

Recommenders on video-sharing portals

Business and technology aspects

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Recommender system vendor

4+BILLION
RECOMMENDATIONS
SERVED PER MONTH

\$30M+
PER MONTH IN EXTRA
REVENUES FOR CLIENTS

What Gravity does

X2

Data worldwide
per year

**BIG DATA + MACHINE
LEARNING**



Personalization solution features



Omnichannel recommendations



Personalized e-mails



Smart search



Retargeting

Gravity personalization at Dailymotion

Dailymotion

IN PLAYER

nd by the potential of a David Beckham run
team in the MLS [AMBIENT]



00:46 01:14 01:20 03:07 00:33 01:06 01:18 01:47 02:12

Verseny: Nyerjen 500\$

teletrade.hu

Kezdjen el ingyenes Forex oktatást. 500\$ nyerhet. Jelentkezzen most!

SUGGEST

ED

MLS: Sperre und Geldstrafe für Beckham

By Omnisport - de
36 views

all al 01:14 David Beckham: Reached His Goals With MLS, Future

By IBTimesTV
19 views

01:20 Beckham crowned MLS champ in final LA Galaxy match

By Agence France-Presse (AFP)
3,009 views

03:07 David Beckham veut gagner le titre en MLS.

By Omnisport - fr
18 views

00:33 MLS - Beckham rinnova con i Galaxy

By Omnisport - it
3 views

01:06 MLS - Beckham de retour aux entraînements

Miami excited by the potential of a David Beckham run t...

By SNTV 75 0 0

About Comments **Videos** Export Add to

Watch more videos from SNTV

Now playing

Guardiola stresses the importance of the Club World

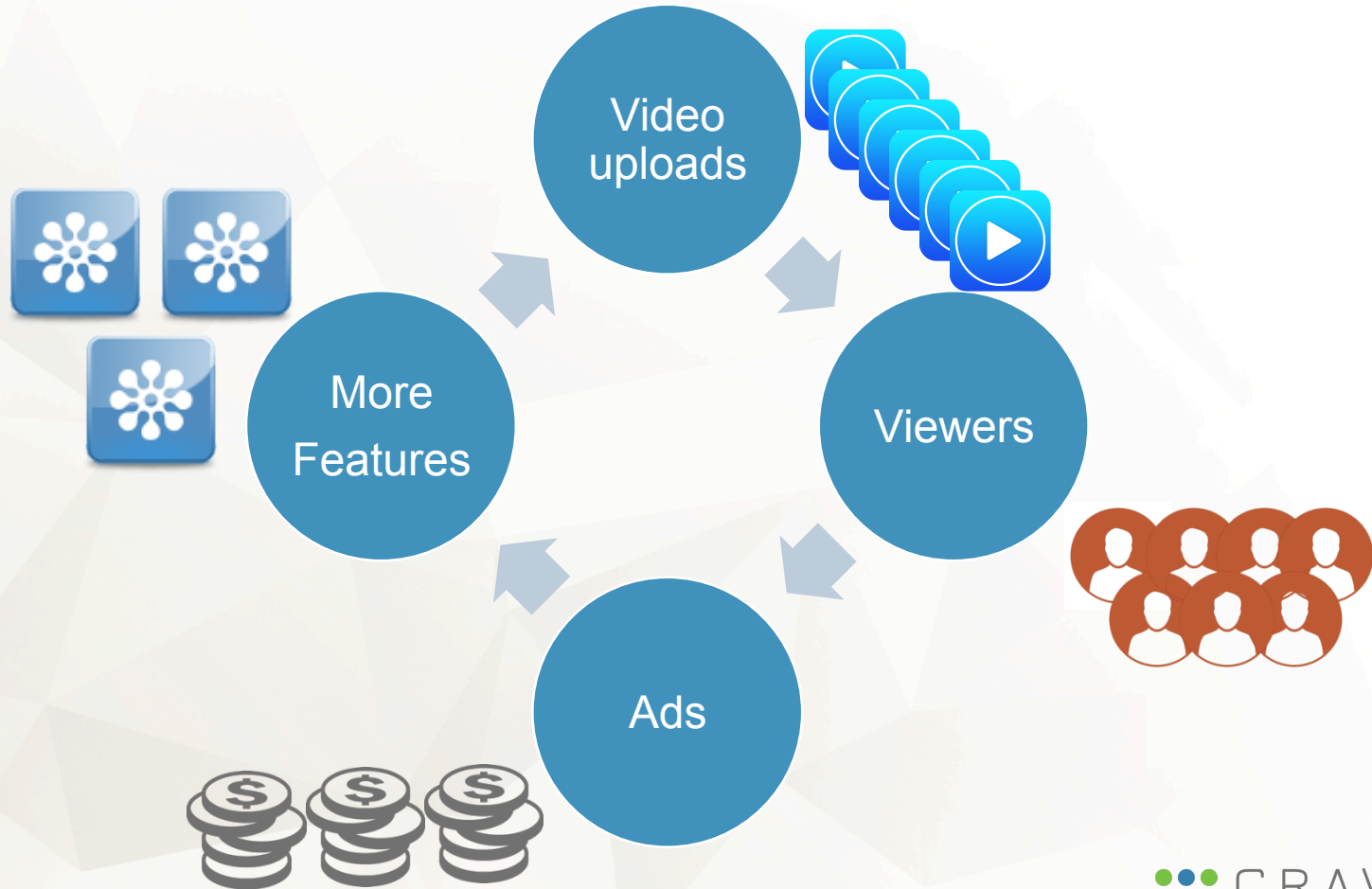
Anti-Doping officials visit Jamaica [AMBIENT]

