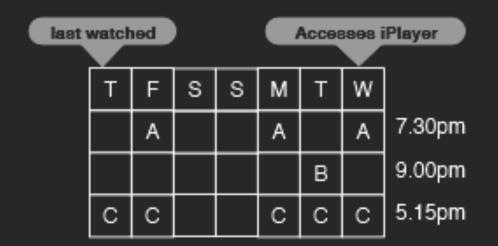
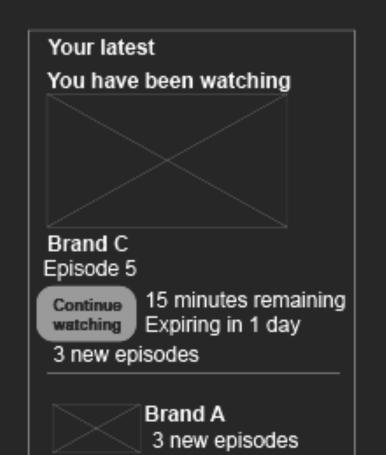
## iPlayer Redesign

## Feature development - Recently watched

#### Viewing patterns

Impact of expiring assets on placement - Should expiring content be bumped up?



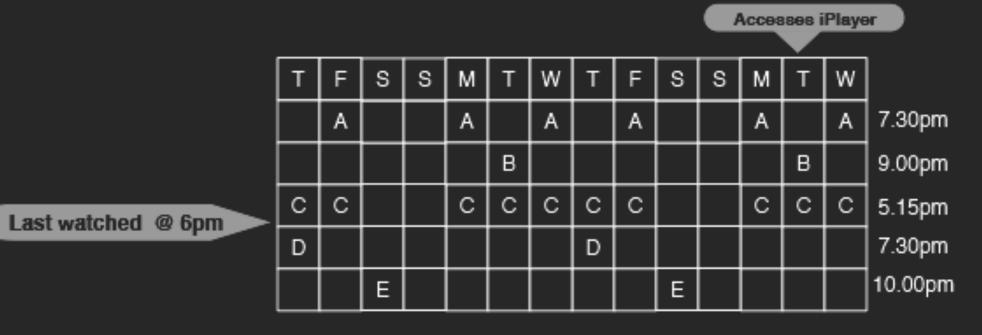


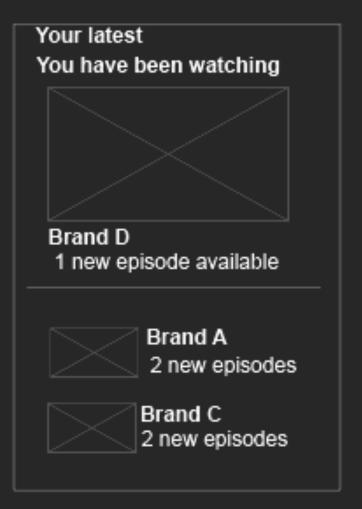
Brand B

1 new episode

#### Viewing patterns

In this pattern, as Brand B is not in the top 3 most recently watched, the previous episode will not be promoted and will expire



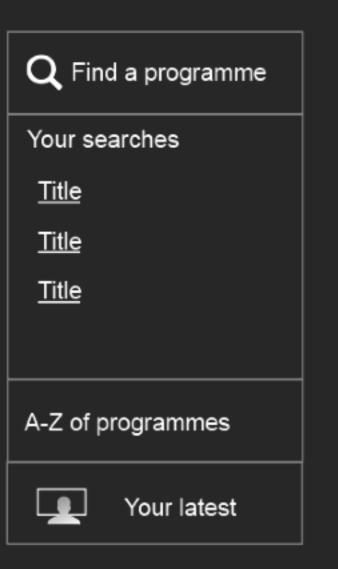


### iPlayer Redesign

# Feature development - Recently watched

Content specification for *Your Latest* Panel Start states for your latest panel









Cold start

Luke warm start + search history only

Old watch history -But how to define 'old'? < 7 days? all items expired? Warm start + watch history

Warm start + favourites only