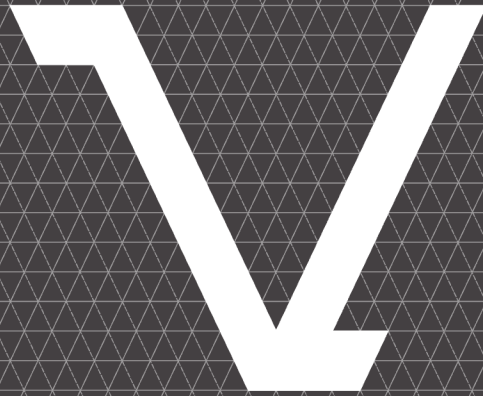


Chatbots for Streaming Content Discovery



veed insight

April 2026

About veed analytics

Market intelligence
and strategic advisory

for the global
video industry

with a focus on the
customer perspective



Founded in 2014

Based in Munich

Team of product &
content enthusiasts

A lot of happy
international clients

Coming a long way

from this	
from this moment lyrics	700,000 results
from this moment	51,000,000 results
from this moment on lyrics	673,000 results
from this moment by shania twain	389,000 results
from this day lyrics	8,860,000 results
from this moment ewell	16,100 results
from this moment shania twain bryan white	190,000 results
from this moment lyrics by shania twain	96,900 results
from this moment song lyrics	705,000 results
from this moment bridal	316,000 results

[close](#)

san f	
san francisco chronicle	7,900,000 results
san francisco giants	7,220,000 results
san francisco marathon	417,000 results
san francisco airport	2,070,000 results
san francisco zoo	1,090,000 results
san francisco ca	66,300,000 results
san francisco 49ers	5,900,000 results
san francisco state university	9,410,000 results
san francisco public library	678,000 results
san francisco muni	294,000 results

[close](#)

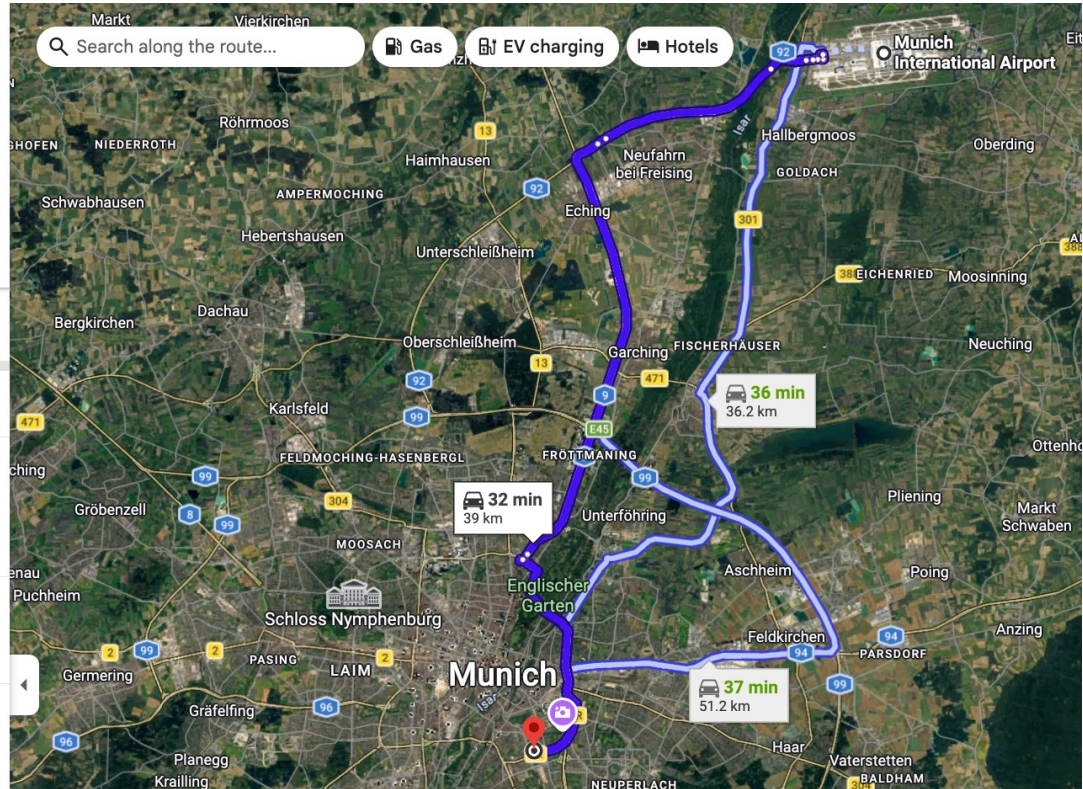
2004 - Google Labs

2008 - Launch as Google Suggest in the US

Very purpose built

Navigation interface showing route options from Munich International Airport to veed analytics GmbH, Frankenthaler Str.:

