

Personalisation of TV 2 Play

Content Discovery Team

sf Research Centre for Responsible
Media Technology and Innovation

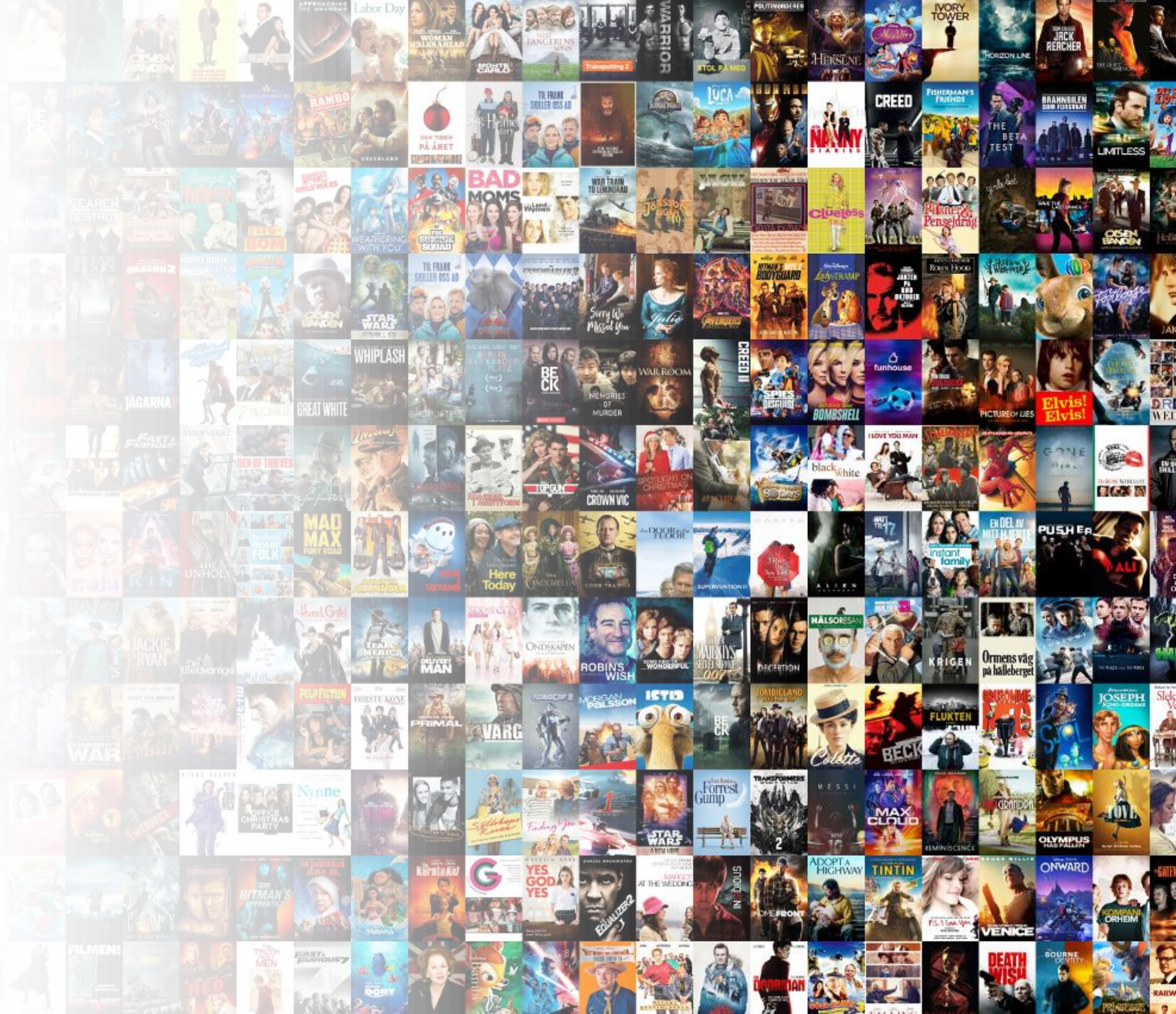
Project number 309339





Communicating a myriad of content

Efficient
Relevant
Content exploration



Broad variety of content, customer interests, and expectations



Sport and News



Shows / Entertainment / Drama