00:55 01:26 03:13

Schematic of UGC video sharing portals



Schematic of UGC video sharing portals



How does it translate to business

- Revenue scales with page views
- Increase of page views
 - more users – inbound/social marketing
 - more views – interesting content/stickiness
 - more visits – user engagement/quality perception
- Recommender systems can help in all 3 factors
 - (p)retargeting
 - help in content discovery
 - quality recommendations

KPIs

Direct metrics

- **Click-through rate (CTR):** Number of clicks / number of displays
- **Long term CTR (LCTR):** Number of quality consumptions (min. length [ratio/absolute]) / number of displays

Increase measurement

Indirect metrics

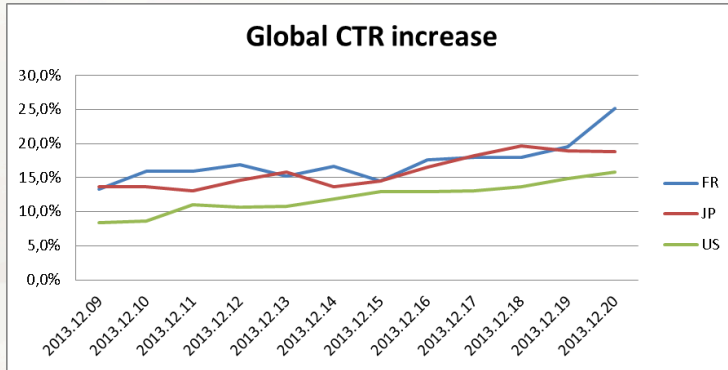
- How CTR increase translates to PV increase
- How LCTR increase translates to more visits

Countries are different

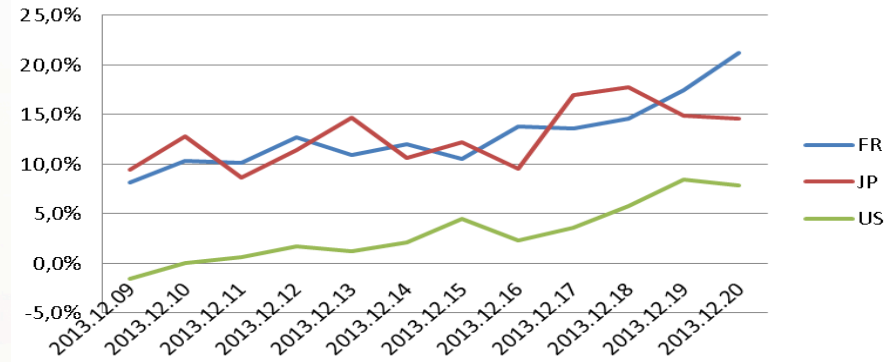
- Viewers behavior
- Monetization capability

