1. **First we need to know what devices we are dealing with:**

* Smart TVs
  + In this case there is a clear problem nowadays. We could try to improve predictions in watching groups (Differentiate family members)
  + (Should talk to Telefonica to see if they would be interested, as they are trying to create profiles, so maybe not very useful in the long run)
* Computers / Smartphones
  + People using these devices tend to behave quite similarly.
  + For this case we should look somewhere else to find a problem (?)

1. **Try to predict behaviour based on day of the week and time of the day.**
2. **Keep privacy and security up to a maximum (Ethics topic maybe not good?)**
3. **Is the platform an IPTV?**
4. **Cold-Start problem**
5. **What data do we have on users:**

* Location, age, gender… (in theory we do not)
  + Easier to create profiling so better personal recommendations (maybe?)
  + Could it be possible to ask if they want to provide this info?
* Is it possible to get images for face recognition?

5 diapos

2 state of art

2 dades Telefonica

1 preguntes