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

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What Gravity does

X2

Data wordwie per year

BIG DATA + MACHINE LEARNING

Personalization solution features

Omnichannel recommendations

Personalized e-mails

Smart search

Retargeting

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Gravity personalization at Dailymotion

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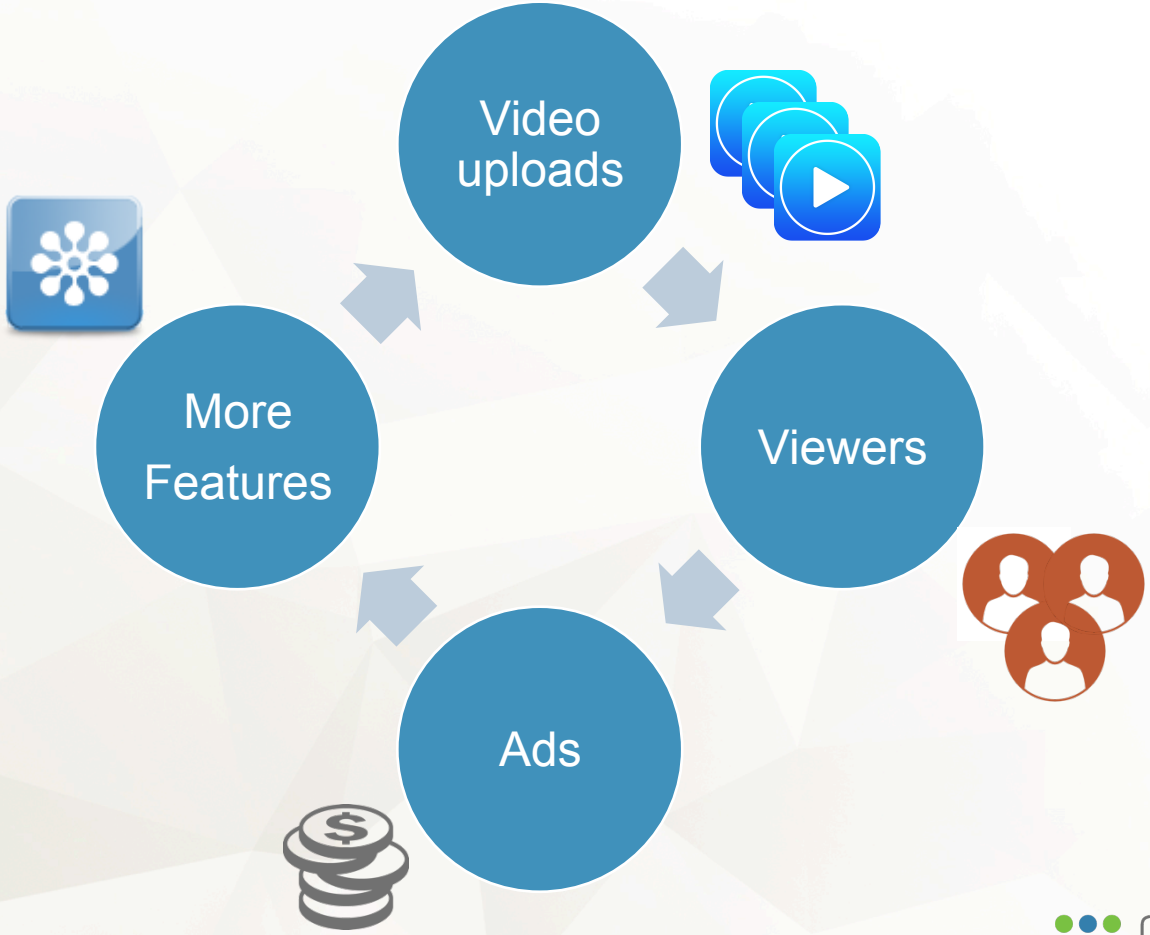
Schematic of UGC video sharing portals