Reality

Lars 2

Meny Sø

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

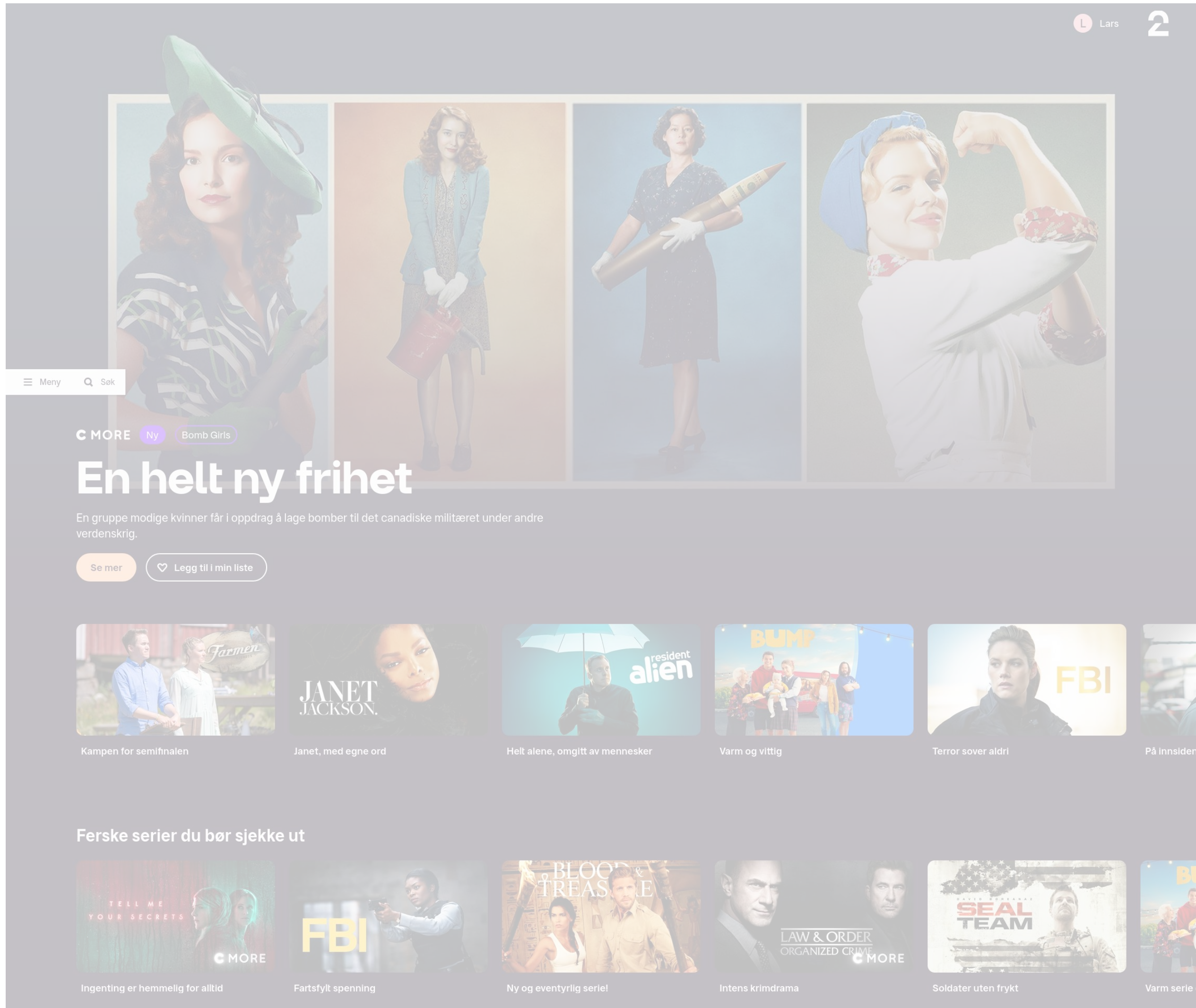
Kampen for semifinalen Janet, med egne ord Helt alene, omgitt av mennesker Varm og vittig Terror sover aldri På innsiden

Ferske serier du bør sjekke ut

Tell me your secrets FBI Blood & Treasure Law & Order: Organized Crime SEAL Team Varm serie

