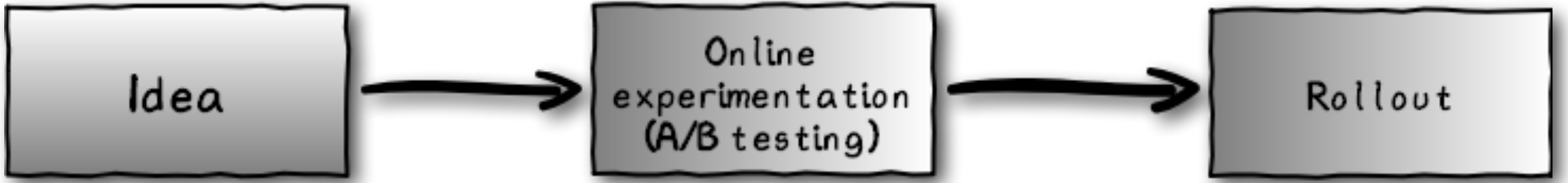
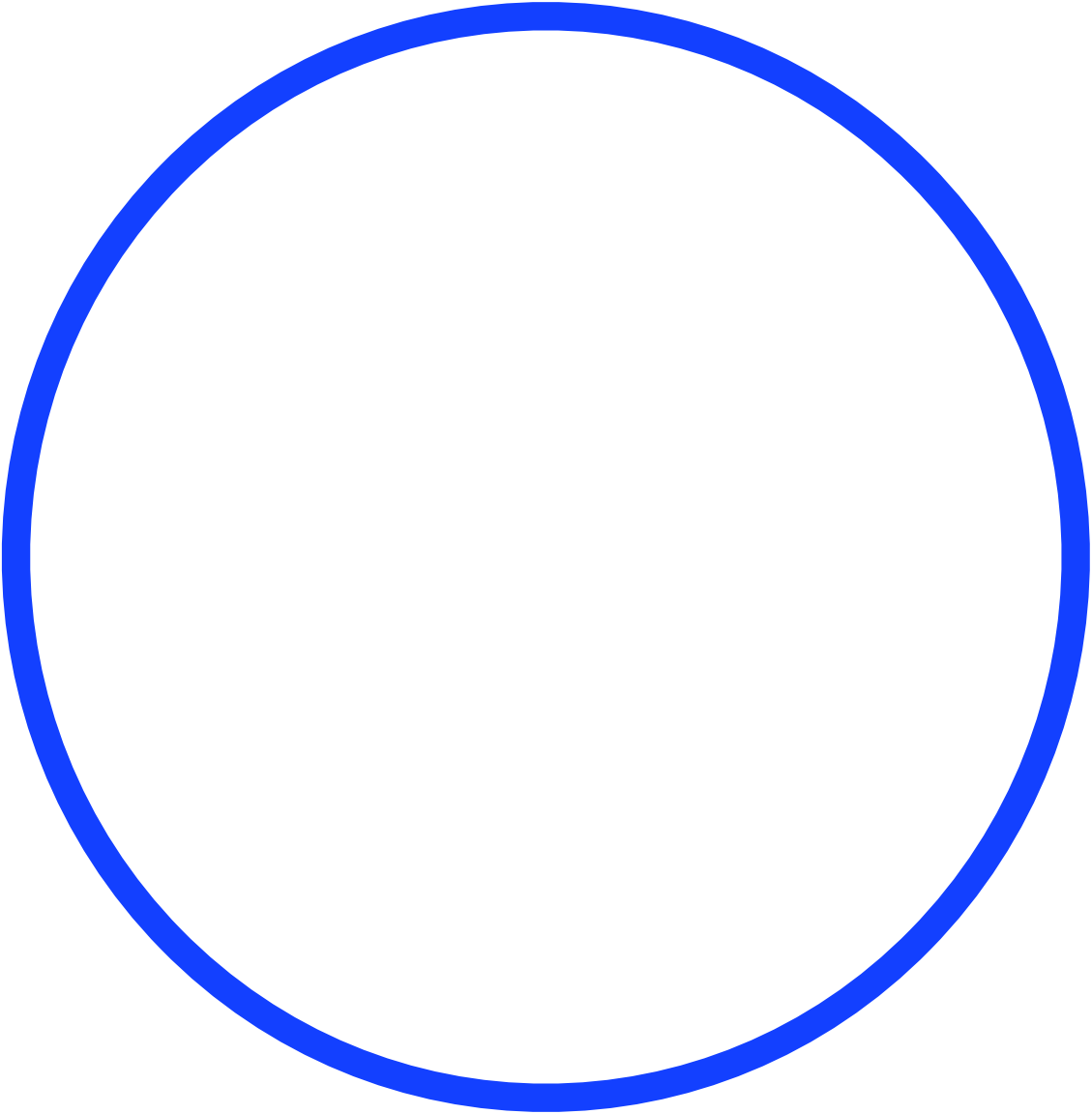
European Broadcasting Union

A/B Testing -
imperfect!