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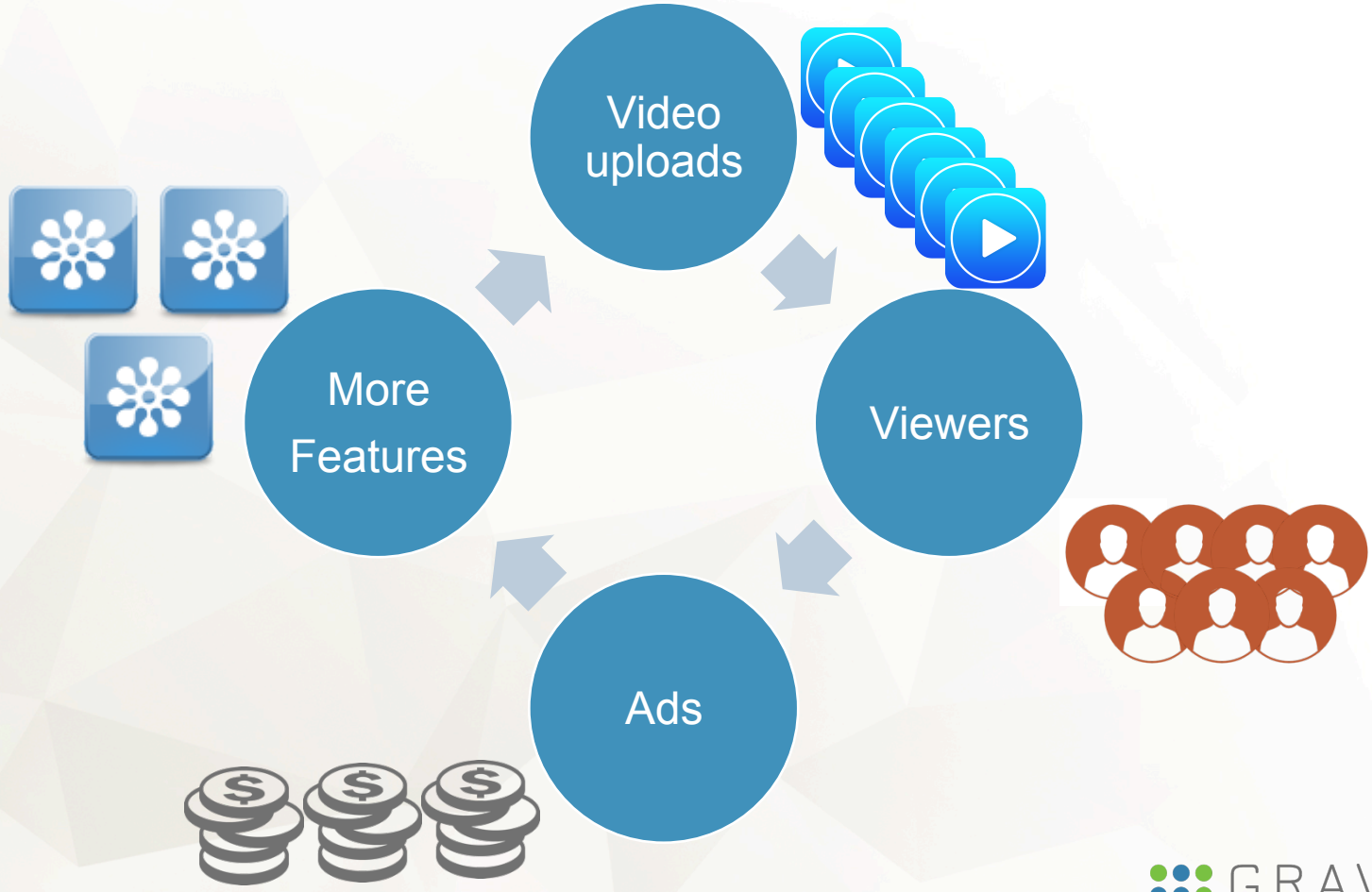
Schematic of UGC video sharing portals



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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