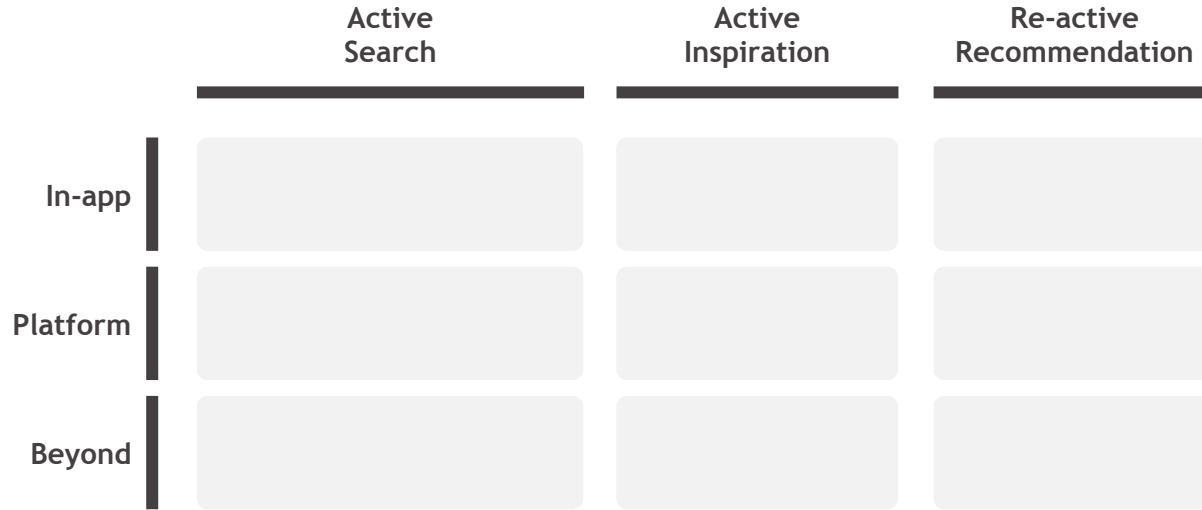
- Best 32 min 1h 14m 8 hr 1h 56m
- Munich International Airport
- veed analytics GmbH, Frankenthaler Str.
- Add destination
- Leave now Options
- Send directions to iPhone Copy link
- via A9: 32 min, 39.0 km (Fastest route, the usual traffic)
- via B301: 36 min, 36.2 km
- via A99: 37 min, 51.2 km