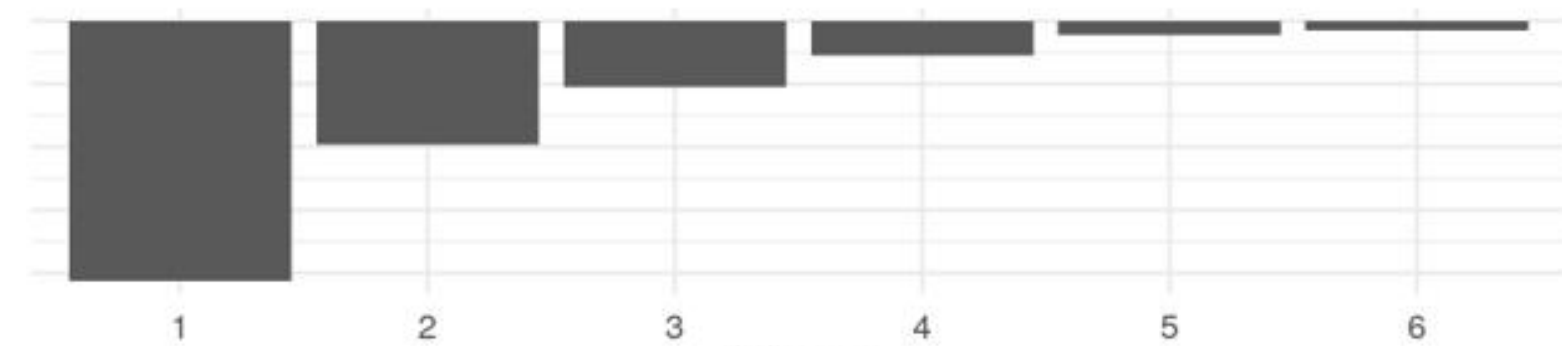
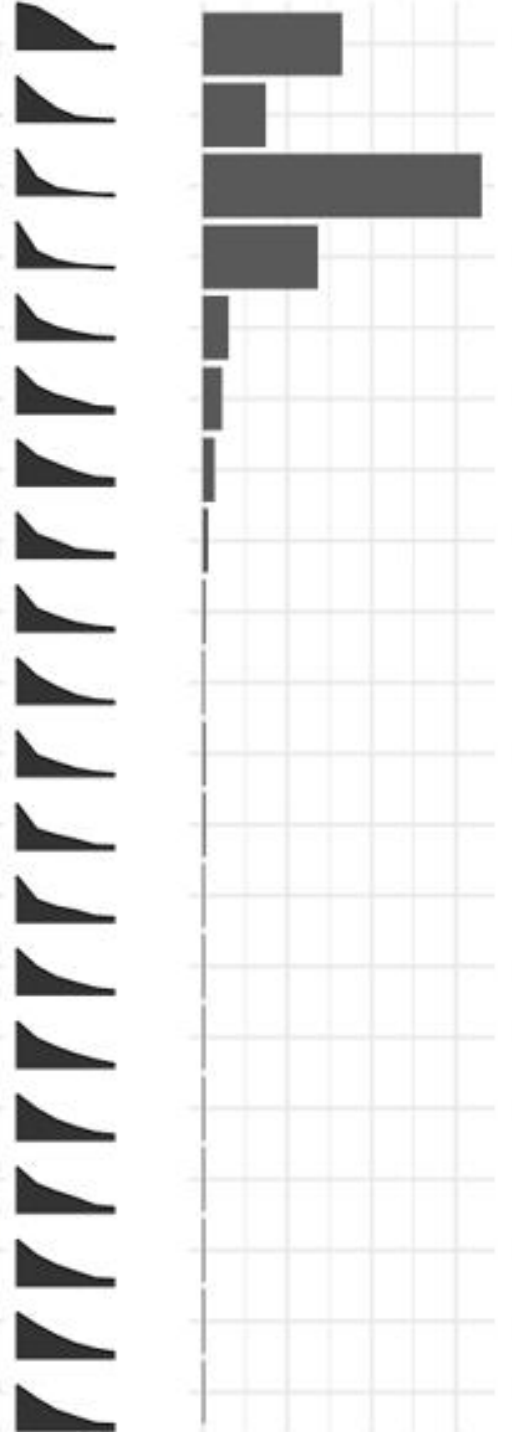
Ingenting er hemmelig for alltid Fartsfylt spenning Ny og eventyrlig serie! Intens krimdrama Soldater uten frykt

Limited space
and time



Row on front page

1	52648	47746	35252	20318	5417	4072
2	34351	20854	10256	4049	2601	2136
3	201012	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