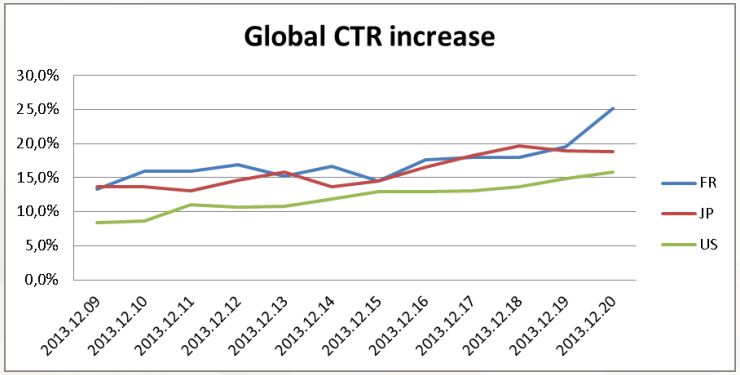
- How CTR increase translates to PV increase
- How LCTR increase translates to more visits

Countries are different

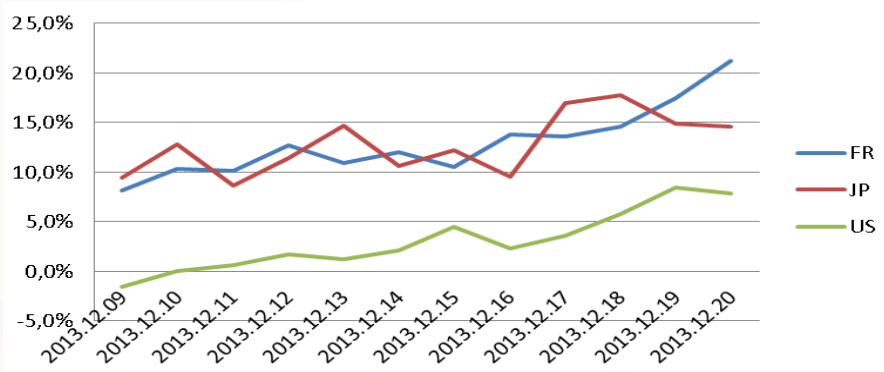
- Viewers behavior
- Monetization capability