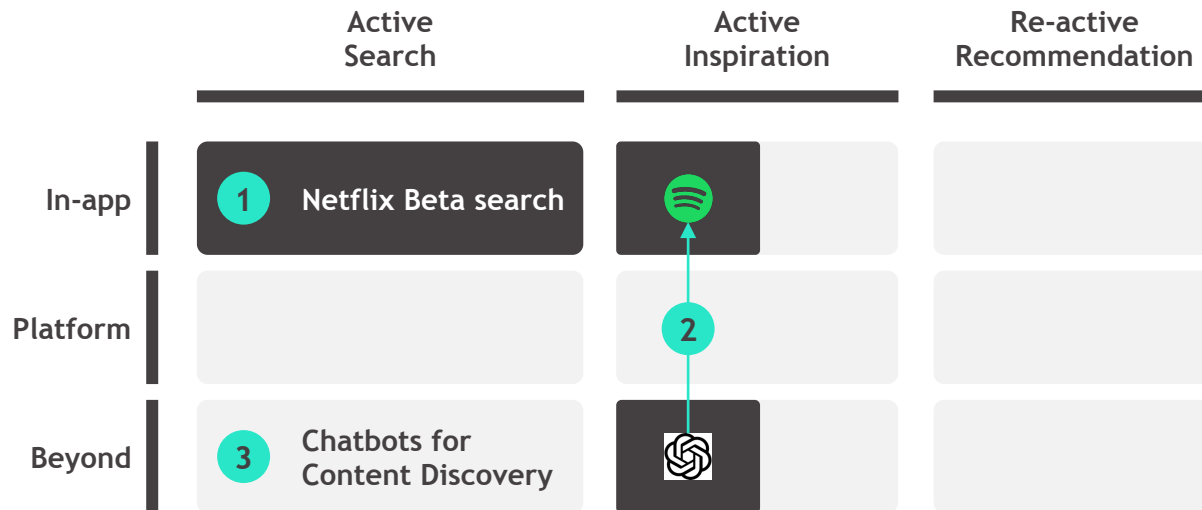
Scenarios landscape for Streaming & AI



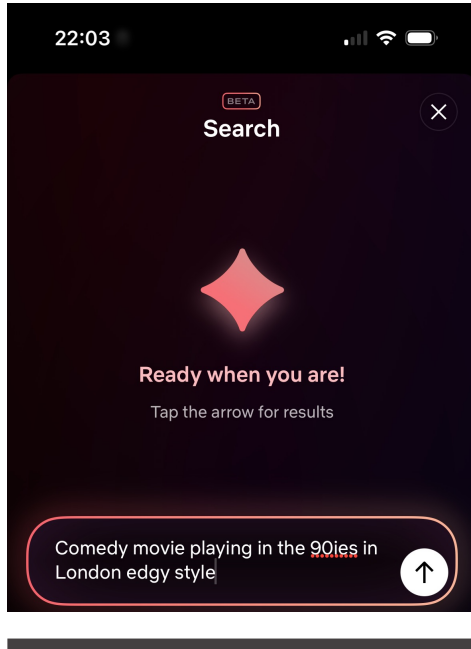
Scenarios landscape for Streaming & AI



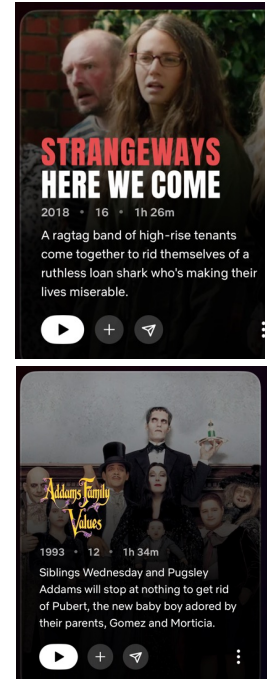
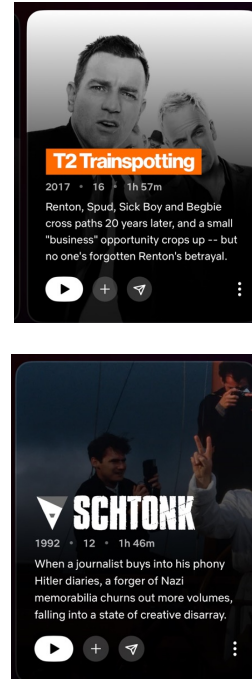
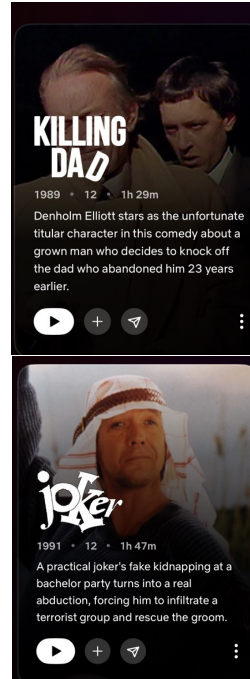
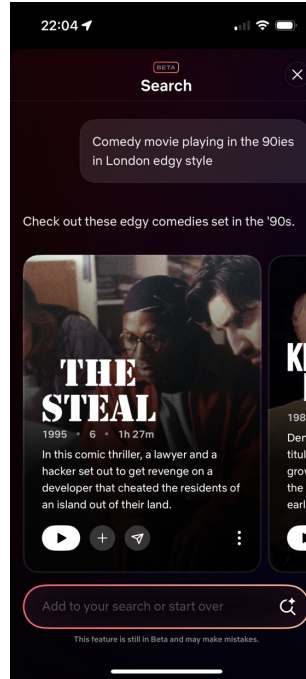
Scenarios landscape for Streaming & AI



1. Netflix AI-assisted Search: Mobile only Beta



Query



Results

2. Spotify on ChatGPT: Active collaboration



Connect Spotify

You're in control
ChatGPT always respects your training data preferences, and is limited to permissions you've explicitly set.

Apps may introduce risk
ChatGPT is built to protect your data, but attackers may attempt to use ChatGPT to access your data in the app, or use the app to attempt to access your data in ChatGPT.

Data shared with this app
By adding this app, you allow it to access: (1) basic information typically shared when you visit a website, such as your IP address and approximate location ([learn more](#)), and (2) data from your ChatGPT account, including from conversations and memories. Our policies require that apps only access relevant content to respond to your requests. This data will be used as described in the app's [Terms of Service](#) and [Privacy Policy](#).

Continue to Spotify ↗

Allow Spotify to connect to:
ChatGPT

bernd.riefler
[Not you?](#)

You agree that ChatGPT will be able to:

- View your activity on Spotify**
 - The content you're playing and Spotify Connect devices
 - What you've saved in Your Library
 - Who you follow
- Take actions in Spotify on your behalf**
 - Stream and control Spotify in the ChatGPT app
 - Control Spotify on your devices
 - Add and remove items in Your Library
 - Create, edit, and follow private playlists
 - Manage who you follow

Agree

Cancel

You can remove this access at any time in your account settings.
For more information about how ChatGPT can use your personal data, please see [ChatGPT's privacy policy](#).



