



# TV search and discovery in the AI era

*We all want a better experience, but can we trust the bots?*

**What romcom is about getting stuck in a time loop at a wedding?**

That would be **Palm Springs**, which premiered on Hulu in the summer of 2020. It quickly became a breakout hit because it took the familiar "time loop" concept (seen in movies like Groundhog Day) and applied it to a cynical, nihilistic wedding guest.

**Palm Springs**  
2020 · 01:30 · Romantic Comedy  
Stuck in a time loop, two wedding guests develop a budding romance while living the same day over and over again.  
R-13 | English | 114 mins | 2025  
Director: Leigh Whannell

**Where can I watch season 2 of Yellowstone?**

**Yellowstone**  
2019 · 10 episodes · TVMA  
Drama, Western, Soap, Crime, Entertainment  
John Dutton tries to protect his ranch, the largest in the United States, from land developers, an Indian reservation and America's first National Park.

Where to watch  
peacock prime video apple tv AT HOME google play

**What are some movies where a superhero loses their powers?**

It is a classic trope for a reason: nothing tests a hero's character like stripping away their "super" and seeing what's left of the "hero." Here are some of the most iconic films where the powers go poof:

Movie	Year	Genre	Director
<b>Superman 2</b>	1980 · 02:07	Action, Sci-Fi, Fantasy, Adventure	Richard Donner
<b>Spider-Man 2</b>	2004 · 02:02	Adventure, Fantasy, Action	Stan Lee
<b>Hancock</b>	2008 · 01:32	Action, Fantasy, Adventure, Comedy	Peter Jackson

Give me some top films from 2020 based off of my viewing history

Cast: Christopher Reeve, Dean Cain, Christopher Reeve, Christopher Reeve  
Director: Richard Donner

Cast: Tobey Maguire, Kirsten Dunst, James Franco  
Director: Sam Raimi

Cast: Will Smith, Charlize Theron, Jason Bateman  
Director: Brad Bird

# Executive summary

The way we search for information and the tools we use to search are changing. Generative AI adoption is growing among all age groups, but it's already become second nature with Generation Alpha (people born between 2010 and 2024).

- 80% of Gen Alpha say their AI chatbot use has increased over the past 18 months, and 54% say they use them every day.
- Audiences of all ages overwhelmingly prefer GenAI for direct, comprehensive and conversationally refined answers.

In the world of entertainment, large language models (LLMs<sup>1</sup>) will become the default back-end technologies that deliver next-generation content experiences. They also have the potential to alleviate growing frustration over content discovery amid increasing video fragmentation, which can lead to search friction and high churn rates. This is particularly relevant for younger generations, who spend far less time with TV than older generations.

- People 34 and under spend 43% less time with TV than people older than 34, and they spend more time searching for something to watch.
- 54% of people 18-34 say they would cancel a subscription if they can't find something to watch, four points higher than among people 34-54.

Trust is a notable concern among AI chatbot<sup>2</sup> users, as 75% say they verify the results that they produce. This highlights the immense importance of grounding LLMs with trusted and validated data sources, especially as content providers seek to maximize the time viewers spend with TV engaged with their offerings, as opposed to those of others. Notably, audiences already see the potential.

- 52% of U.S. consumers believe AI chatbots have the potential to become their favorite source for entertainment information.
- 66% of U.S. consumers believe AI will be important in providing good entertainment experiences; among Gen Alpha, it's 88%.

***The shift to LLM-powered search and discovery is underway, and the impact will be transformational for TV audiences. The technology is ready, which means it's time to ensure that the data is, too.***

<sup>1</sup>LLMs are a type of generative AI (GenAI) that are trained on massive amounts of data to understand and generate human-like language.

<sup>2</sup>AI chatbots are the interfaces / applications (e.g., website, app) that allow consumers to "talk" to an LLM. Examples include ChatGPT and Claude.

# Welcome

In our ongoing quest for information, search tools and behaviors are changing. Now integrated with traditional search engines like Google and Bing, AI is providing something that a keyword-matching algorithm can't: a conversational experience that is both personal and iterative. It also provides direct access to information, rather than navigation pointers to information.

The appeal of these experiences isn't lost on entertainment companies, and video publishers across platforms and services are starting to use LLMs to enhance the TV experience in similar ways. Existing examples include a proprietary LLM for content searches on Amazon Fire TV and the integration of Google Gemini for TV-related questions on Android TV.



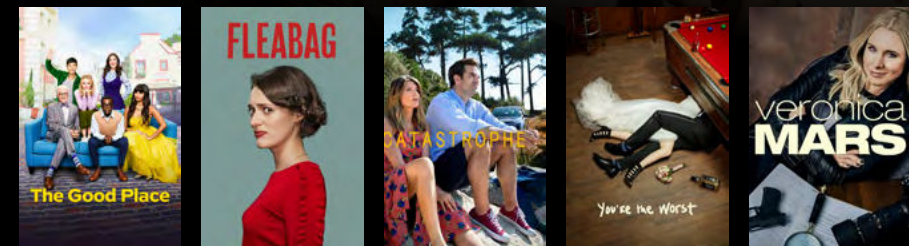
# The upside is big, but so is the downside

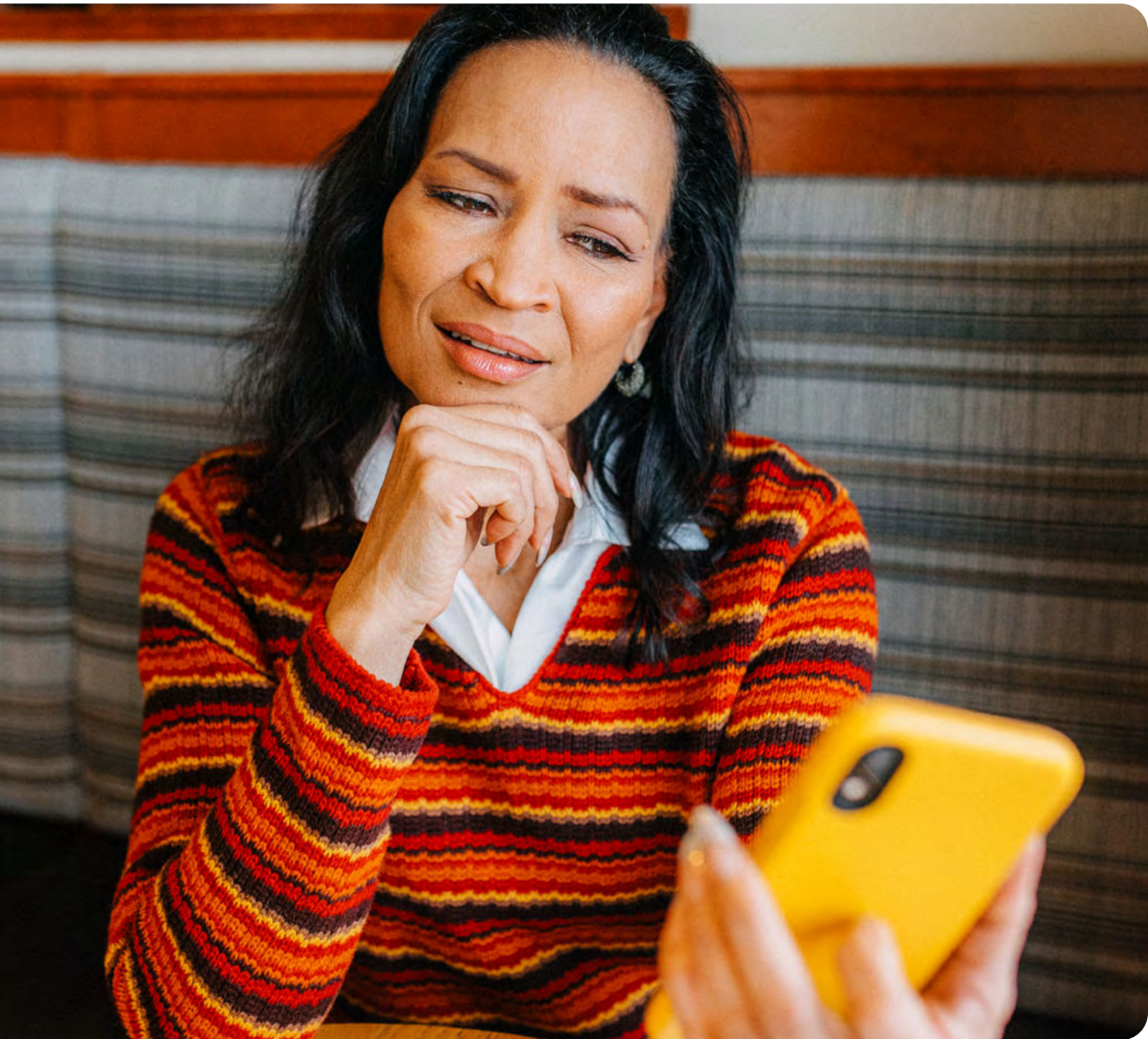
LLMs bring novel capabilities and huge potential to the TV experience. They provide vastly improved search capabilities, for example, allowing viewers to ask incredibly sophisticated questions well beyond the limitations of traditional search. LLMs can also dynamically rewrite or augment the description of a movie or episode to make it more topical—even more geographically relevant—for individual users.

