**Crunching the Non-Numbers on Netflix**

[](http://www.bing.com/images/search?q=netflix+logo&view=detailv2&&id=C580BF34354D26CBF8585EEBD09554F39E3699DD&selectedIndex=1&ccid=fQpq/6f6&simid=608019683031911991&thid=JN.4eqBS1G5fnBZel2H6iVE9Q)If you're watching Netflix, Netflix is watching you right back, trying to figure out how to keep you as a customer by, among other things, showing you what you might want to see next.

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<http://www.philly.com/philly/entertainment/television/20150803_Crunching_the_non-numbers_on_Netflix.html>