KPI increase by country

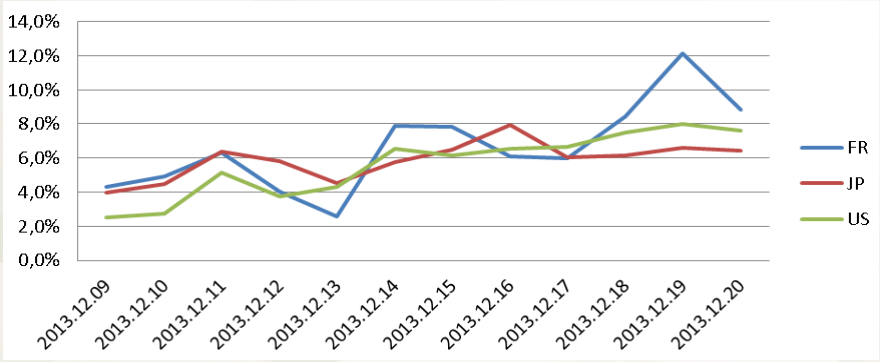
CTR increase



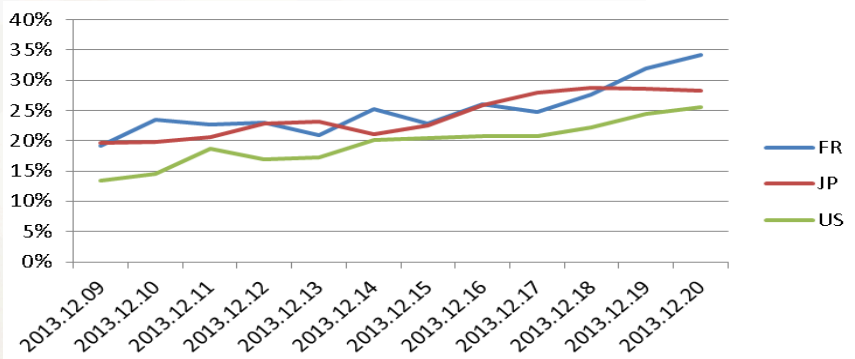
LCTR increase



Total page view increase



Click increase



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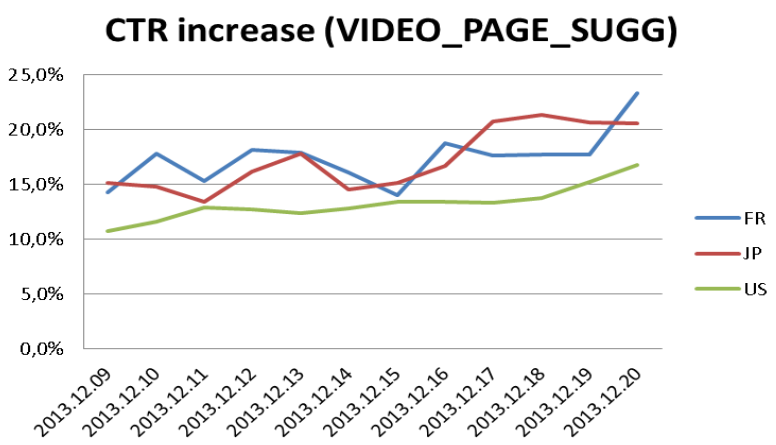
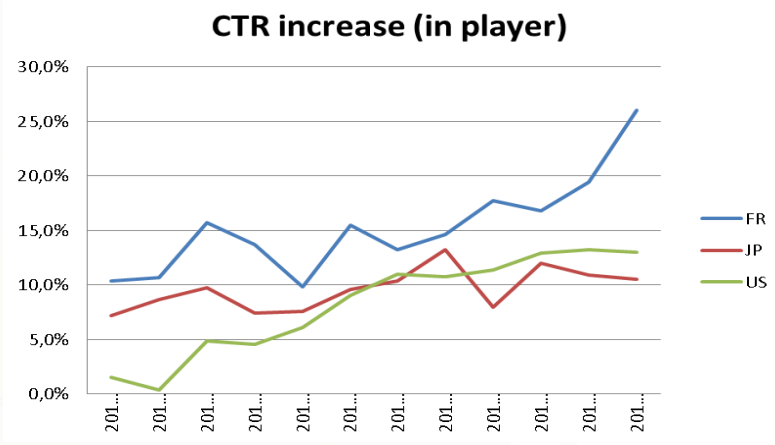
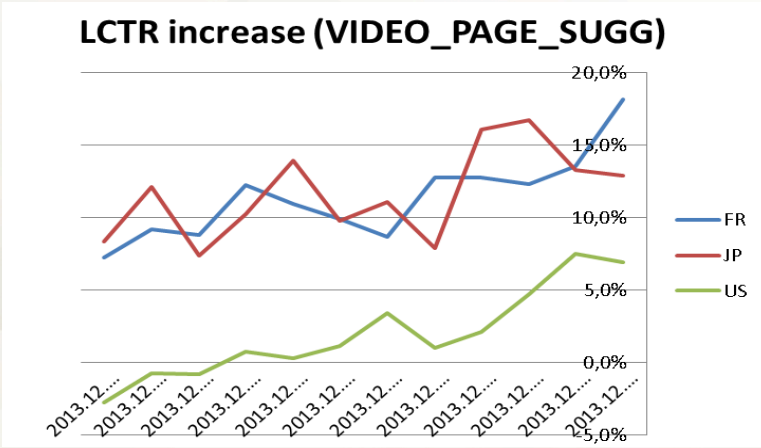
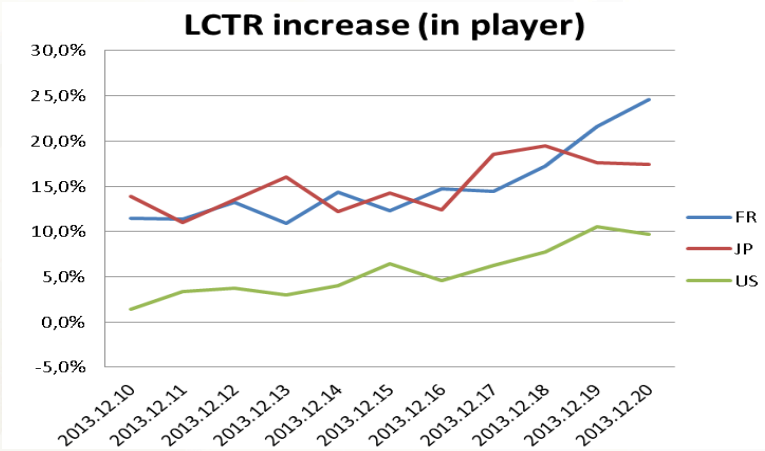
KPI increase by scenario

