

Feature development - Recently watched

Viewing patterns

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

last watched

T	F	S	S	M	T	W
	A			A		A
					B	
C	C			C	C	C

Accesses iPlayer

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

T	F	S	S	M	T	W	T	F	S	S	M	T	W
	A			A		A		A			A		A
					B							B	
C	C			C	C	C	C	C			C	C	C
D							D						
		E						E					

Accesses iPlayer

Last watched @ 6pm

7.30pm

9.00pm

5.15pm

7.30pm

10.00pm

Your latest
You have been watching



Brand C
Episode 5
Continue watching 15 minutes remaining
Expiring in 1 day
3 new episodes

Brand A
3 new episodes

Brand B
1 new episode

Your latest
You have been watching



Brand D
1 new episode available

Brand A
2 new episodes

Brand C
2 new episodes

Feature development - Recently watched

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

