

Recommendation & Personalisation in BT

An industry perspective

sf **Research Centre for Responsible
Media Technology and Innovation**

Project number 309339



Nasjonalbiblioteket

amedia

Bergens Tidende

fonn
group



HIGHSOFT

NORCE



IBM

NRK

Schibsted



VIMOND

vizrt

Our ambition

Vi skal lage en enda mer **relevant** nyhetsopplevelse for leserne våre gjennom smart bruk av data og personalisering . Løsningene skal støtte opp om en felles offentlighet og åpen samfunnsdebatt.

I samarbeid med akademia og Schibsted skal BT ligge langt fremme i utviklingen av ansvarlig medieteknologi.

Fra BTs strategi

Bergens Tidende

Visiting BT at the “wrong” moment can lead you to missing interesting content.

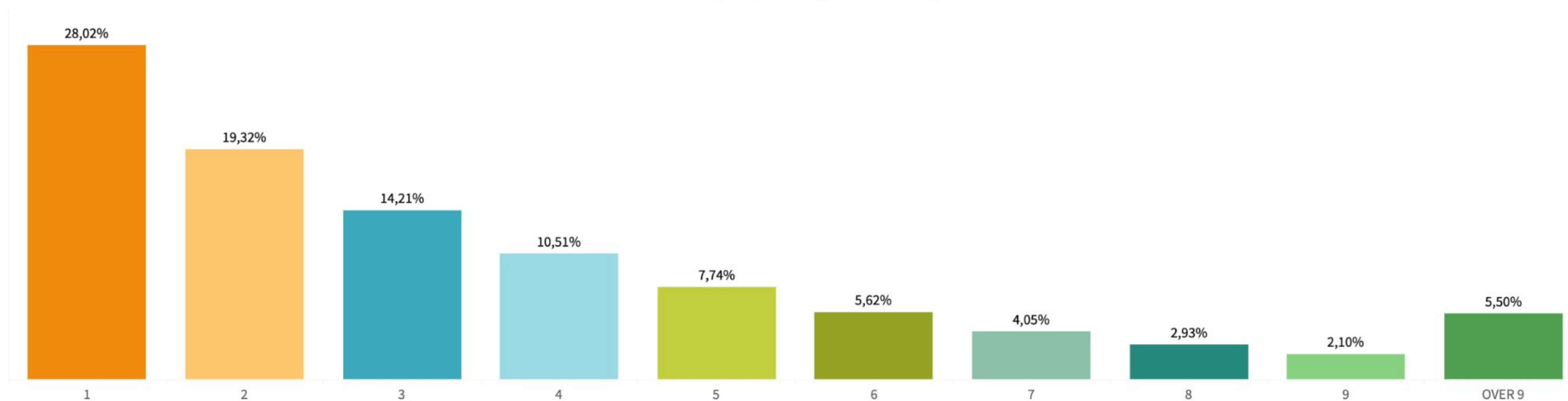
Our frontpage at 17:00 is notably different from the frontpage at 12:00

On average, 78 articles are published every day.



Reader frequency

SESJONER STARTET MED EN FORSIDEVISNING
- antall sesjoner per innlogget bruker per dag



Current situation

Broadly speaking, we have two places where we can implement recommender systems: our frontpage and recirculation.

For recirculation, we recommend (among others) most read articles to users.

By doing this, we introduce a feedback loop: our frontpage ranks articles on engagement.

Mest lest akkurat nå



– Sjefen sa jeg bare kunne bli hjemme

11. NOVEMBER



Vekter ble sparket mens han lå nede - sendt til sykehus

11. NOVEMBER



Da krigen startet, tenkte Tanya at også Russland er et offer. Nå har hun endret mening.

