

# Personalized Push System

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## 1. What is Personalized Push System?

In brief, the system will select constantly more than 200 articles in different categories in one pool per day, we will choose and review good candidates which are adaptive to be pushed to users, and put them to candidates set ready to push, these articles will be pushed to different users according to their user profile in regular schedule, what we will do is to select/review and edit titles. The system will decide when and what to push to each user.

## 2. Brief introduction of PPS

**NewsPushCMS** 2017-08-16T03:40:16.468448  
Wed, 16 Aug 2017 03:40:16 +0000

Home » News\_Id » PushRuleAuto

Keyword Category Country City

Search

« All dates | June 2017 July 2017 August 2017 »

Go 0 of 20 selected

EntryID	News_Image	Title	PushTitle
310261 92d73fad_id		Uang Tinggal 1,3 Juta di Rekening First Travel, Pemilik First Travel Tidak Mengetahui Kemana Uang Jemaah	

**PushCandidates** --The pool of articles to be reviewed

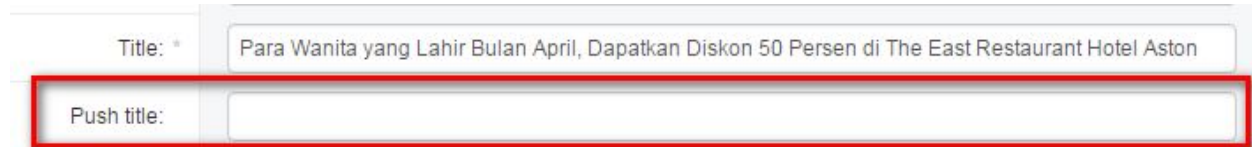
**PushRule** --The pool of articles have been reviewed

**Topics** -- Here you can find the relevant articles for one topic

### 3. Definition of Options

3.1 **Push Title:** will decide this push is regular style or Big Picture style.

If you fill "Push Title" (For example: Morning Briefing etc.), it will be Big Picture Style, **if you let "Push Title" blank, it will be Regular Push Style.**



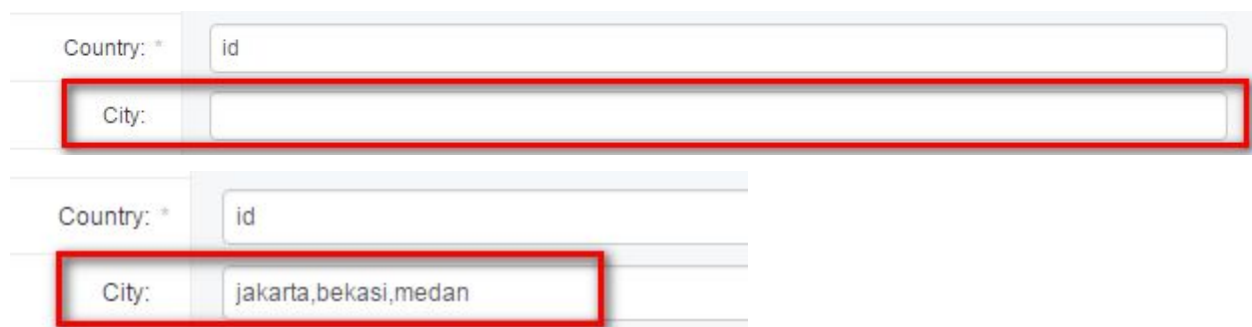
Title: \* Para Wanita yang Lahir Bulan April, Dapatkan Diskon 50 Persen di The East Restaurant Hotel Aston

Push title:

3.2 **City:** will decide this push is Local Push or Normal Push, only valid for Indonesian markets currently.