Now that you've watched ***Nobody Wants This***, you might like these other popular sitcoms:



Based on the romantic comedy vibe and witty dialogue of ***Nobody Wants This***, I think you'll love ***The Good Place*** (Kristen Bell in a clever comedy), ***Fleabag*** (sharp romantic comedy-drama), ***Catastrophe*** (unexpected romance), ***You're the Worst*** (cynical love story), and ***Veronica Mars*** (Bell's iconic role).





LLMs, however, can't deliver these experiences alone. As probability algorithms, LLMs don't just retrieve data; they predictively synthesize it. As a result, they're prone to "hallucinations", where they frequently return plausible-looking, but incorrect information. To ensure that LLM responses are accurate, relevant and trustworthy, LLMs must be connected to supplemental, real-world knowledge sources. This process is called "grounding."

**75%** *of people verify the results that AI chatbots provide because they worry they are incorrect*

- 2026 Gracenote generative AI usage study

Even with training and grounding, however, LLMs are far from perfect. Bad data is a real threat. A [study conducted by researchers at USC](#), for example, found that up to 38% of the common sense "factual" data used in two separate AI databases was biased. That means that, right from the start, more than one-third of the foundational training data in these databases was biased (i.e., it was of poor quality and reflected an inaccurate view of real-world facts).

Within specific industries, where greater expertise is needed, training and grounding data need to be far deeper than what the open internet can provide. And, while the stakes in entertainment are different from those in medicine or engineering, the commercial value—and associated risk—is huge.

PwC's most recent [entertainment and media outlook](#), for example, projects that consumer spending on over-the-top (OTT<sup>3</sup>) services and pay TV will reach \$318.5 billion in 2029, noting that OTT spending will eclipse pay TV in 2027. Given that level of consumer investment, providers have a big incentive to fine-tune their individual value propositions.

**50%** of U.S. TV viewers say they would consider cancelling a service that doesn't provide content that's of interest to them

- 2025 Gracenote streaming consumer survey

LLMs can help, but they need industry-specific data to be accurate, informed and effective. The incredible fragmentation of video distribution, for example, has made it increasingly difficult to find specific programs and sports events—the most basic search query there is: "Where is the program I want to watch?"

Here, GenAI struggles, just like people do. A 2025 [Veed Analytics study](#) into the use of chatbots for content discovery, for example, found that only two-thirds of the results from the tested chatbots<sup>4</sup> were correct in identifying where to find a specific program. And, perhaps less satisfying from a user perspective, only 31% provided the deep link to the title of the program.

<sup>3</sup>OTT refers to the delivery of TV and film content through an internet connection.

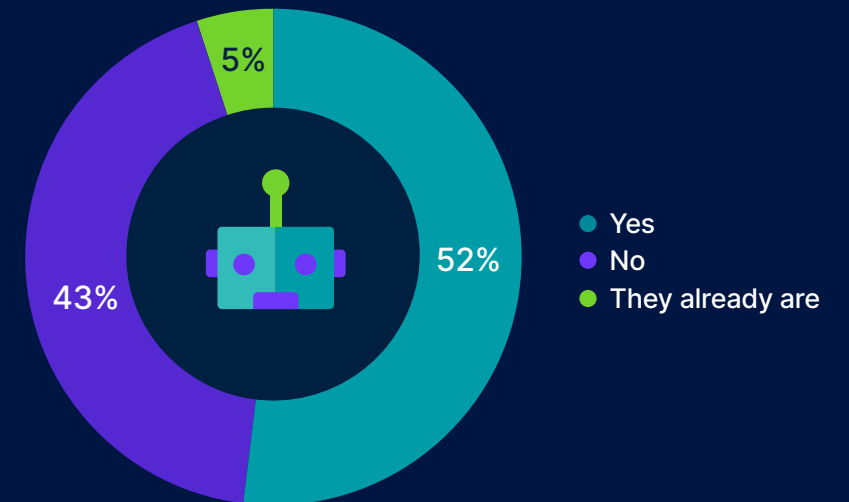
<sup>4</sup>ChatGPT, Claude, Gemini, Perplexity

## 26% of Americans say they know what they want to watch and still can't find it

- 2025 Gracenote streaming consumer survey

Over time, LLMs will become the default backend technology that powers consumer entertainment experiences. While GenAI is a nascent technology today, consumers are increasing their usage—and dependence—on it, especially as it becomes integrated with tools they already use. This highlights the incredible importance of the data that's used to answer their queries, especially when so many pertain to the specialized world of entertainment.

## AI chatbots will become your favorite source of entertainment information



Read as: 52% of U.S. consumers believe AI chatbots will become their favorite source for entertainment information.

Source: Gracenote 2026 generative AI usage study

# The takeaway

The way we search for information is changing, and that will filter into topics and industries that will require LLMs to be much more than generalists to be effective and trusted by consumers. While training and fine-tuning an LLM with entertainment industry-specific knowledge can help, connecting an LLM to industry-validated data via the [Model Context Protocol \(MCP\)](#) ensures that an LLM's knowledge base is never out of date.



# The importance of UX, and how AI can help as fragmentation expands

In the early days of streaming, premium SVOD services were secondary to traditional television. Today, fueled by widespread connectivity and our desires to control our TV schedules, connected TV (CTV<sup>5</sup>) has taken the lead, accounting for 54% of U.S. TV usage as of late 2025<sup>6</sup>. Among people 18-34, it accounts for 80%.

In addition to providing a way to access content, CTV has opened the doors to a wealth of new channels, splintering the formerly centralized TV experience. As of February 2026, Gracenote had a record of:

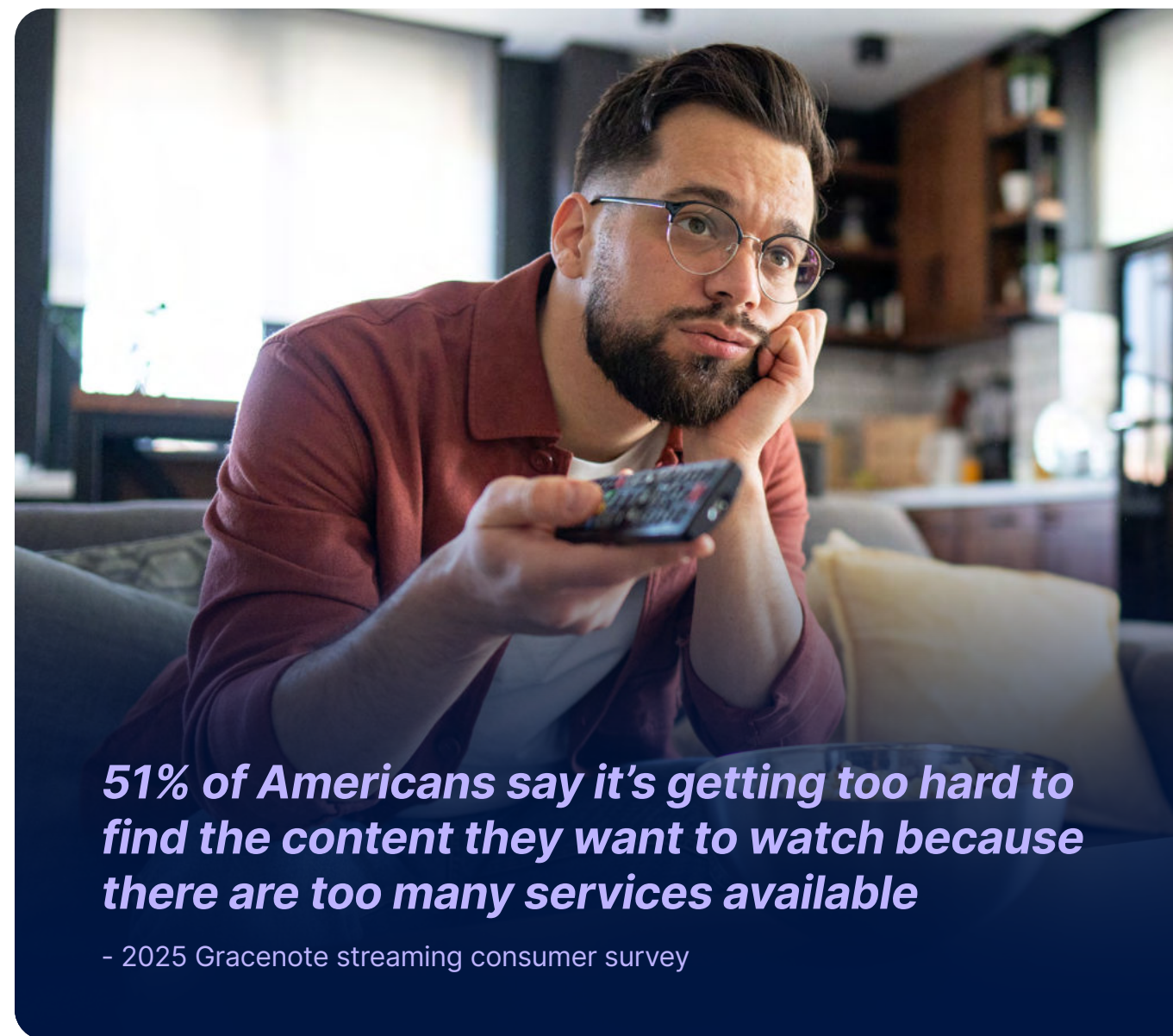
- More than 1.8 million program titles across nearly 350 SVOD catalogs, and
- Almost 210,000 program titles across nearly 2,100 individual FAST channels

These totals are additive to traditional TV channels, which have myriad extensions across vMVPD<sup>7</sup> services.

