

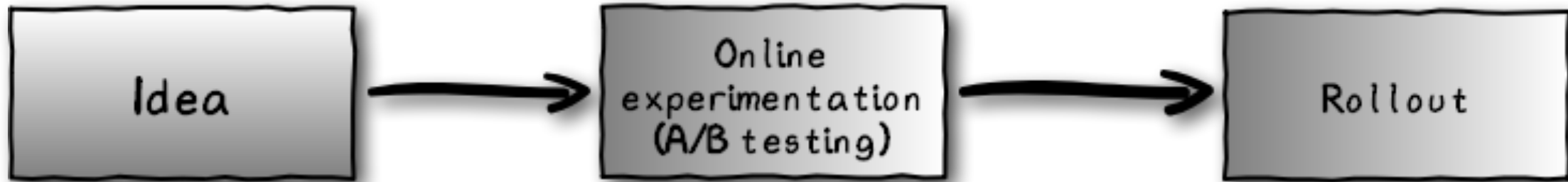


# EBU

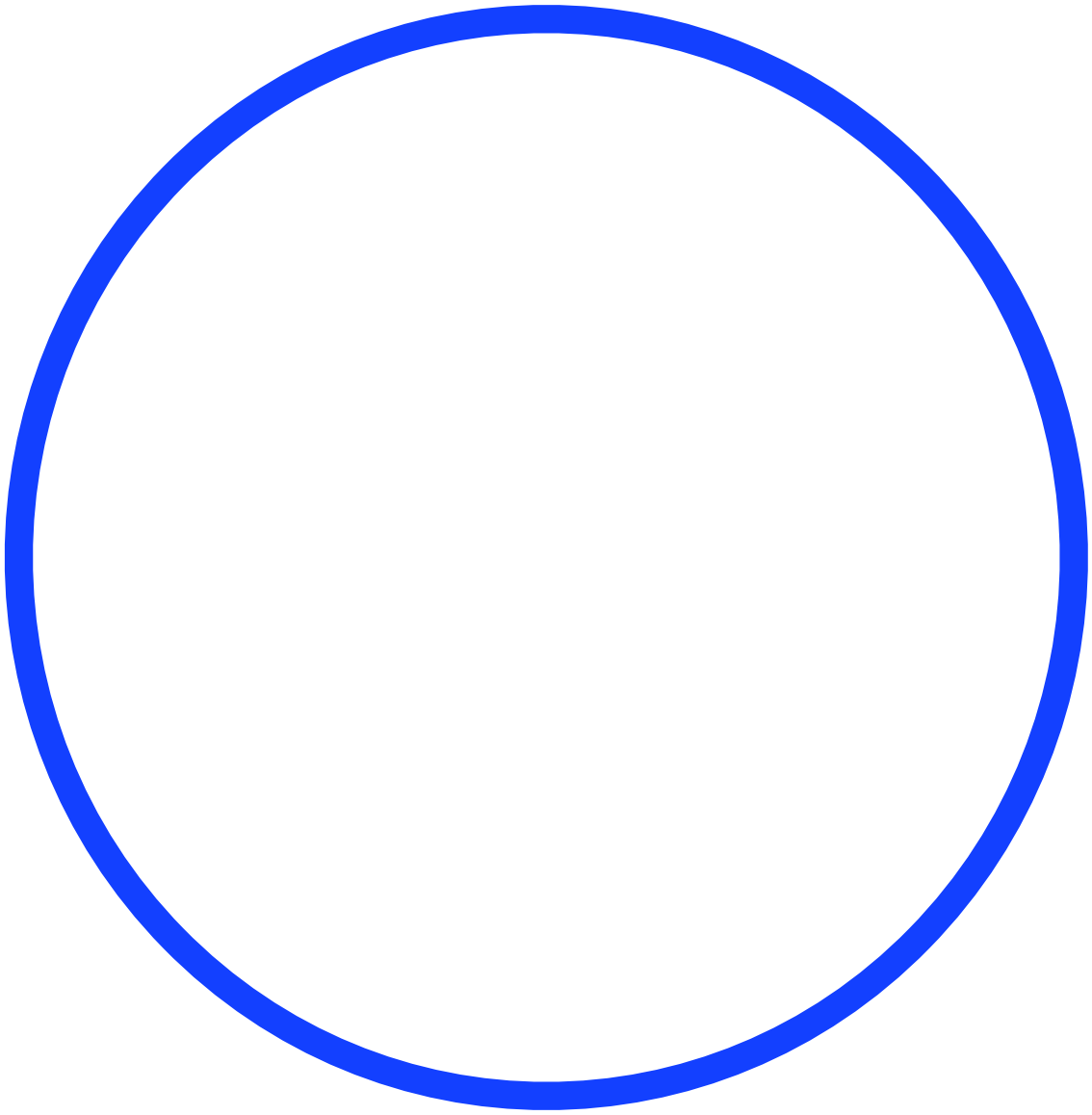
**European Broadcasting Union**



**A/B Testing -  
imperfect!**



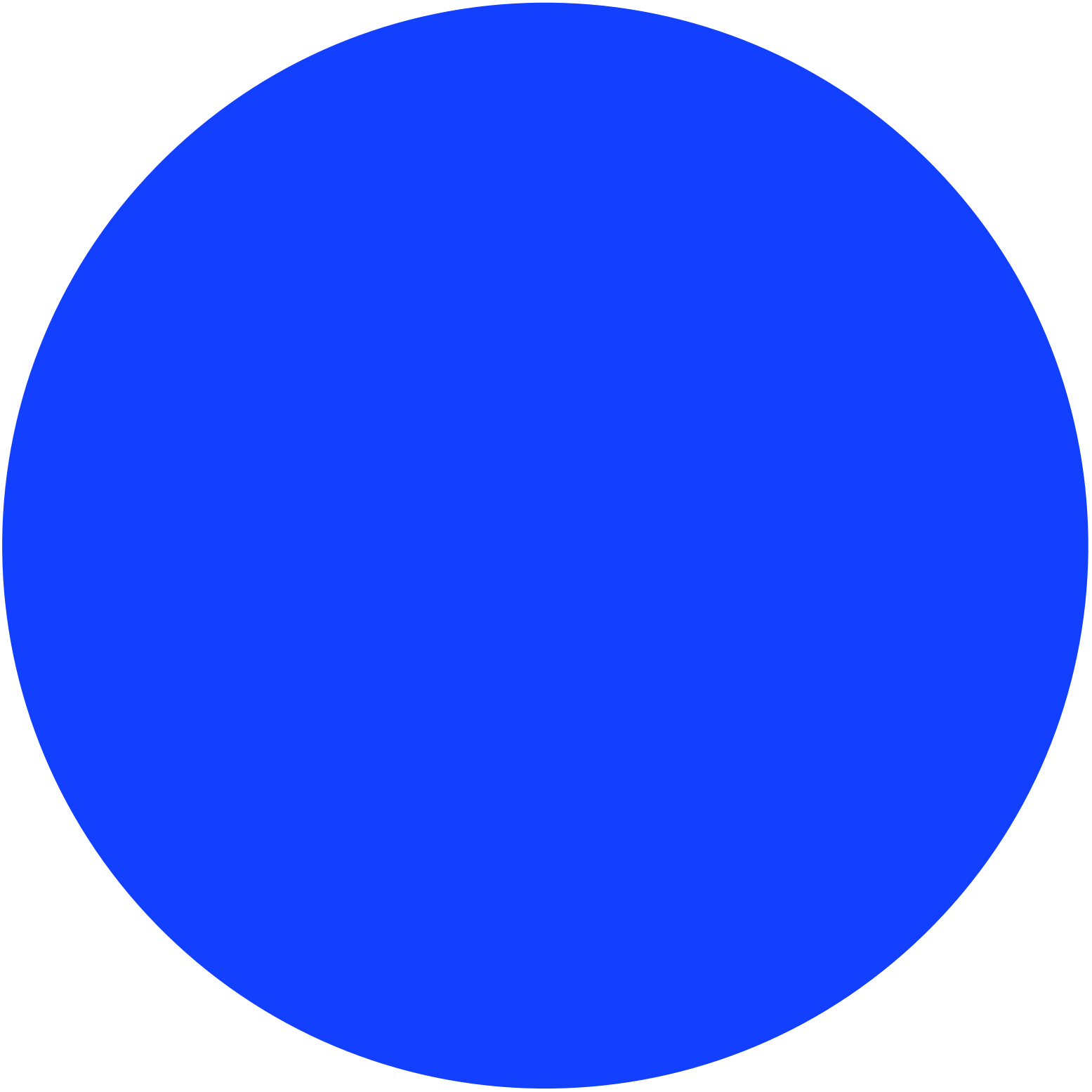




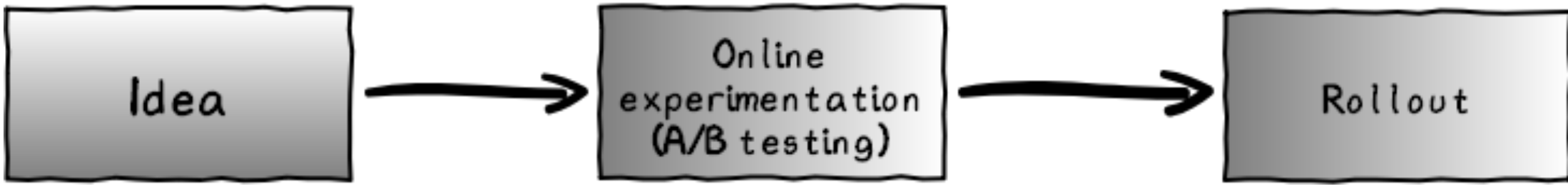
**AB Testing -**

**important!**

































```
graph LR; A[Idea] --> B[Online experimentation (A/B testing)]; B --> C[Rollout];
```

Idea

Online  
experimentation  
(A/B testing)

Rollout





