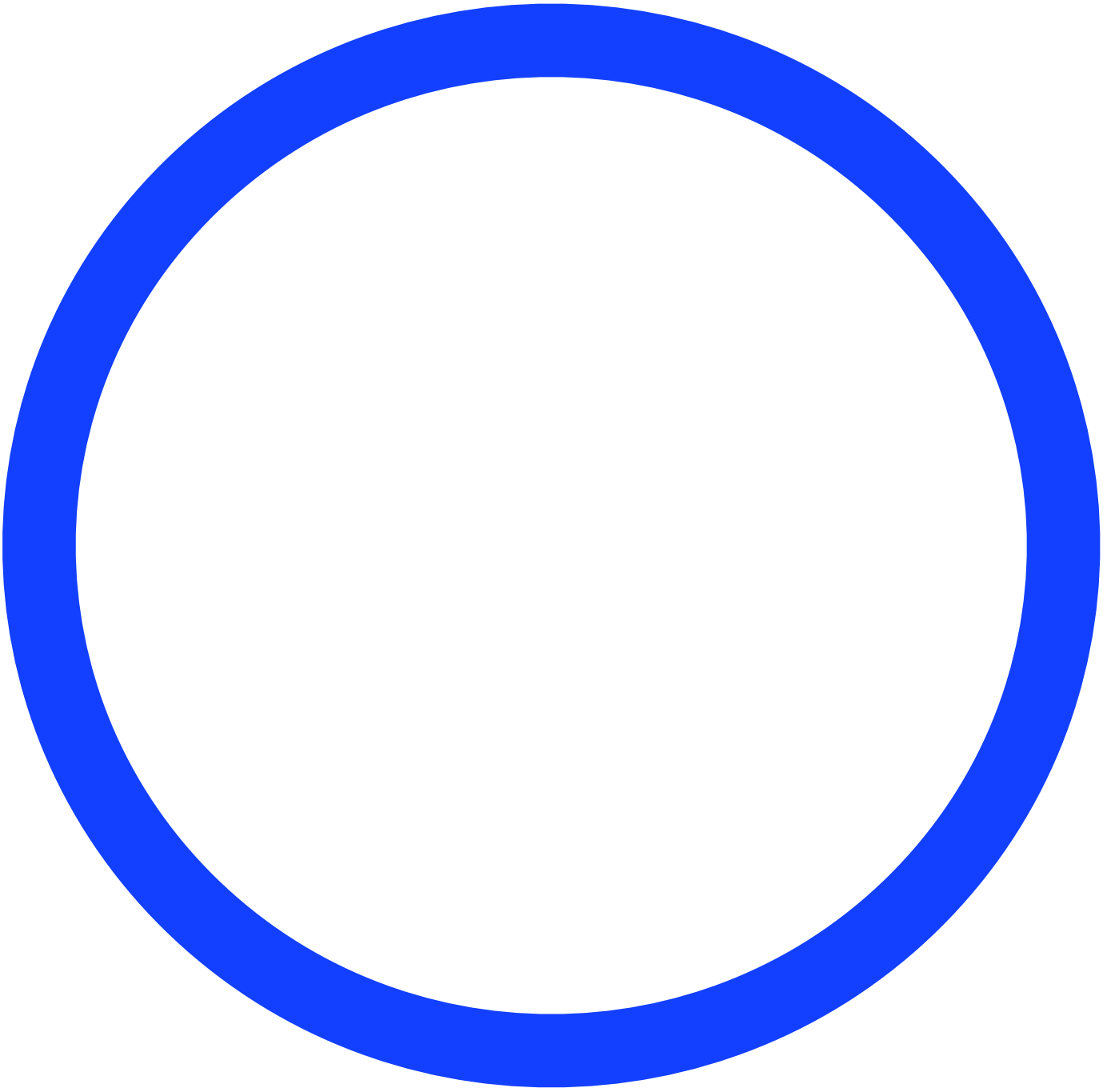
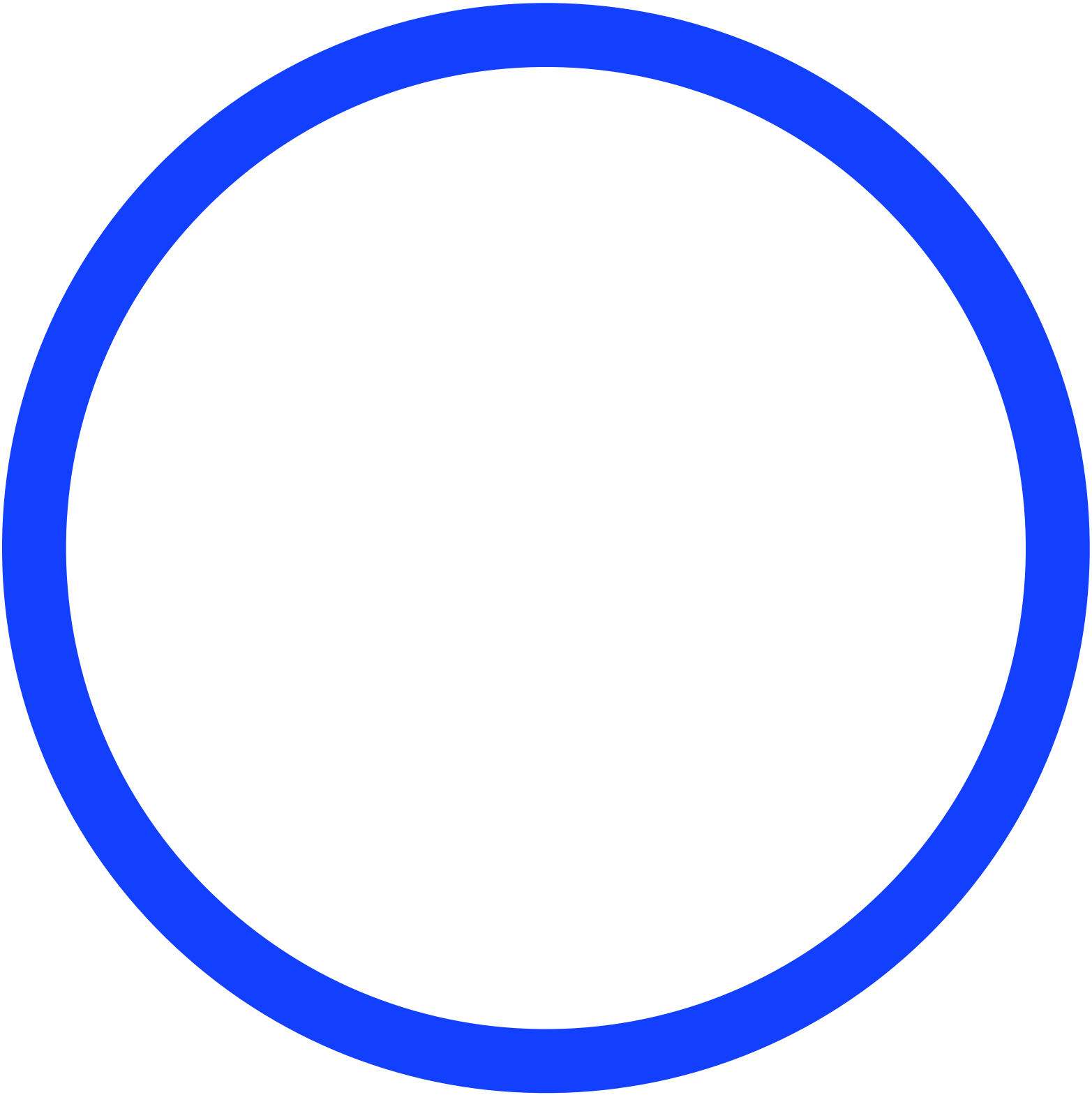