Create a ski backcountry playlist with 10 songs, I have not listened to

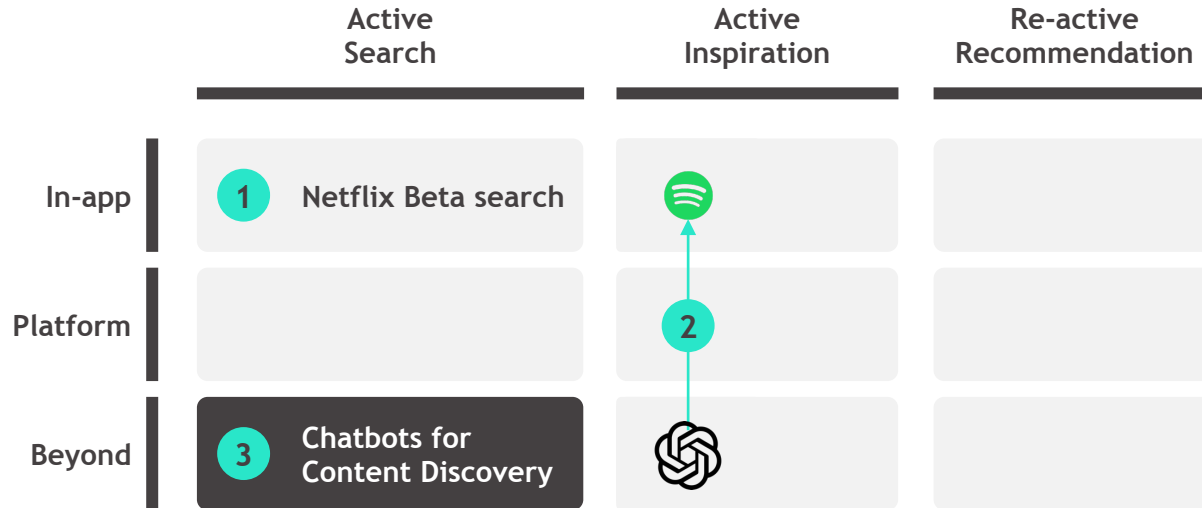
Spotify

Added to Your Library. ✓

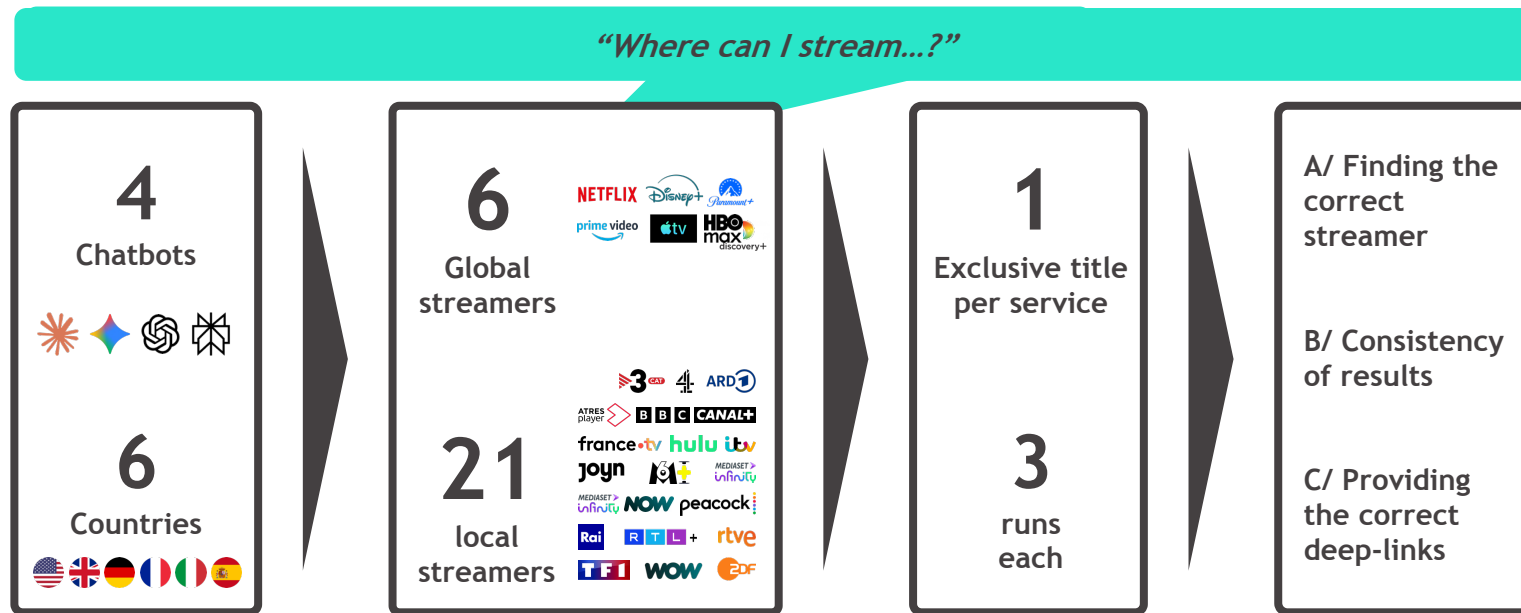
New Ski Tracks
Prompted by you · Playlist

	Ain't No Mountain High Enough Freischwimmer, Dionne Bromfield, CALVO	4:19
	Doses & Mimosas Cherub	4:39
	0506+056 Deathpact, Opiuo	5:15
