

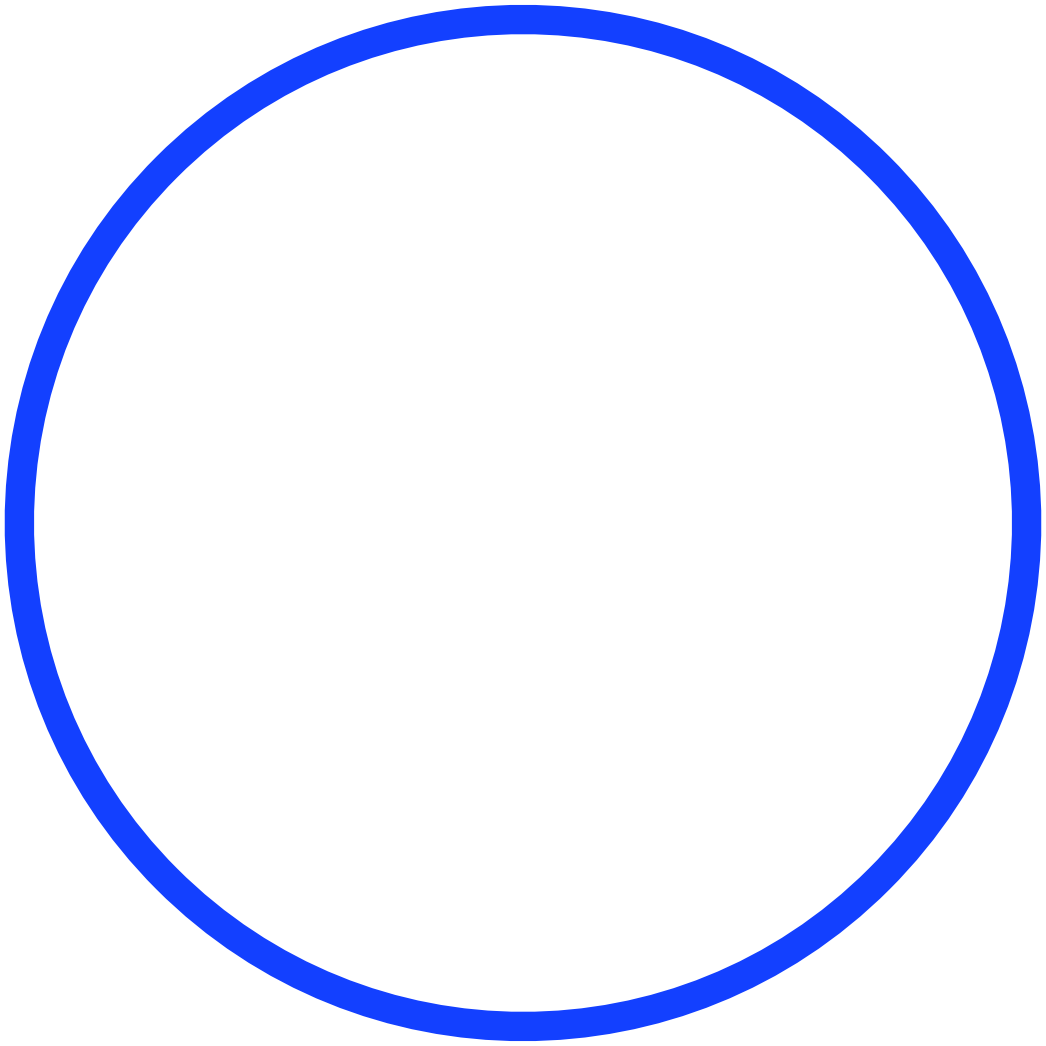
Idea



Online
experimentation
(A/B testing)



Rollout



W











W











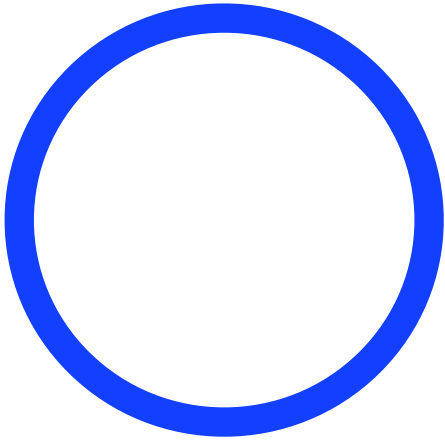




EBU

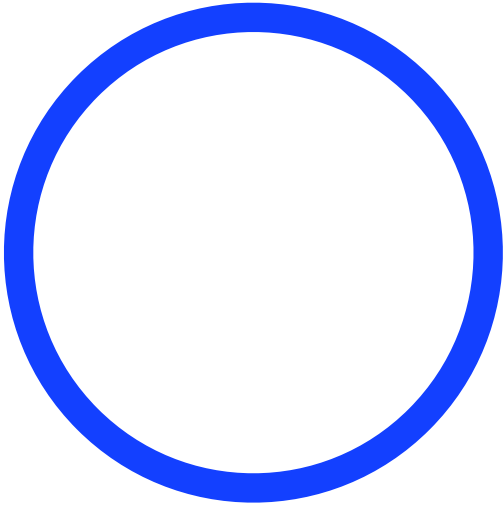
European Broadcasting Union





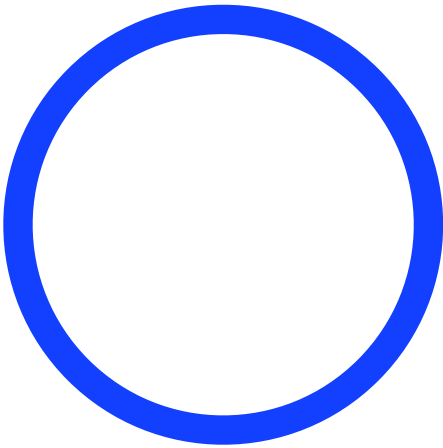
Typical

worflow



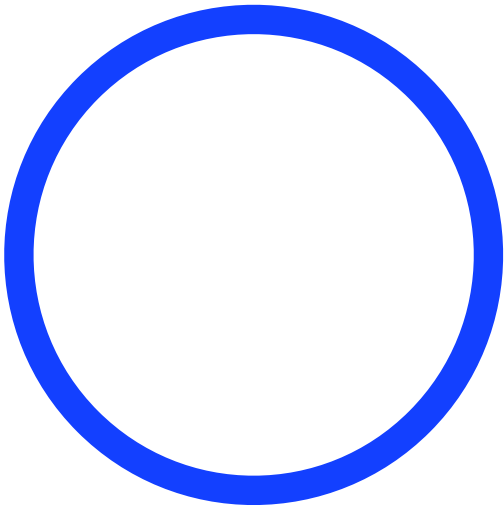
AB Testing -

important!



Novel

approrach



Maniacs!











Mathematics!































