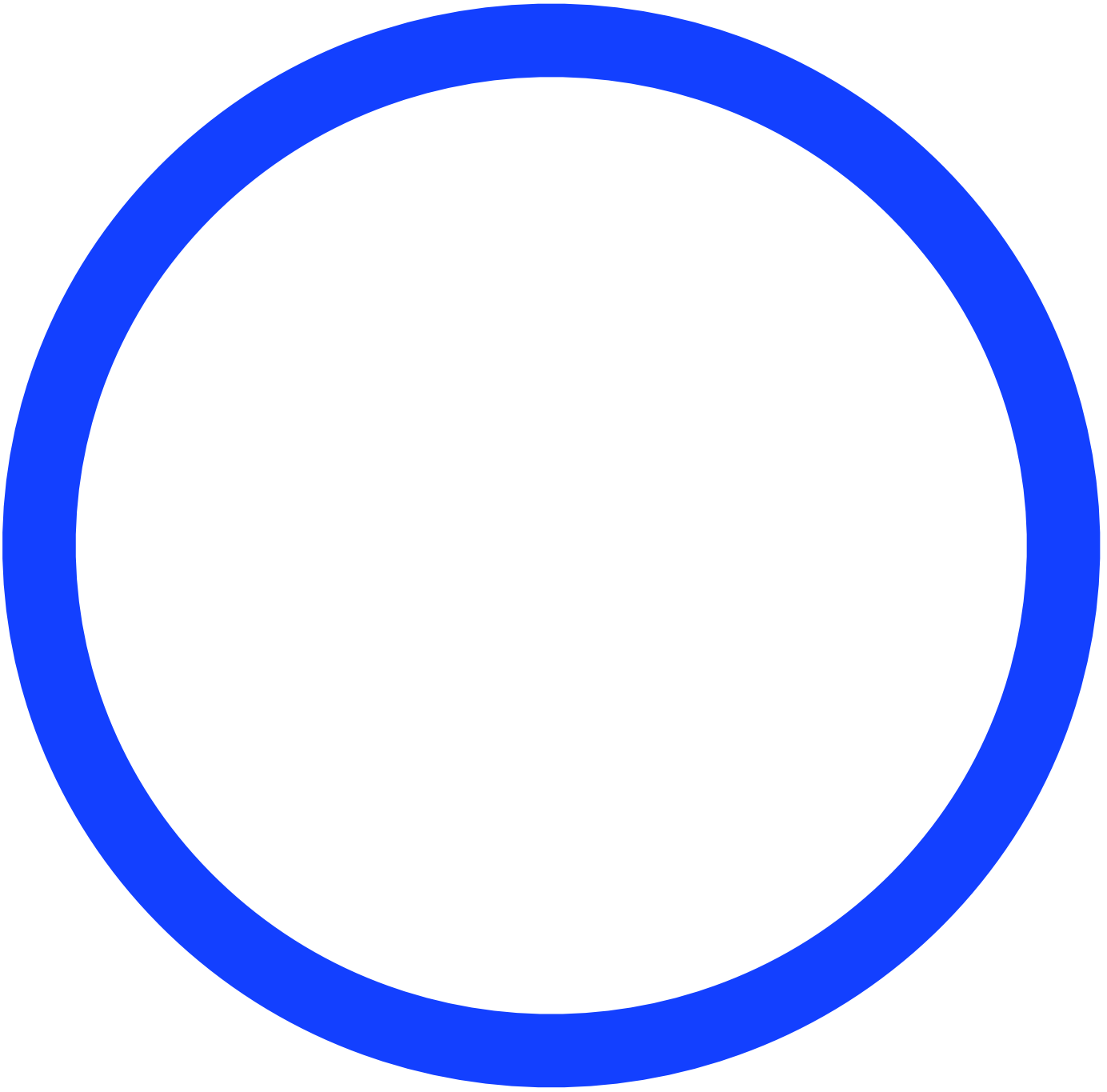
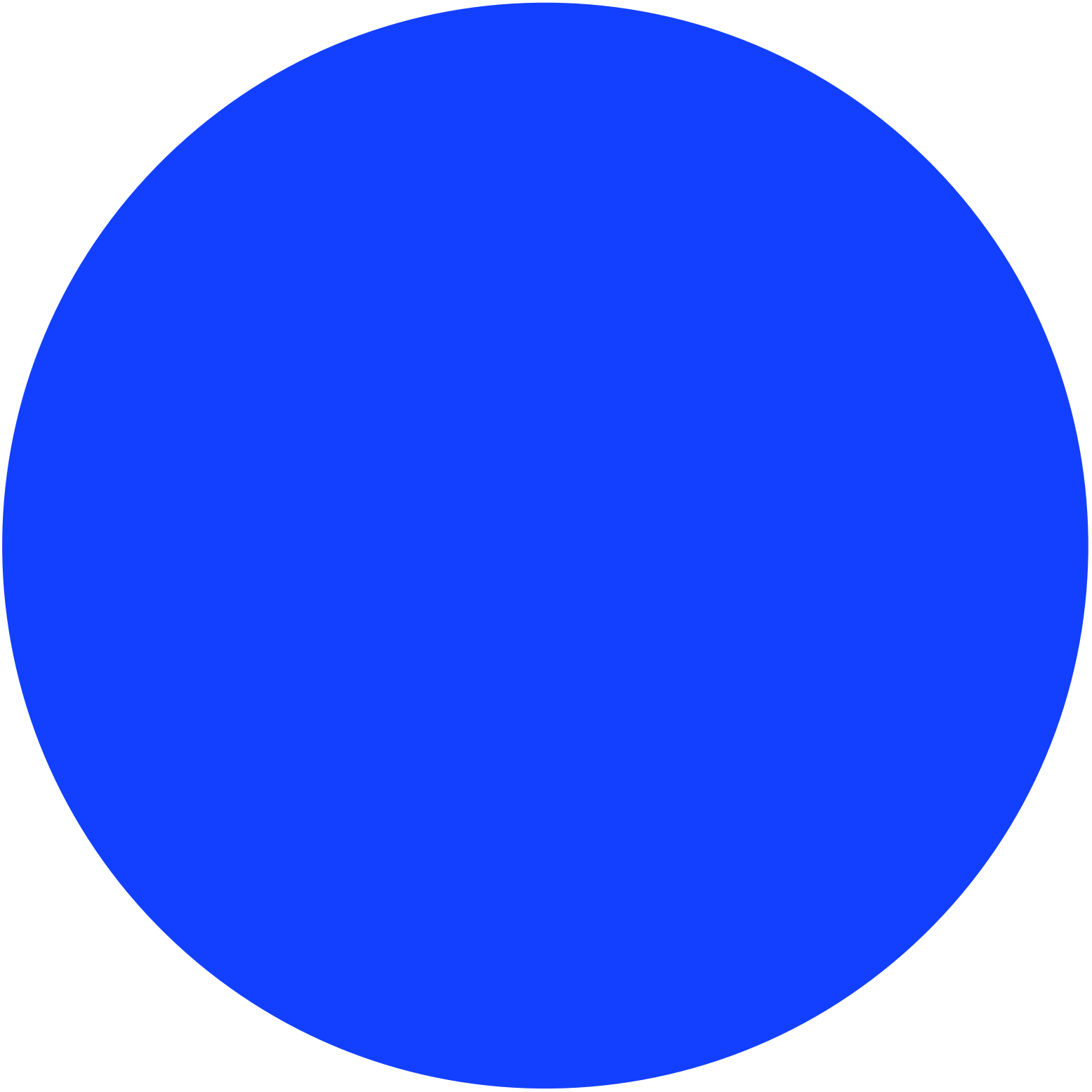
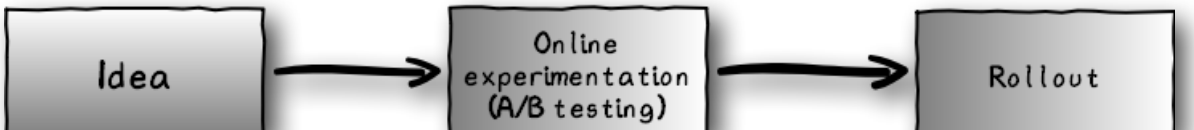