If City field is blank, it will be Normal Push; if you put Jakarta there, it will only be sent to Jakarta's users, Please notice these:

- "City" field can be filled with several city names split with comma, without space between cities' names; Like Jakarta,Medan,Salatiga
- City name is not case sensitive, but please notice the spelling of the city name which must match the following list:  
( The list of cities the system supports now: )  
Bandung  
Bekasi  
Jakarta  
Medan  
Salatiga  
Semarang  
Surabaya  
Tangerang ( Sangereng should be Tangerang in PPS )  
Yogyakarta



Country: \* id

City:

Country: \* id

City: jakarta,bekasi,medan

### 3.3 Article Type:

ArticleType: *	Normal ▼
Soft news: *	Normal
Open type: *	Morning
	Breaking
	Daily hot
	Hot topic

3.3.1 Normal: Means regular push style, it is default status.

3.3.2 Morning: Means Morning Briefing, if you choose this, the news will be sent as Morning Briefing to all users without personalized feature.

3.3.3 Breaking: Means Breaking News, if you choose this, the news will be sent as Breaking News.

3.3.4 Daily Hot: Copied from Push CMS, can ignore it.

3.3.5 Hot Topic: Copied from Push CMS, can ignore it.

3.4 **Soft News:** Easy to understand, you should choose Yes or No according to the news type.

Soft news: *	No ▼
Open type: *	Yes
	No

3.5 **Open Type:** Means the read mode when users click the push, to be shown as transcoded page or original page or auto selected by system. Normally we choose Transcoded!!

Open type: *	transcoded ▼
Send: *	transcoded
	original
	auto

3.6 **Send Mode:**

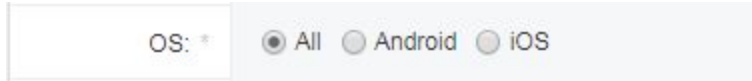
3.6.1 Send by push\_time: Means the news will be sent on the appropriate time decided by algorithm.

3.6.2 Send Immediately: Means the news will be sent IMMEDIATELY after we saved.

Normally we choose the default option-"Send by push\_time", but if we are sending Breaking News, we can choose "Send immediately", then the article will be sent right now!!

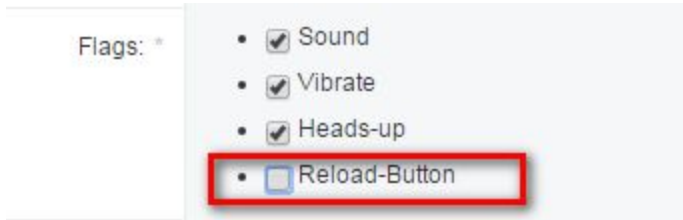
Send: *	Send by push_time ▼
OS: *	Send by push_time
	Send immediately

3.7 **OS:** means operating system, choose all is ok, since we have no iOS version currently. When we have, we should choose Android or iOS or All according to the situation.



OS: \* ☒ All ☐ Android ☐ iOS

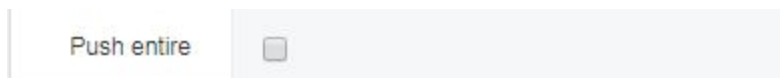
3.8 **Flags:** Please choose without “Reload-Button”; And it is default status.



Flags: \* 

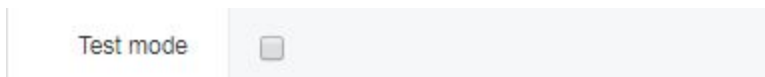
- ☒ Sound
- ☒ Vibrate
- ☒ Heads-up
- ☐ Reload-Button

3.9 **Push entire:** means send to all users;



Push entire ☐

3.10 **Test Mode:** means send to appointed test users;



Test mode ☐

#### 4. How to select and review articles?

Entrance of the system: <http://pps-cms.op-mobile.opera.com/admin/news/pushcandidate/>

**Step 1:** Click “Push Candidates” in the left tab, you can find there is a list of articles, these articles are selected by the system, and update on real time!!

