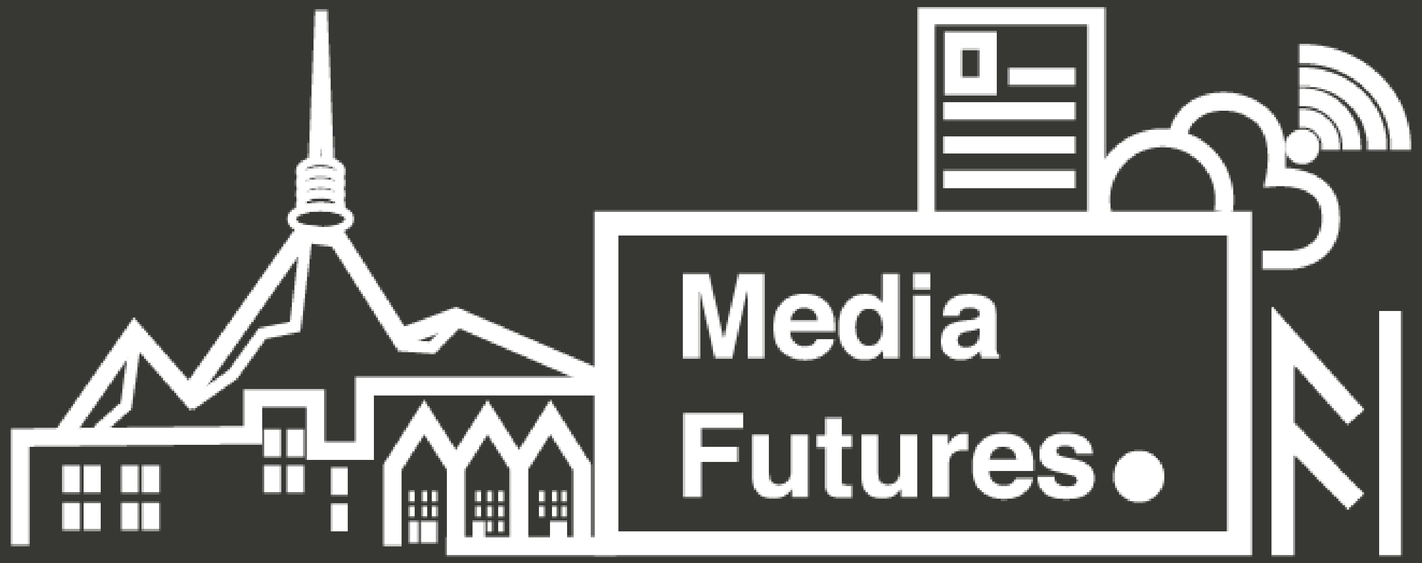


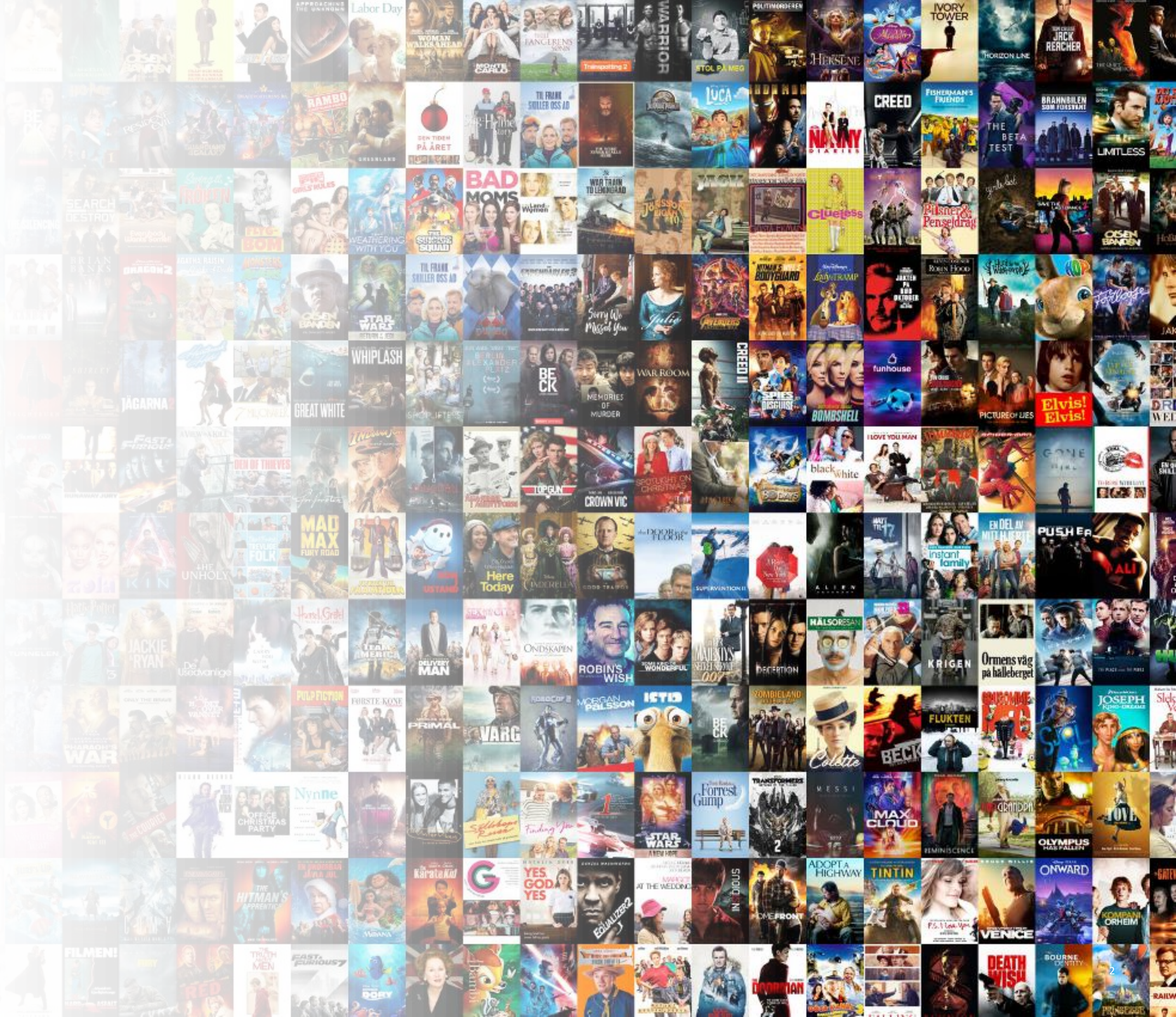
Personalisation of TV 2 Play

Content Discovery Team

sfi Research Centre for Responsible Media Technology and Innovation
Project number 309339

