For iPlayer, consider binary ratings (viewed/not viewed)

Build a co-views matrix C

C_{ab} = #views for the pair of programs (a,b)

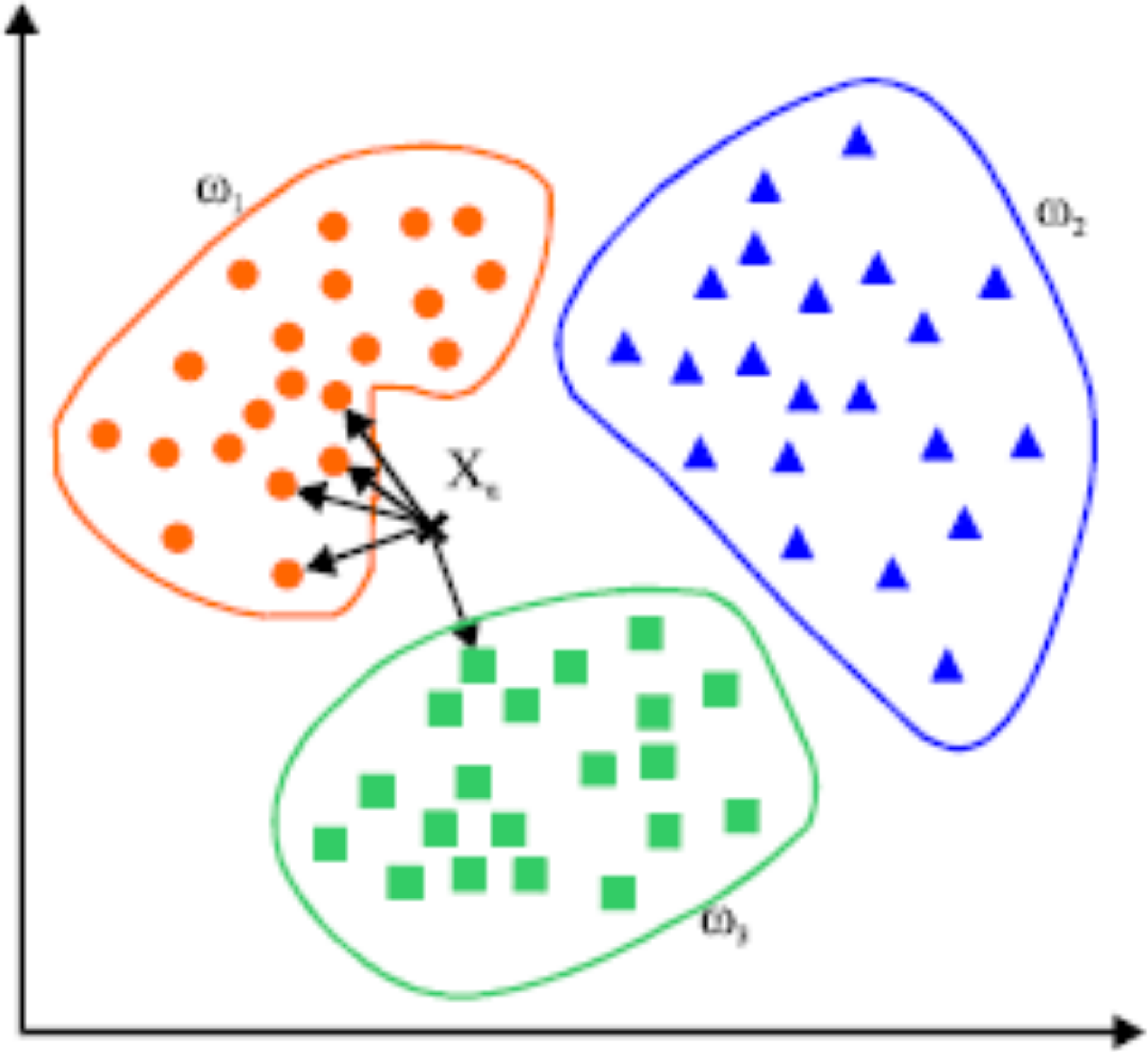
Compute a Similarity Matrix

Identify K-Neighbors (KNN) based on Sim Matrix

Item-KNN based Recommendations

Predict favorite items for users based on their own ratings and those of “similar” users

$$\{Sim\}_{ab} = \frac{C_{ab}}{\sqrt{C_a \cdot C_b}}$$


ω_1
ω_2
ω_3
X_e

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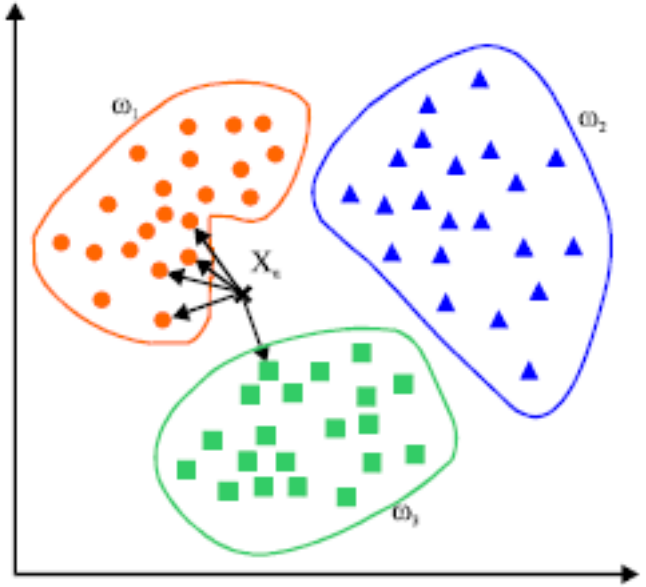
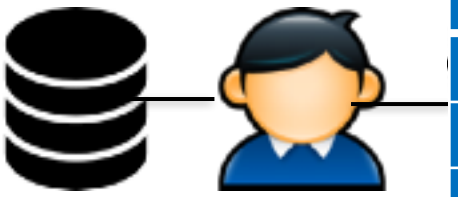
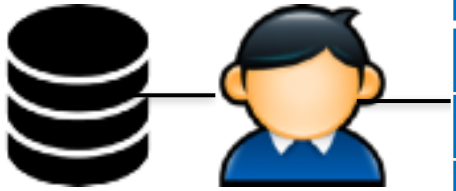
Identify K-Neighbors (KNN) based on Sim Matrix

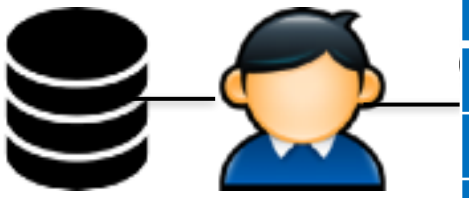




	Dr Who	Sherlock	Earth
Dr Who	1	-	-
Sherlock	1	1	-
Earth	0	0	0



	Dr Who	Sherlock	Earth
Dr Who	1	-	-
Sherlock	1	1	-
Earth	1	1	1



	Dr Who	Sherlock	Earth
Dr Who	1	-	-
Sherlock	0	0	-
Earth	0	0	0

	Dr Who	Sherlock	Earth
Dr Who	195	-	-
Sherlock	155	180	-
Earth	80	99	123