV) ids.

hack day Q3'08

(exercising the apis)





Start over:



Show me more like this

Degrees of Separation

Airplane II: The Sequel



Add

Top Secret!!



Add

Hot Shots!



Add

The Naked Gun



Add

Airplane!



Add

Naked Gun 2 1/2: The Smell



Add

Naked Gun 33 1/3: The Final



Add

Hot Shots! Part Deux



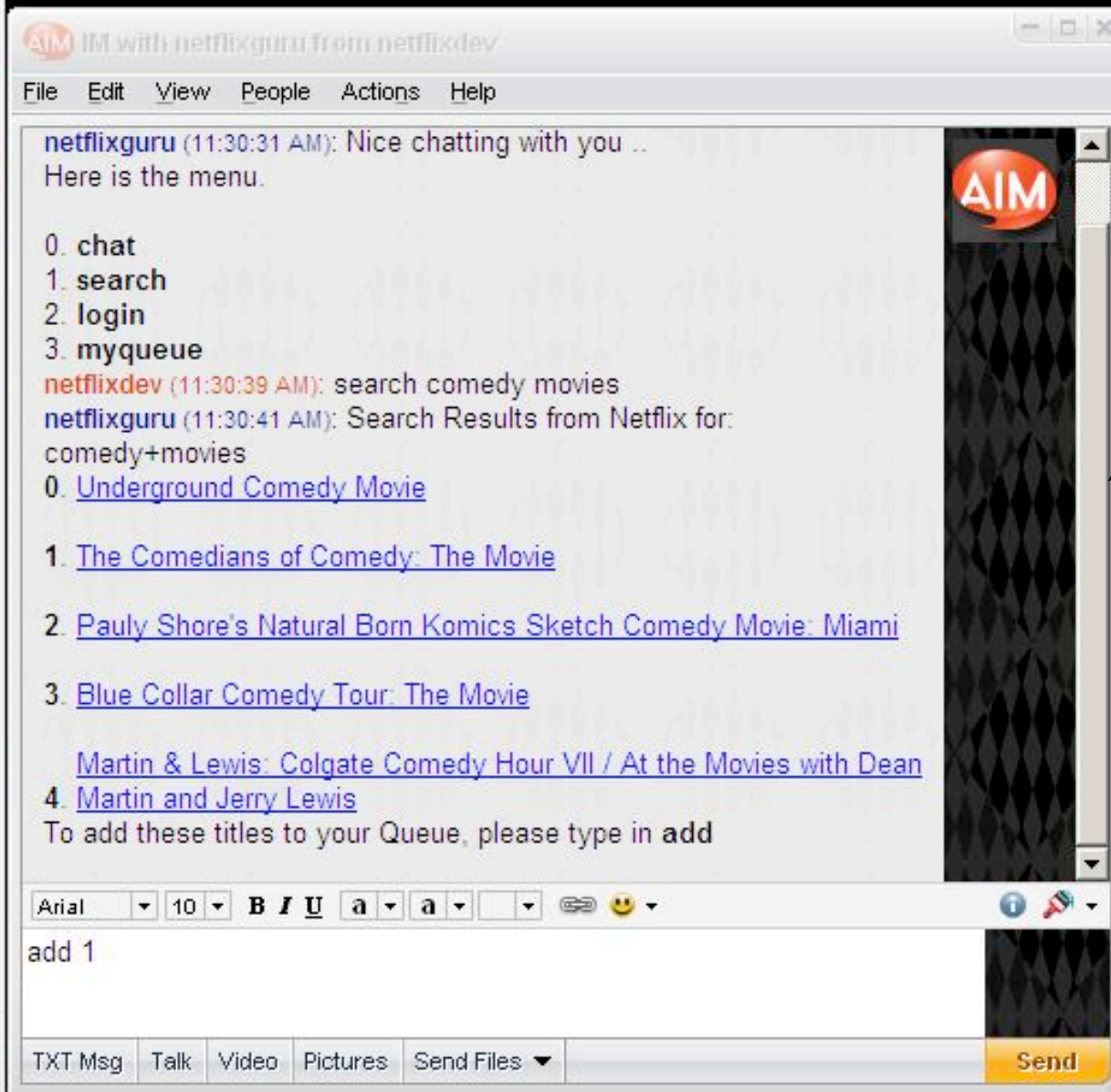
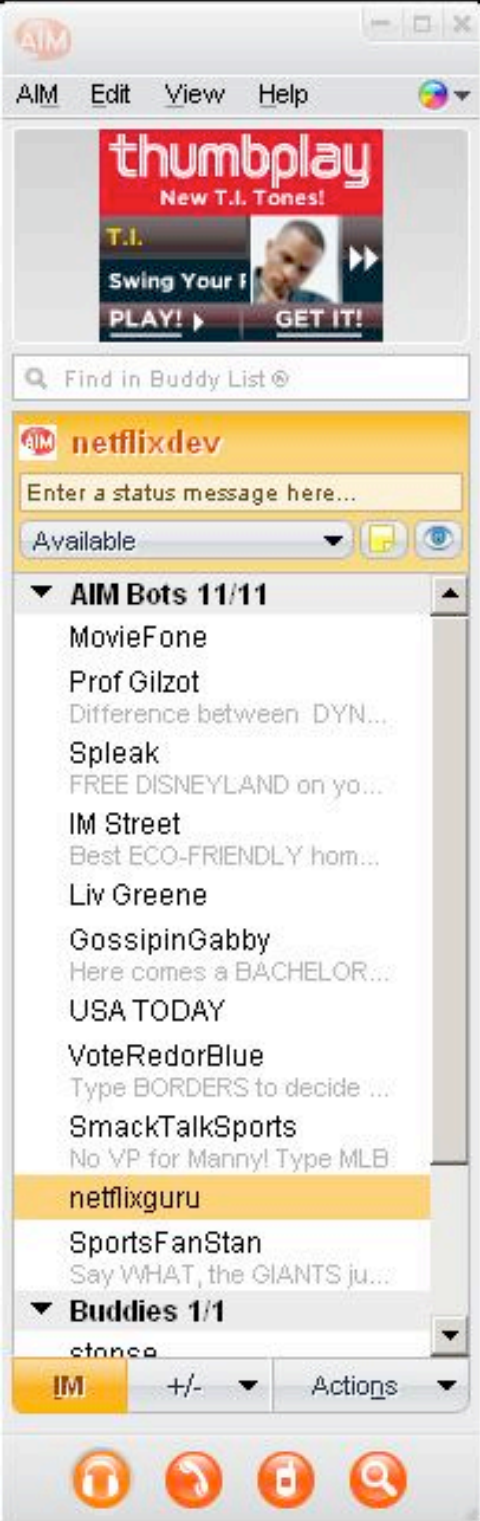
Add