Communicating a myriad of content

Efficient
Relevant
Content exploration

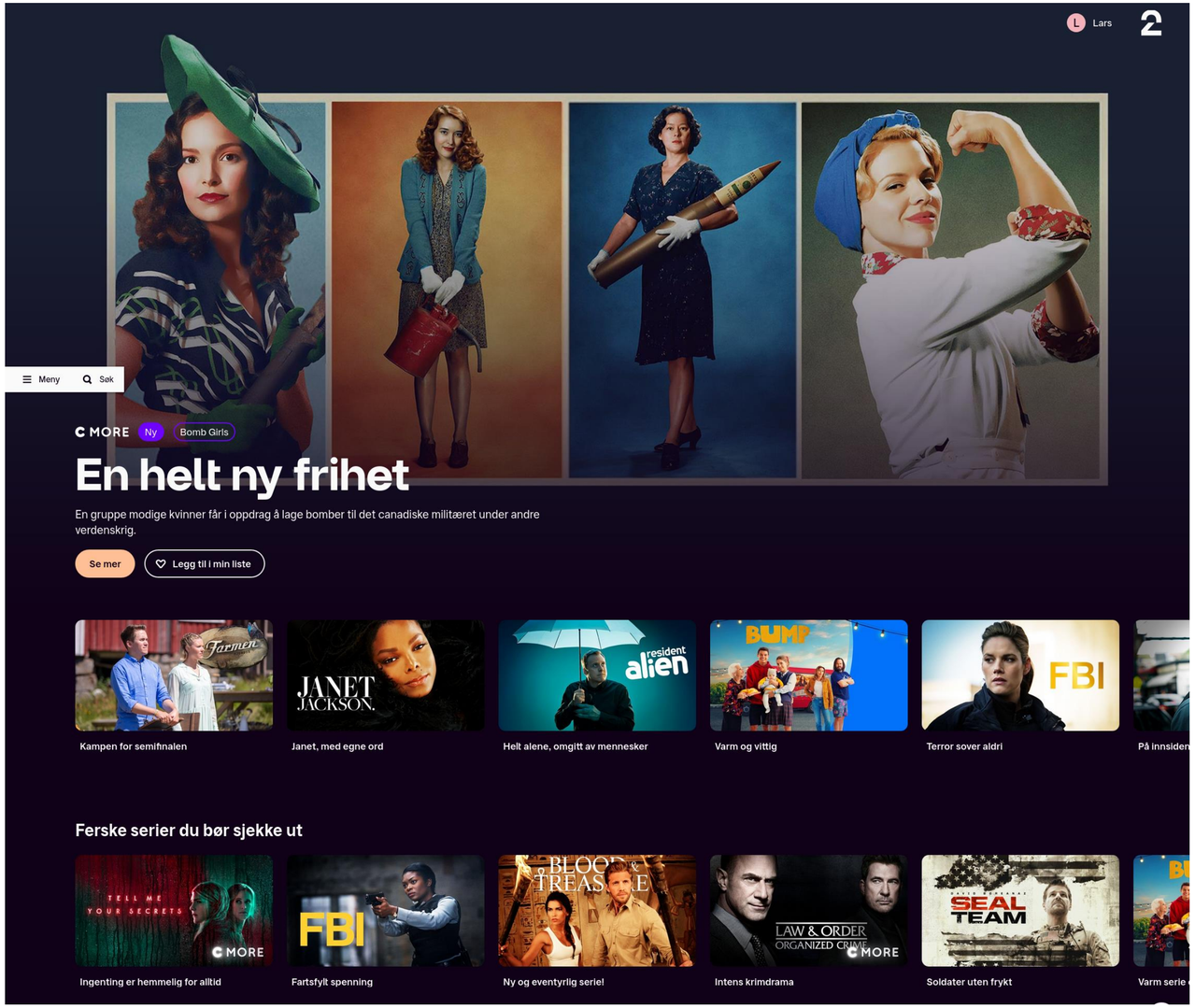


Broad variety of content, customer interests, and expectations

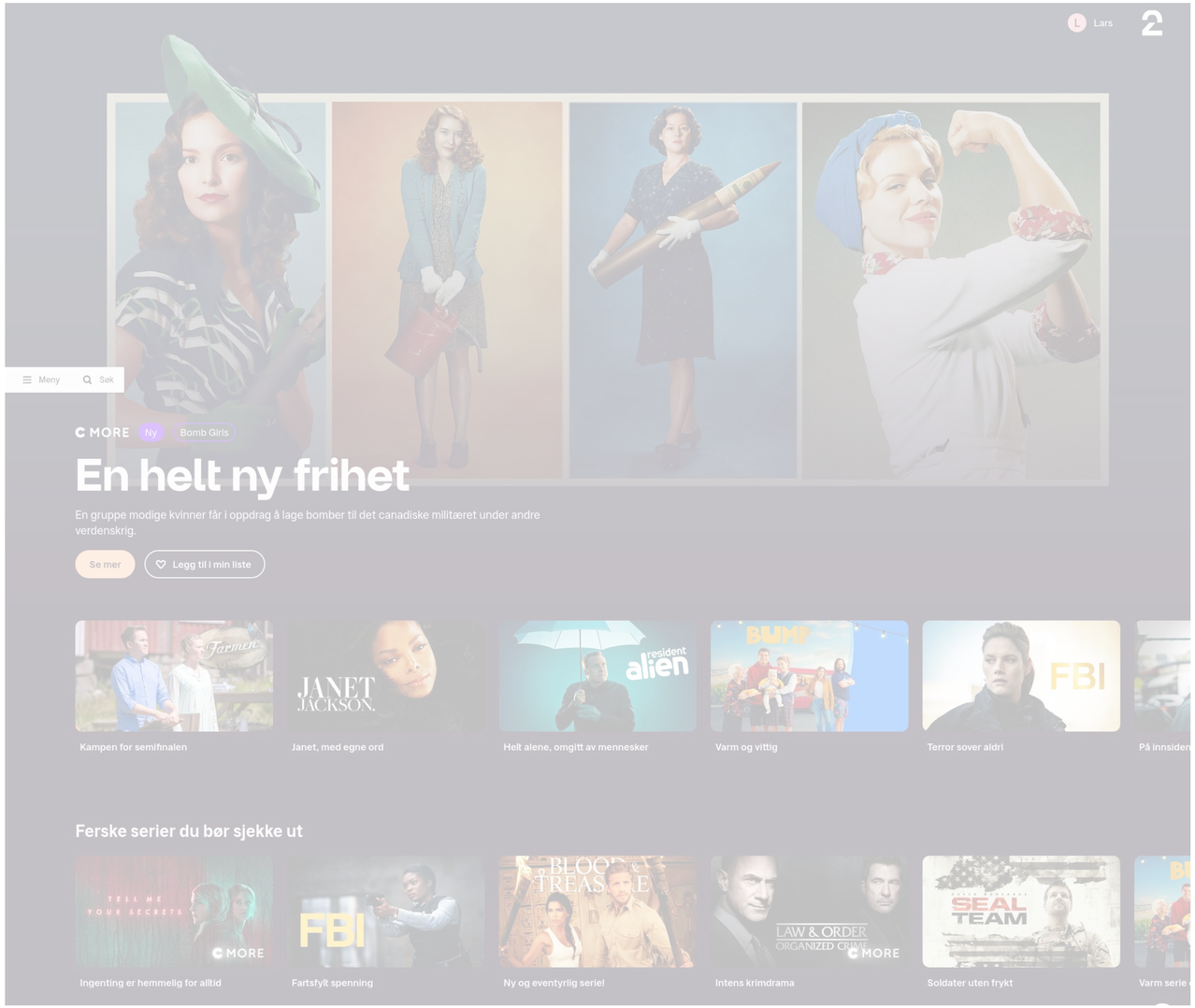
Sport and News

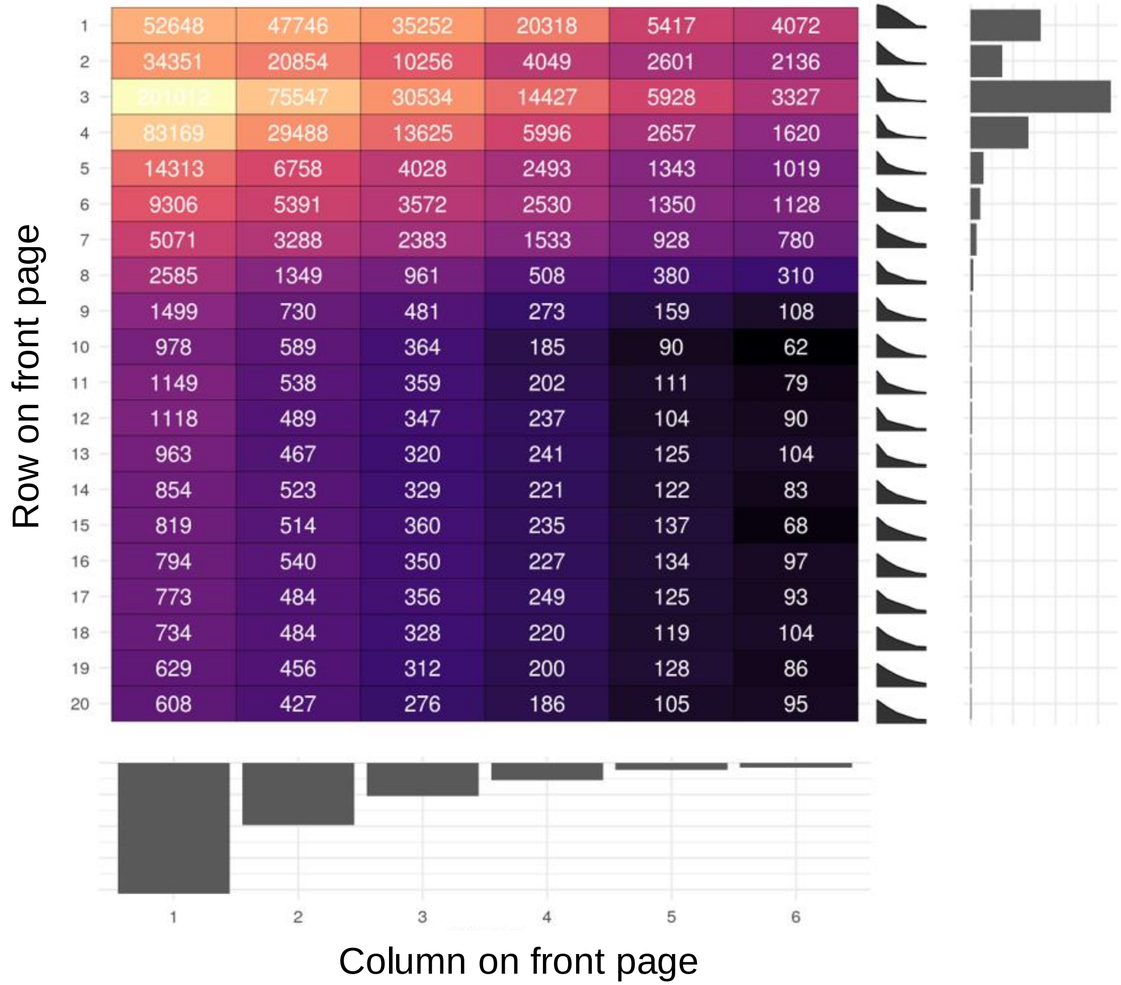
Shows / Entertainment / Drama

Reality



Limited space and time


Lars
Meny
Søk
C MORE
Ny
Bomb Girls
En helt ny frihet
En gruppe modige kvinner får i oppdrag å lage bomber til det canadiske militæret under andre verdenskrig.
Se mer
Legg til i min liste
Kampen for semifinalen
Janet, med egne ord
Helt alene, omgitt av mennesker
Varm og vittig
Terror sover aldri
Ferske serier du bør sjekke ut
Ingenting er hemmelig for alltid
Fartsfylt spenning
Ny og eventyrlig serie!
Intens krimdrama
Soldater uten frykt

