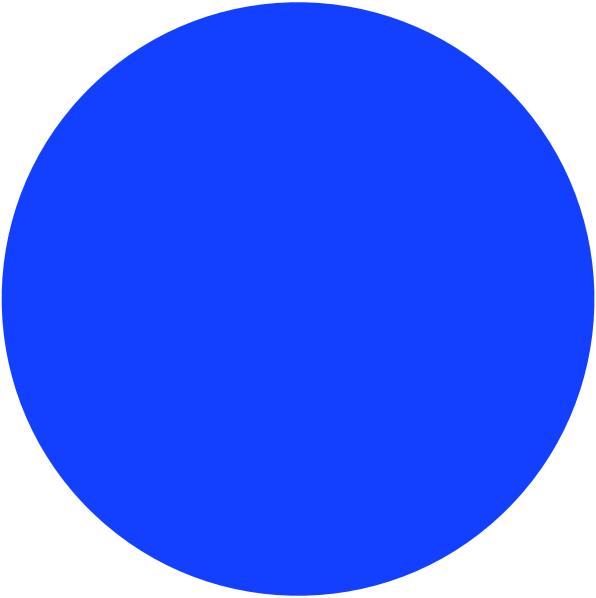


European Broadcasting Union























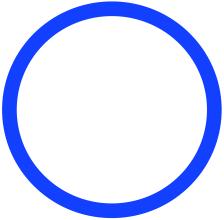






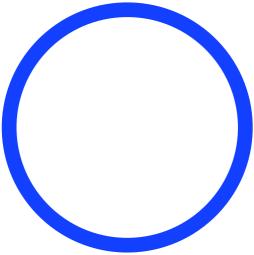






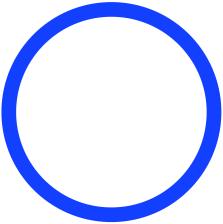
Typical

workflow



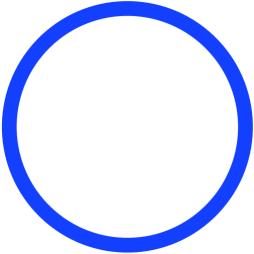
A/B Testing -

imperfect!

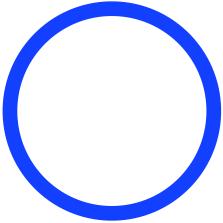


Novel

approach



Mathematics!



Metrics

Proper evaluation is difficult

Using just one error metric can give us a limited view of how these systems work. We

Not clear what to measure, how

Things we care about are hard to measure

Many choices that can influence results

Not a replacement for A/B testing, just to be more confident before it

should always try to evaluate with different methods our models

Discard models that perform poorly already during offline testing

Conclusions