Mafia!



Add

Credit: Gib Biddle, Juliana Diaz, Brian Cox



Chat with
Netflix Bot

Credit: Sudhir Tonse

Movie filtering,
finding on a 3D wall



Credit: Navin Prasad, Chris Smith, Steven Dreyer

Browse
DVDsWatch
InstantlyYour
QueueMovies
You'll ♥Friends &
CommunityDVD Sale
\$5.99

Movies, actors, directors, genres

Search

Home

Genres ▾

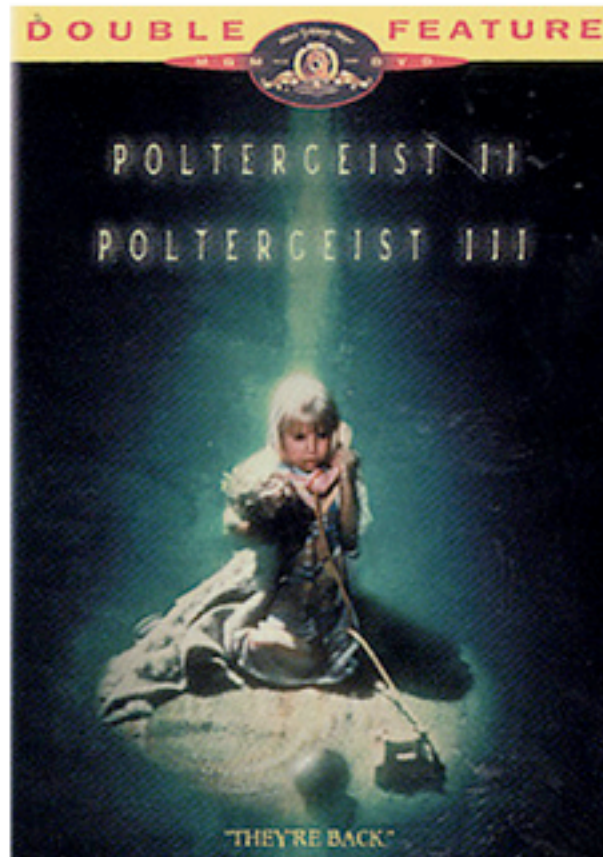
Top 50

New Arrivals

NEW - Instantly to your TV

Help

Give me something to watch right now that will...

[Poltergeist II /
Poltergeist III](#)

Play



⌚ Not Interested

Scary, Ghosts

Refine further

< Prev



Next >

[Get my adrenaline pumping](#)[Crack me up](#)[Alter my world view](#)[Scare me to death](#)[Distract my kids for a few hours](#)[Sweep me off my feet](#)[Blow my mind](#)[Depress the \\$%# out of me](#)

Mood based
recommendations

Bollywood Instant Majaa(Fun)



Ram Aur Shyam



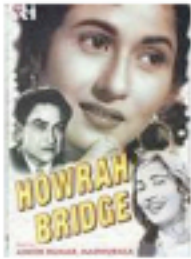
Ishq



Joru Ka Ghulam



Julie



Howrah Bridge



Phir Bhi Dil Hai Hindustani



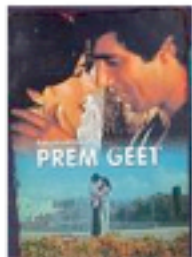
Dhaai Akshar Prem Ke



Naya Din Nai Raat



Duihan Hum Le Jayenge



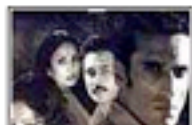
Prem Geet



Jai Santoshi Maa



Yeh Kaisi Mohabbat



Bollywood Movie
Finding for Instant
Watch

Credit:
Priya Poolavari, Anu Sonvane

Netflix - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://lg01-mmccarthy2.netflix.com/MemberHome?lnkctr=mhbwse

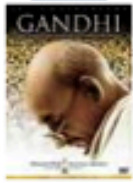
Most Visited My Bugs My Fixed Bugs Netflix Space: MovieFi...


Bug 36827 - IE browsers ... Coding Horror: Cross-Sit... Netflix Bug List: My Bugs Bug 36741 - Write UA-sp...

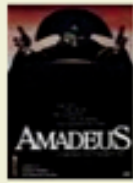
Unique for You

Matt, we think you might enjoy:

Other Movies You Might Enjoy

[Gandhi](#)

Add
★★★★☆
Not Interested

[The Bridge of San Luis Rey](#)

Add
★★★★☆
Not Interested


Amadeus has been added to your DVD Queue at position 46.
This movie is available now.
Move To Top Of My Queue


[< Continue Browsing](#) [Visit your DVD Queue >](#)


You're almost there!


You've already seen some of these movies. Why not complete the set?


My top films of the 1980s by BoxOfficeReport
"A list of my personal favorites from the 1980s."