KPI increase by country

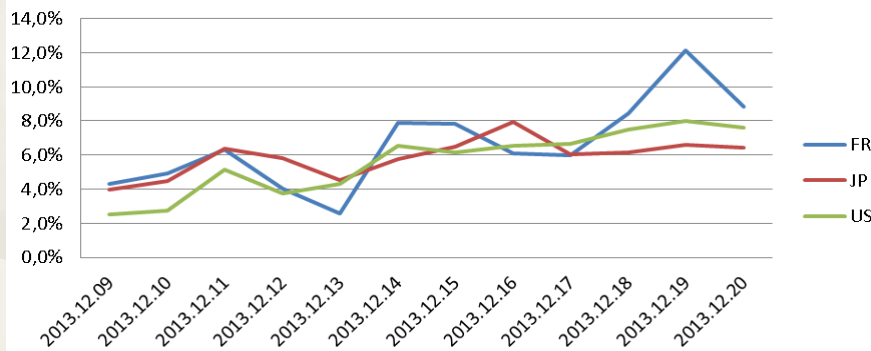
CTR increase



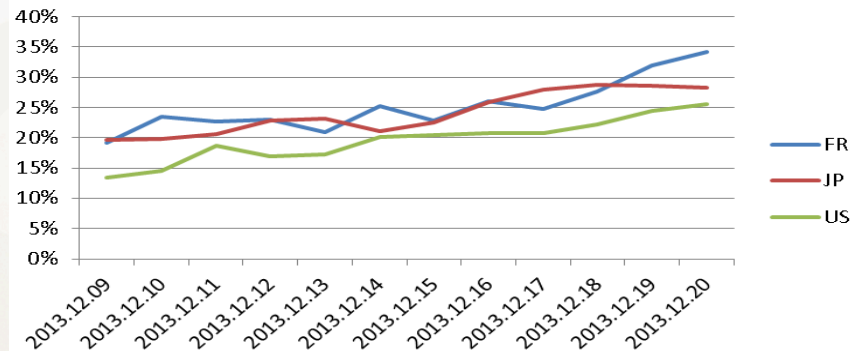
LCTR increase



Total page view increase

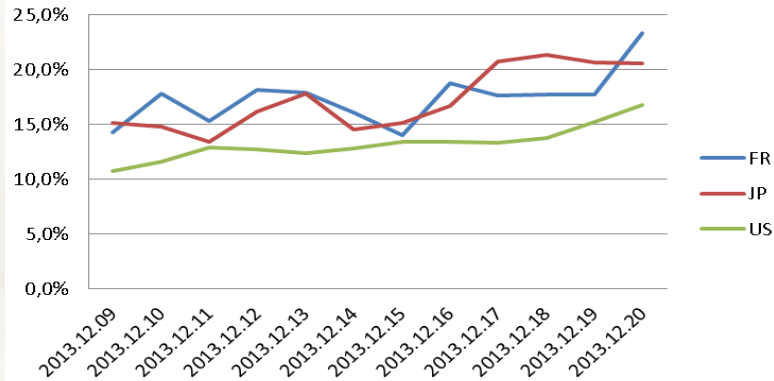


Click increase

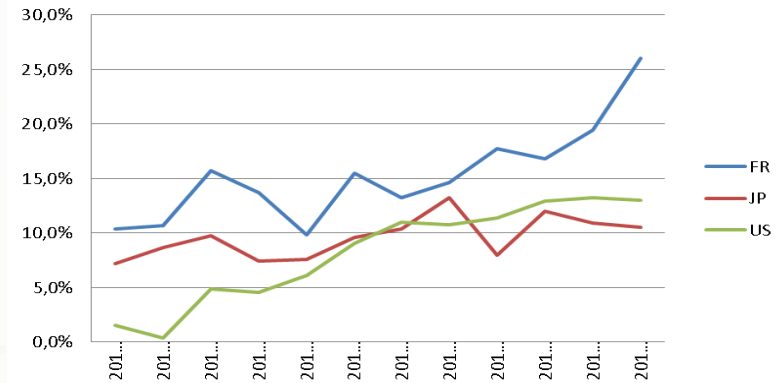


KPI increase by scenario

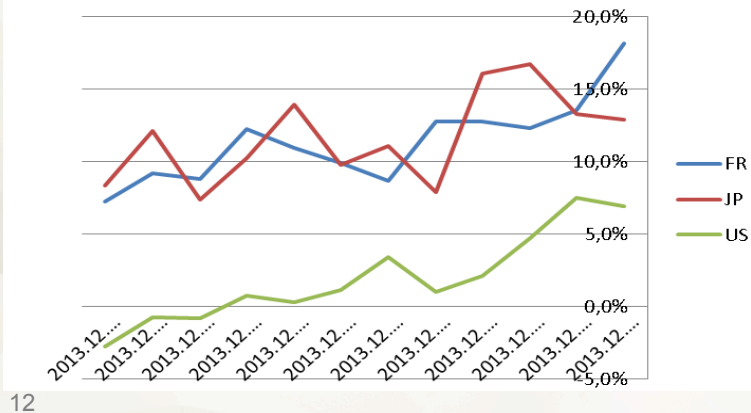
CTR increase (VIDEO_PAGE_SUGG)



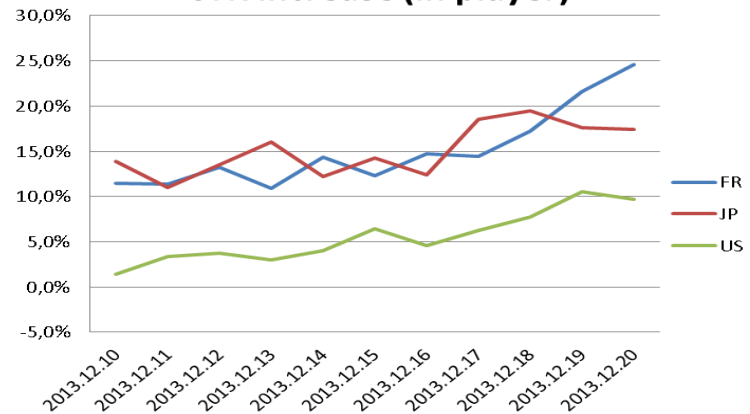
CTR increase (in player)



LCTR increase (VIDEO_PAGE_SUGG)