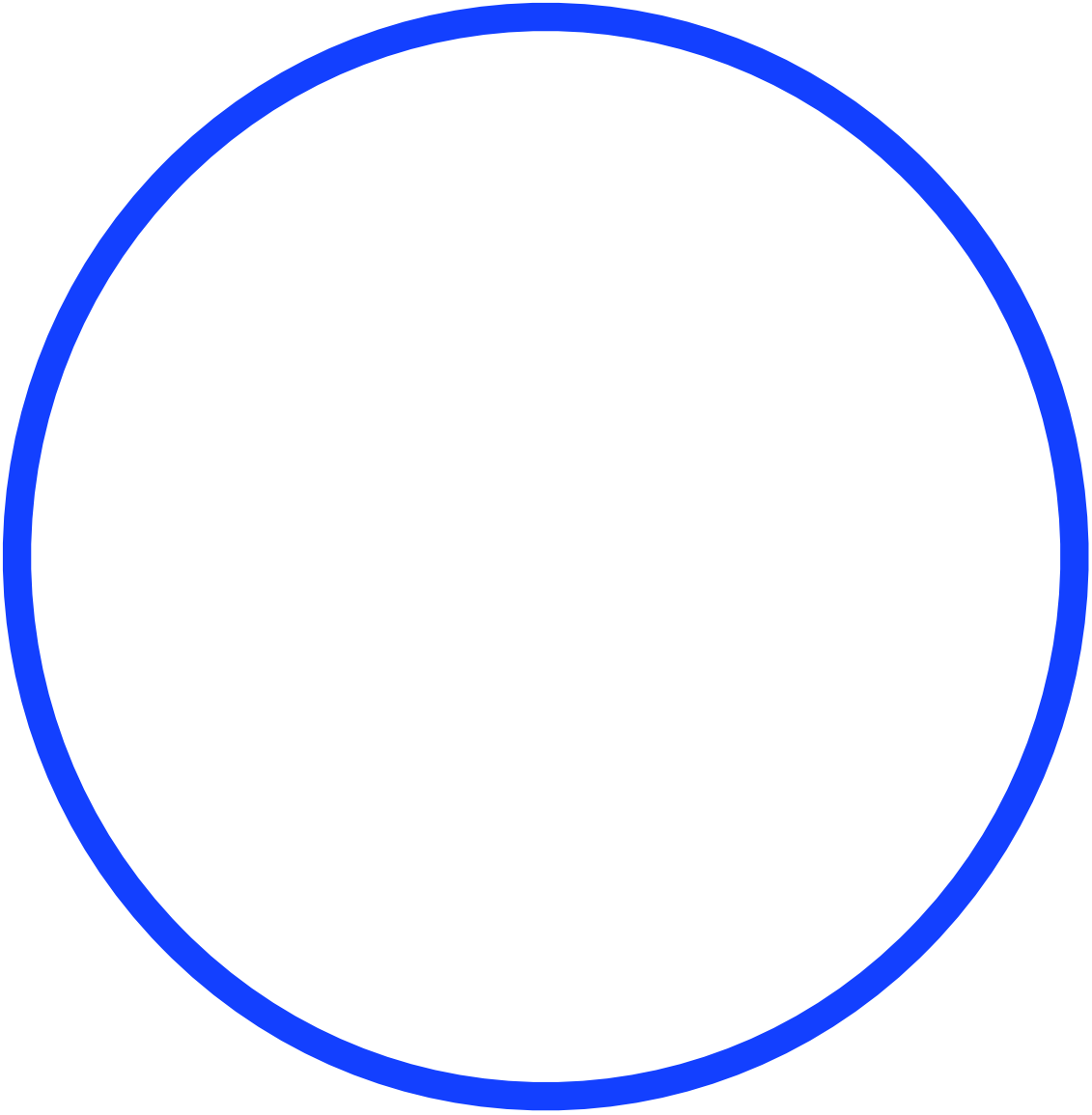
Typical

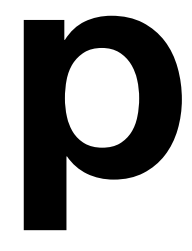
workflow

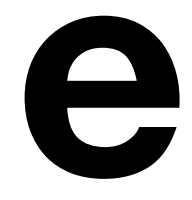
European Broadcasting Union

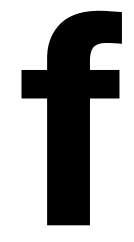


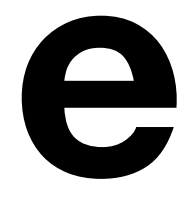

Idea
Online experimentation (A/B testing)
Rollout

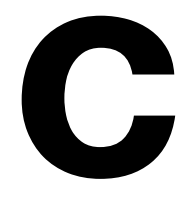