<sup>5</sup>CTV refers to any television that is connected to the internet. The most common use case is to stream video content.

<sup>6</sup>In Q4 2025, time spent with CTV accounted for 54% of TV usage among people 2+; time with live TV accounted for 41% and time with time-shifted content accounted for 5% (Nielsen NPOWER, Nielsen Media Impact).

<sup>7</sup>Virtual multichannel video programming distributors; examples include Sling TV, YouTube TV and Philo.



**51% of Americans say it's getting too hard to find the content they want to watch because there are too many services available**

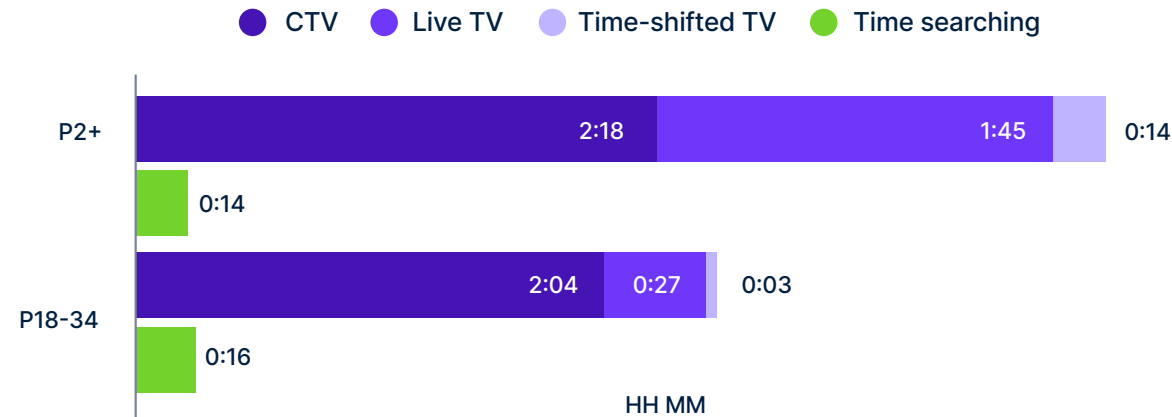
- 2025 Gracenote streaming consumer survey

While immensely diverse, this incredible fragmentation is overwhelming for audiences. With audiences spending an average of 14 minutes to find something to watch, it's no surprise that 32% say that the abundance of choices is negatively affecting their TV experience<sup>8</sup>. Among 18- to 34-year-olds year olds, it's 48%.

Among younger generations, who favor CTV, but spend significantly less time with TV, the time spent searching for content has two primary implications:

- **Less viewing time:** People aged 18-34 spend 16 minutes searching for something to watch, which can have an impact on time spent watching.
- **Cancellation risk:** 54% of people aged 18-34 say they would consider canceling a service because they can't find something to watch.

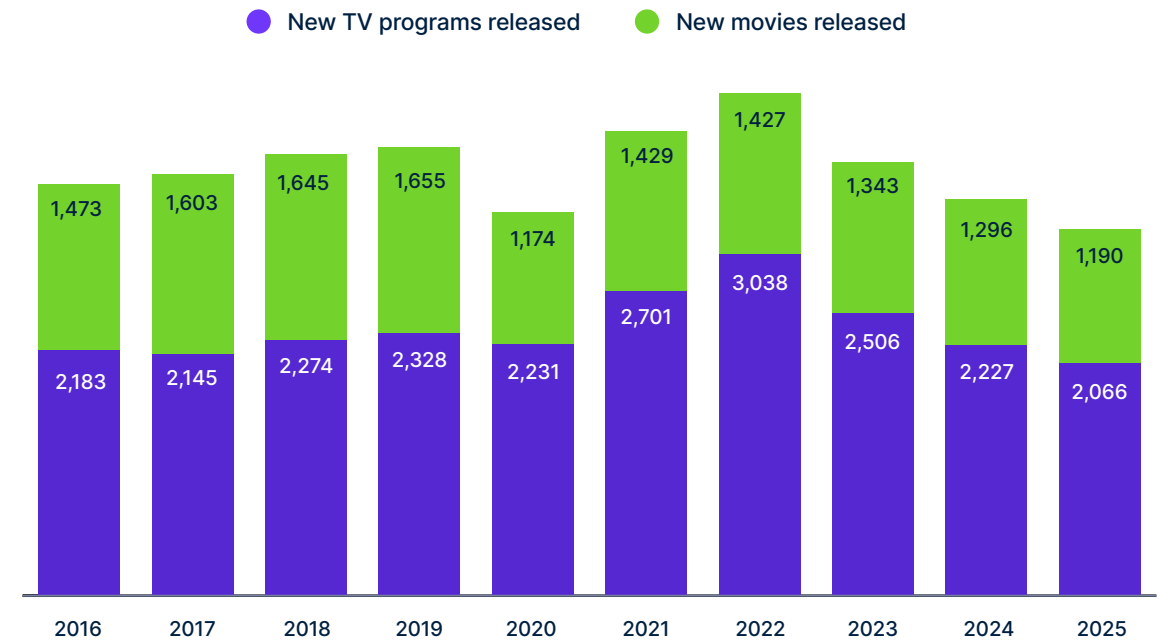
### Daily TV usage



P2+: persons 2 and older; P18-34: persons 18-34  
Sources: Q4 2025 Nielsen NPOWER, Nielsen Media Impact and 2025 Gracenote streaming consumer survey

In addition to mounting content choice, individual publishers have far more content than they can feature within the limited real estate of the rails within their user experience layouts. While helpful in showcasing high-profile and personalized programming, the finite space available for featured content can inhibit the visibility of deep library content, which continues to grow year-over-year as new content gets produced. Over the past year, for example, the five streaming services tracked in the Gracenote [Data Hub](#) grew their catalogs a collective 20%.

### New TV and movie production adds to growing content catalogs

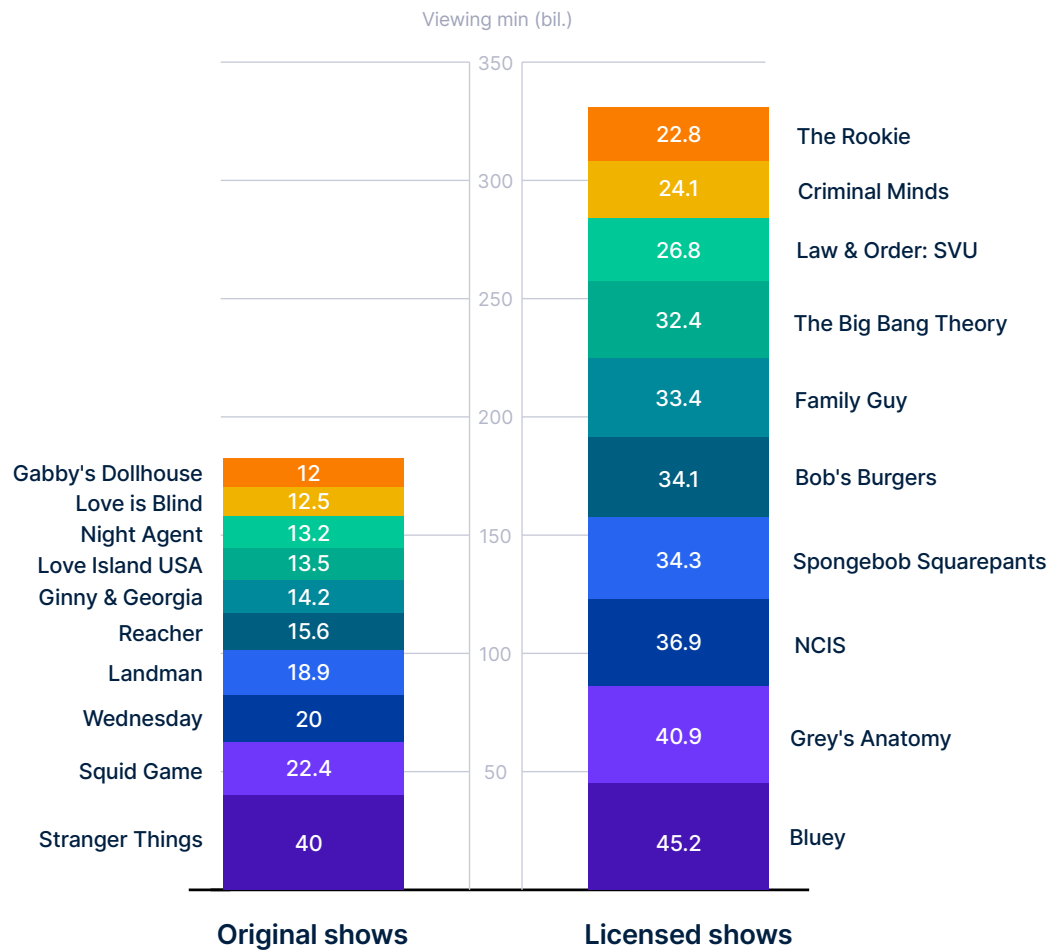


TV programs include TV shows, TV miniseries, TV pilots, TV movies, TV specials.  
Source: Gracenote [Studio System](#)

<sup>8</sup> 2025 Gracenote streaming consumer survey.