**Step 2:** Choose the article you want to review, and click the “Title” to check its content in transcoded page, please ensure the content is reliable and the image and text are transcoded correctly; ( Notes: Here we changed from original page to transcoded page in order to ensure the transcoding quality )

NewsPushCMS 2017-04-12T10:13:53.921623 Wed, 12 Apr 2017 10:13:53 +0000 Welcome, yil. Change password | Log out

Home » News » PushCandidates

Keyword Category Language Country City Search Add PushCandidate

Entry id	Title	Category	Score	Language	Country	City	Atime	Act
e36db876	Para Wanita yang Lahir Bulan April, Dapatkan Diskon 50 Persen di The East Restaurant Hotel Aston	Others	0.82618772983551	id	id		2017-04-12 10:10:07	AddRule...
7f1c5cea	Polda Bali Ringkus Pengedar Sabu di Lokalisasi Danau Tempe Sanur	Crime	0.722139179706573	id	id		2017-04-12 10:10:07	AddRule...
6b968a26	Gudang Di Sebelah Rumah Ambruk, Satu Keluarga Diungsikan	Others_Natural_Disaster	0.722139179706573	id	id		2017-04-12 10:10:07	AddRule...
1f1806a7	Biaya Pilkada Sumsel Rp870 Miliar	News_Politics	0.860652685165405	id	id		2017-04-12 10:10:07	AddRule...
bc60df7	Harga Tiket United Airlines Lebih Murah dari Maskapai Lain?	Others	0.885706424713135	id	id		2017-04-12 10:10:06	AddRule...

**Step 3:** If the content is fine, please click “AddRule” button on the right side; Then you will come to this page:

NewsPushCMS 2017-04-12T12:36:57.823820 Wed, 12 Apr 2017 12:36:57 +0000 Welcome, yil. Change password | Log out

Home » News » PushRules » Add PushRule

Entry id: \* e36db876 transcode

News id: \*

Title: \*

Push title: \*

Url: \*

Trans url: \*

Push icon: \*

Send

**Step 4:** Click the “Transcode” button, then most of the fields will be filled automatically like this;

NewsPushCMS 2017-04-12T12:36:57.823820 Wed, 12 Apr 2017 12:36:57 +0000

Home » News » PushRules » Add PushRule

Entry id: \* e36db876 transcode

News id: \* f1b2f650bedae460d5cbbfd2da54c561


Title: \* Para Wanita yang Lahir Bulan April, Dapatkan Diskon 50 Persen di The East Restaurant Hotel Aston

Push title: \*

Url: \* http://kaltim.tribunnews.com/2017/04/12/para-wanita-yang-lahir-bulan-april-dapatkan-diskon-50-persen

Trans url: \* http://news.opera-api.com/news/detail/e36db876

Push icon: \* http://img.transcoder.opera.com/assets/v1/crop/xl/c/f1b2f650bedae460d5cbbfd2da54c561

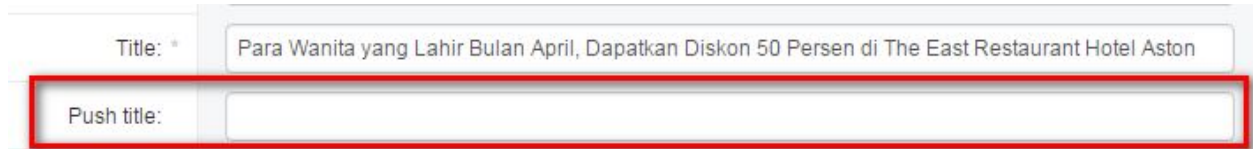
Icon file: 

Domain: \* kaltim.tribunnews.com

**Step 5:** Edit the “Title” if needed, check everything is correct: News id/Url/Trans url/Push icon/Domain;

Note:

