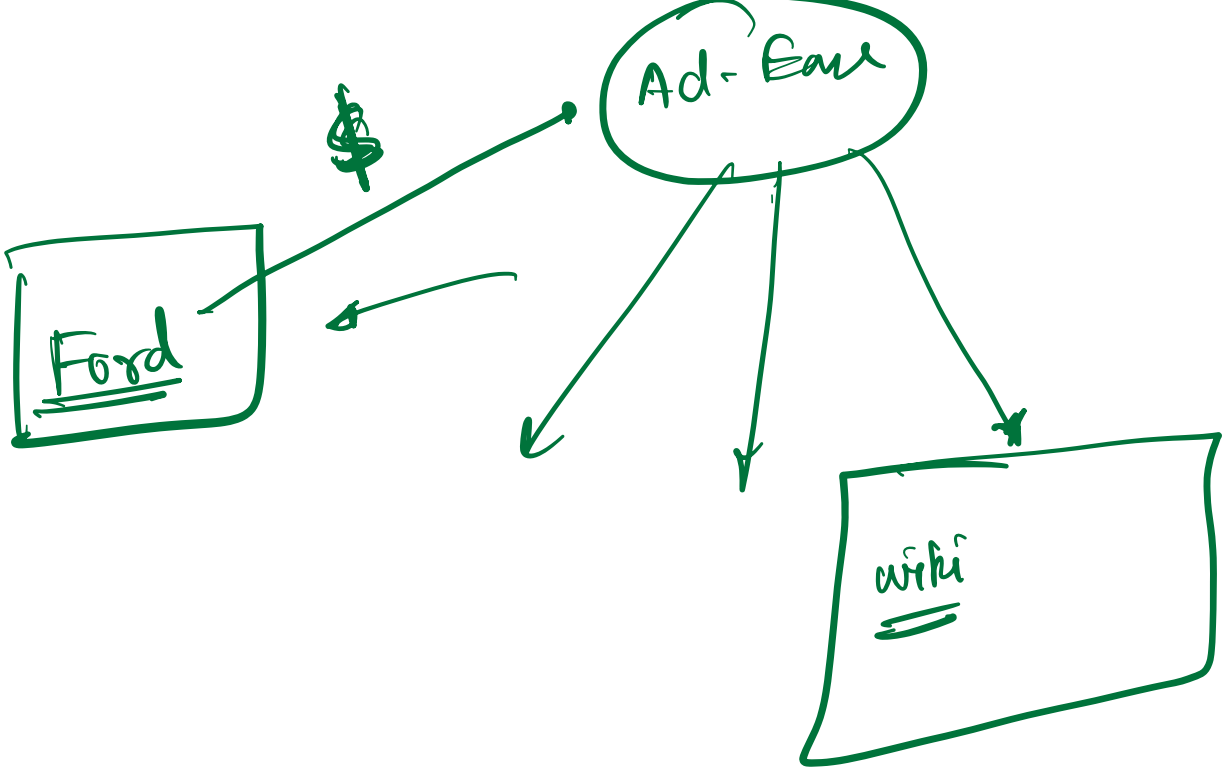
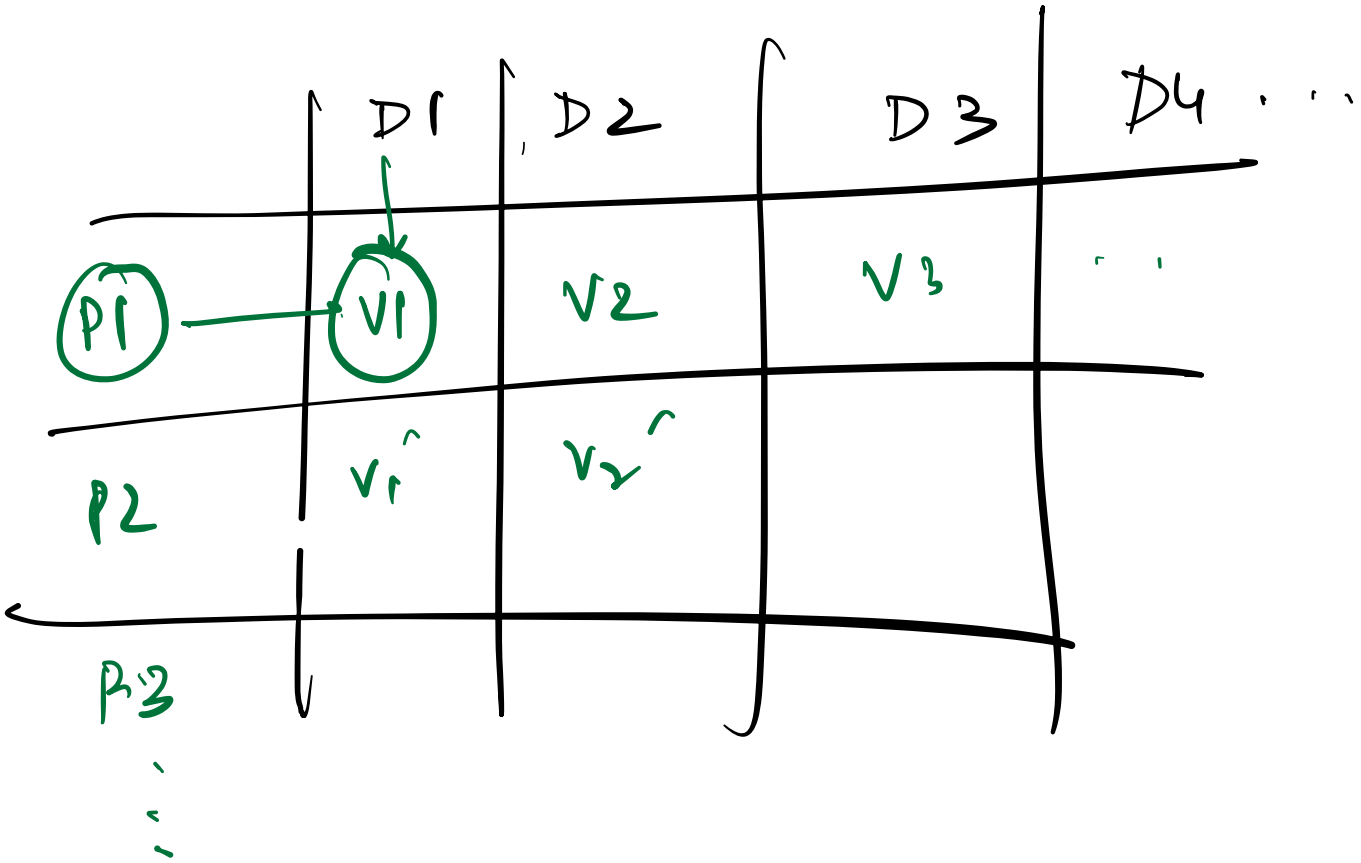