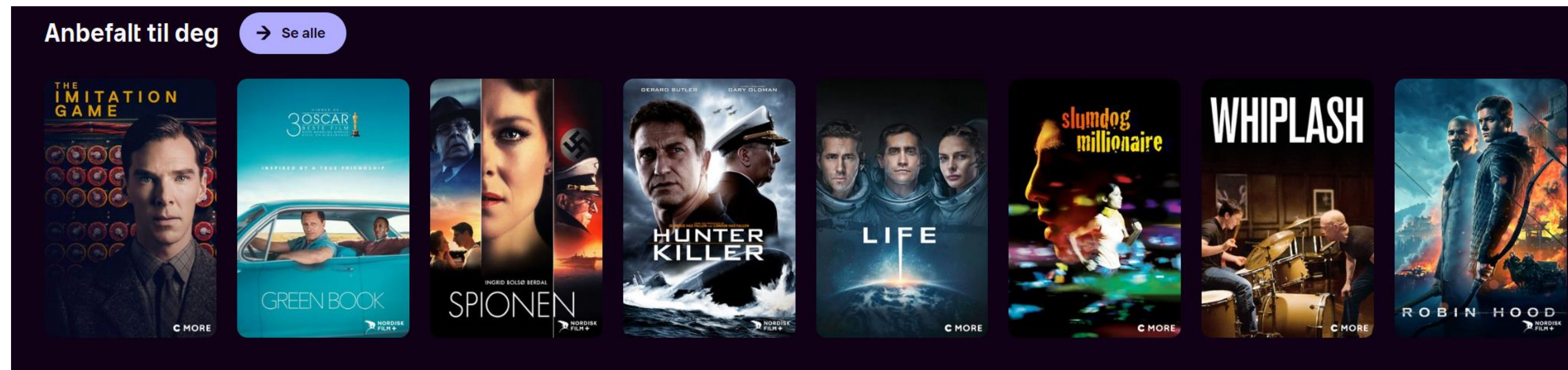


Column on front page

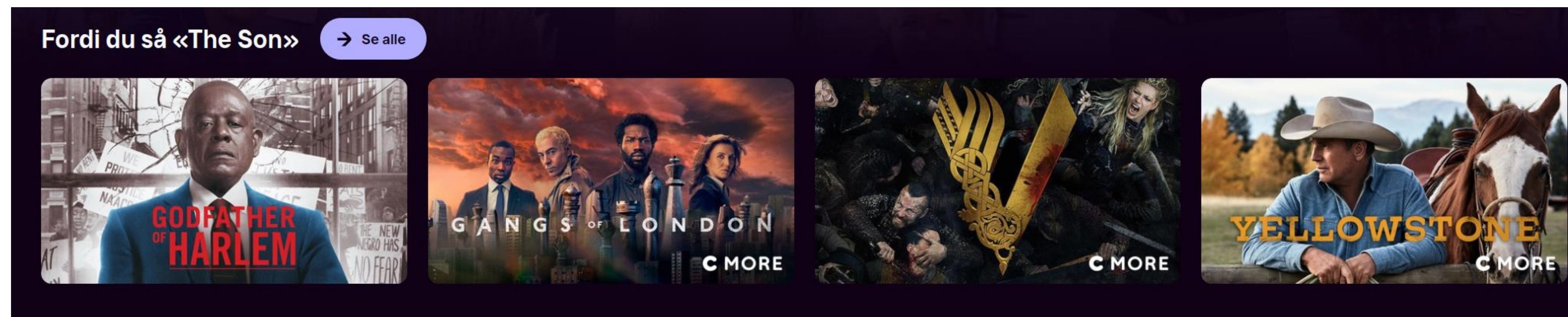
Static page to a personalized experience