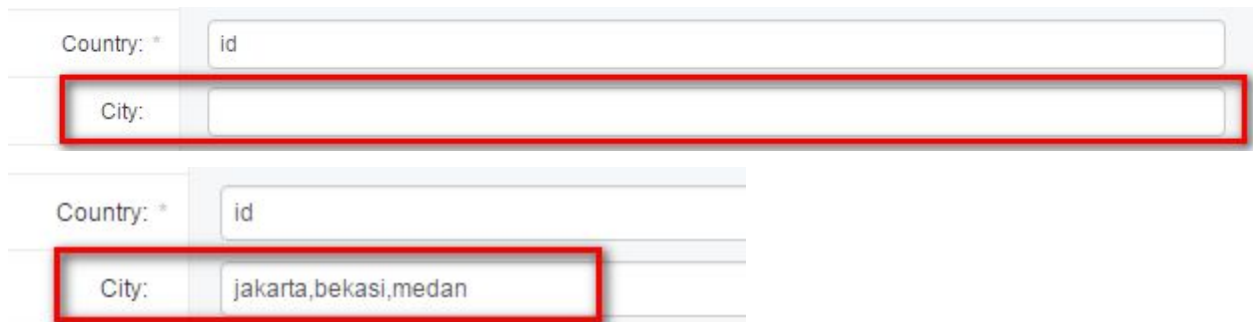
A, If you want Big Picture Style, please fill “Push Title” (For example: Morning Briefing etc.),otherwise let “Push Title” blank, it will be Regular Push Style.



The screenshot shows a form with two fields. The first field, labeled 'Title: \*', contains the text 'Para Wanita yang Lahir Bulan April, Dapatkan Diskon 50 Persen di The East Restaurant Hotel Aston'. The second field, labeled 'Push title:', is empty and is highlighted with a red rectangular border.

B, “City” will decide this push is Local Push or Normal Push, If City field is blank, it will be Normal Push; if you put Jakarta there, it will only be sent to Jakarta’s users, Please notice these:

- “City” field can be filled with several city names split with comma, Without Space between cities’ names; Like Jakarta,Medan,Salatiga
- City name is not case sensitive, but please notice the spelling of the city name which must match the following list:  
( The list of cities the system supports now: )  
Bandung  
Bekasi  
Jakarta  
Medan  
Salatiga  
Semarang  
Surabaya  
Tangerang ( Sangereng should be Tangerang in PPS )  
Yogyakarta



The top screenshot shows a form with 'Country: \*' set to 'id' and an empty 'City:' field, which is highlighted with a red border. The bottom screenshot shows the same form, but the 'City:' field is now filled with the text 'jakarta,bekasi,medan' and is also highlighted with a red border.

C, “Send Time”: Normally we choose the default value-Send by push\_time; If we want to send Breaking News or Morning Briefing, please choose “Send immediately”, then the article will be sent right now!!

OS: *	<input checked="" type="radio"/> All <input type="radio"/> Android <input type="radio"/> iOS
Open type: *	transcoded
Send: *	Send by push_time
Flags: *	<div> <div>Send by push_time</div> <div>Send immediately</div> </div> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Vibrate</li> <li><input checked="" type="checkbox"/> Heads-up</li> <li><input checked="" type="checkbox"/> Reload-Button</li> </ul>

D, Please NOT choose “Reload-Button”; And it is default status.

Flags: *	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Sound</li> <li><input checked="" type="checkbox"/> Vibrate</li> <li><input checked="" type="checkbox"/> Heads-up</li> <li><input type="checkbox"/> Reload-Button</li> </ul>
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E, “Push entire” means send to all users; It will be chosen only when we send Breaking News and Morning Briefing.

Push entire	<input type="checkbox"/>
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F, “Test Mode” means send to appointed test users, we always NOT choose it.

Test mode	<input type="checkbox"/>
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**Step 6:** Click “Send”, then this article will go to “Push Rule” section, ready to be pushed.

2017-04-12T12:36:57.823820  
Wed, 12 Apr 2017 12:36:57 +0000

Welcome, yil.
[Change password](#)
|
[Log out](#)

[Home](#)
»
[News](#)
»
[PushRules](#)
»
Add PushRule

Entry id: *	e36db876	transcode	<div>Send</div>
News id: *	f1b2f650bedae460d5cbbfd2da54c561		
Title: *	Para Wanita yang Lahir Bulan April, Dapatkan Diskon 50 Persen di The East Restaurant Hotel Aston		

**Step 7:** You can check the status of the articles have been reviewed in “Push Rule” section;

The latest Reviewed news will display on the top, and Push status is shown under “Status” column, “3” means successfully sent, but actual timing of push receive and show ,depends on settings of push rule;