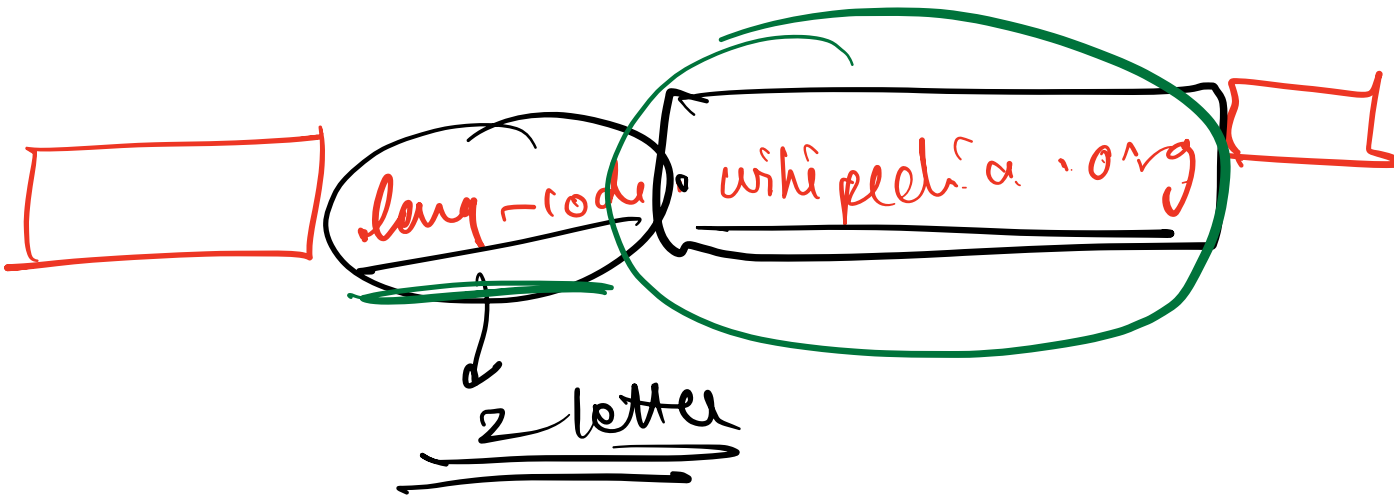
Ad-Ease Review

