

Feature development - Recently watched

Viewing patterns

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

last watched							Accesses iPlayer						
T	F	S	S	M	T	W							
	A			A		A							
					B								
C	C			C	C	C							
							7.30pm						
							9.00pm						
							5.15pm						

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

Accesses iPlayer

T	F	S	S	M	T	W	T	F	S	S	M	T	W	
	A			A		A		A			A		A	7.30pm
					B							B		9.00pm
C	C			C	C	C	C	C			C	C	C	5.15pm
D							D							7.30pm
		E							E					10.00pm

Last watched @ 6pm

Feature development - Recently watched

Content specification for *Your Latest Panel*

Start states for your latest panel

Find a programme

Popular searches

Title

Title

Title

A-Z of programmes

Your latest

Cold start

Find a programme

Your searches

Title

Title

Title

A-Z of programmes

Your latest

Luke warm start
+ search history only

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

Find a programme

Popular searches

A-Z of programmes

Your latest

You've been watching
The Village

1 new episode available
Episode 2

Warm start
+ watch history

Find a programme

Popular searches

A-Z of programmes

Your latest

You've favourited
The Village

1 new episode available
Episode 2

Warm start
+ favourites only

Lead item