NewsPushCMS

© 2017-04-10T03:56:00.212702  
Mon, 10 Apr 2017 03:56:00 +0000

Welcome, steve. Change password | Log out

Home

News

PushRules

Keyword

Category

Country

City

Search

Add PushRule

ID	Entry id	Title	Push title	Category	City	PushType	OS	Entire	Test	Status	Insert	Who
549	9874e1f4	Sesepuh KPK Jadi Penasehat Bakamla RI		Others		by push_time	All	no	yes	3	2017-04-07 13:05:44	demo
548	2a2e80f1	Taklukkan Musuh Bebuyutan, Marcus/Kevin Maju ke Semifinal Malaysia Open 2017	sdfghjklhhhh	News_Sports		by push_time	All	no	yes	3	2017-04-07 13:03:52	demo
547	1875b4e9	Meyakinkant Daya Saing Pariwisata Indonesia Melejit 8 Poin		Others		by push_time	All	no	yes	3	2017-04-07 12:52:58	demo
546	c8c34e98	Wall Street Menguat karena Data Pengangguran Turun	big picture big picture big picture	Business		by push_time	All	no	yes	3	2017-04-07 12:32:11	demo
545	dc0802b4	Dikabarkan Putus, Tyga Angkat Kaki Dari Rumah Kylie Jenner?		News_Entertainment		by push_time	All	no	yes	3	2017-04-07 12:29:42	demo
544	fed84b82	28 Hotel di Jakarta & Tangerang Raih Traveloka Awards		Travel		by push_time	All	no	yes	3	2017-04-07 12:00:38	demo
543	f7cef72a	Naik Status Tipe A, Polda NTT Tetap Dipimpin Kapolda Agung Sabar Santoso yang Sudah Berpangkat Irjen - Pos Kupang		Crime		by push_time	All	no	yes	3	2017-04-07 11:58:04	steve
542	ab2564a6	2 Kali Tak Hadiri Persidangan Tipikor, Ini Alasan Syamsuddin Karlos - Tribun Timur		Others		by push_time	All	no	yes	3	2017-04-07 11:57:24	steve
541	d9db31ed	Jaga Stok, Bulog Ajukan Impor Daging Kerbau India		Business		by push_time	All	no	yes	3	2017-04-07 09:26:25	demo

## 5. How to send Breaking News?

The steps are same as review normal push candidates, the different points are as follows:

5.1 Push Title: If you want Big Picture Style, please fill “Push Title” (For example: Morning Briefing etc.),otherwise **let “Push Title” blank, it will be Regular Push Style.**

Title: *	Para Wanita yang Lahir Bulan April, Dapatkan Diskon 50 Persen di The East Restaurant Hotel Aston
Push title:	

5.2 Article Type: Choose “Breaking”!!



ArticleType: *	Normal
Soft news: *	Normal
Open type: *	Morning
	Breaking
	Daily hot
	Hot topic

### 5.3 Send Time: Choose “Send immediately”

OS: *	<input checked="" type="radio"/> All <input type="radio"/> Android <input type="radio"/> iOS
Open type: *	transcoded
Send: *	Send by push_time
Flags: *	Send by push_time
	Send immediately
	<input checked="" type="checkbox"/> Vibrate
	<input checked="" type="checkbox"/> Heads-up
	<input checked="" type="checkbox"/> Reload-Button

### 5.4 Choose “Push entire” or provide Keywords and Categories, you should choose one of them, otherwise you can’t save the rule.

Push entire	<input type="checkbox"/>
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If you think the Breaking News will touch all users, then choose “Push entire”;

Sometimes the breaking news are only suitable for some audience, for examples:

- An important merger and acquisition of finance enterprises is announced, it is only valuable for business or financial people, so we can put several related keywords and choose business category as specific target audience, only the users who hit the keywords and category as their favorites will get this breaking news.
- An Korean Star announced his marriage plan will only touch his fans and who are interested in entertainment, so we can set korean/ marriage/ as keywords and entertainment as category.