Typical

workflow



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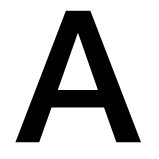
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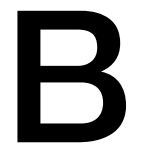
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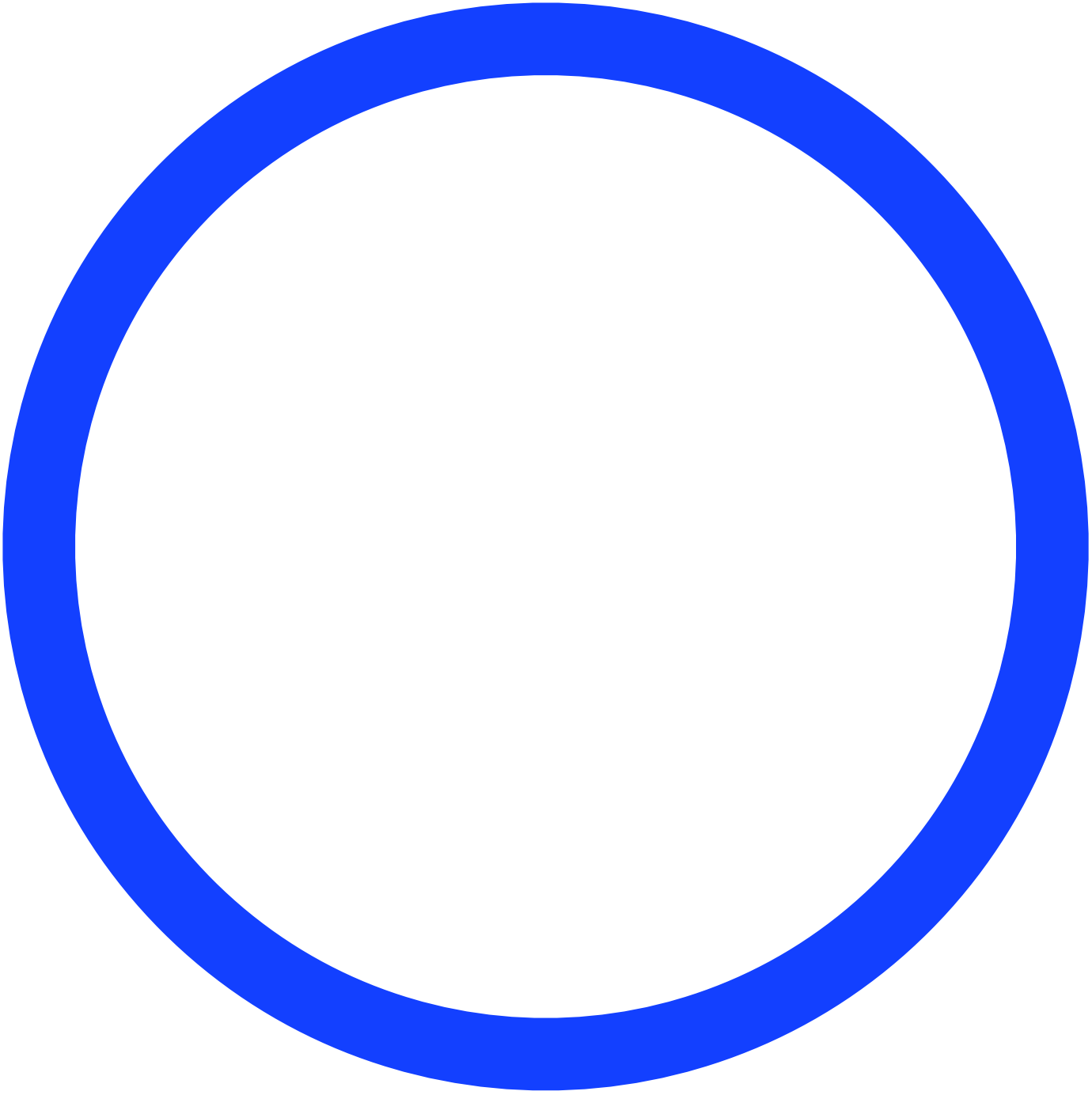
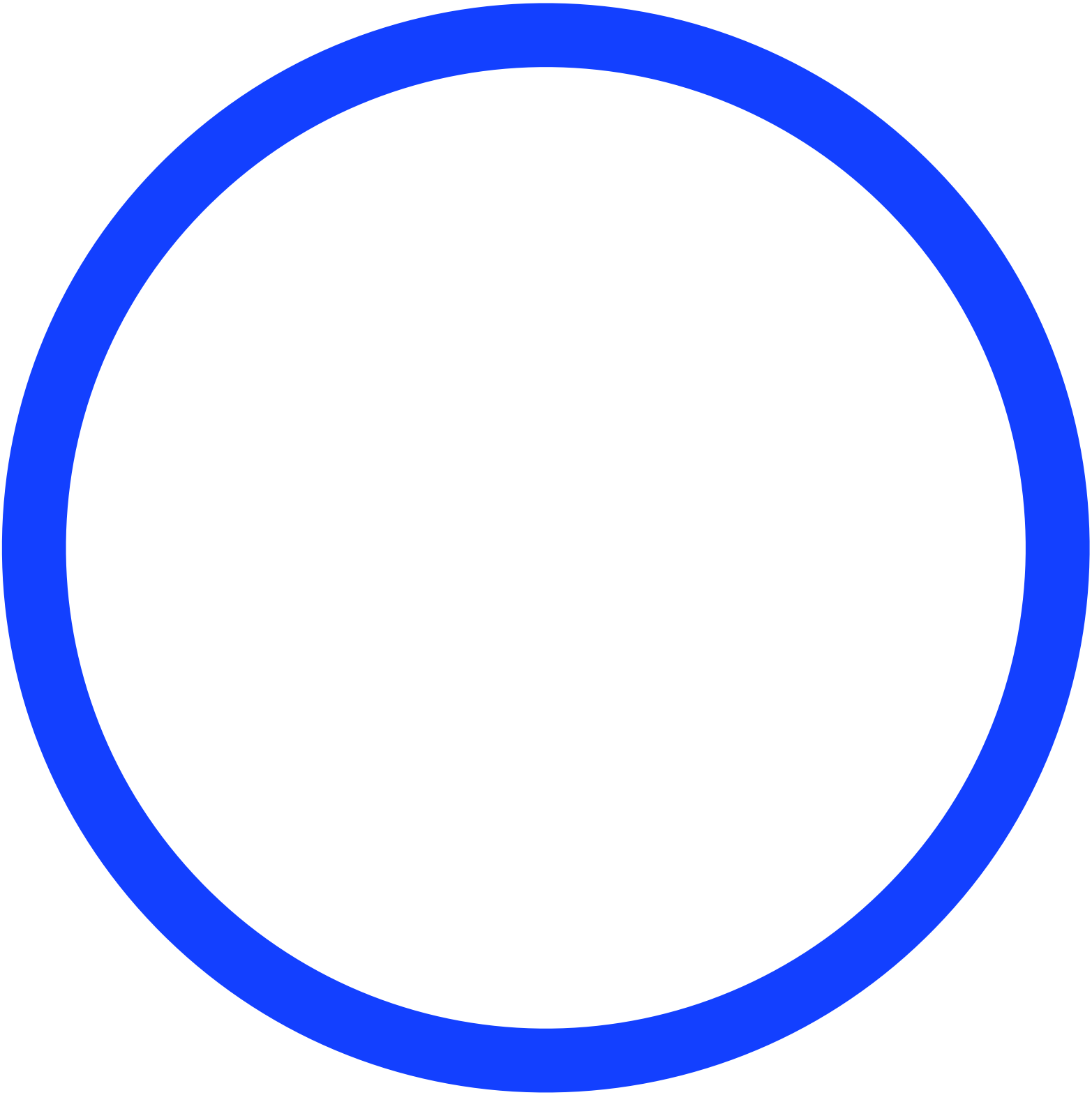
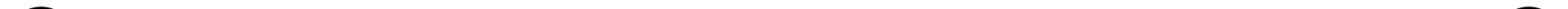