Idea
Online experimentation (A/B testing)
Rollout



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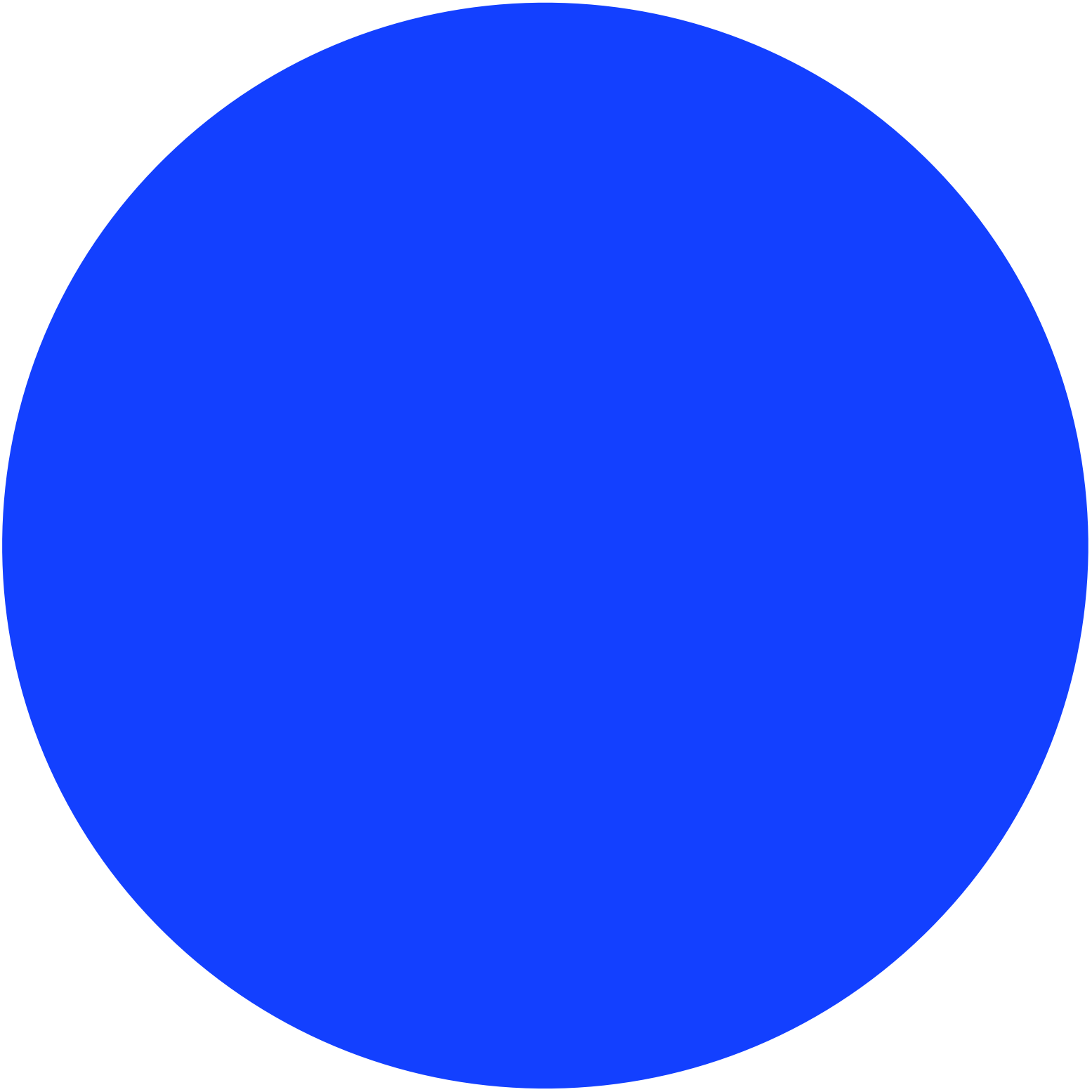

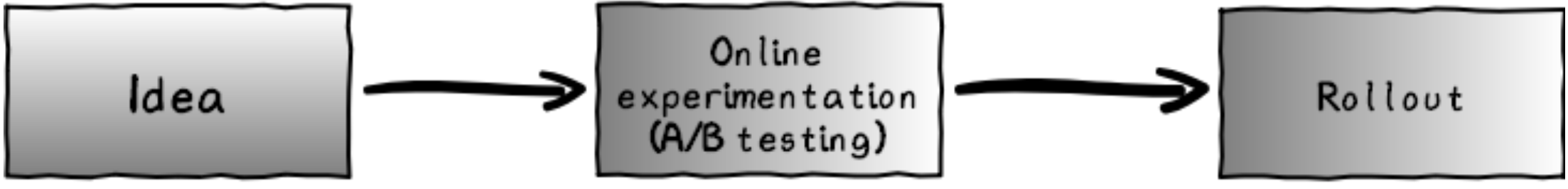
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