	The Renegade Friend Within	2:30
	Thunder & Lightning Major Lazer	3:57
	Sabotage Beastie Boys	2:58
	Hate To Say I Told You So The Hives	3:20

Scenarios landscape for Streaming & AI



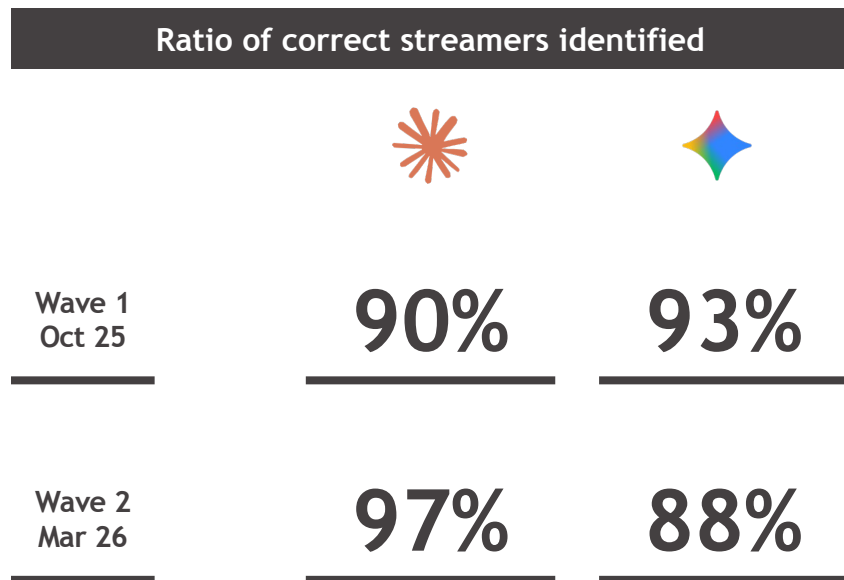
3. Chatbots for Content Discovery: Set-up



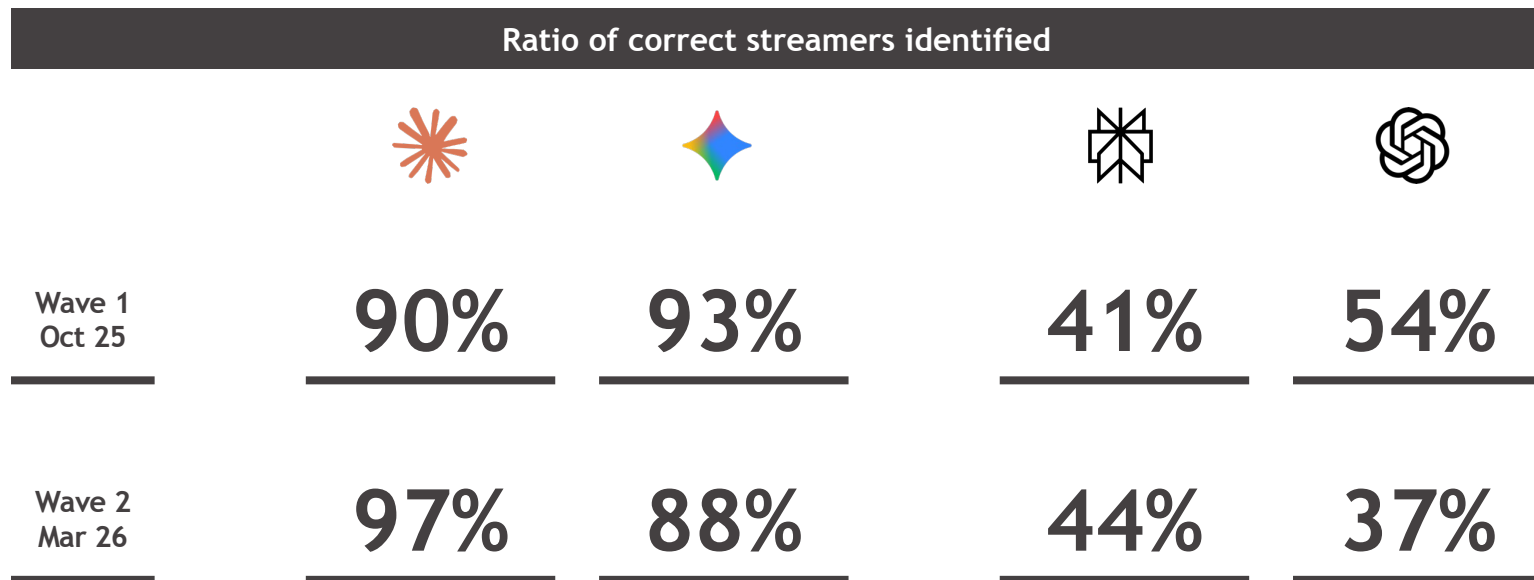
3.1 Chatbots for Content Discovery: Correct streamer