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

Recommendations

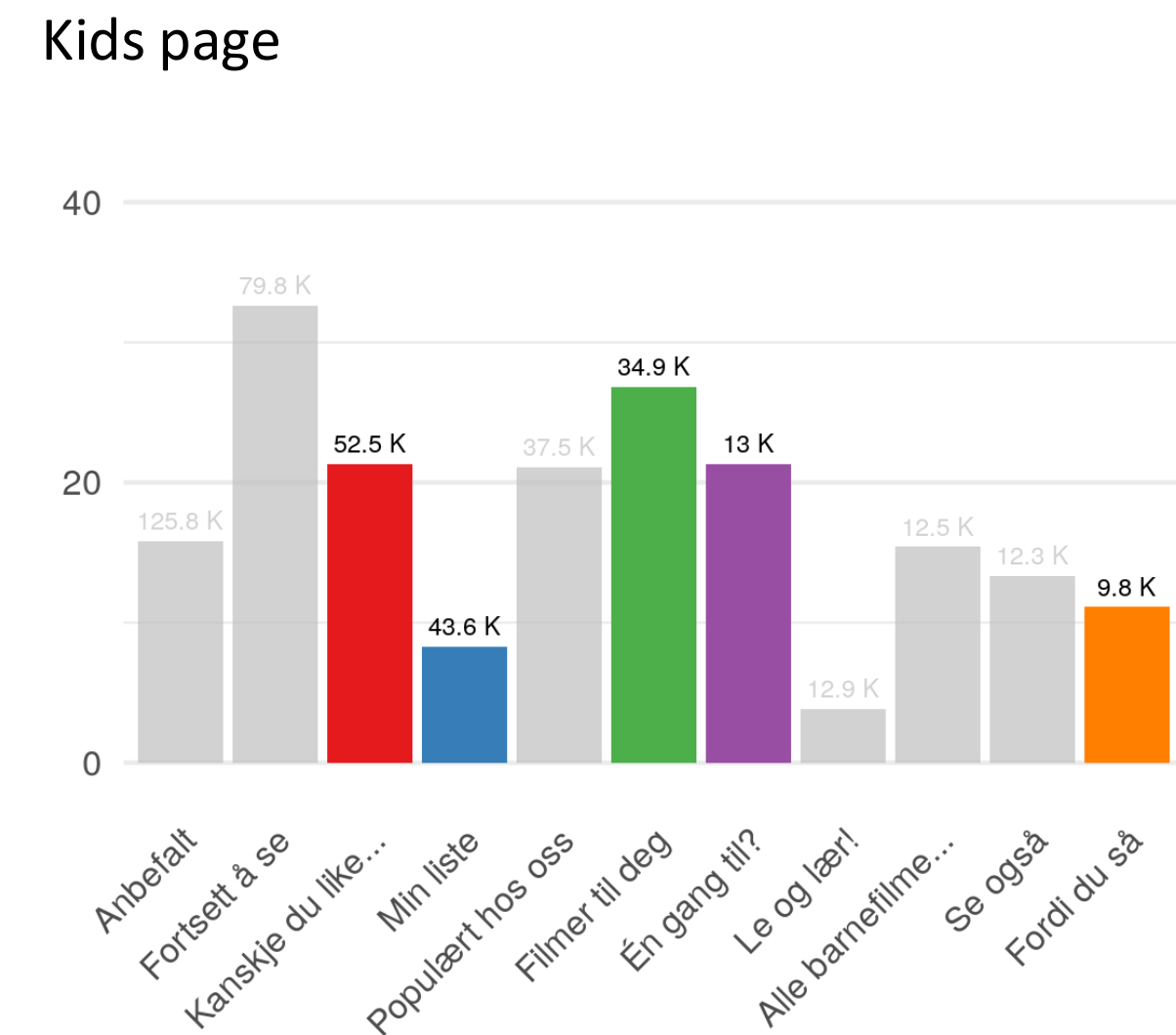