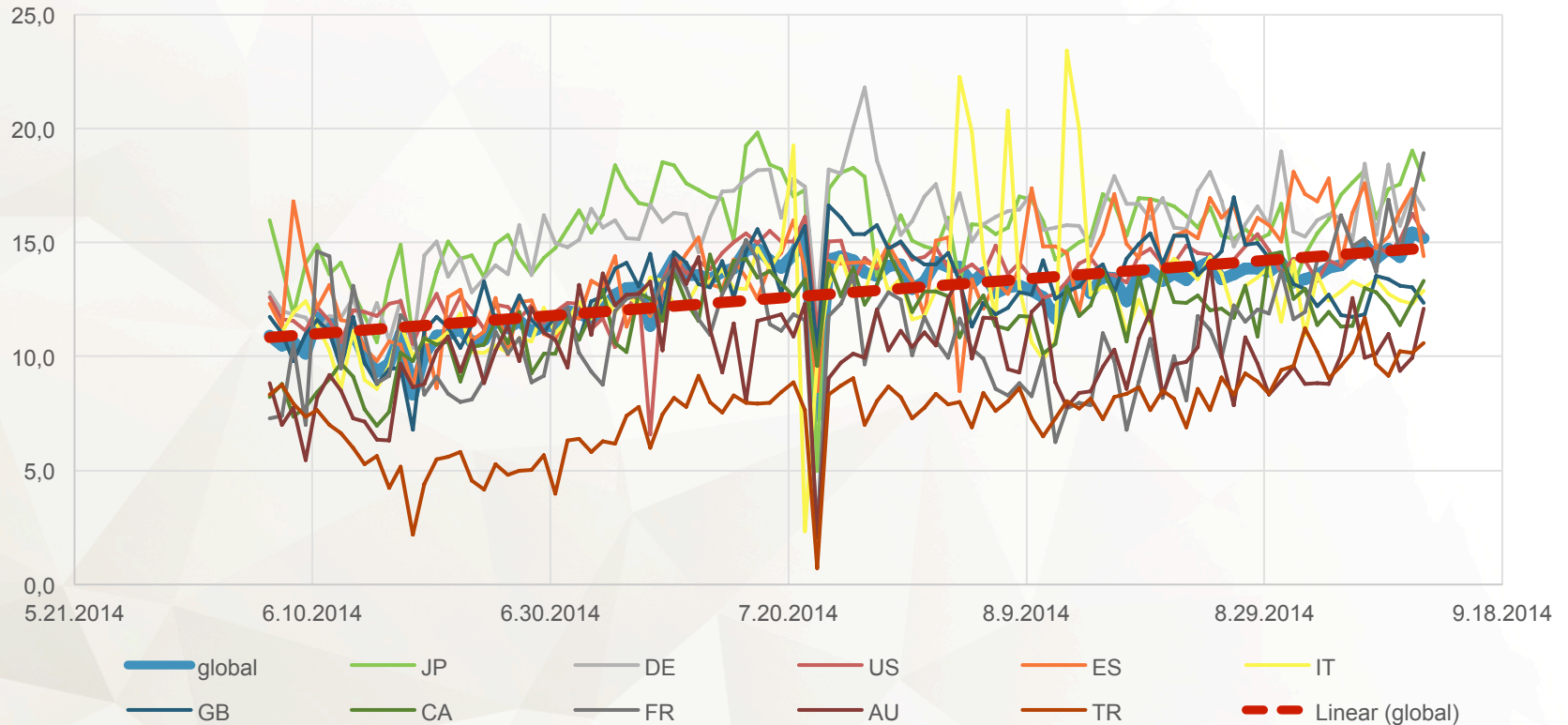


LCTR increase (in player)



More data improve quality

CTR improvements: 11% --> 15%



15. 10. 11.

Differentiation based on view counts

- Characterization of videos
 - view data (collaborative filtering)
