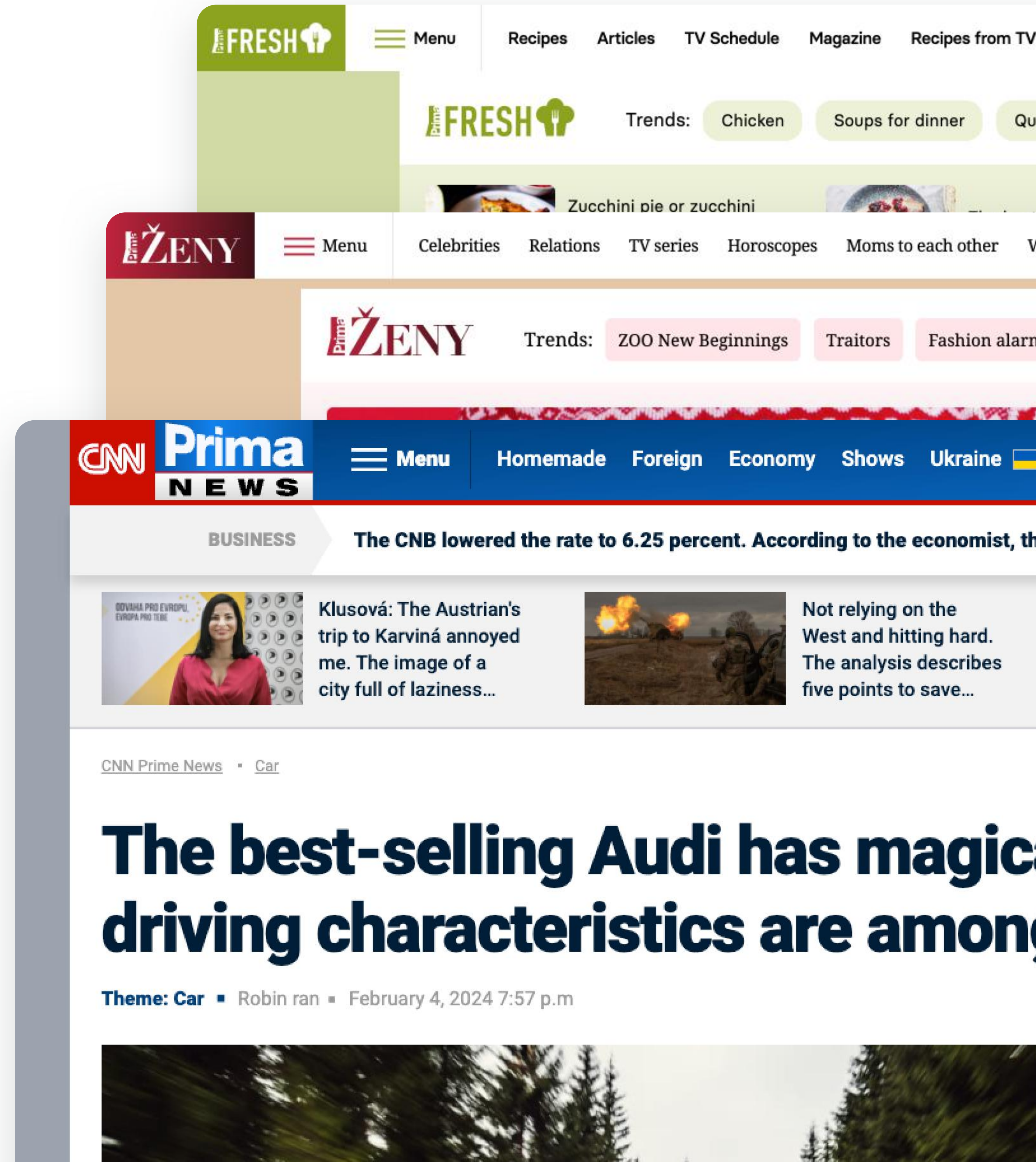


FTV Prima's Success Story with Recombee

# Content Recommendations Across Online Magazines for a European Media Leader

Media Company

Content Recommendations



## About FTV Prima

FTV Prima is one of Central Europe's leading media companies, with a portfolio including **8 TV channels**, **6 radio stations**, and a **range of online and print magazines**.

Its diverse platforms serve millions of users monthly, offering news, lifestyle, and entertainment content.



## Recombee & FTV Prima Collaboration

FTV Prima faced the challenge of delivering **personalized content across its vast portfolio of online magazines while managing millions of monthly visitors**. The manual curation process by editorial teams struggled to keep pace with growing traffic, affecting user engagement and recirculation efforts. These challenges complicated the overarching **goal of increasing content discovery and maximizing advertising revenue**.

**Recombee provided a fully automated solution** to deliver real-time, personalized article recommendations across Prima's online platforms. **The result was a significant boost in content consumption, recirculation, and ad impressions**, all while maintaining editorial oversight.