Importantly, library content is a major driver of long-tail viewing, highlighting the importance that audiences can find it. In 2025, for example, the top 10 most-watched TV shows that were distributed by streamers after airing on traditional TV (i.e., licensed programs) drove 81% more viewing minutes than original streaming programs.

## Streaming viewership of the top 10 TV shows in 2025



Source: Nielsen Streaming Content Ratings

Through the lens of improved content discovery, LLMs offer three significant advantages over traditional databases and rudimentary search functions:

- Vastly improved semantic search capabilities
- Exhaustive and harmonized content catalogs
- Powerful ranking and sorting capabilities

What is the top horror movie of 2020 by box office revenue?

The top horror movie of 2020 by box office revenue was "The Invisible Man," directed by Leigh Whannell, starring Elisabeth Moss. It grossed over \$140M worldwide.



### The Invisible Man

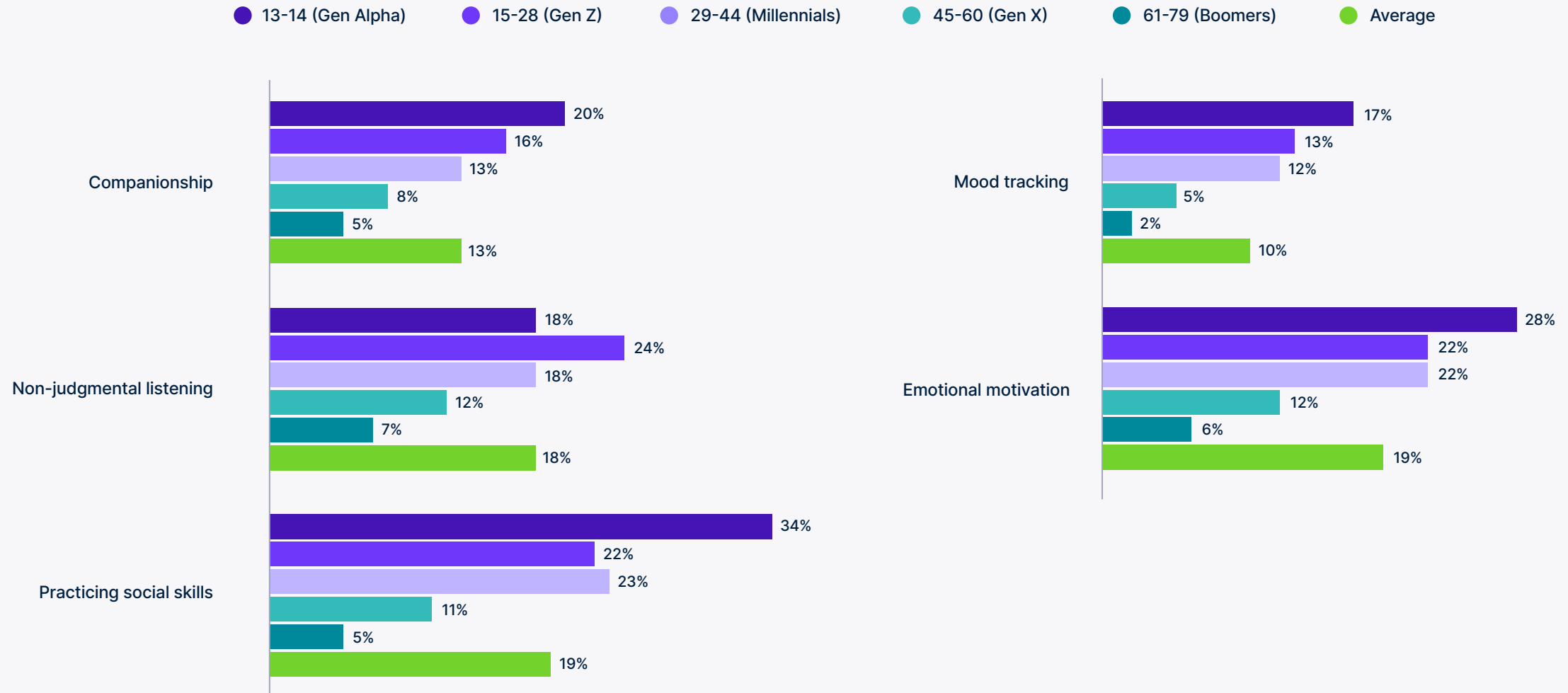
2020 · 02:04 · Horror, Thriller

After staging his own suicide, a crazed scientist uses his power to become invisible to stalk and terrorize his ex-girlfriend. When the police refuse to believe her story, she decides to take matters into her own hands and fight back.

Cast: Elisabeth Moss, Oliver Jackson-Cohen, Aldis Hodge  
Director: Leigh Whannell

Over time, LLMs will transform the TV discovery experience, just like they're transforming the search for other types of information, and much more.

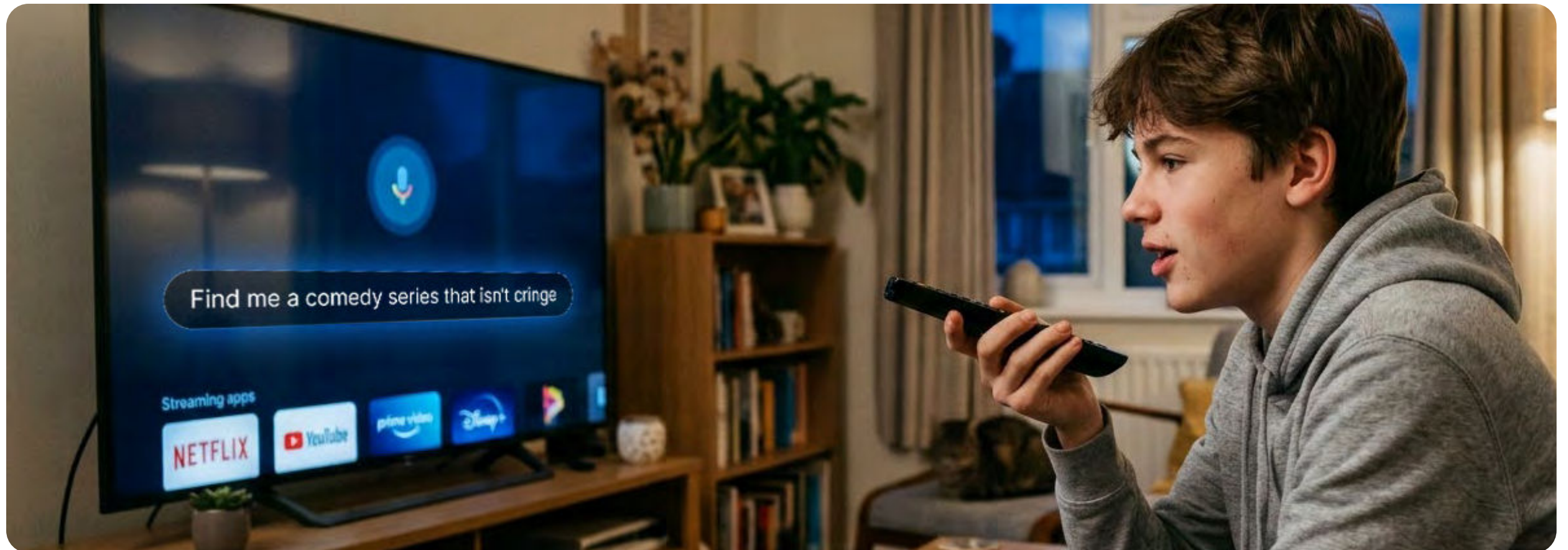
## The expanding ways in which people are using AI



Read as: 20% of U.S. Gen Alpha consumers use AI chatbots for companionship.  
Source: Gracenote 2026 generative AI usage study

# The takeaway

Today's content landscape is too vast to navigate with legacy search functions—even within individual platforms and services. The introduction of GenAI for content search and discovery will facilitate a tectonic shift in user experience that has the potential to greatly reduce unfavorable viewer sentiment as content congestion and fragmentation hamper overall TV enjoyment. Notably, 34% of Americans believe the number of streaming services and content available are having a negative impact on TV enjoyment<sup>9</sup>. Among people 18-34, it's 48%.