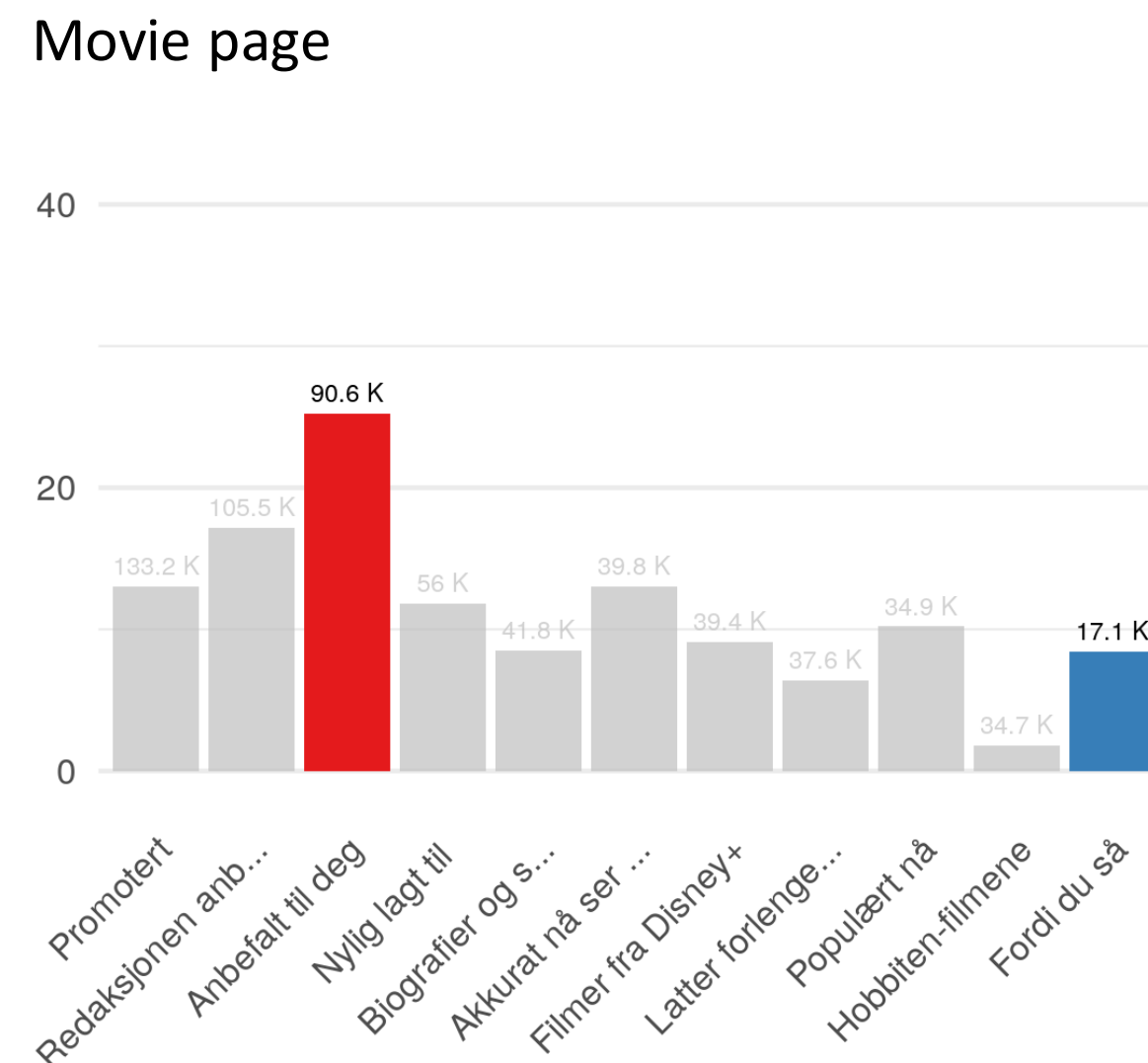
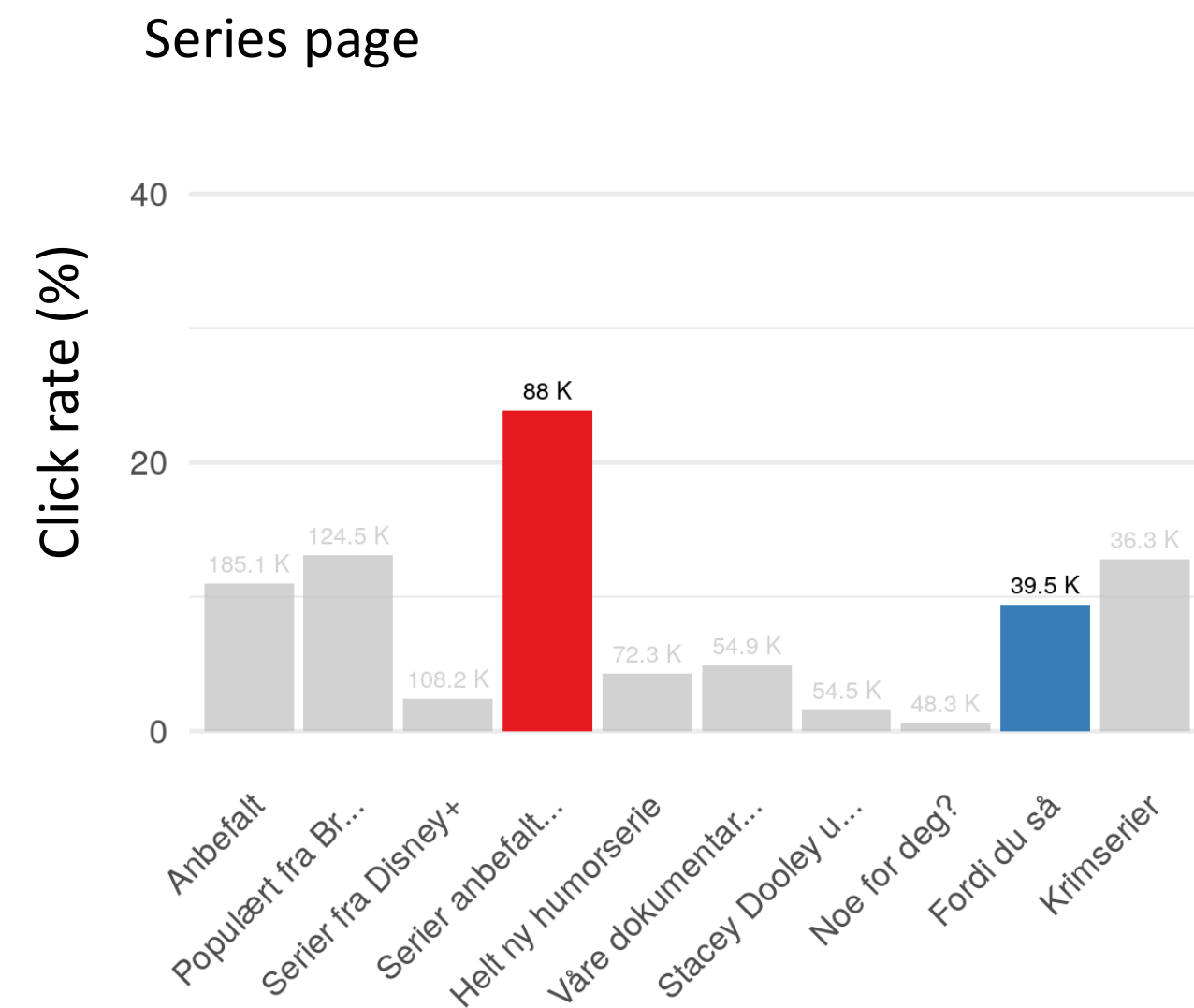