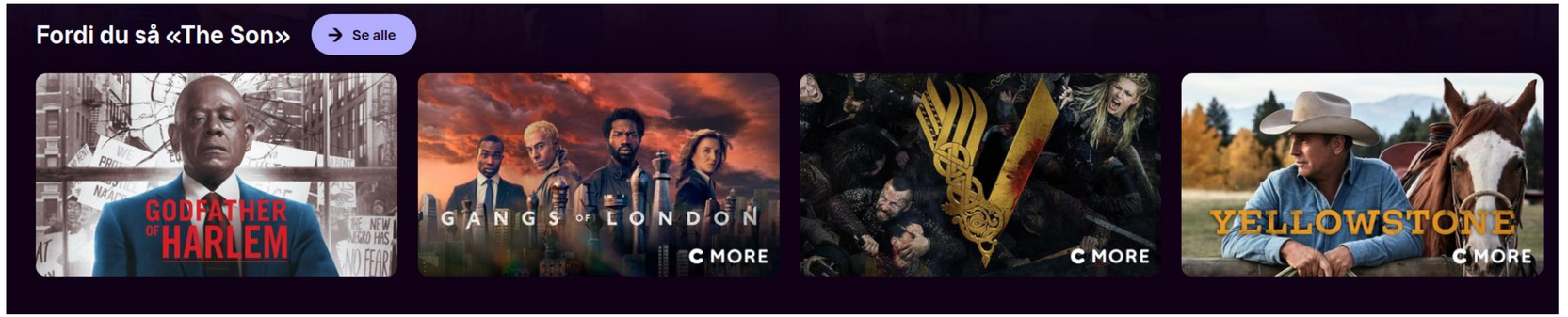

Row on front page
Column on front page
1 52648 47746 35252 20318 5417 4072
2 34351 20854 10256 4049 2601 2136
3 75547 30534 14427 5928 3327
4 83169 29488 13625 5996 2657 1620
5 14313 6758 4028 2493 1343 1019
6 9306 5391 3572 2530 1350 1128
7 5071 3288 2383 1533 928 780
8 2585 1349 961 508 380 310
9 1499 730 481 273 159 108
10 978 589 364 185 90 62
11 1149 538 359 202 111 79
12 1118 489 347 237 104 90
13 963 467 320 241 125 104
14 854 523 329 221 122 83
15 819 514 360 235 137 68
16 794 540 350 227 134 97
17 773 484 356 249 125 93
18 734 484 328 220 119 104
19 629 456 312 200 128 86
20 608 427 276 186 105 95
1
2
3
4
5
6

Static page to a **personalized experience**

Recommendations
User segmentation
Implicit favorites
My List
Continue Watching
A/B Testing