11. NOVEMBER



Over femårsflom en rekke steder

10. NOVEMBER



Aksjonærer vil velte redningsplan

10. NOVEMBER

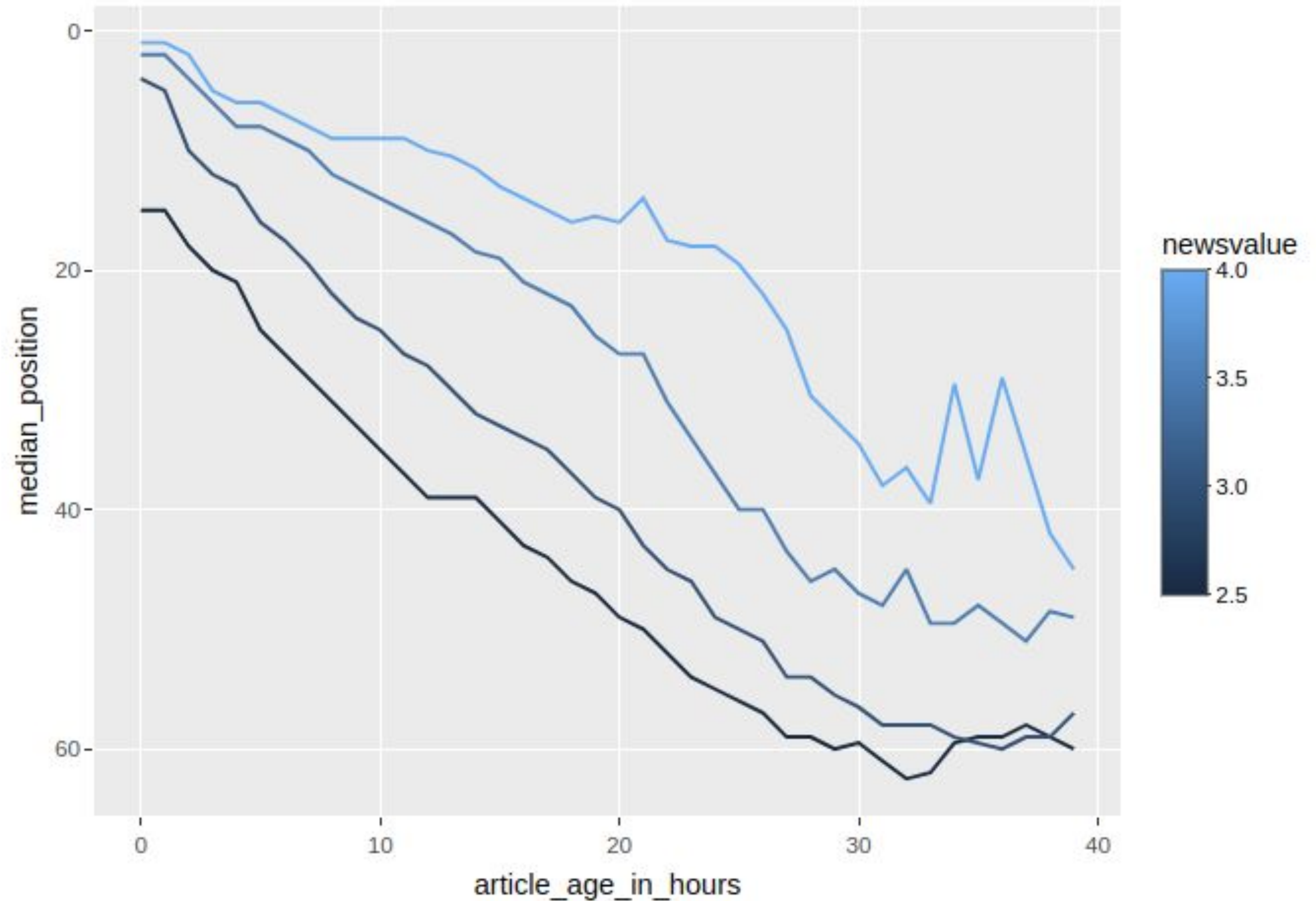


– Folk må være obs på mye vann i veibanen

11. NOVEMBER

Lifetime of an article

Most articles have a very limited time in the spotlight



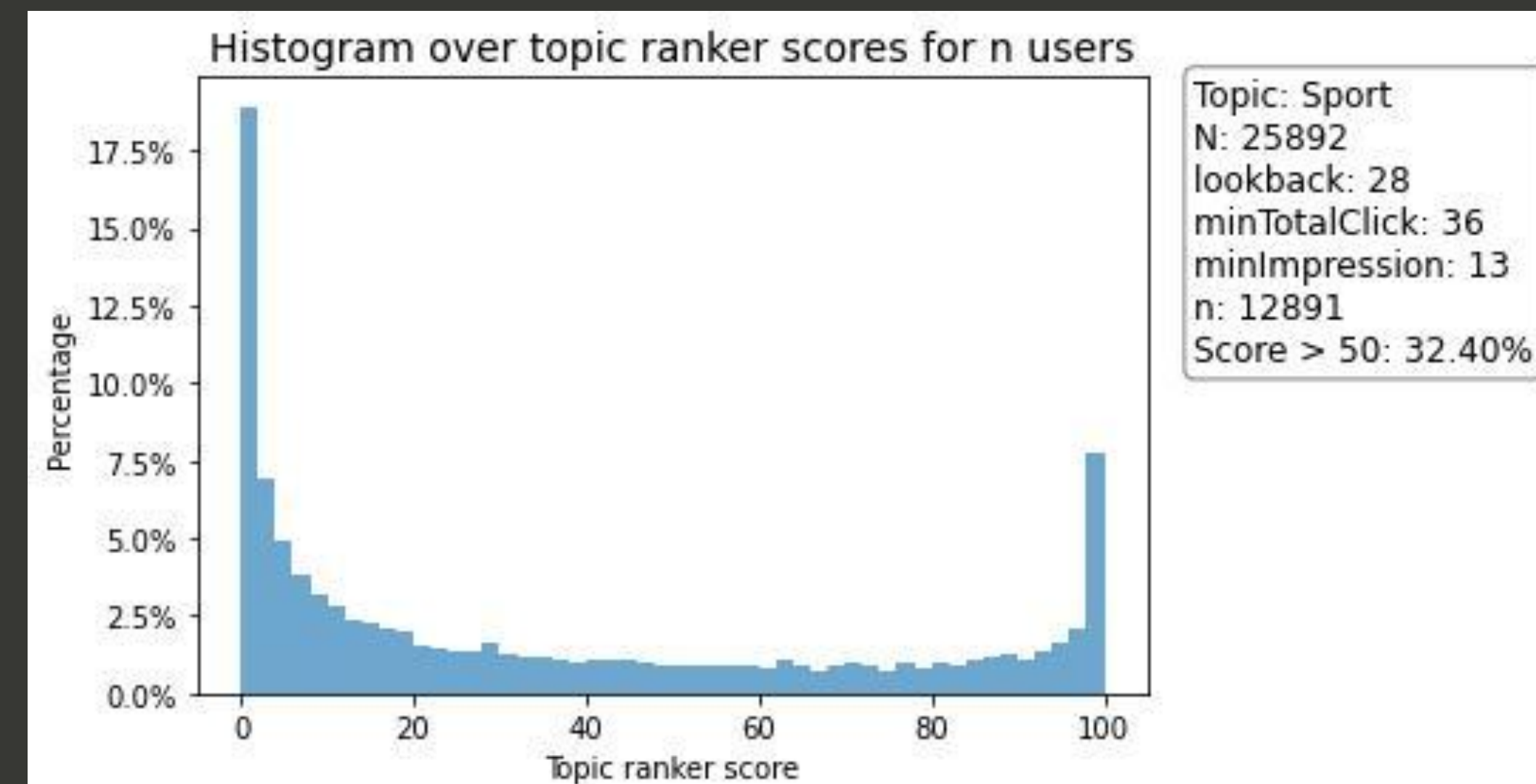
Projects & Challenges

Improve our recirculation recommendations:
both personalised and non-personalised

- Promote relevant content while maintaining content diversity
- Collaborative filtering typically doesn't work well with our scarce data

Apply section personalisation to our frontpage

- Be wary of filter-bubbles
- Which sections to personalise?
- How strong should the section preference signal be?



Media
Futures ●

Thank you
for your attention

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