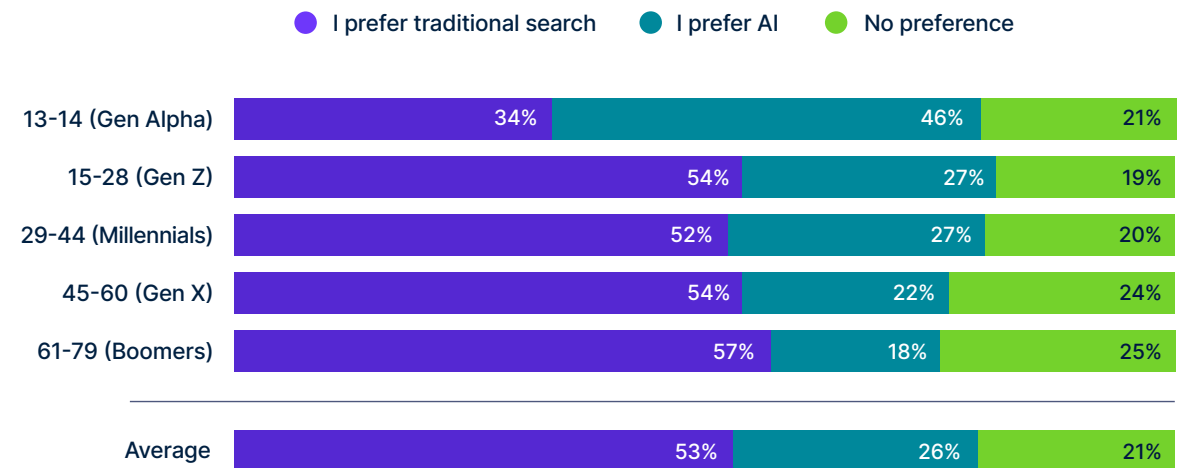
# AI usage is rising, and it's dominant among young consumers

While the technology behind GenAI has existed for decades, widespread public use of GenAI is extremely recent. Following the public release of ChatGPT in November 2022, AI chatbots like it and many others have very quickly become go-to resources for many consumers, especially digital natives.

According to data from Gracenote's 2026 generative AI usage study, Generation Alpha views AI chatbots as more familiar than traditional search. Only one-third of this generation views traditional search options as more familiar.

## AI chatbots are second nature for Gen Alpha

*Young generations prefer AI for its familiarity*

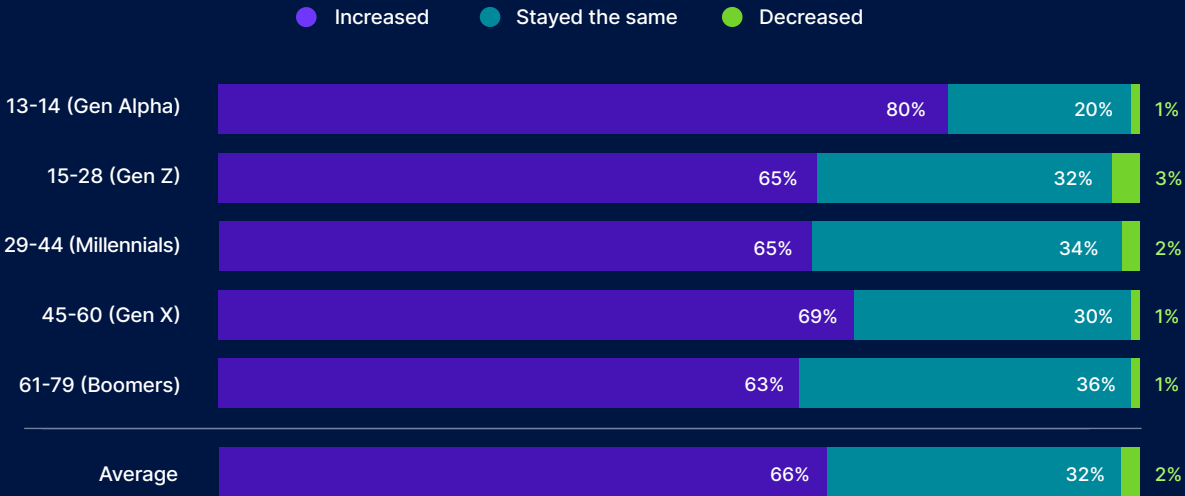


Read as: 34% of Gen Alpha consumers prefer traditional search for its familiarity. Totals may not sum to 100% due to rounding.  
Source: Gracenote 2026 generative AI usage study

While not yet as familiar to most people, AI usage is rising across the board, with two-thirds of Americans noting that they're using it more than they were a year ago. Usage among Gen Alpha, however, has grown the most.

### AI usage is on the rise

AI chatbot usage over the past 12-18 months

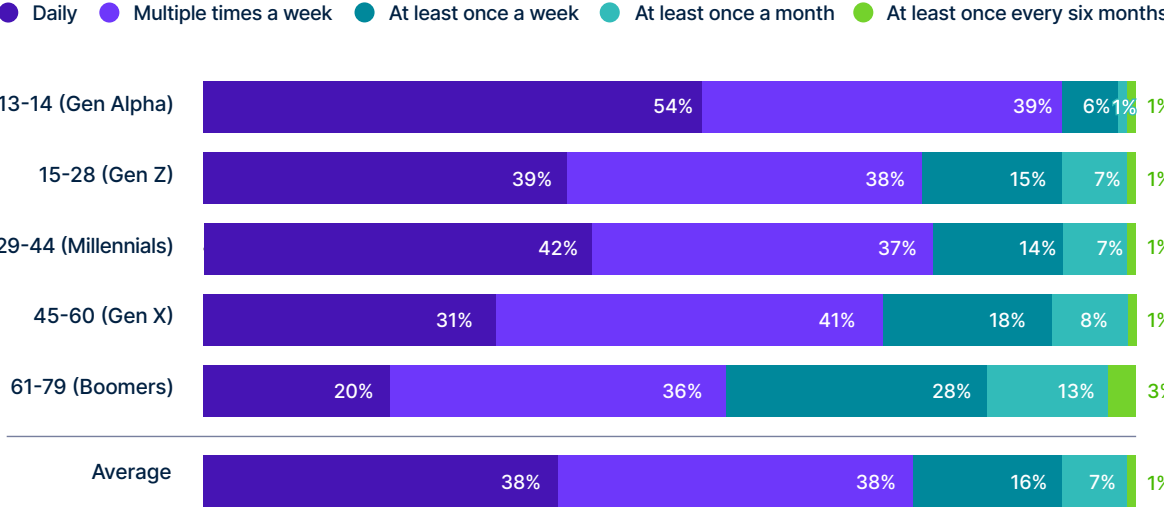


Read as: 80% of Gen Alpha consumers say their use of AI chatbots has increased over the past 12-18 months. Totals may not sum to 100% due to rounding.  
Source: Gracenote 2026 generative AI usage study

Importantly, the increased usage is not limited to isolated occasions, especially among younger generations. The Pew Research Center found in the fall of 2025 that a majority of teens were using AI chatbots, with 30% using them daily. Fast-forward just a few months, and Gracenote's 2026 GenAI usage study suggests that usage frequency is accelerating, with more than half of Gen Alpha consumers saying they use AI chatbots every day. Across age groups, 75% say they use them daily or multiple times each week.

### Daily use of AI chatbots

75% of people use them multiple times per week



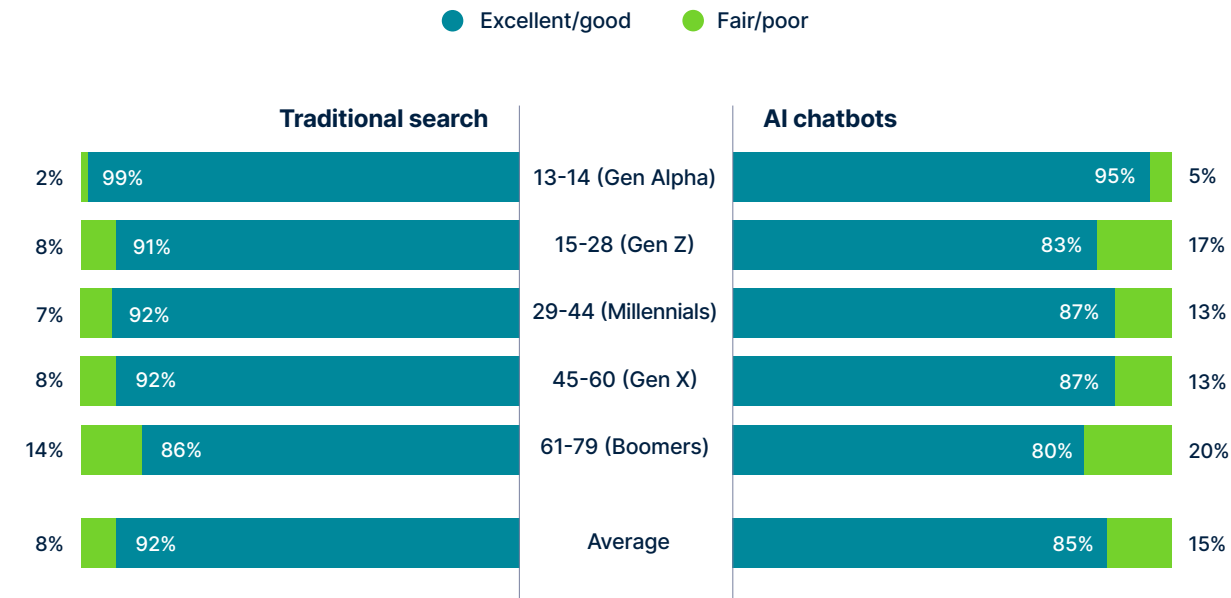
Read as: 54% of Gen Alpha consumers say they use AI chatbots every day. Totals may not sum to 100% due to rounding.  
Source: Gracenote 2026 generative AI usage study