Recommendations

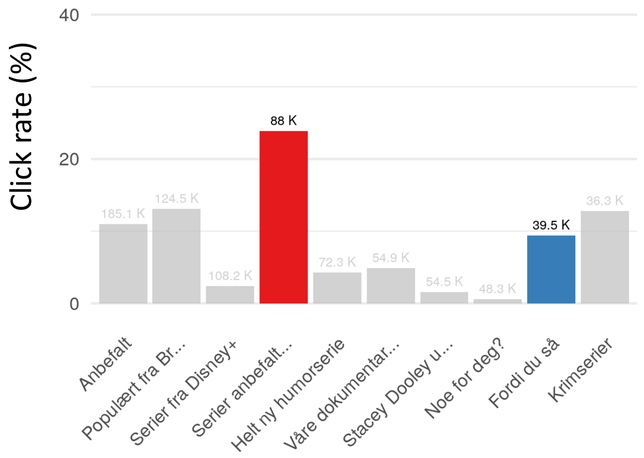
User recommendation



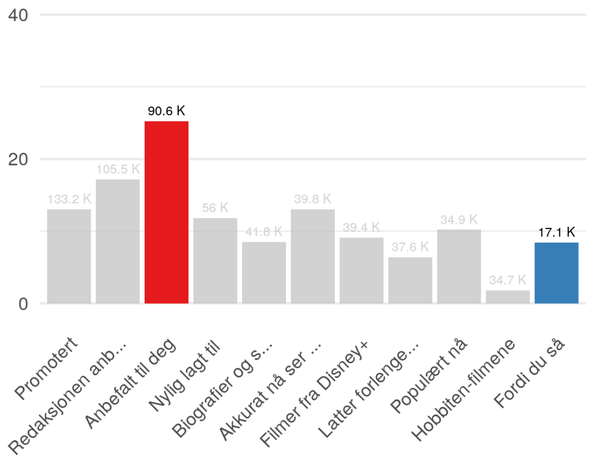
Related content

Tracking of algorithm performance

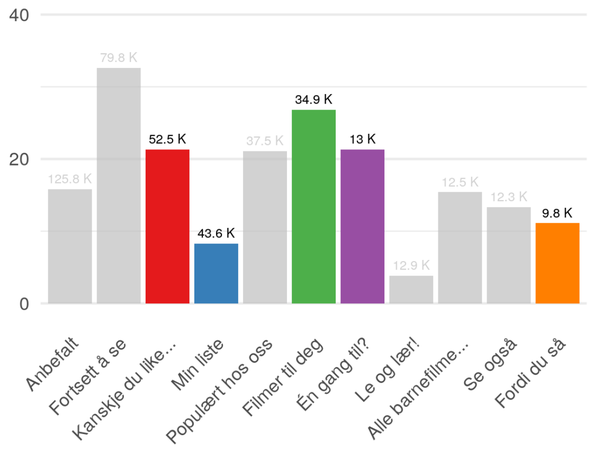
Series page



Movie page



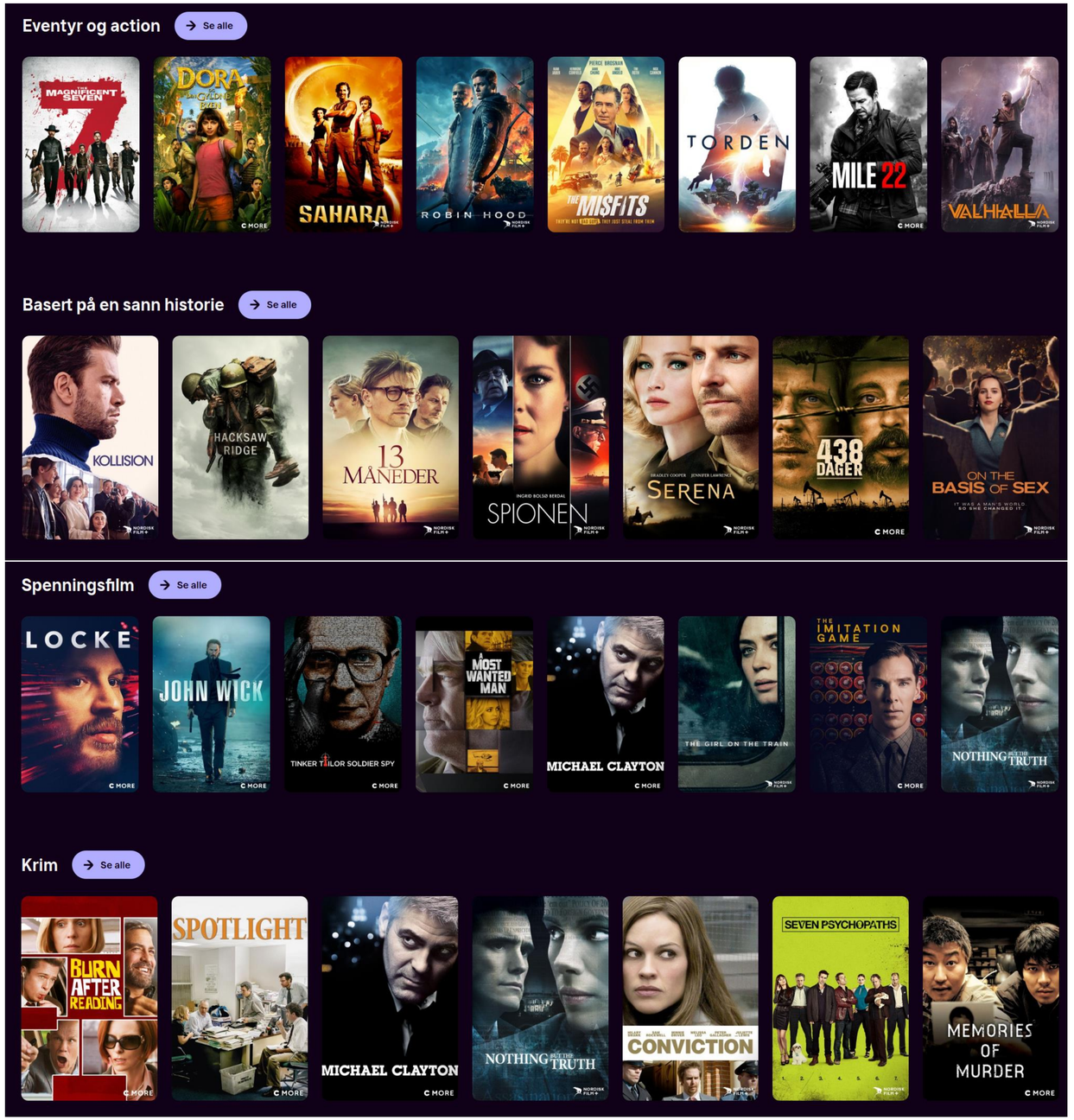
Kids page



Project I

