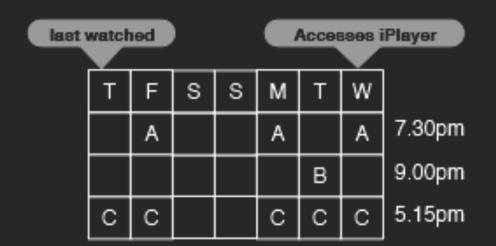
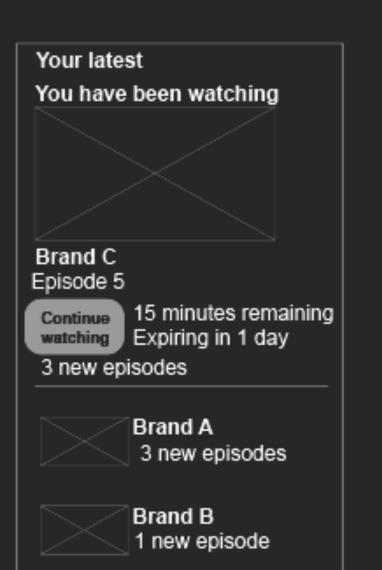
iPlayer Redesign

Feature development - Recently watched

Viewing patterns

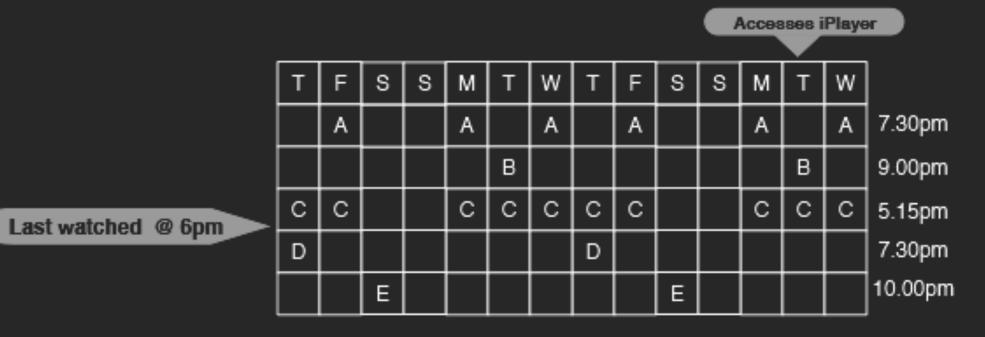
Impact of expiring assets on placement - Should expiring content be bumped up?

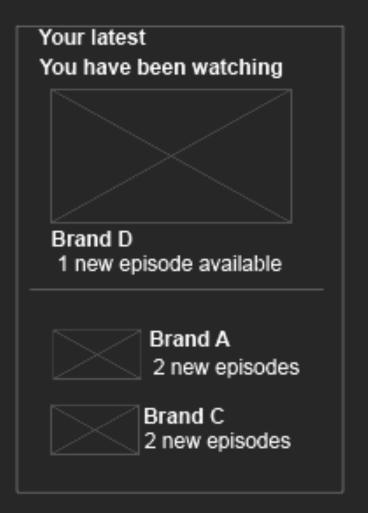




Viewing patterns

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



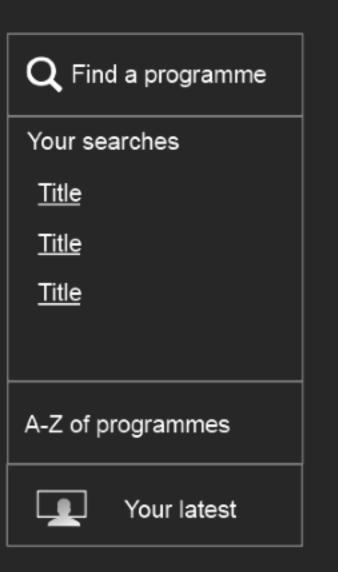


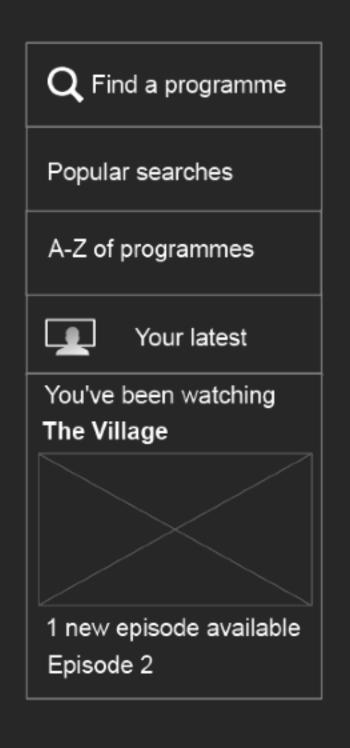
iPlayer Redesign

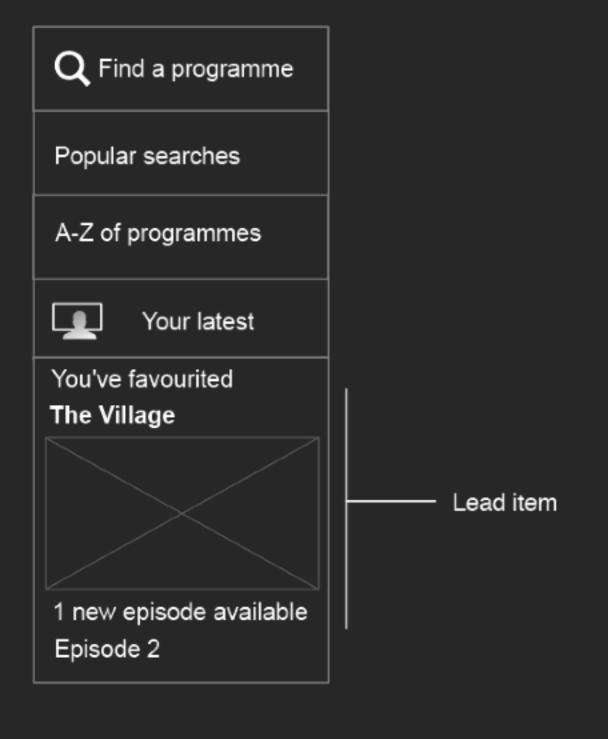
Feature development - Recently watched

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