# AI usage for entertainment and sports information

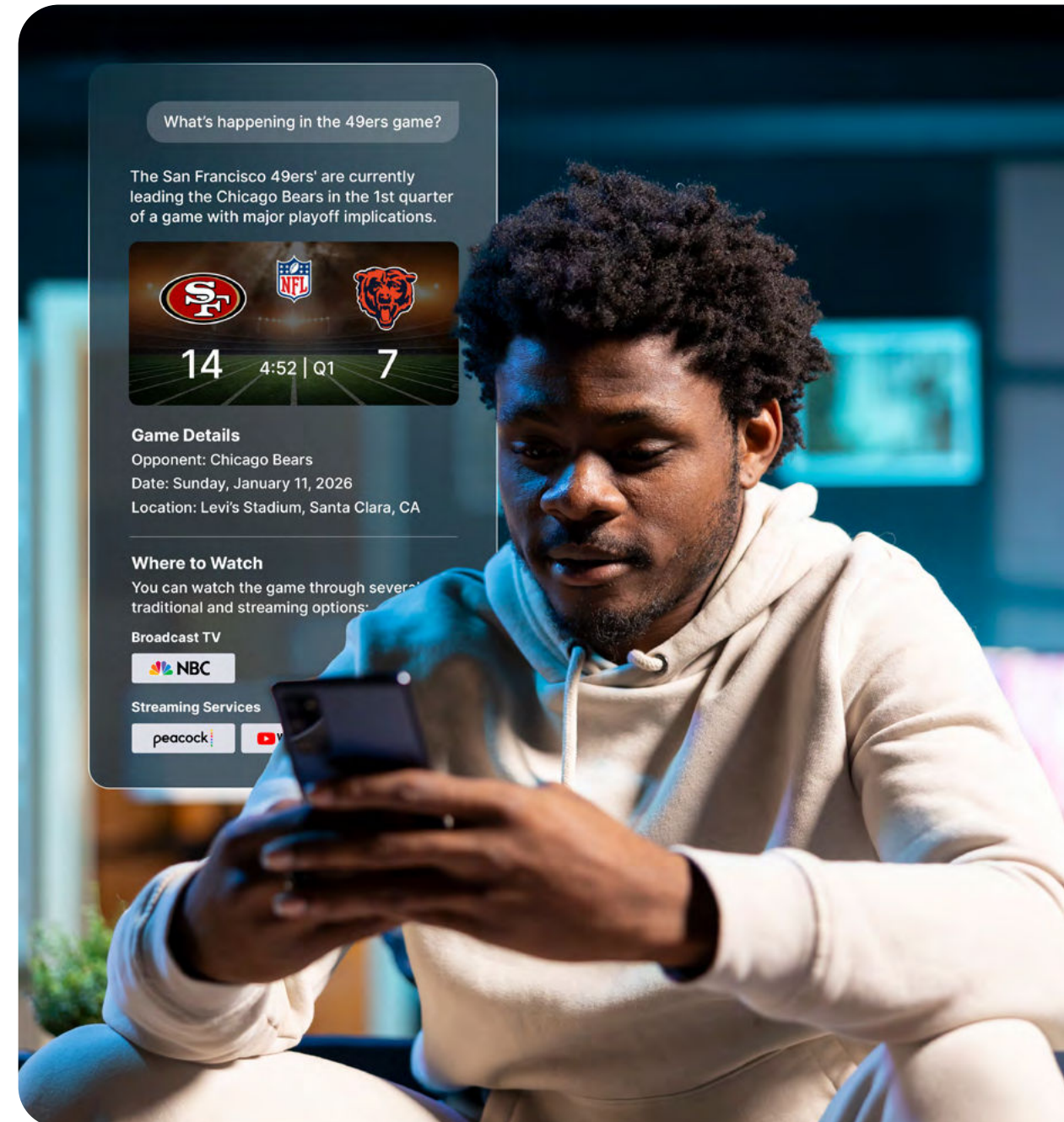
Given the growing fragmentation of content across CTV, it's not surprising that people are using AI chatbots in their quests for finding the entertainment and sports programming that interest them. Here, traditional search options currently have the edge over AI with respect to the perceived accuracy of the results, but not by much, especially among Gen Z consumers.

## Perceived AI accuracy trails that of traditional search

By audience



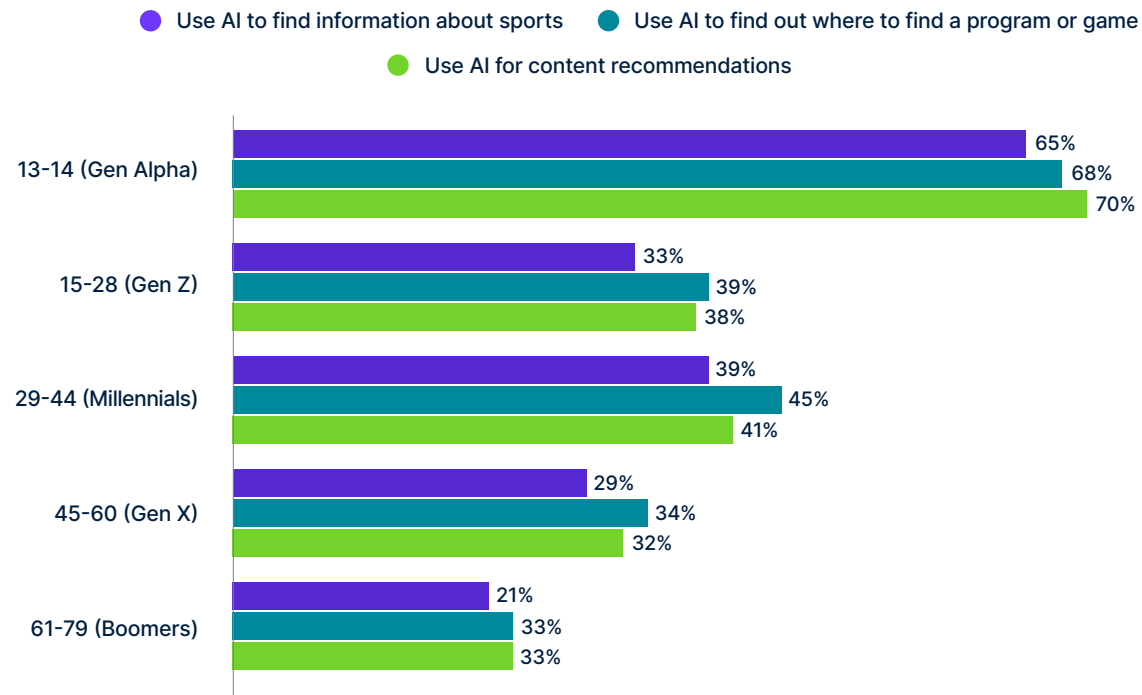
Read as: 99% of Gen Alpha consumers view the accuracy of entertainment search results as either excellent or good. Totals may not sum to 100% due to rounding. Source: Gracenote 2026 generative AI usage study



Perceived accuracy notwithstanding, younger consumers are increasingly looking to AI chatbots to help them navigate the increasingly fragmented video landscape. This is particularly true as they search for specific programs, information about where to find a sports game and for content recommendations. Gen Alpha also prefers chatbots over TV services for what-to-watch TV and movie recommendations.

## AI use for entertainment and sports information

By audience

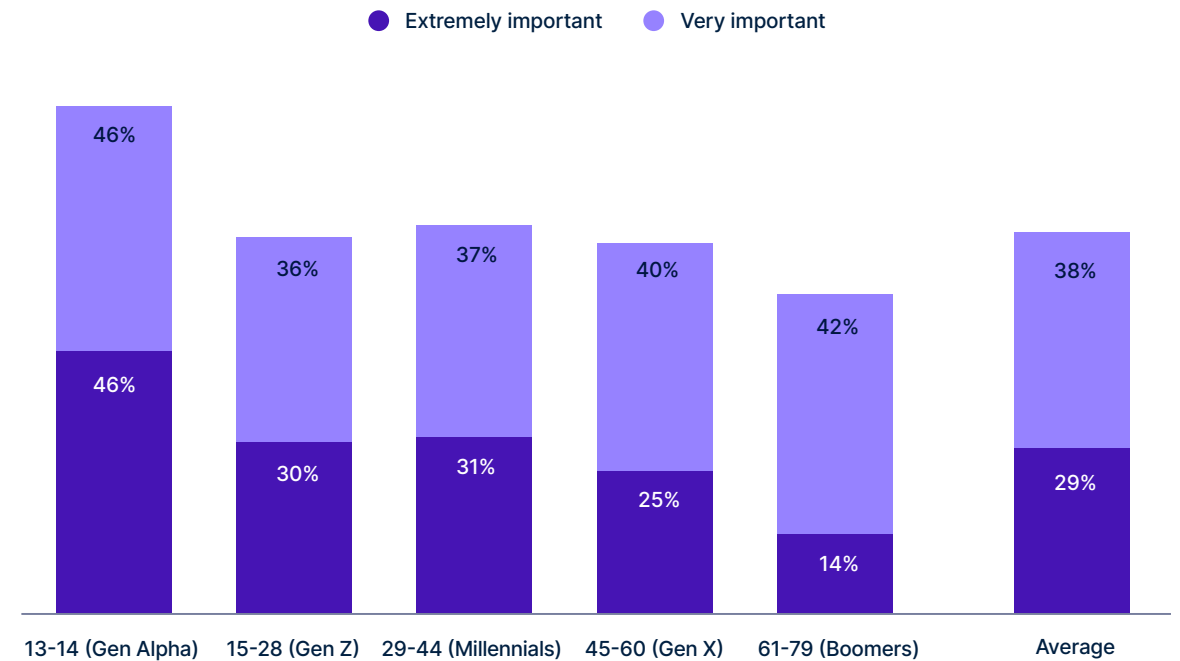


Read as: 65% of Gen Alpha uses AI to find information about sports.  
Source: Gracenote 2026 generative AI usage study

And, perhaps more importantly, all demographics believe that AI is a critical component of the overall entertainment experience; but this is most evident among Gen Alpha.

