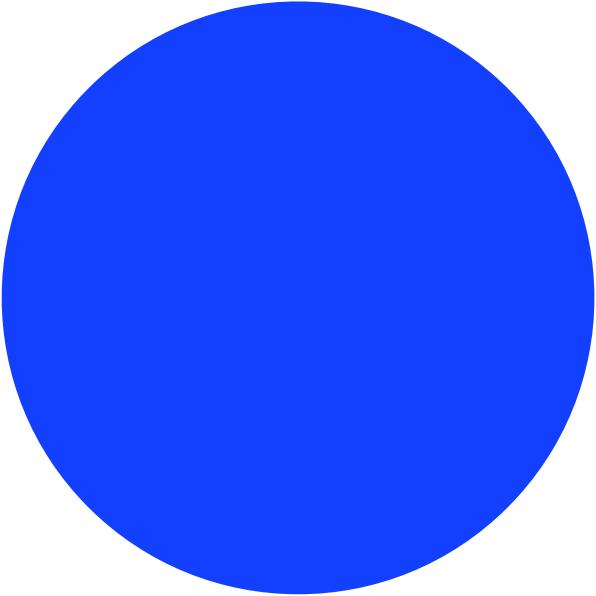
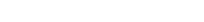


European Broadcasting Union



















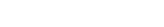




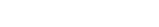












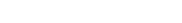














$$importance(media) = \frac{\text{media watched time}}{\text{media duration}}$$

$$importance(media) = \frac{\text{media watched time}}{\sum_{m}^{\text{user watched}} \text{media duration}}$$







European Broadcasting Union