<b>PreferOption (Hide)</b>	
Prefer keyword:	<input type="text"/> comma split keywords
Prefer category:	<div> <div> Available Category </div> <div> <input type="text"/> </div> <div> Arts_Design Auto Beauty Business ... </div> <div> <a href="#">Choose all</a> </div> </div> <div> <div>Chosen Category</div> <div><input type="text"/></div> <div>Remove all</div> </div>

Prefer keywords: Can be 1-5 words, **split with comma, without space;**

Available Category: Can be multi-selected;

## 6. How to send Morning Briefing?

The steps are same as review normal push candidates, the different points are as follows:

6.1 Push Title: If you want Big Picture Style, please fill “Push Title” (For example: Morning Briefing etc.), otherwise **let “Push Title” blank, it will be Regular Push Style.**

Title: *	Para Wanita yang Lahir Bulan April, Dapatkan Diskon 50 Persen di The East Restaurant Hotel Aston
Push title:	

6.2 Article Type: Choose “Morning”!!

ArticleType: *	Normal
Soft news: *	Normal
Open type: *	Morning
	Breaking
	Daily hot
	Hot topic

6.3 Send Time: Choose “Send immediately”

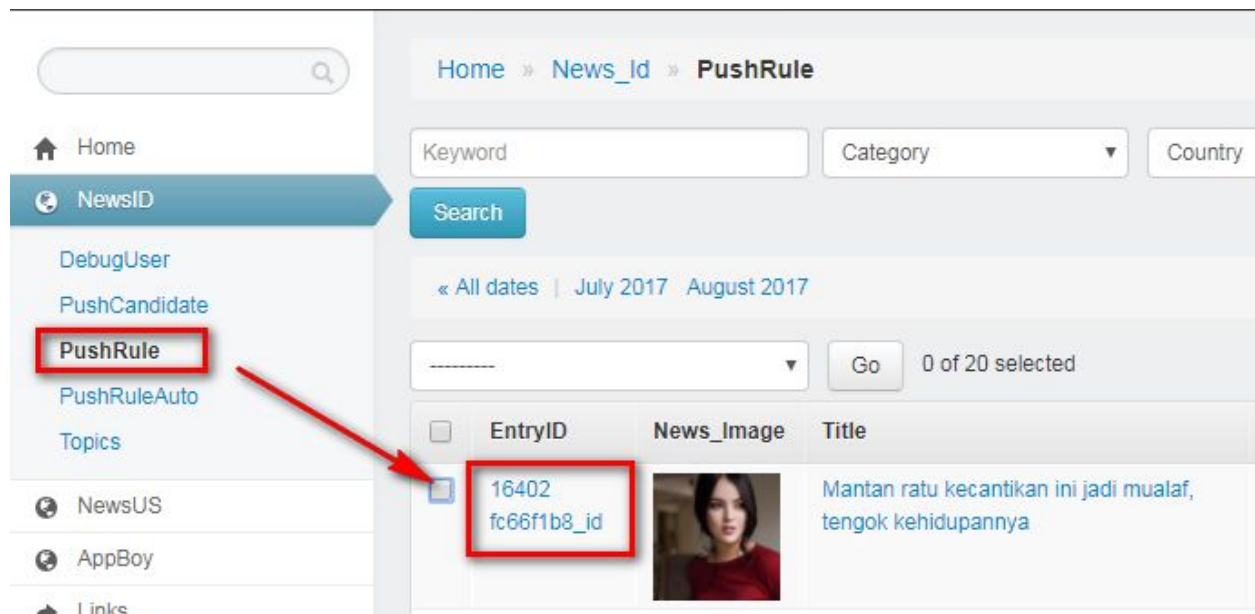
OS: *	<input checked="" type="radio"/> All <input type="radio"/> Android <input type="radio"/> iOS
Open type: *	transcoded
Send: *	Send by push_time
Flags: *	Send by push_time
	Send immediately
	<input checked="" type="checkbox"/> Vibrate
	<input checked="" type="checkbox"/> Heads-up
	<input checked="" type="checkbox"/> Reload-Button

6.4 Choose “Push entire”

Push entire	<input type="checkbox"/>
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## 7. How to re-edit or delete the push candidates?