68% Only two third of results identified the **correct streamer**

3.1 Chatbots for Content Discovery: Results by chatbot

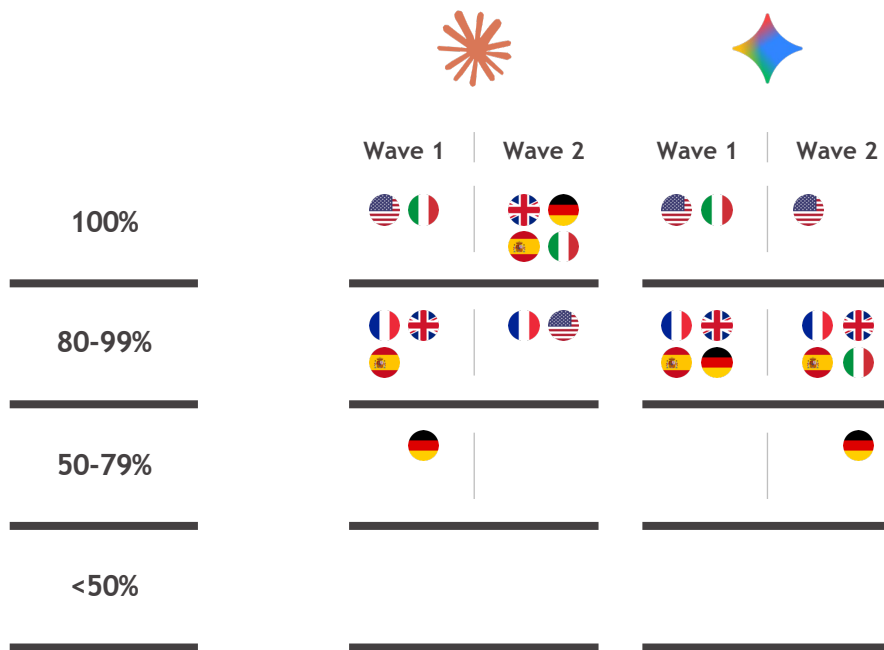


3.1 Chatbots for Content Discovery: Results by chatbot

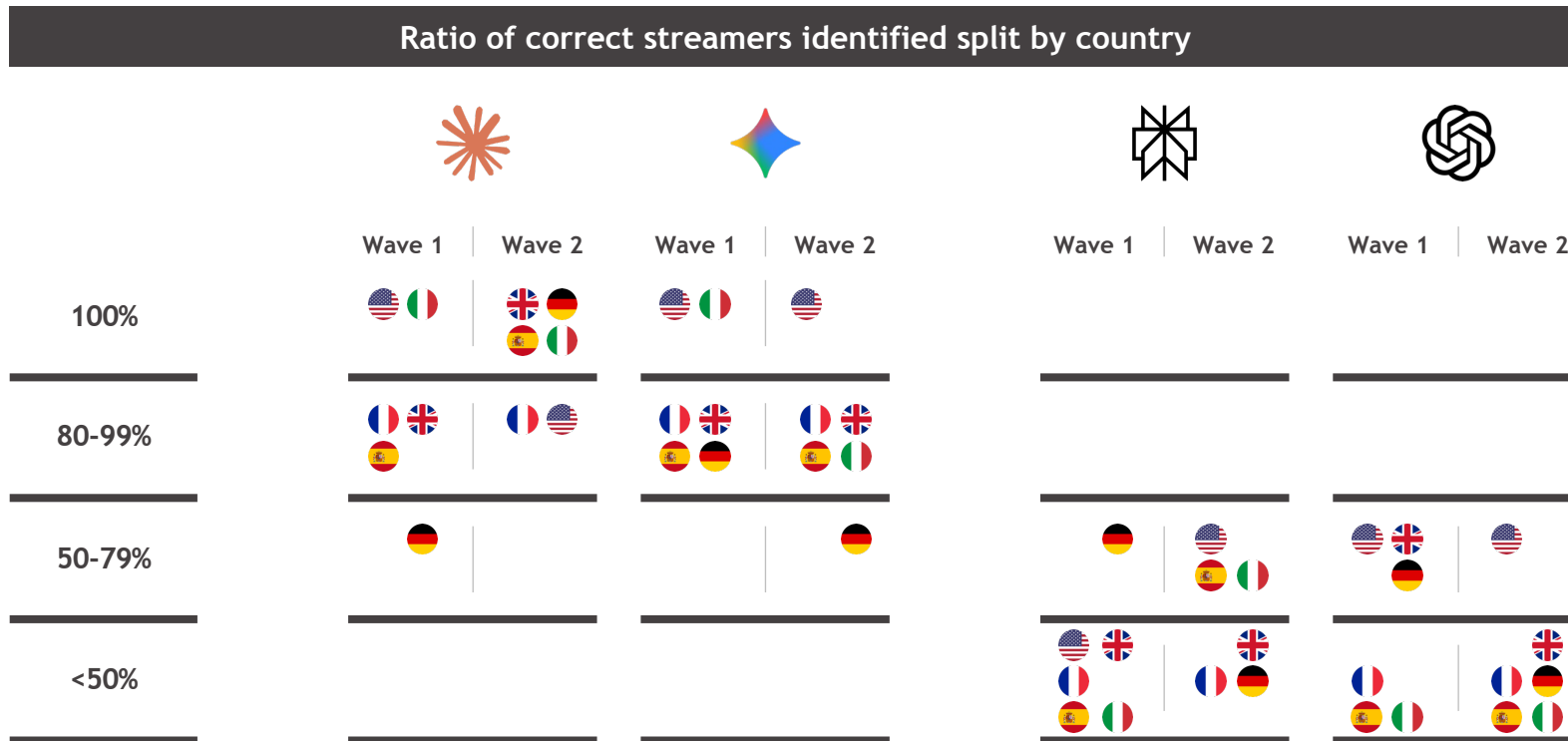