 - content metadata

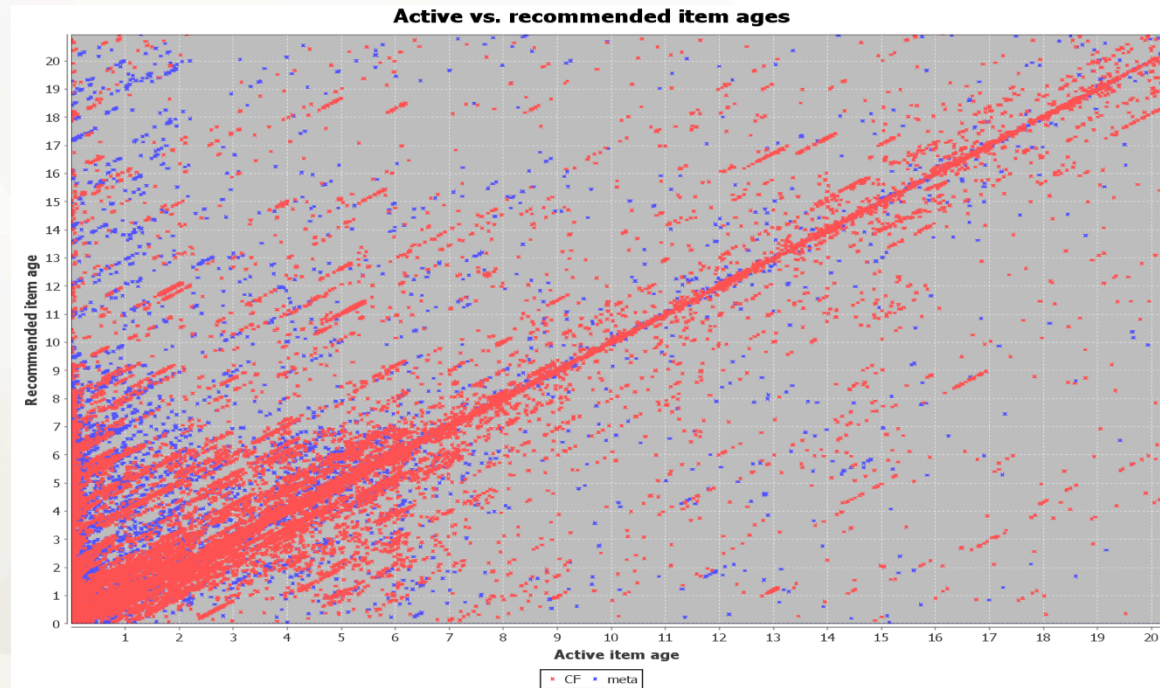
More views



Better content



Better
recommendation



Results

- Overall increase in CTR: 15.08%
- Overall increase in video views: 5.93%

Thank You!



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