

EBU

European Broadcasting Union



**Typical
workflow**





**Typical
workflow**



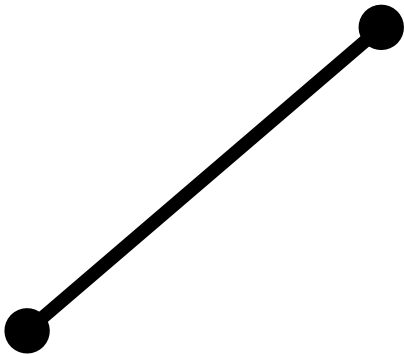
**A/B Testing -
imperfect!**

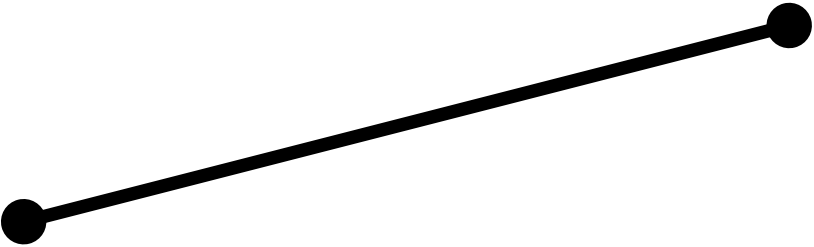


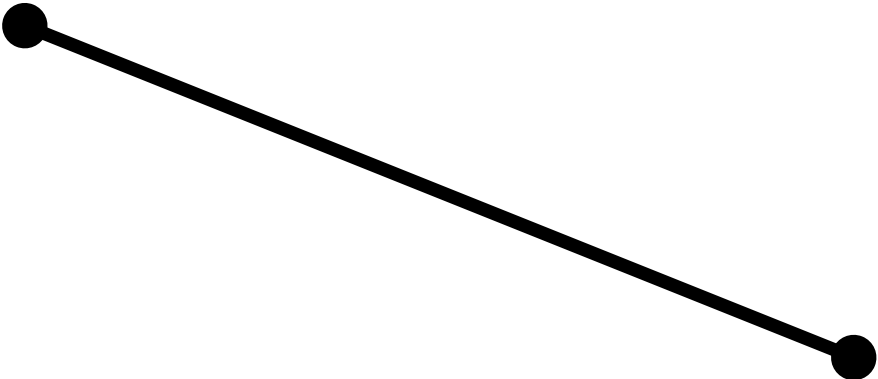
**Novel
approach**

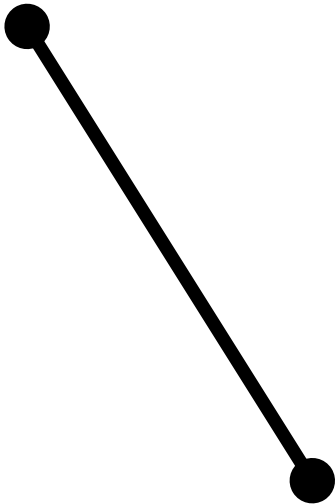


Mathematics!









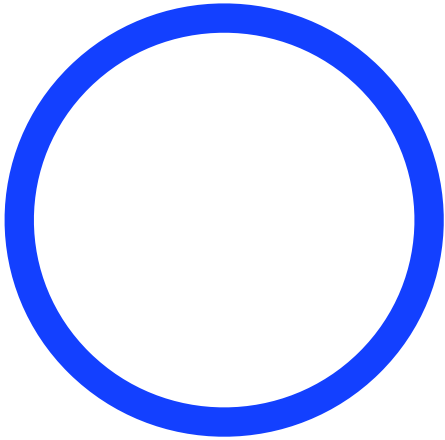




Mathematics!