User recommendation



Related content

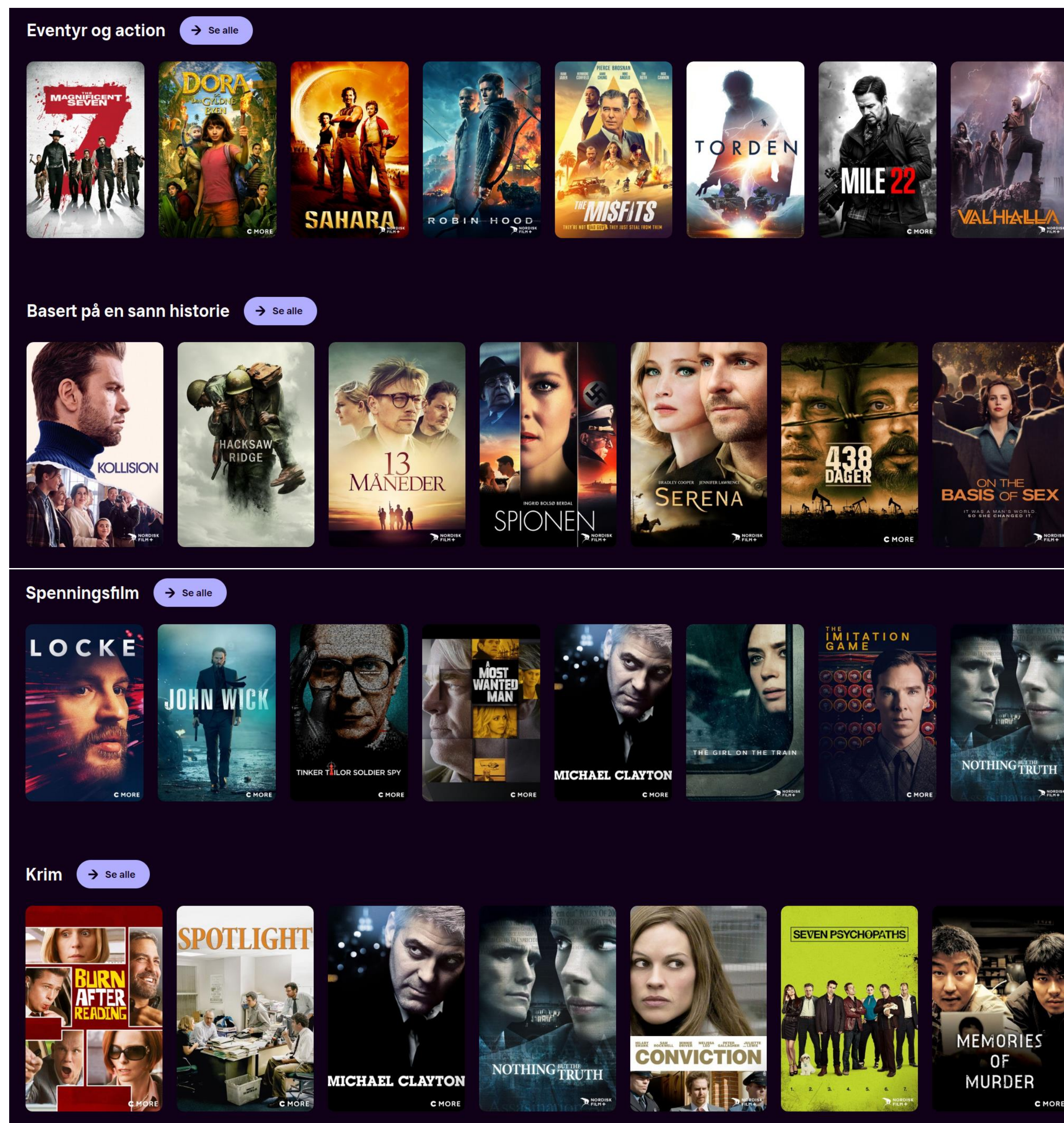
Tracking of algorithm performance



Project I

Full-page personaliser

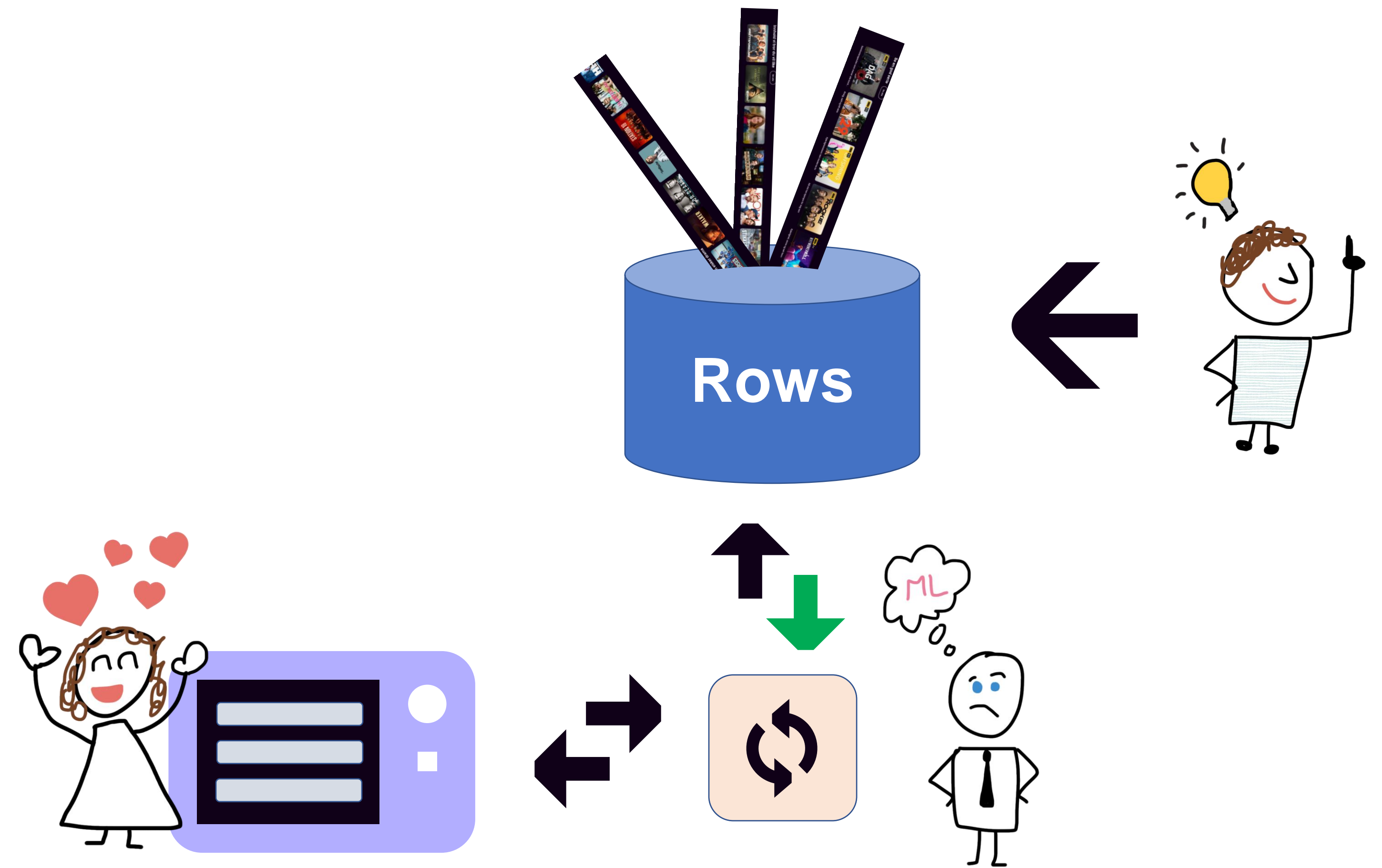
automatic multi-row recommender with editorial control



Project I

Full-page personaliser

automatic multi-row recommender with editorial control



Project II

Personalized Sport Experience

favorite sports, tournaments, teams, and athletes

The screenshot displays a sports website interface with a dark theme. At the top, there is a search bar with the text "Søk" and a "Direktesendt sport" section with a "Se alle" button. Below this, five event cards are shown, each with a time slot and a "Se alle" button. The events are: 5. etappe (La Vuelta) at 14:50, Dinamo Zagreb - Bodø/Glimt (UEFA Champions League, playoff) at 20:30, PSV Eindhoven - Rangers (UEFA Champions League, playoff) at 20:50, Trabzonspor - FC København (UEFA Champions League, playoff) at 20:50, and Barcelona - Manchester City (Treningskamper) at 21:25. Below these is a "Det beste av norsk fotball" section with a "Se alle" button, featuring six event cards for various matches in the OBOS-ligaen 2022 and Eliteserien 2022. The bottom section is titled "LaLiga er endelig tilbake" and features a large image of Barcelona players celebrating. To the right of the image is a "LaLiga 5 Things" section with the heading "Barcelona" and a paragraph of text: "Millioner av turister og et veldig godt fotballag – som Johan Cruyff påvirket i stor grad. Men her er tingene du kanskje ikke visste om klubben." Below the text is a "Se mer" button.