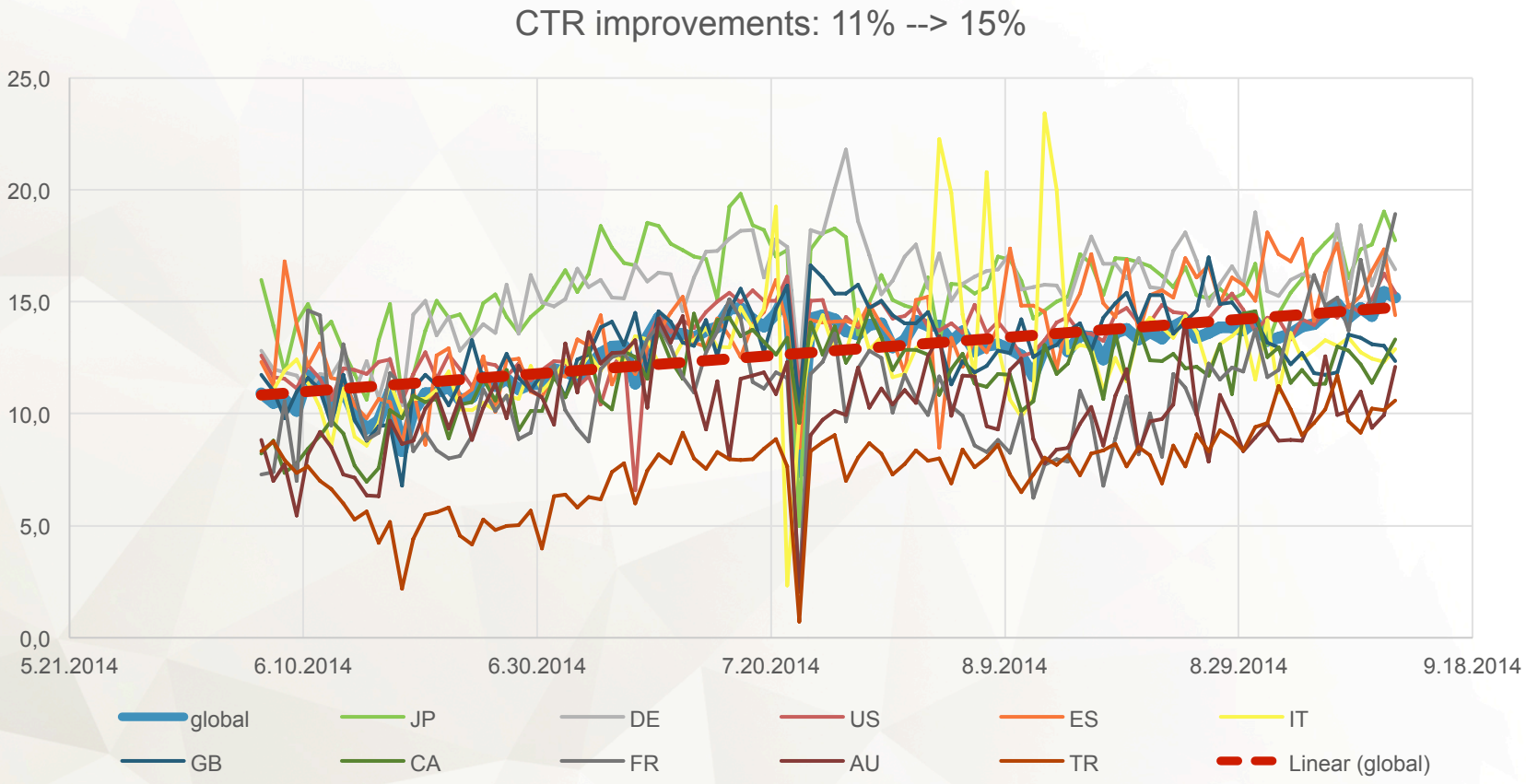








More data improve quality



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Differentiation based on view counts

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

More views

Better content

Better recommendation

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Results

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

Thank You!

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