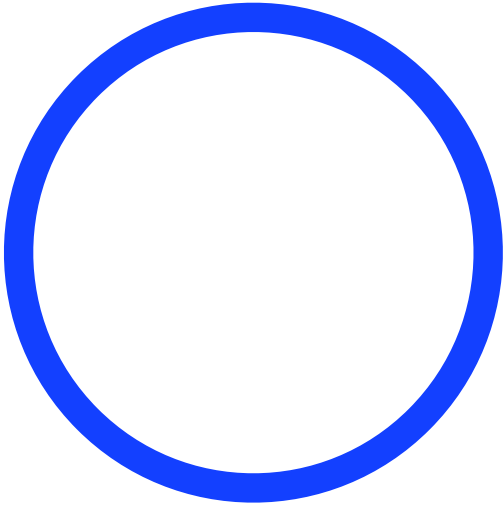






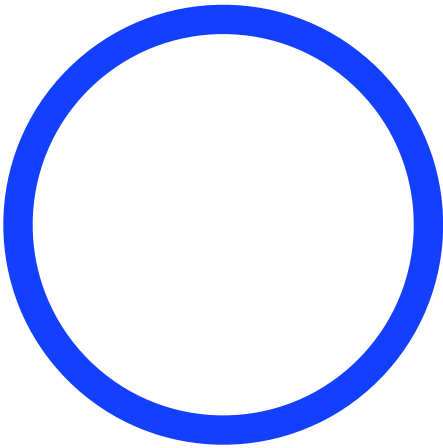
Typical

worflow



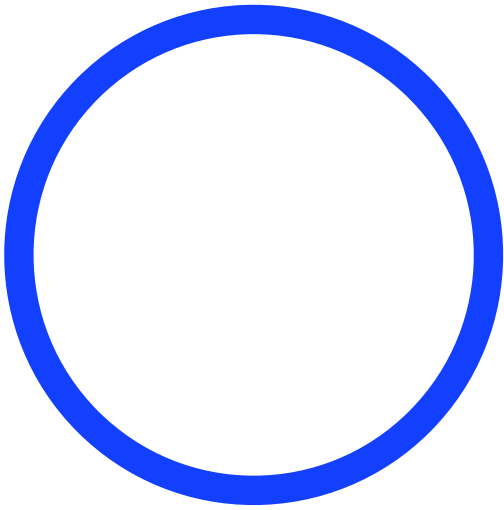
AB Testing -

important!

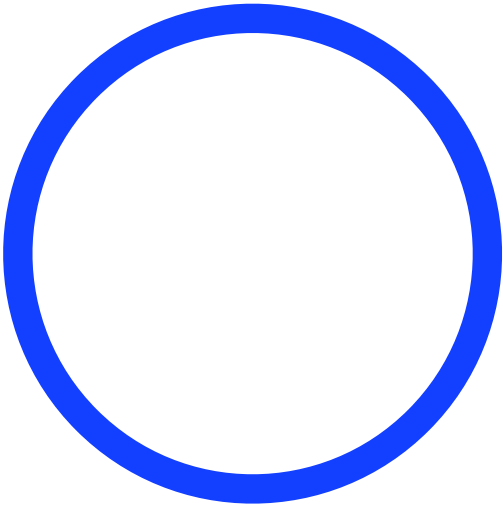


approrach

Novel



Manatics!



MetriCS









Mathematics!

Typical workflow

**now on
work now**

Goalaborative filtering

A/B testing - IMPERFECT!

offlining
testing

normalised dividend

est. 1971

Mathematics!

discounted accumulative gain

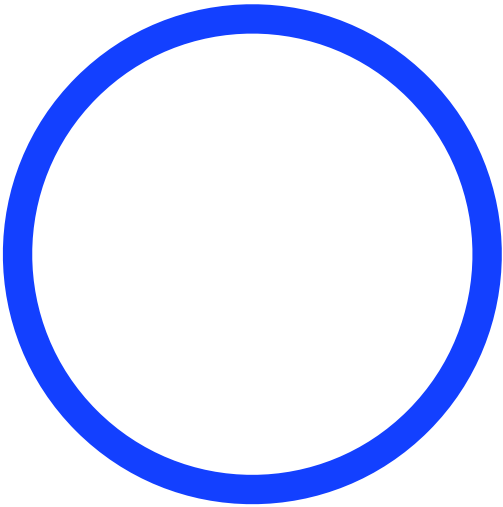
Train/Testsplit



Layout



**Typical
workflow**



important!

