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Bringing You A Library 2.0 Perspective, by Michael Casey

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The Long Tail at Work

An article in today's New York Times, [What Netflix Could Teach Hollywood](#), is an excellent example of the [long tail](#) at work (even though they never say it).

Yet "The Conversation" was on its way to the movie graveyard just a few years ago. Since video stores have room for only a few thousands titles, some didn't carry it, and it was slowly being buried under the ever growing pile of newer films at other stores. It would have been easy a decade ago to imagine a time when few people would ever watch "The Conversation" again.

Then came Netflix. The Internet company with the red envelopes stocks just about all of the 60,000 movies, television shows and how-to videos that are available on DVD (and that aren't pornography). Just as important, for the sake of "The Conversation," Netflix lets users rate movies on a one- to five-star scale and make online recommendations to their friends.

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