

AUTOMATICALLY RECOMMENDING CONTENT

ABSTRACT

Techniques are provided for selecting which videos to recommend to users by predicting the degree to which recommending each video will satisfy certain goals. To make the predictions, a trained machine learning engine is fed both collaborative filtering parameter values and content-based filtering parameter values. In the case of video-to-video recommendations, the collaborative filtering parameter values may be based on a video pair that includes a video in which a user has already demonstrated an interest. The machine learning engine generates a machine-learning score for each video. The machine learning scores are used as the basis for selecting which videos to recommend to a particular user.

FIG. 1