## The importance of AI in providing good entertainment experiences

By audience



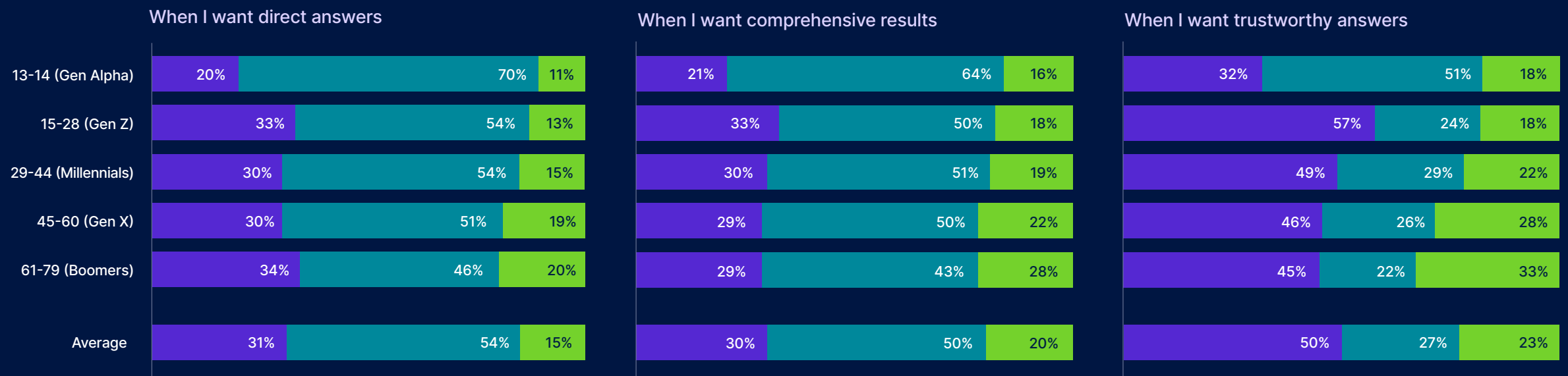
Read as: 46% of Gen Alpha believes AI is extremely important in providing good entertainment experiences.  
Source: Gracenote 2026 generative AI usage study

# The takeaway

As consumers grow increasingly comfortable with—even reliant on—GenAI for general information, they're also tapping chatbots for information about entertainment and sports. Given audiences' preferences for GenAI results for direct, comprehensive and conversationally refined answers, there's little doubt that they will come to expect similar experiences with their entertainment services.

## Audiences prefer AI when they want direct, comprehensive information, but trust is lacking

● I prefer traditional search ● I prefer AI ● No preference

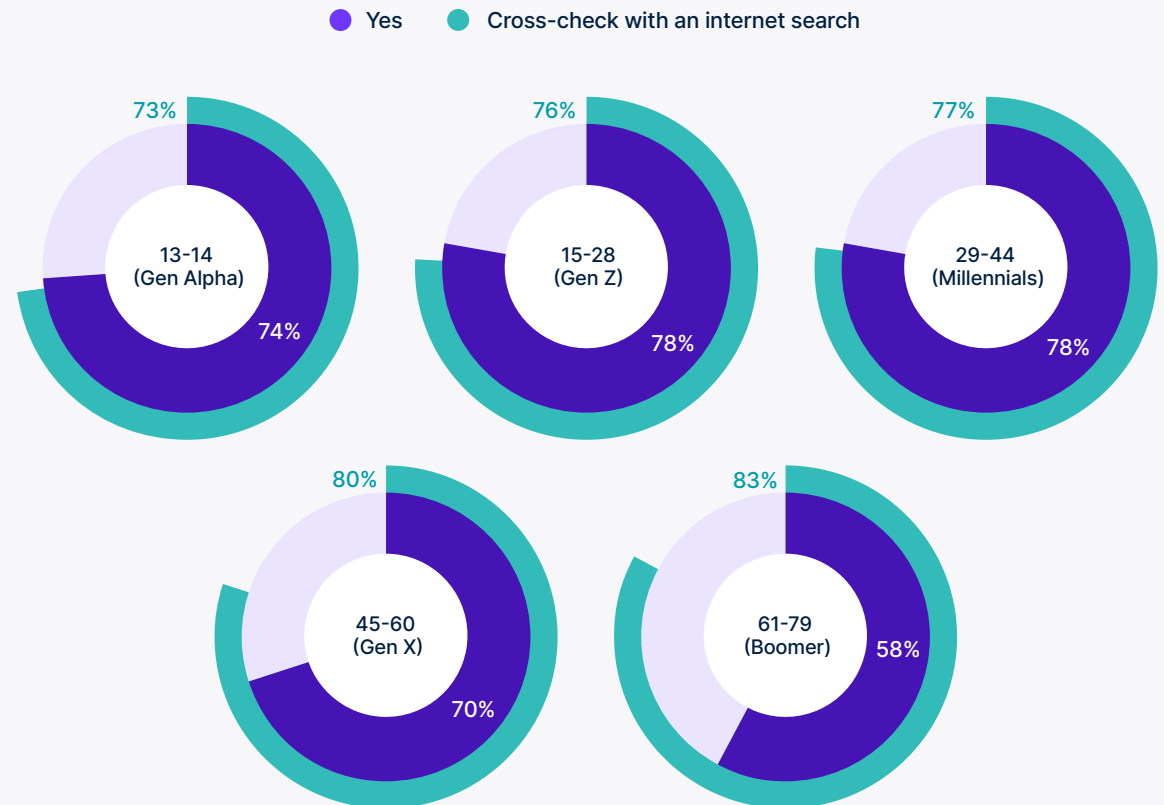


Read as: 20% of Gen Alpha prefer traditional search when they want direct answers.  
Source: Gracenote 2026 generative AI usage study

# AI is key for next-gen content discovery, but proper grounding is paramount

As with any quest for information, accuracy, timeliness and trustworthiness are paramount. Broadly speaking, consumers don't always trust the results that AI chatbots deliver, so they typically fact-check the results that they produce. This is even true among Gen Alpha, who check chatbot responses nearly as often as older generations. And, perhaps more telling is the (somewhat paradoxical) fact that traditional internet searches are the most frequent way all audiences verify the results that AI provides.

## Fact-checking AI chatbot responses By audience



Read as: 74% of Gen Alpha verifies the results that chatbots provide, and 73% uses an internet search to do so.  
Source: Gracernote 2026 generative AI usage study

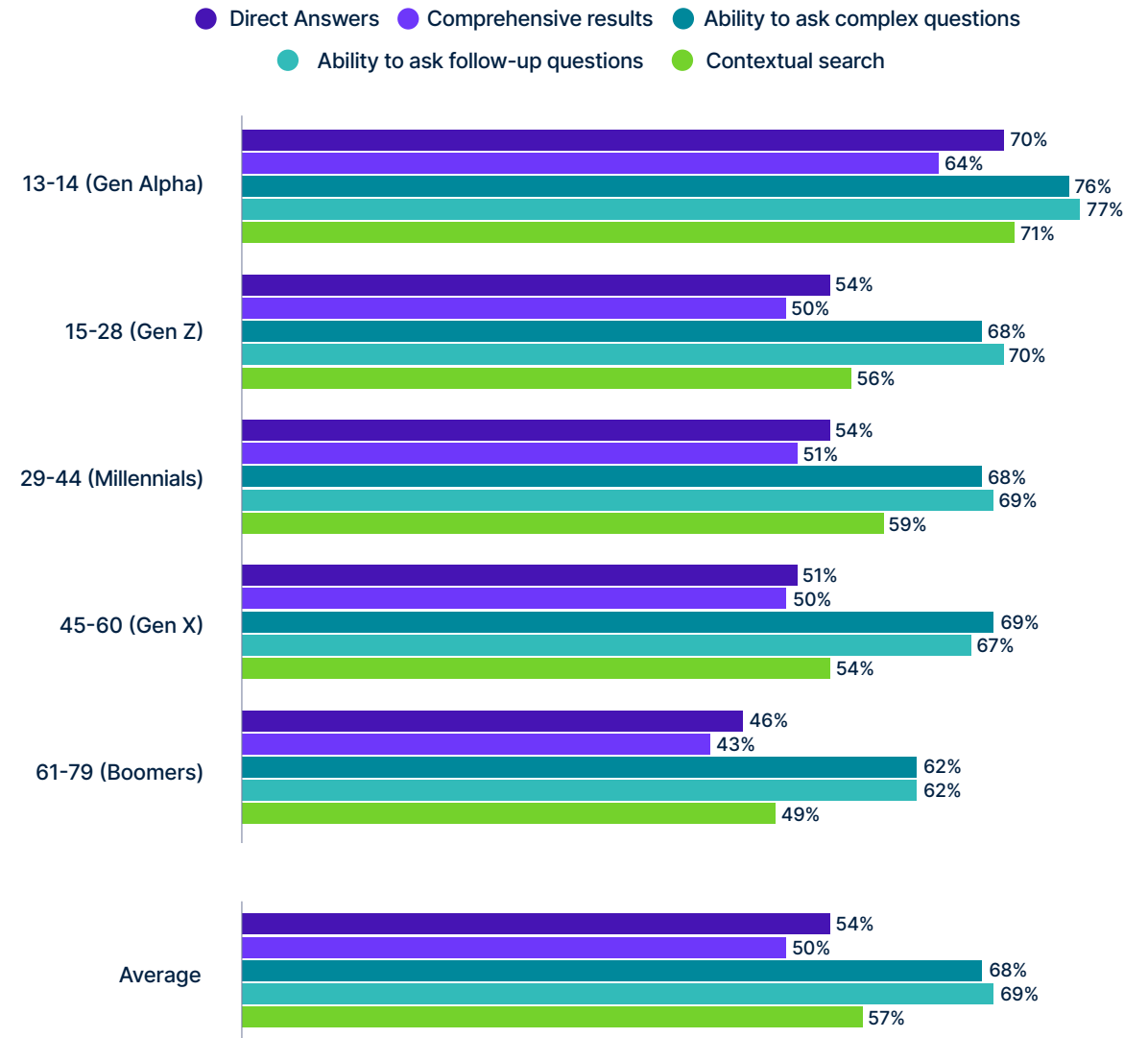
Accuracy notwithstanding, people universally see the benefits that chatbots offer when they're looking for direct answers, comprehensive information, the ability to ask complex questions and the freedom to ask follow-up questions to get more personalized responses. And, to that point, people overwhelmingly prefer GenAI for situational and contextual search requests (i.e., AI understands the intent of a specific search).