You've already rented, rated, or added these to your Queue: [Amadeus](#) [Star Wars: Episode V: Empire Strikes Back](#) [Raiders of the Lost Ark](#) [Akira](#) [Castle in the Sky](#) [My Neighbor Totoro](#) [Nausicaa of the Valley of the Wind](#)

[Cinema Paradiso](#)

Add
★★★★☆
Not Interested

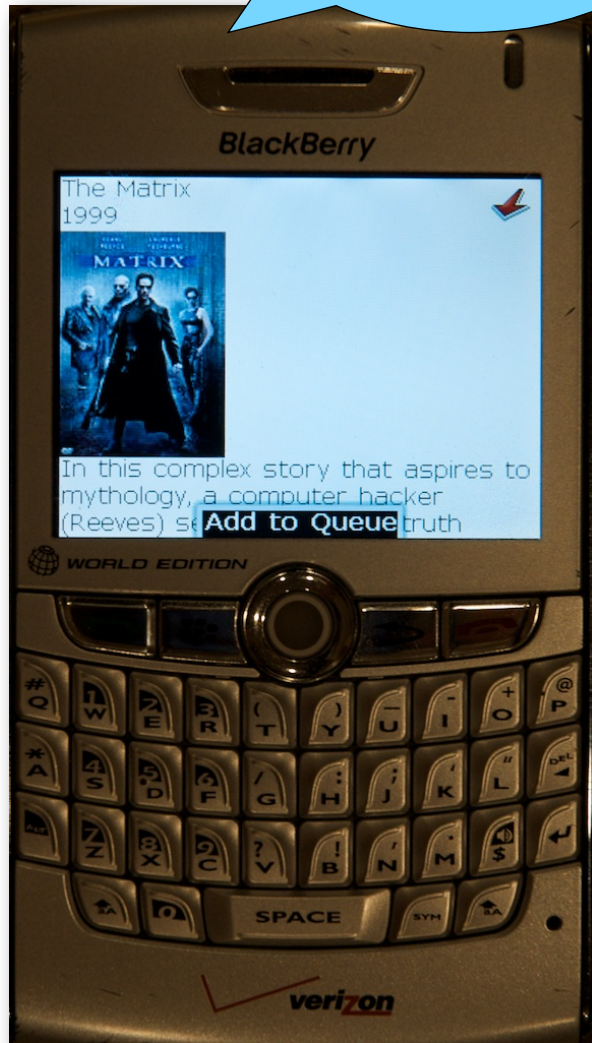
[Rain Man](#)

Add
★★★★☆
Not Interested

[The Thin Blue Line](#)

Add
★★★★☆
Not Interested

[Au Revoir Les Enfants](#)

Add
★★★★☆
Not Interested

Suggestions from other member movie lists

Blackberry app
for adding movies to
Queue



iPhone native app
for managing instant
playlist



Credit: Max Spivak; Adrian Cockcroft, Jian Wu

Remember, all lists are totally subjective and no 2 lists will look exactly alike. Having said that, I now present for your consideration and debate, The Movie Blog's Top 20 Sequels:



#1 -

The r

is sti

achie

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actin

story

in a

package

as nea

ly perfe

ct as the

Return

of the

King.

An incredible

ending to

only the

second

history

to have

all three

of its

films

nomina

ted for

Best

Picture.



Blog with Windows Li

Email with Live Mail

Map with Live Maps

Netfix

Search with Live Search

Translate with Windows Live

More Accelerators

IE8 Netflix Accelerator



#2 - THE GODFATHER PART 2

More than just an amazing story, The Godfather Part 2's real genius was in how director Francis Coppola told the story. Disconnecting the

10 Common Sense Money Saving Tips For Movie Fans

Why Commercials Before Movies Is Worse Than Piracy

Why Women Need To Stop Watching Romantic Movies

TMD's 4 Rules Before Making

Lord of the Rings: The Return of the King (2003)



The third of the trilogy. As the shadow of Mordor grows, Aragorn ([Viggo Mortensen](#)) is revealed as the hidden heir to the ancient kings. As he, Gandalf ([Ian McKellen](#)) and the other members of the broken fellowship struggle to save Gondor from Sauron's forces, Frodo ([Elijah Wood](#)) and Sam ([Sean Astin](#)) bring the One Ring ever closer to the heart of the dark lord's realm. Director [Peter Jackson](#)'s epic won 11 Academy Awards, including Best Picture.

Play

Add

<http://developer.netflix.com>