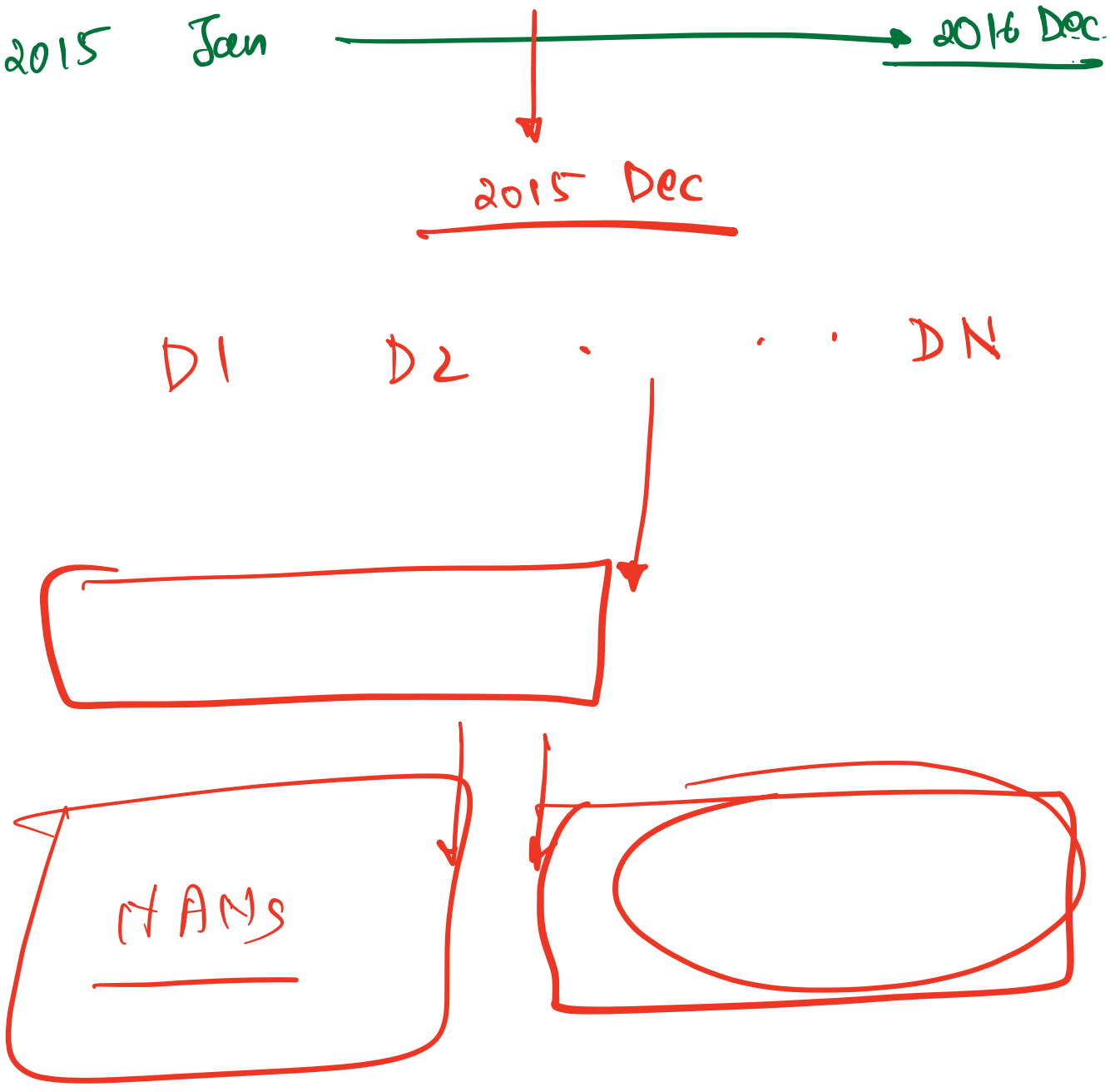
+

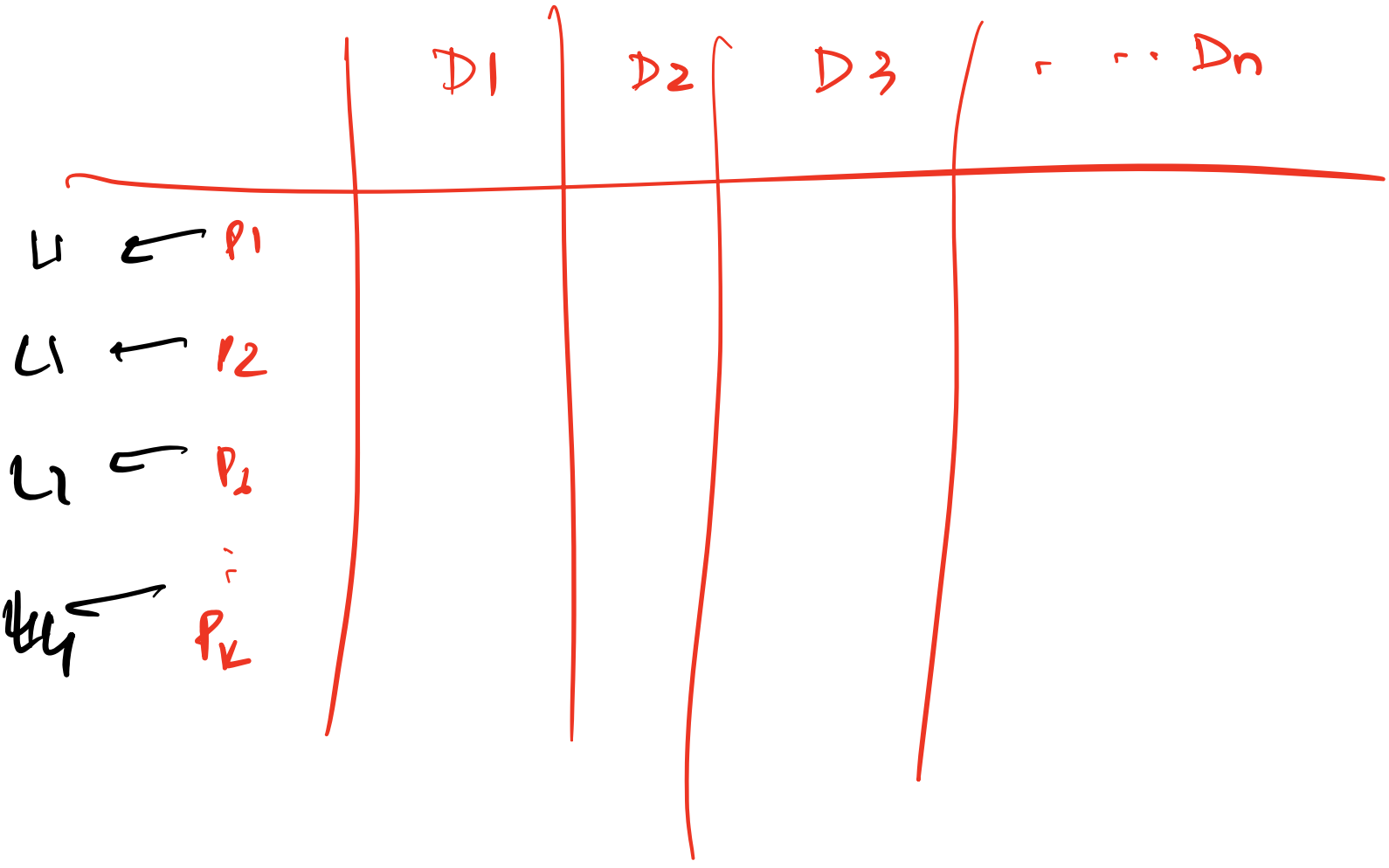
Zee Intro

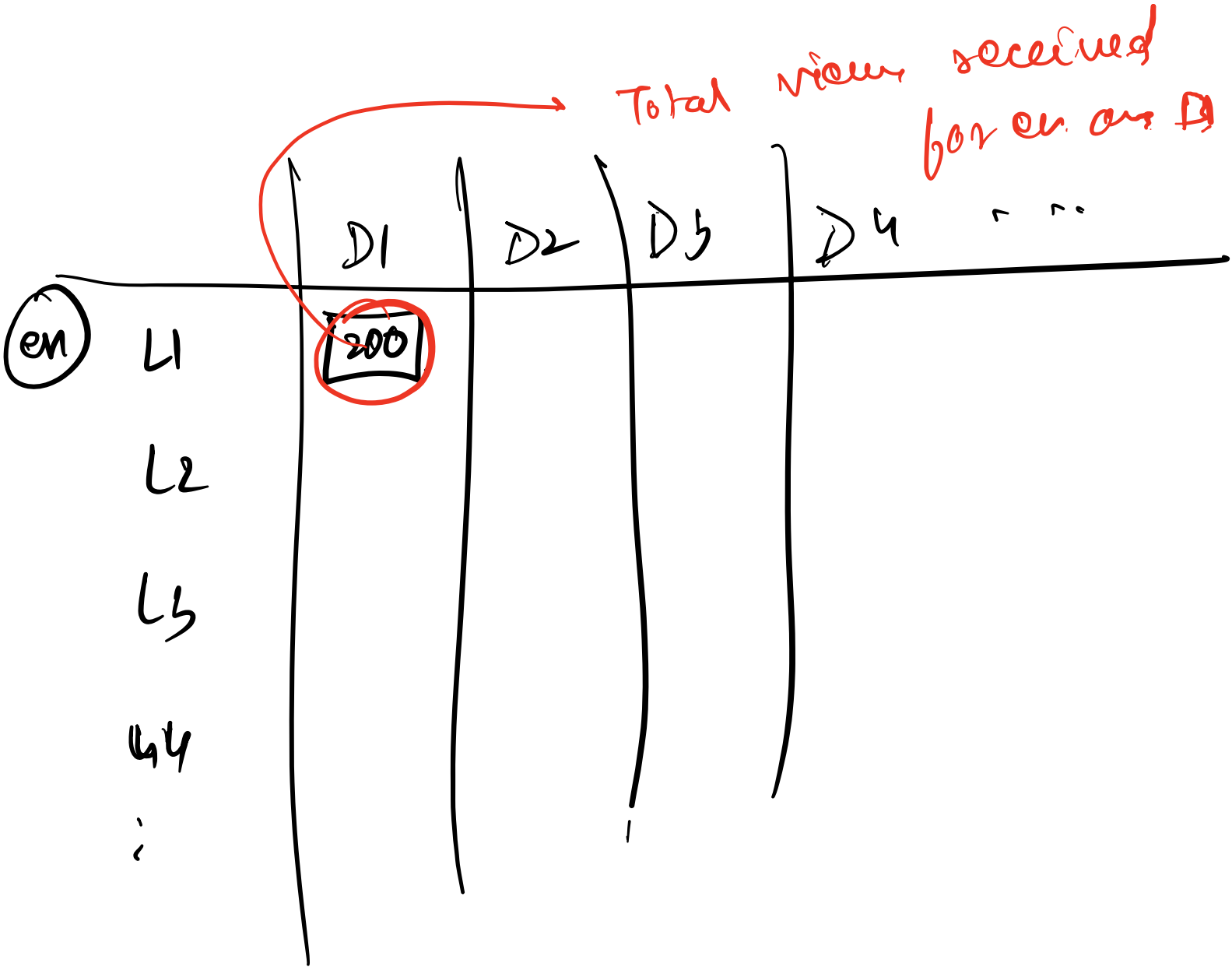

Ad-Exch
$
Ford
wiki

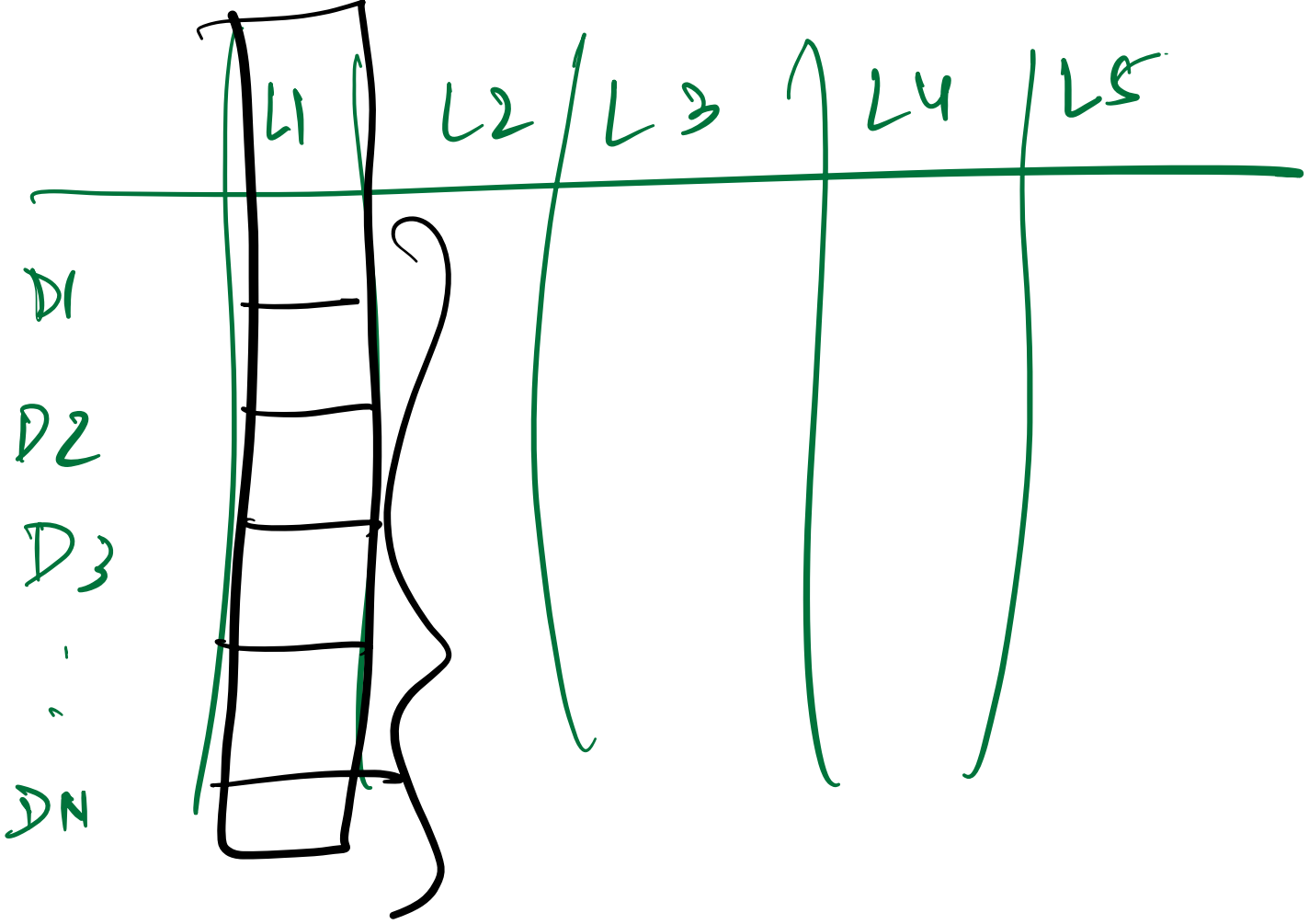

D1
D2
D3
D4