3.1 Chatbots for Content Discovery: Results by chatbot and region

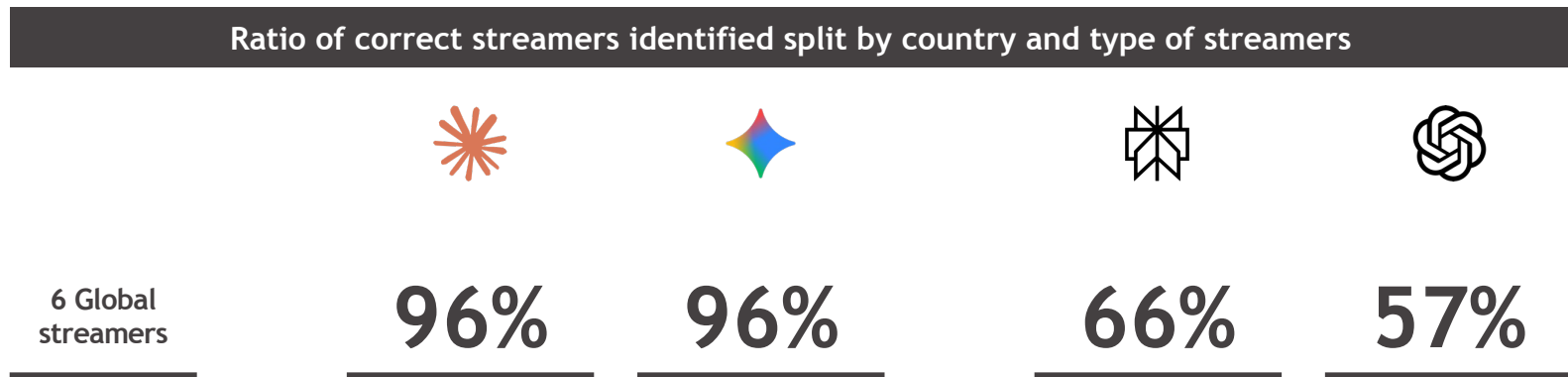
Ratio of correct streamers identified split by country



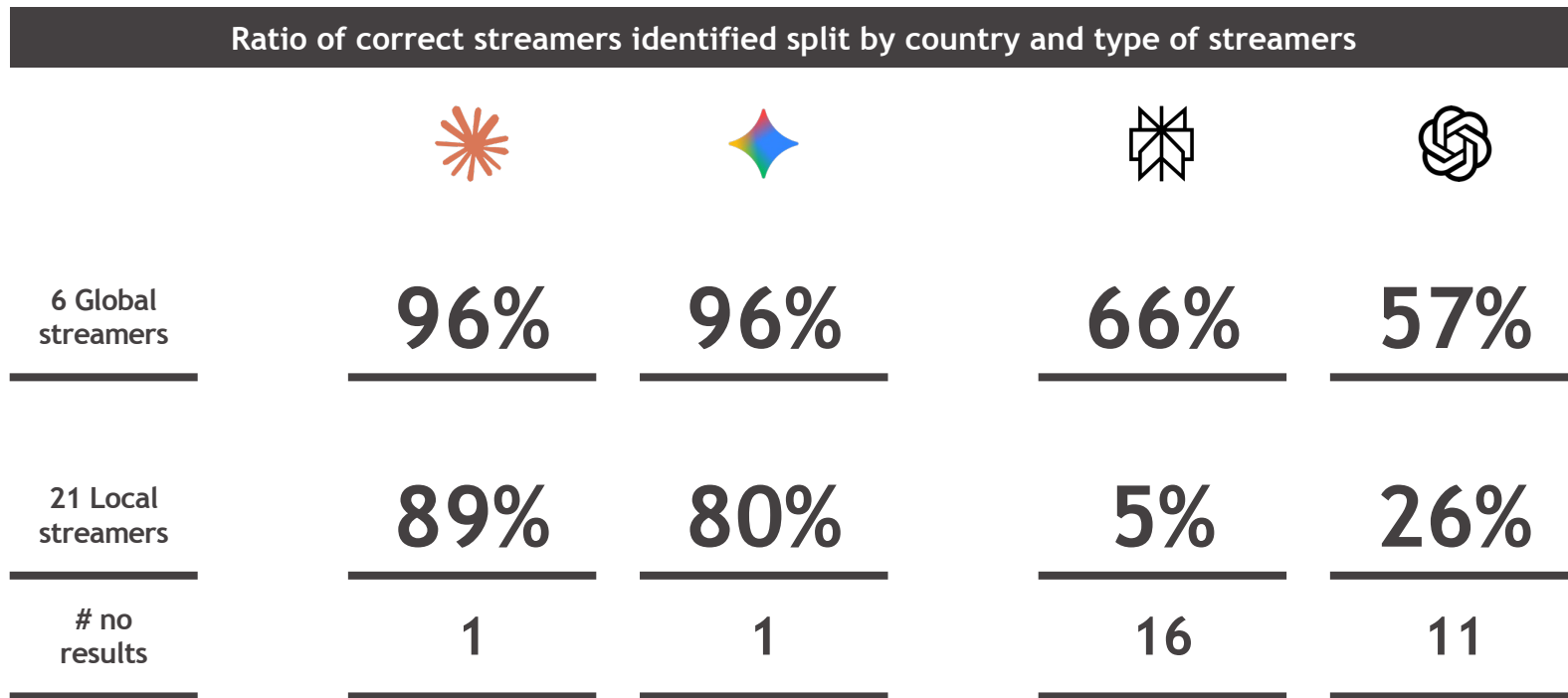
3.1 Chatbots for Content Discovery: Results by chatbot and region