Novel

approach



Metrics



European Broadcasting Union

A/B testing - IMPERFECT!

Typical workflow

Novel workflow

Offline testing

Collaborative filtering

Train/Test Split

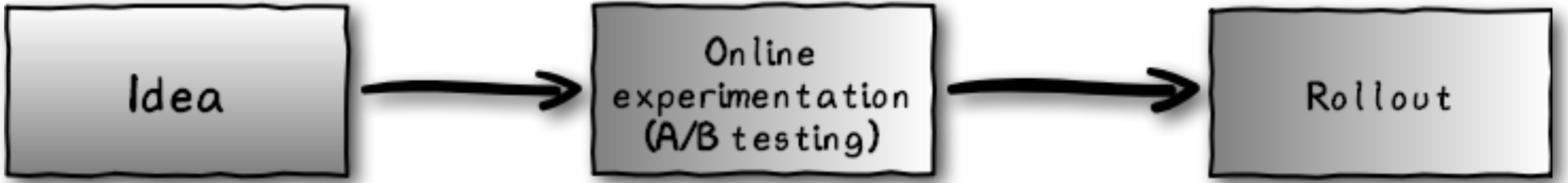
Mathematics!

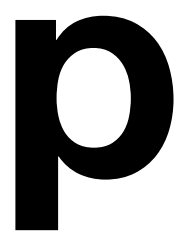
normalised discounted cumulative gain

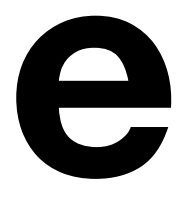
set retrieval

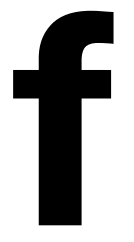
discounted accumulative gain

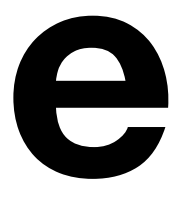
Layout


Idea
Online experimentation (A/B testing)
Rollout









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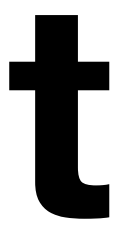

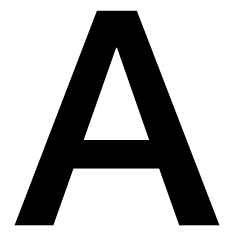

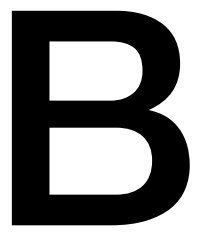
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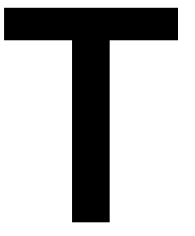

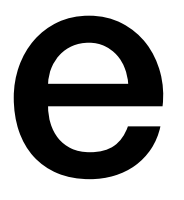

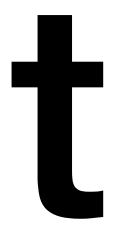

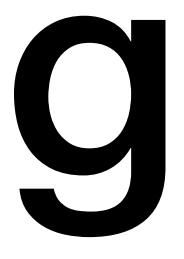
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