P1
V1
V2
V3
P2
P3


lang-code
wikipedia.org
2 letter


2015 Jan
2016 Dec
2015 Dec
D1
D2
DN
NAMs


D1
D2
D3
. . . Dn
P1
P2
P1
PK


Total views received for each day
D1
D2
D3
D4
en
L1
200
L2
L3
L4


L1
L2
L3
L4
L5
D1
D2
D3
DN

Avg no. of views for a lang per day

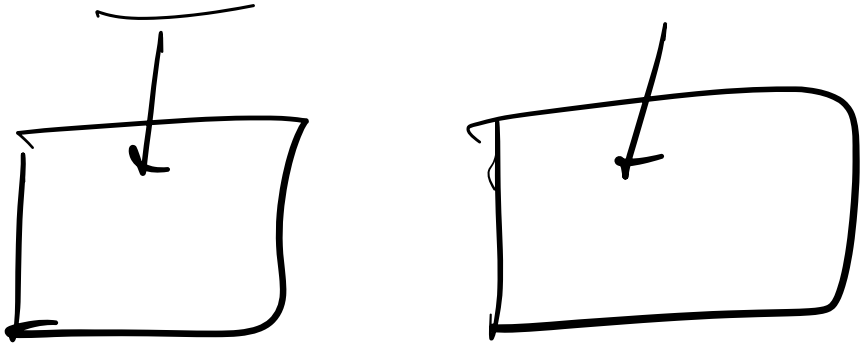
2 Business models

1. 10$ per lang

a. en → 100 pages, Total → 500 views

b. Sp → 10 pages, Total → 100 views

10$



② 1$ per page

(a) en → 100 pages, Total → 500 views

(b) Sp → 10 pages, Total → 100 views

en → views/page $\frac{500}{100}$

≈ 5 V/P

Sp → $\frac{100}{10}$ ≈ 10 V/P

② Content - based filtering

	M1	① M2	③ M3	② M4
Animated	Y	Y ✓	N ✗	N ✗
Marvel	N	N ✓	Y ✗	Y ✗
Superhillain	N	Y ✗	Y ✗	Y ✗
IMDB Test	Y	Y ✓	N ✗	Y ✓
		③	0	①

* Collaborative - based

	m1	m2	m3	m4
U1	Y	Y ①	Y	N
U2	N	Y	N	Y
U3	Y	N	Y	N
AJ	Y	?	?	?
vote :		①	②	⓪

[m3, m2, m4]