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The movie you choose

[Robin Sloan](#):

I'm now imagining that Netflix might insert into the home screen, every so often, key art for a movie that doesn't yet exist. When a user selects that tile, the system meekly reports, "Oops, this content is not available"—not technically a lie—meanwhile tallying a vote for its production. Above some threshold of performance, a Netflix executive (or maybe it's all software at this point) actually greenlights the movie, fulfilling the prophecy.

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