Importantly, each of these scenarios is growing increasingly important in entertainment as content volumes increase, distribution fragments and **content discovery challenges** among consumers grow.



## AI improves content discovery

Chatbots provide more of what people are looking for



Read as: 70% of Gen Alpha prefers chatbots over traditional internet searches when they want direct answers to their questions.

Source: Gracenote 2026 generative AI usage study

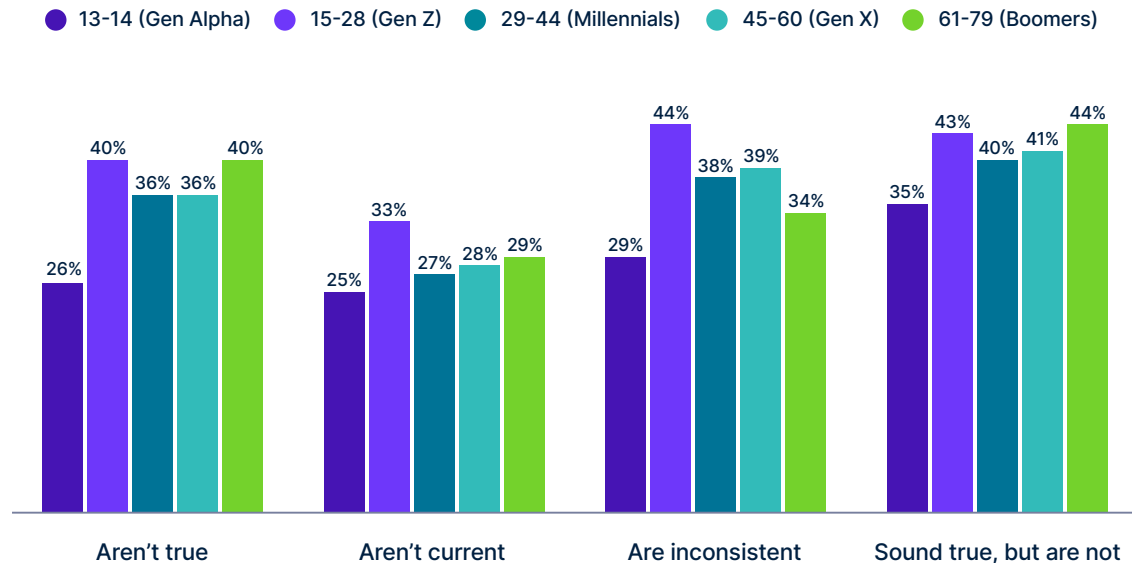
# Overcoming accuracy concerns

To meet the expectations of consumers, LLMs need to overcome negative audience perceptions about accuracy and trustworthiness. Nowhere is this more pressing than in searches for news information. Across age groups, 42% of people say they trust the results about news the least. Somewhat surprisingly, recommendations about TV and movies come in second, at a distant 16%. The percentage is slightly higher among Gen X and Baby Boomers, at 18%.

This sentiment rings true across age groups, as 77% of Americans say they have concerns about the results that AI provides. On average, concerns about the currency of information and the plausibility of it are most common.

## Primary concerns about AI

*I'm concerned that the results...*






Read as: 26% of Gen Alpha are concerned that AI provides results that aren't true.  
Source: Gracenote 2026 generative AI usage study

Here, people unanimously agree that increased trust and use of AI hinge on improved results, an attribute that is very achievable when the grounding source is unbiased, trusted and up to date. In the realm of entertainment, that means being able to direct audiences to the specific channel a sports game is on, recommend "hot" movie options, based on industry buzz, and, of course, help viewers find programs they want to watch, even when they don't know their titles.

Which comic book movie features a main character who has a monster living inside of him?

I found several matches: **Venom (2018)** with Eddie Brock hosting the alien symbiote, **The Incredible Hulk (2008)** with Bruce Banner, and **Venom: Let There Be Carnage (2021)**.

 <p><b>Venom</b> 2018 · 01:52 Action, Horror, Sci-fi, Fantasy, Adventure</p> <p>Journalist Eddie Brock develops superhuman strength and power when his body merges with the alien Venom. Twisted, dark and fueled by rage, Venom tries to control the new and dangerous abilities that Eddie finds so intoxicating.</p> <p><small>Cast: Tom Hardy, Michelle Williams, Riz Ahmed Director: Ruben Fleischer</small></p>	 <p><b>The Incredible Hulk</b> 2008 · 01:52 Adventure, Fantasy, Action, Sci-fi</p> <p>As Bruce Banner (Edward Norton) seeks to rid himself of The Hulk forever, a powerful enemy known as The Abomination arises to wreak havoc on the human race.</p> <p><small>Cast: Ed Norton, Liv Tyler, Tim Roth Director: Louis Leterrier</small></p>	 <p><b>Venom: Let There Be Carnage</b> 2021 · 01:26 Sci-fi, Action, Fantasy, Adventure, Comedy</p> <p>Eddie Brock is still struggling to coexist with the shape-shifting extraterrestrial Venom. When deranged serial killer Cletus Kasady also becomes host to an alien symbiote, Brock and Venom must put aside their differences to stop his reign of terror.</p> <p><small>Cast: Tom Hardy, Woody Harrelson Director: Andy Serkis</small></p>
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# The takeaway

The overall concern among all consumers about the accuracy of chatbot results amplifies the need for both AI providers and publishers to anchor their LLMs and content experiences with trusted, industry-validated entertainment data. With so many content options available, many consumers may not be willing to give individual publishers the chance to repair a bad first impression.



## Closing thoughts

As a portal to anything the internet has to offer, the TV has freed audiences from the confines of preselected, linear programming. While enamored by the choice that CTV affords, immense fragmentation has become overwhelming to consumers, resulting in service fatigue, as well as the costs that come with it.

In the U.S., only 15% of people say they always know what they want to watch when they turn their TVs on<sup>10</sup>. When you compound that with rising content discovery times, it's no surprise that Deloitte's [2025 Digital Media Trends](#) report found that 41% of streaming subscribers say their services aren't worth the price they pay. This also affects monthly churn rates, which Broadband TV News [reported at 5.5% last year](#), up from 2% just five years earlier.

While service bundling helps with the churn associated with rising service costs, it doesn't address content discovery challenges. Here, LLMs will become instrumental in transforming how audiences engage with TV content, both in delivering personalized experiences and reducing friction caused by content overload. They will also be critical in maximizing the value of each publisher's full video catalog—the heart of their unique value propositions.

In a world of seemingly infinite choices, properly grounded LLMs can bring those unique value propositions to life, ensuring that the right story always finds the right audience.



<sup>10</sup> 2025 Gracenote streaming consumer survey.



## Data sources

### Gracenote 2026 generative AI usage study

This report includes survey responses from our 2026 GenAI usage survey, which included more than 4,000 internet and AI chatbot users in the U.S. Respondents were between the ages of 13 and 79, and the survey was conducted between Jan. 23 and Feb. 4, 2026.

### Gracenote 2025 streaming consumer survey

This report includes survey responses from our 2025 streaming consumer survey, which included 3,000 streaming TV consumers in Brazil, France, Germany, Mexico, the U.S. and the U.K. Respondents needed to stream video either through a connected device or a smart TV, and the survey was conducted between July 28 and Aug. 1, 2025.

### Gracenote Global Video Data

Gracenote Video Data provides comprehensive TV show and movie metadata covering titles, descriptions, genres and more across 80+ countries and territories in 70+ languages. Gracenote provides detailed TV listings data for 75,000+ linear channels and more than 2,100 FAST channels, along with availability for 300+ streaming catalogs.