3.1 Chatbots for Content Discovery: Results by chatbot and streamers



3.1 Chatbots for Content Discovery: Results by chatbot and streamers

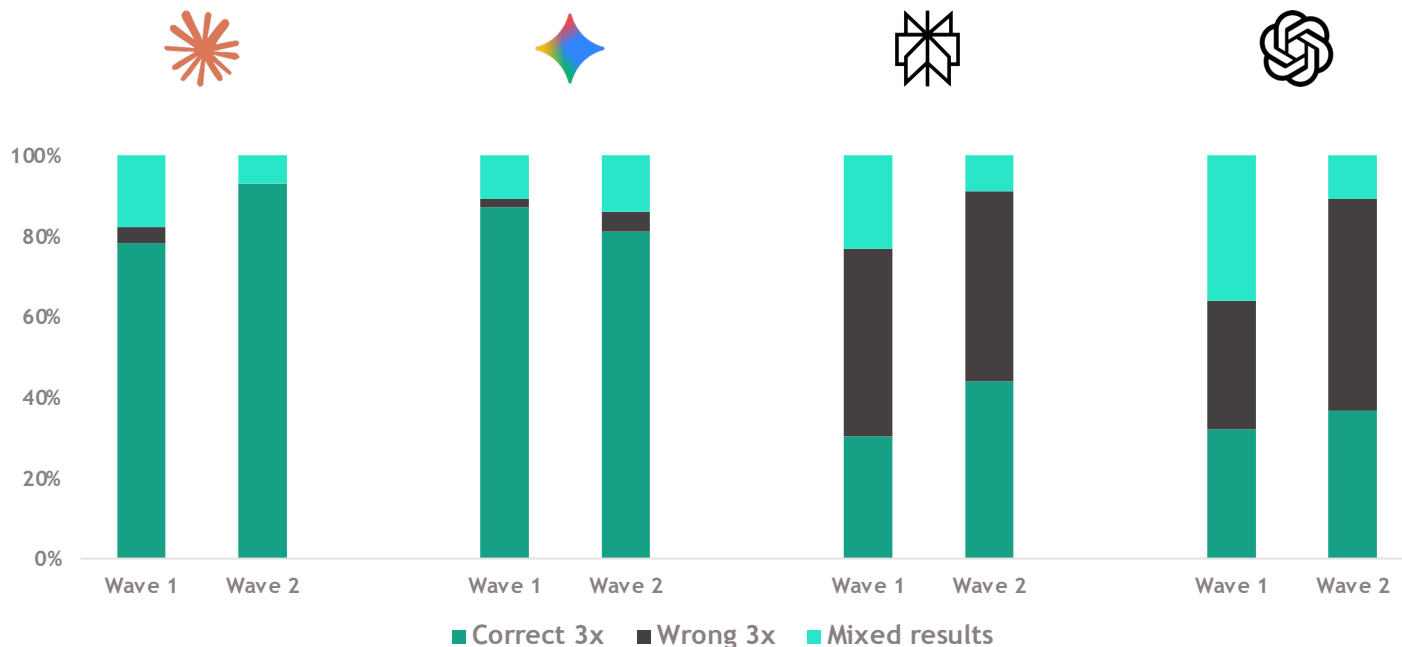


3.2 Chatbots for Content Discovery: Consistency

57% Only about half of combined runs showed 3x the correct results

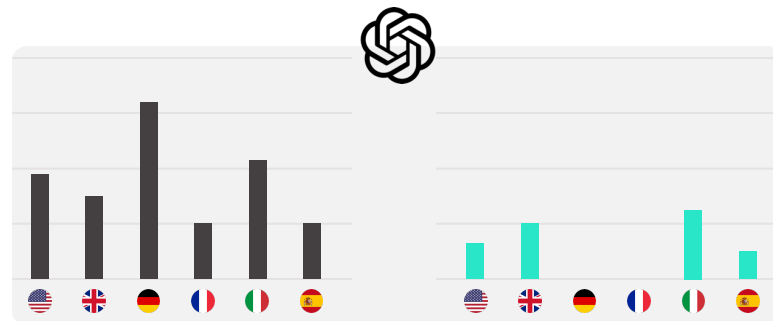
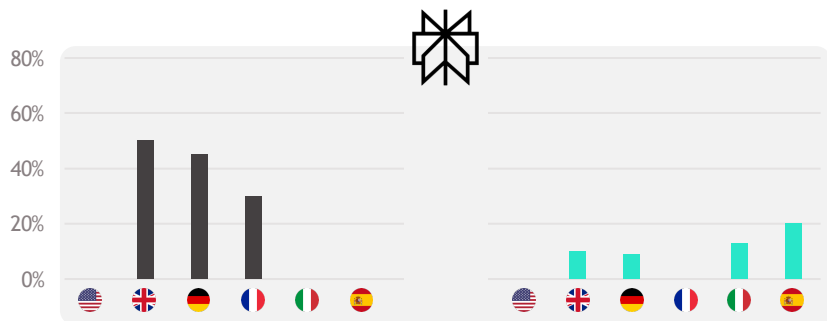
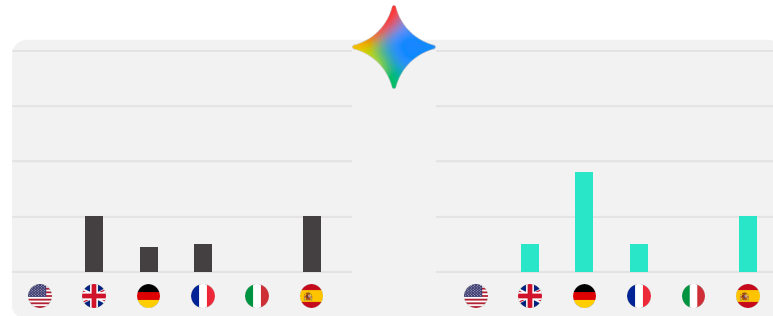
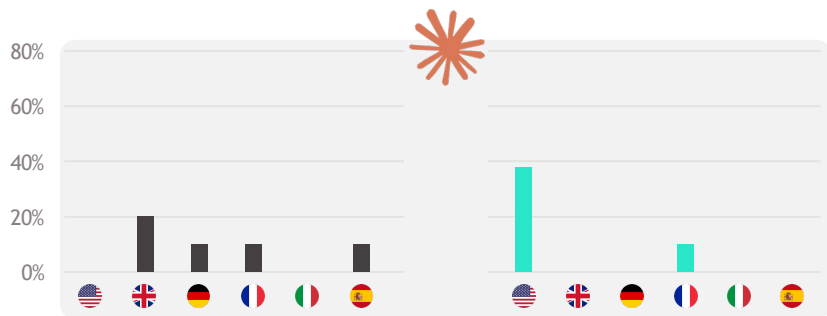
3.2 Chatbots for Content Discovery: Result consistency w/ re-runs

Ratio of correct streamers identified split by country and type of streamers



3.2 Chatbots for Content Discovery: Result consistency w/ re-runs

Ratio of runs with mixed results split by chatbot and country

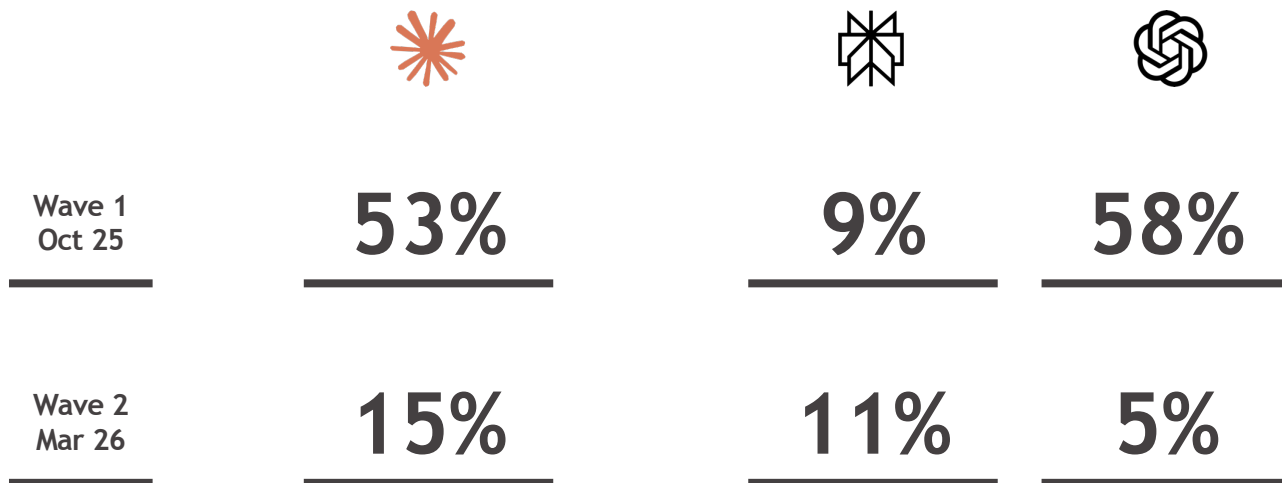


3.3 Chatbots for Content Discovery: Deep-links

12% Wave 2: chatbots rarely showed links to the streamers

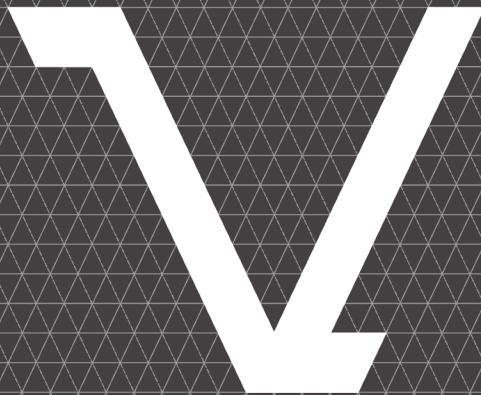
3.3 Chatbots for Content Discovery: Deep-links

When streamer correctly identified - link to streamer included?



Summary

- **Results:** Tremendous differences between chatbots, countries and services
- **Users:** Not yet a valid search replacement
- **Industry:** Purpose build approaches and partnerships needed



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Founder & CEO

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