Full-page personaliser

automatic multi-row recommender with editorial control



Project I

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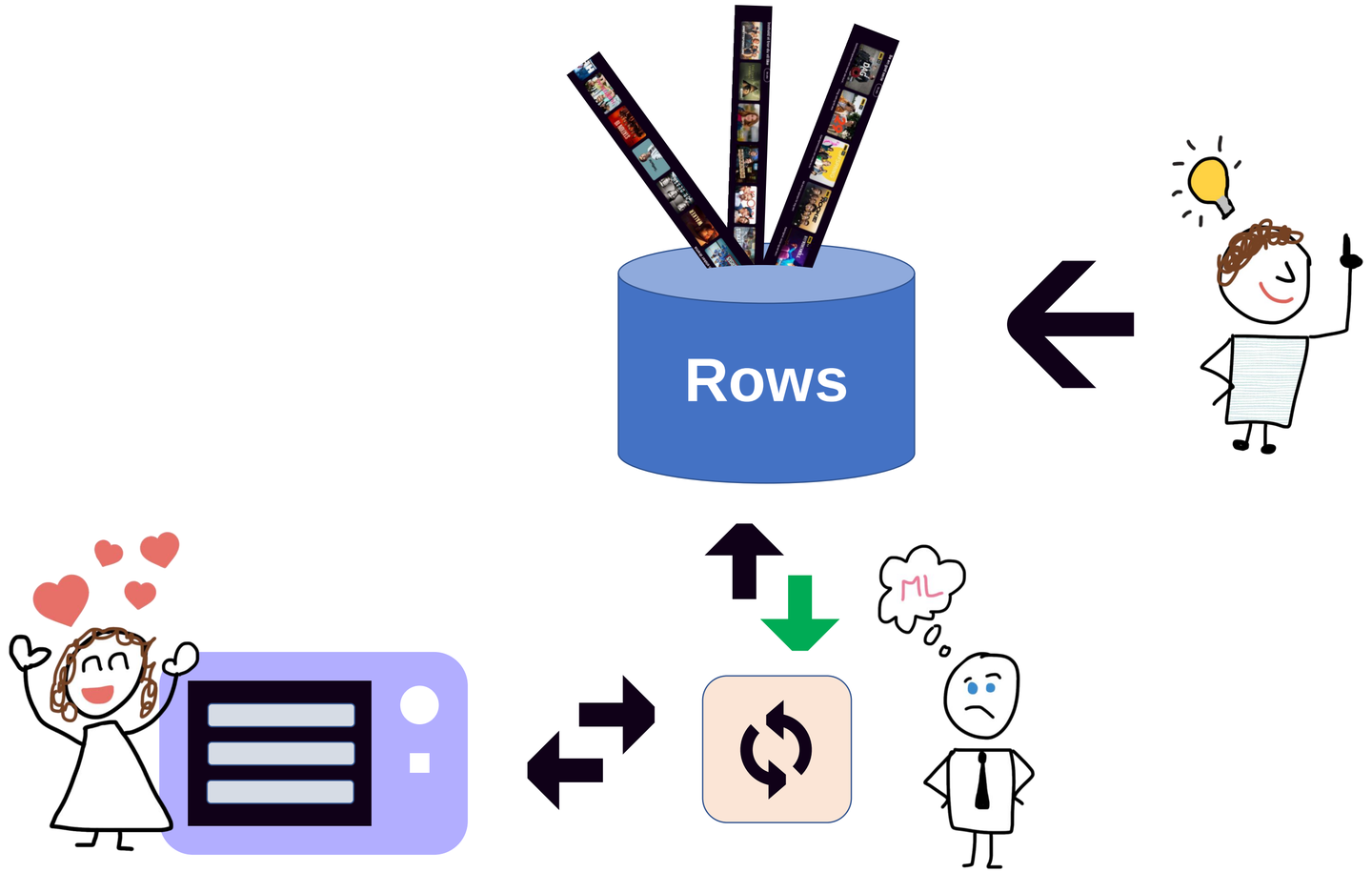
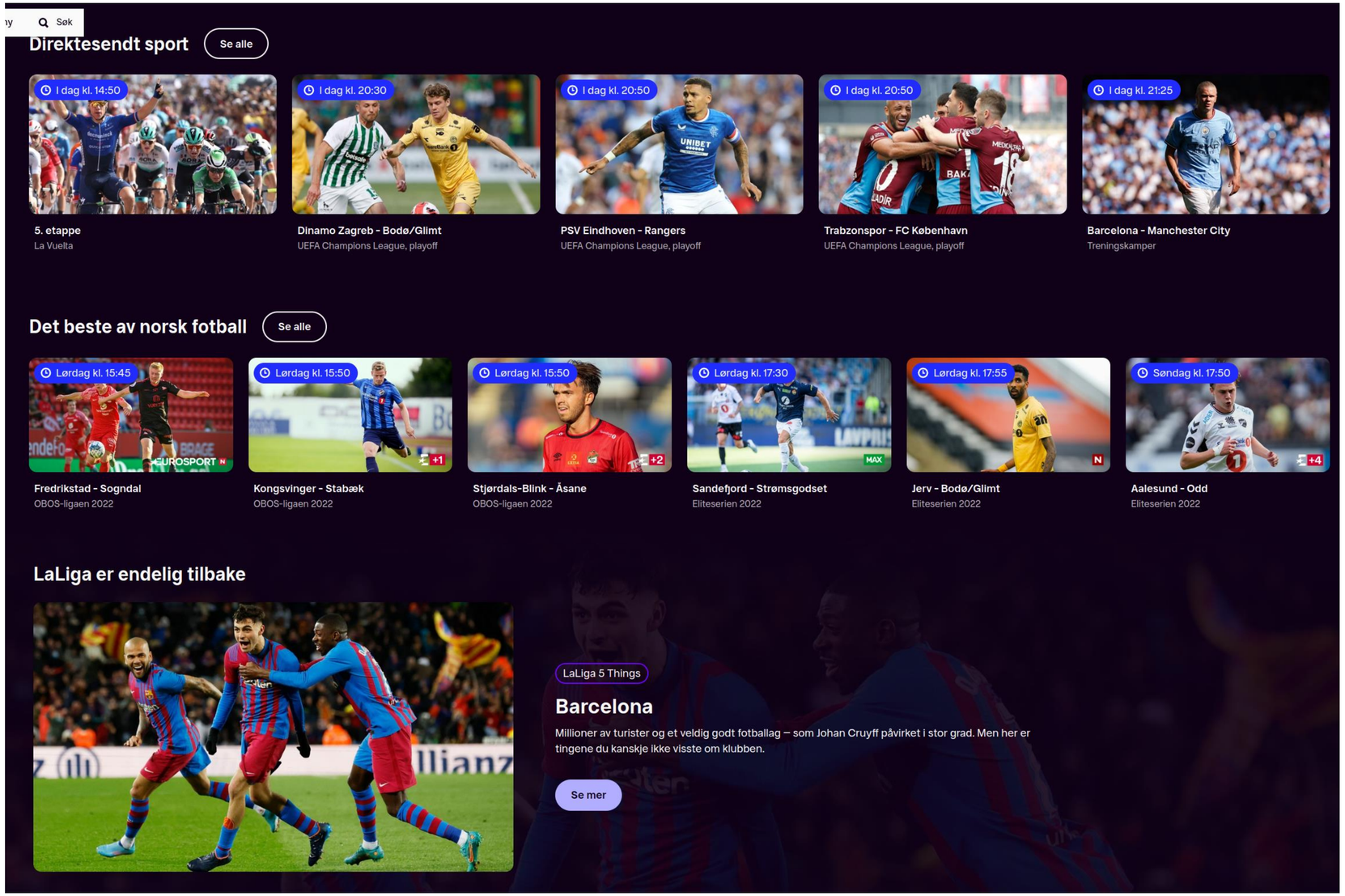


Drawings byAstrid Tessem

Project II

Personalized Sport Experience

favorite sports, tournaments, teams, and athletes



Fair and responsible recommender systems

For users – for TV 2 – for society

Drawing by Astrid Tessem

Media Futures

Thank you

for your attention

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sfi Research Centre for Responsible Media Technology and Innovation

Project number 309339