Study to effectively bring recommendations to users

The growing number of streaming services, both live and on-demand, are now providing an increasingly diverse range of material. Users are having more difficulty and spending too much time during the selection process as these services and content expand in popularity. Users have negative experiences when deciding what to start watching as a result of this.

This solution's major purpose is to reduce the amount of time users spend making these decisions. As a result, techniques for evaluating and enhancing the quality of recommendations both inside and outside the using session are presented, utilizing measures such as:

* viewing platform parameters (selection time, viewing sequence (total, partial, serial)
* selection within the personalized recommendations
* viewing behaviour (skip the intro, skip to specific moments of the content, etc.)
* context parameters (individual viewing, as a couple as a family)
* emotions (with a module of detection).

In addition, the solution will include comparisons between various recommendation algorithms and diverse ways of displaying them inside the various devices available (web, Smart-TV, tablets and smartphones). The metrics will then be put to the test using the most prevalent Machine Learning techniques in order to verify the correctness of these.