Offline testing

Collaborative filtering

User-item interactions (feedback)

EBU

European Broadcasting Union
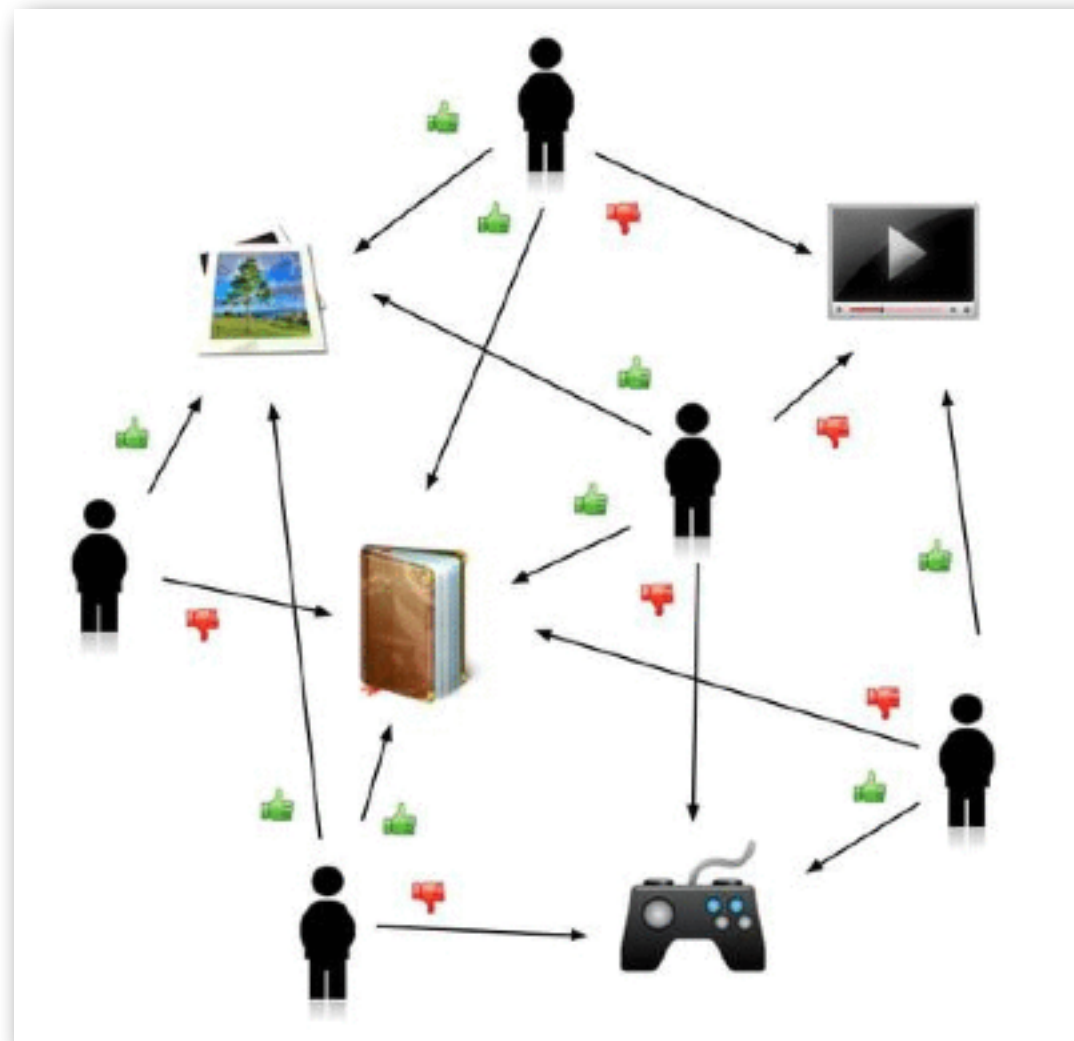
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Will user like it?