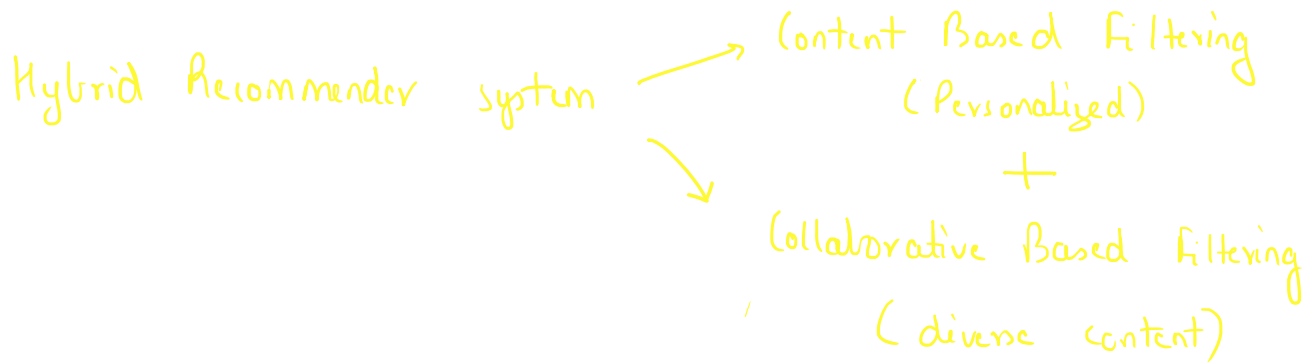
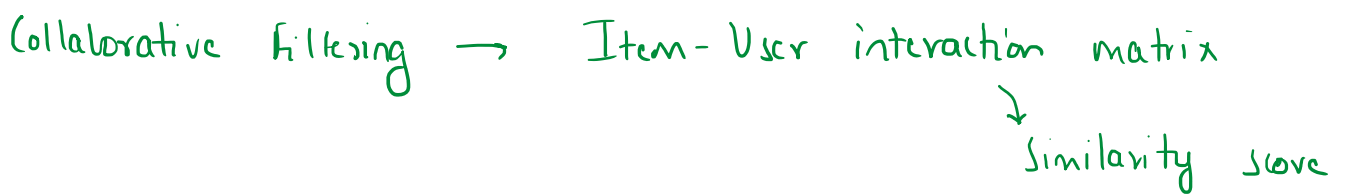
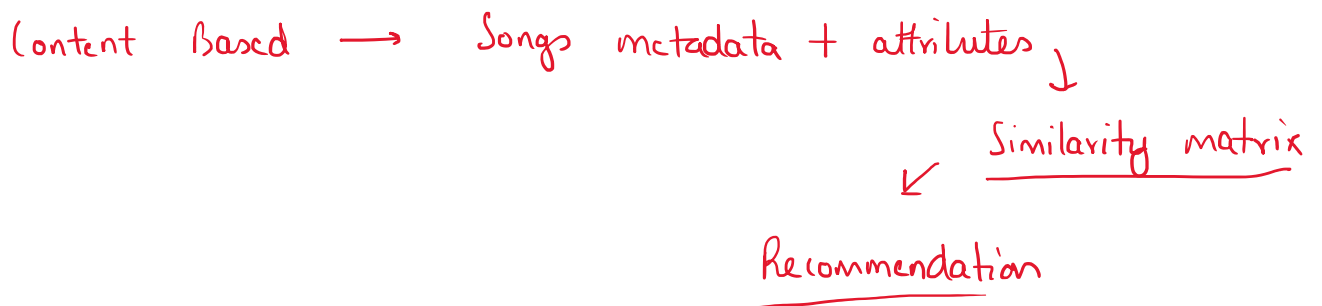


✓ Personalized , Diverse content ↓

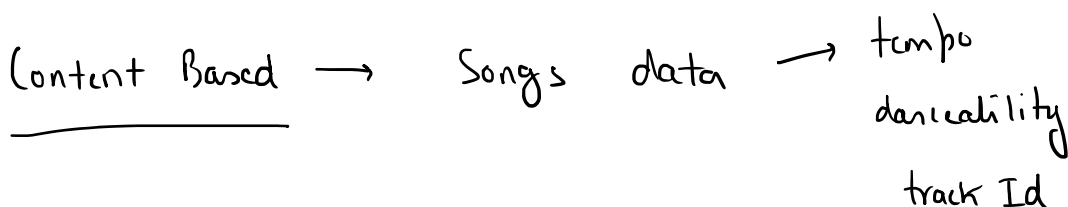
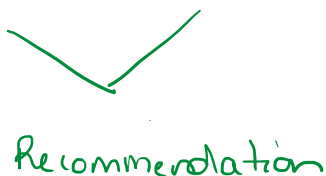


Weighted approach



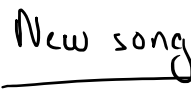
a) User Based

b) Item Based



genre

Play count



Hybrid system.

User - Item

