CLAIMS

1. A method comprising:

maintaining a set of metrics for a video pair including two videos;

determining that a particular user takes an action with respect to a particular video of the two videos of the video pair;

in response to determining that the particular user takes the action with respect to one of the two videos of the video pair, updating the set of metrics for the video pair;

based, at least in part, on the set of metrics, generating and storing, at a first time, a collaborative filtering score for the video pair;

detecting, at a second time after the first time, an event that triggers a video recommendation; and

in response to detecting the event that triggers the video recommendation, generating, at a third time after the second time, a particular recommendation based on the collaborative filtering score stored for the video pair,

wherein the set of metrics includes a sum of minimal time spent by individual users on the video pair, or for a user who watches both videos of the video pair, a sum of time elapsed between watching each video in the video pair.

2. The method of claim 1, wherein the set of metrics further includes a total time spent by multiple users on each video in the video pair.

3. A method comprising:

maintaining a set of metrics for a video pair including two videos;

determining that a particular user takes an action with respect to a particular video of the two videos of the video pair;

in response to determining that the particular user takes the action with respect to one of the two videos of the video pair, updating the set of metrics for the video pair;

based, at least in part, on the set of metrics, generating and storing, at a first time, a collaborative filtering score for the video pair;

detecting, at a second time after the first time, an event that triggers a video recommendation;

in response to detecting the event that triggers the video recommendation, generating, at a third time after the second time, a particular recommendation based on the collaborative filtering score stored for the video pair;

in response to the particular user taking the action with respect to the particular video in the video pair, generating an intensity value that indicates an amount of interest the particular user had in the particular video; and

based, at least in part, on the intensity value, generating the collaborative filtering score for the video pair.

4. The method of claim 3, wherein the intensity value is based on one or more factors including a type associated with the action.

5. The method according to claim 3, wherein the intensity value is based on one or more factors including a rating associated with the action.

6. The method of claim 3, wherein the intensity value is based on one or more factors including a percentage of video viewed associated with the action.

7 The method of claim 3, wherein the intensity value is based on one or more factors including a number of times the particular user performed the action.

8. The method of claim 3, wherein the intensity value is based on one or more factors including a type associated with the action, a rating associated with the action, a percentage of video viewed associated with the action, and a number of times the particular user performed the action.

9. A method comprising:

maintaining a set of metrics for a video pair including two videos;

determining whether each video in the video pair satisfies a pairing test before maintaining the set of metrics for the video pair;

determining that a particular user takes an action with respect to a particular video of the two videos of the video pair;

in response to determining that the particular user takes the action with respect to one of the two videos of the video pair, updating the set of metrics for the video pair;

based, at least in part, on the set of metrics, generating and storing, at a first time, a collaborative filtering score for the video pair;

detecting, at a second time after the first time, an event that triggers a video recommendation; and

in response to detecting the event that triggers the video recommendation, generating, at a third time after the second time, a particular recommendation based on the collaborative filtering score stored for the video pair.

10. The method of claim 9,

wherein the pairing test includes a set of rules, and

wherein the pairing test comprises determining which rule in the set of rules to apply based on a number of views, and using a particular rule determined from the set of rules to determine whether to maintain the set of metrics for the video pair.

11. A method comprising:

maintaining a set of metrics for a video pair including two videos;

determining that a particular user takes an action with respect to a particular video of the two videos of the video pair;

in response to determining that the particular user takes the action with respect to one of the two videos of the video pair, updating the set of metrics for the video pair;

based, at least in part, on the set of metrics, generating and storing, at a first time, a collaborative filtering score for the video pair;

detecting, at a second time after the first time, an event that triggers a video recommendation; and

in response to detecting the event that triggers the video recommendation, generating, at a third time after the second time, a particular recommendation based on the collaborative filtering score stored for the video pair,

wherein the event that triggers a video recommendation is finishing viewing a video in the video pair.

12. One or more computer-readable media carrying instructions which, when executed by one or more processors, cause performance of the method of any one of claims 1 to 11.

13. A system comprising one or more computing devices configured to perform the method of any of claims 1 to 11.