ly

Direktesendt sport [Se alle](#)

- I dag kl. 14:50
5. etappe
La Vuelta
- I dag kl. 20:30
Dinamo Zagreb - Bodø/Glimt
UEFA Champions League, playoff
- I dag kl. 20:50
PSV Eindhoven - Rangers
UEFA Champions League, playoff
- I dag kl. 20:50
Trabzonspor - FC København
UEFA Champions League, playoff
- I dag kl. 21:25
Barcelona - Manchester City
Treningskamper

Det beste av norsk fotball [Se alle](#)

- Lørdag kl. 15:45
Fredrikstad - Sogndal
OBOS-ligaen 2022
- Lørdag kl. 15:50
Kongsvinger - Stabæk
OBOS-ligaen 2022
- Lørdag kl. 15:50
Stjørdals-Blink - Åsane
OBOS-ligaen 2022
- Lørdag kl. 17:30
Sandefjord - Strømsgodset
Eliteserien 2022
- Lørdag kl. 17:55
Jerv - Bodø/Glimt
Eliteserien 2022
- Søndag kl. 17:50
Aalesund - Odd
Eliteserien 2022

LaLiga er endelig tilbake

LaLiga 5 Things

Barcelona

Millioner av turister og et veldig godt fotballag – som Johan Cruyff påvirket i stor grad. Men her er tingene du kanskje ikke visste om klubben.

[Se mer](#)



Fair and responsible recommender systems

For users – for TV 2 – for society

Media
Futures ●

Thank you
for your attention

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Project number 309339



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