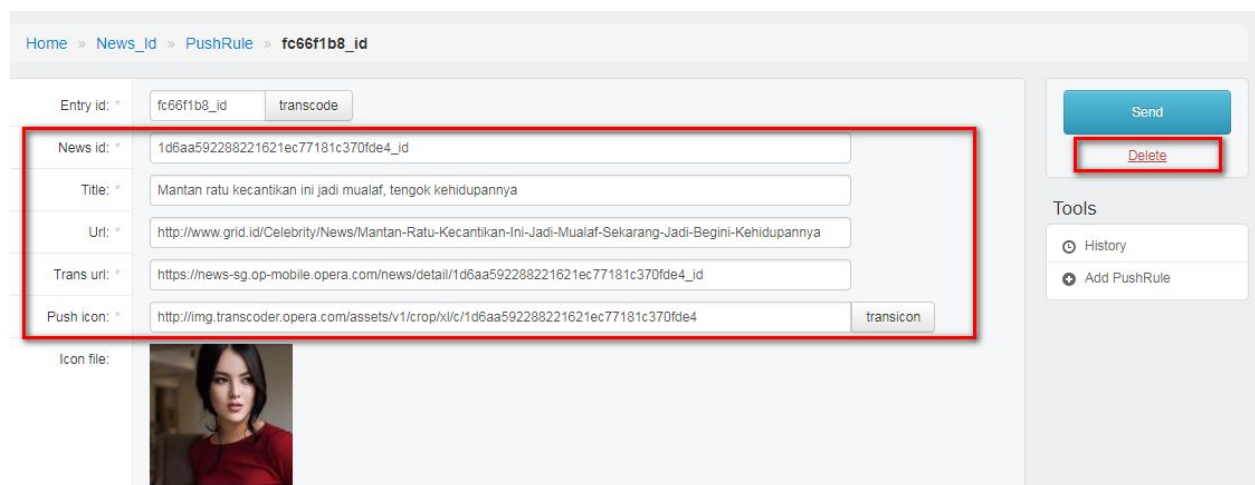
Go to “Push Rule” section, then click the “Entry\_id”;



Then you can edit the news again, please remember to Save after everything is ok.

**Notice: If you re-edit the news, the new setting will work later. If the status is already became to “3”, that means the news has been sent to some users as the previous setting, the new setting will valid for the following users.**

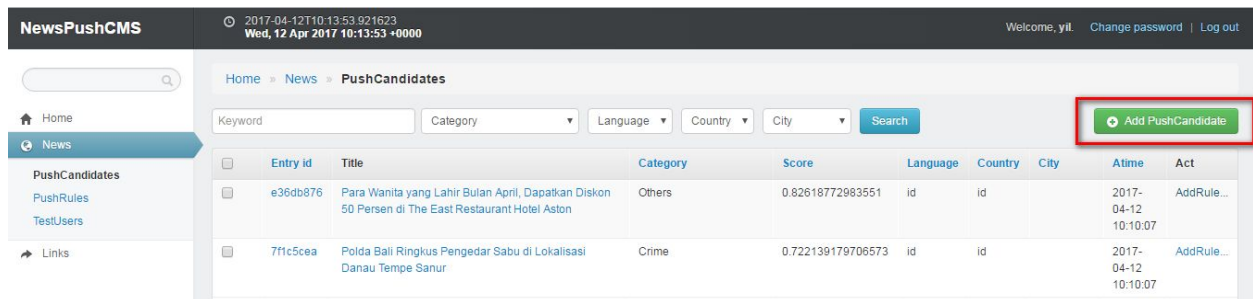
If you want to delete this news from the Push Rule List, please find “delete” button on the right tab.



## 8. How to add Push Candidate manually?

What we talked above is how to select and review the articles selected by system, of course we can also manually add articles we want to push in this system;

### 8.1 Click “Add Push Candidate” button;



### 8.2 Input the entry\_id, (where to find the entry\_id? You should transcode the article in CMS first, then copy and paste the entry\_id here!!)