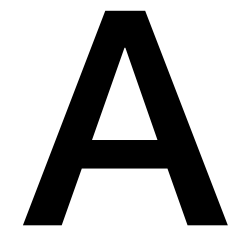


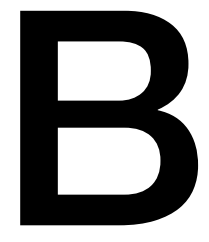


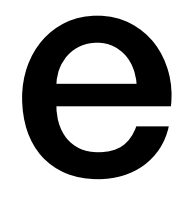


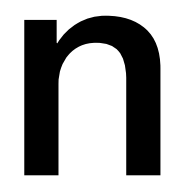



C

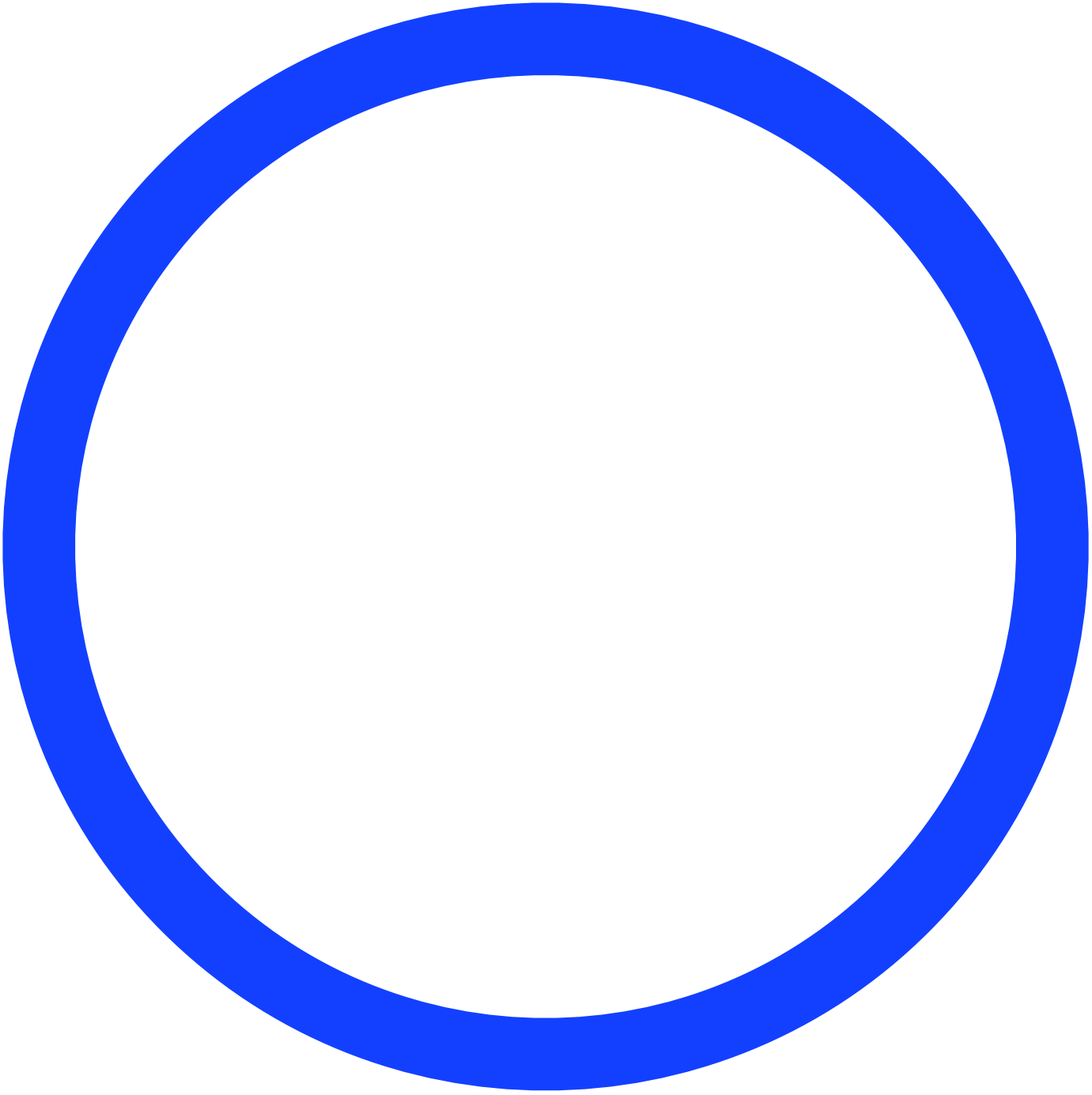

A





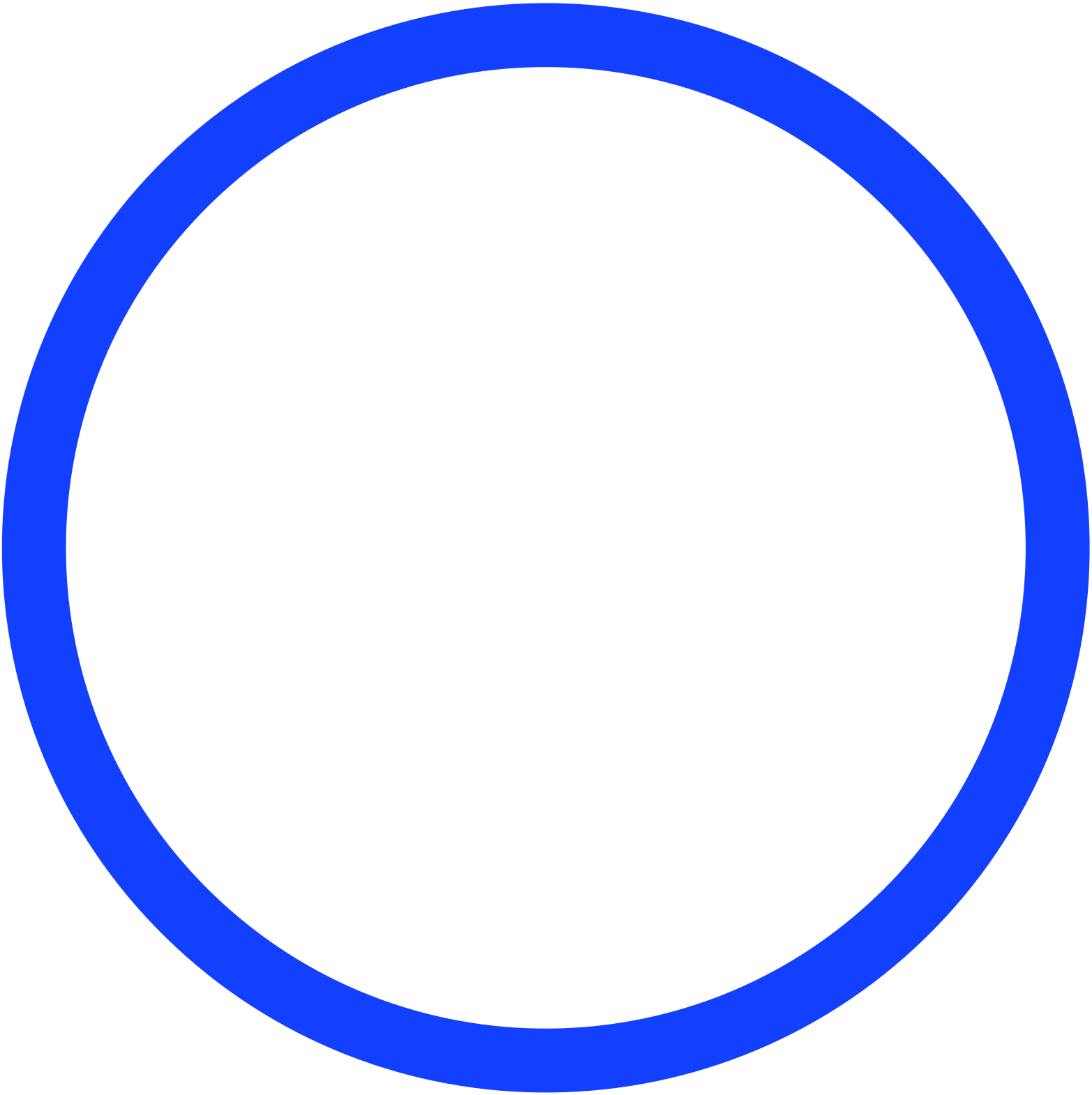


g

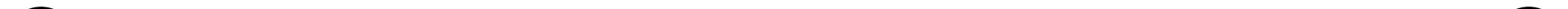


testing

Offline



Metrics



Typical workflow

A/B testing - IMPERFECT!

Offline testing

Novel workflow

Collaborative filtering

discounted accumulative gain

Train/Test Split

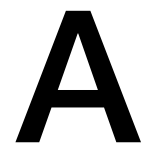
set retrieval

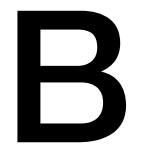
Mathematics!

normalised discounted cumulative gain

Layout

C


A


B

S