### 8.3 Click “Transcode” and check the information;

### 8.4 Save

The screenshot shows the 'Add PushCandidate' form. It includes fields for 'Entry id', 'Url', 'Title', 'Category', 'Language', 'Country', 'City', and 'Score'. A 'transcode' button is next to the 'Entry id' field. On the right side, there are three buttons: 'Save', 'Save and continue editing', and 'Save and add another'.


## 9. How to change or upload images manually?

If the news has no image or the image is not good, we have to upload image or change image manually!! Like these:

The screenshot shows the image upload/change form. It includes fields for 'Push icon', 'Icon file', and 'Domain'. The 'Icon file' field is highlighted with a red box, indicating where to upload or select an image.


Push icon: *	<input type="text" value="http://img.transcoder.opera.com/assets/v1/crop/xl/c/06e4ed1f960146a7ef8a1f378c66c930"/>
Icon file:	
Domain: *	<input type="text" value="kupang.tribunnews.com"/>

### 9.1 Upload image by image link ( URL )

Push icon: *	<input type="text" value="http://img.transcoder.opera.com/assets/v1/crop/xl/c/92dcc3fa4d98db137de600e08f03ef00"/>	<input type="button" value="transicon"/>
Icon file:		
Domain: *	<input type="text" value="makassar.tribunnews.com"/>	

You can delete the current link in “Push icon” field, and paste the new image link there, then **Please remember to CLICK “transicon” button!!!!** To upload the image to our image server and cut to appropriate size. Otherwise the icon won’t be changed!!

### 9.2 Upload image from local disk

Push icon: *	<input type="text" value="http://img.transcoder.opera.com/assets/v1/crop/xl/c/92dcc3fa4d98db137de600e08f03ef00"/>	<input type="button" value="transicon"/>
Icon file:		
Domain: *	<input type="text" value="makassar.tribunnews.com"/>	

Delete the current link in “Push icon” field, then there will show “Select Image” button, click the button, then you can select the path of image and confirm to upload. Please wait the 100% uploading completed until “Success” is shown.

Trans url: *	<input type="text" value="https://news-sg.op-mobile.opera.com/news/detail/42e1fe3c7a9bd419638a7e61e0fc628b"/>	
Push icon: *	<input type="text"/>	
Icon file:	<input type="button" value="选择文件"/> 未选择任何文件	
Domain: *	<input type="text" value="kupang.tribunnews.com"/>	

Push icon: \*

Icon file: 

Domain: \*

9.3 Before send the news, if you uploaded image manually, and you want to change the image again, maybe you can't find the entrance for uploading. Please refresh the page, then you can change it again!!

## 10. Anything else to be mentioned?

### 10.1 Category Names!!

When you find the category detected by system is not accurate, you can input the category manually, please keep them consistent with the NLP categories. Otherwise it will affect the accuracy of the algorithm.

For example, News\_Politics can't be "News Politics" or "Politics"...

To avoid this issue, Devs will make the category list as drop-down list later.

### 10.2 "Breaking News" Section

We will get a new section called "Breaking News" soon, the sources are specific areas of important websites, maybe we can find some breaking news there, since breaking news are always shown on the most important location on mainpage. Besides breaking news, it is more easier for us to find important hard news there. This section has the higher priority than Push Candidates, we should review them first when we work on PPS.

### 10.3 How many articles should be reviewed?

Review at least 100-120 articles qualified to push/day, we can do more if we can, also includes adding some good articles manually into the system;

For the distribution of categories, we can decide it according to different markets:

For Indonesian market, 100 articles should include:

Local News: each city at least 3 articles (8 cities \*3=24)

The other articles should be in the following categories:

1. Crime 30%
2. Entertainment 30%
3. Sports 10%
4. Politics 30%

All these 100 articles, let "Push Title" blank!!

Choose "Send by push\_time", Not choose "Reload-button" nor "Push entire"

#### **10.4 Shall we still work on Push CMS (V2) and Push via spreadsheet?**

Yes, please. : (

For Mini21/Mini22+ and below Mini21, we will continue use the current Push CMS or spreadsheet to send Push, as normal!!