**+10%**

Recirculation on CNN Prima News

**1.5M**

Clicks through recommendation boxes monthly on CNN Prima News

**300k**

Clicks through recommendation boxes monthly on Ženy

**Higher**

Time Spent per visitor across all magazine platforms

## Situation

A large volume of articles spread across diverse domains such as CNN Prima News and Ženy.

Manual editorial recommendations could not scale to meet the growing audience demand.

Desire to boost recirculation, time spent on site, and ad impressions.

## Objectives

Increase content discovery and consumption.

Enhance user recirculation across related domains.

Deliver personalized recommendations in real time for each visitor.

Maintain editorial oversight while automating recommendations.

Recombee implemented a robust recommendation engine tailored to FTV Prima's online magazine platforms.

## Real-Time Personalization

Recommendation boxes featured "Suggested for You" sections based on browsing behavior, collaborative filtering, and text analysis.

Content updated instantly as users interacted with the platform, ensuring relevant suggestions.

## Editorial Oversight

Editors retained the ability to adjust recommendations, promote specific articles, and align content with editorial goals.

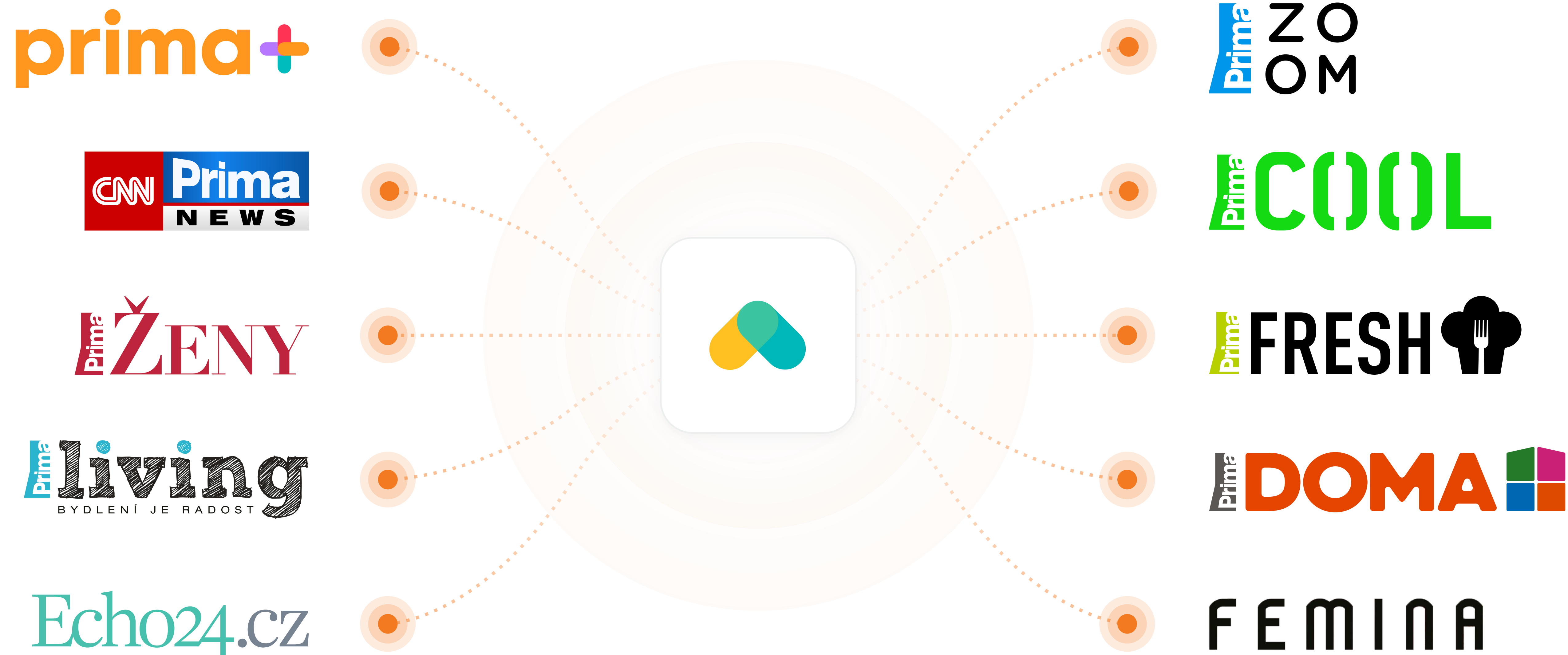
## Cross-Domain Recommendations

Articles from different Prima domains were cross-promoted, encouraging users to explore related content across sites like CNN Prima News, Ženy, and Zoom.

## AI-Powered Text Analysis

Sophisticated algorithms processed article metadata and content tags to enhance contextual relevance.

# Unique Connection of All FTV Prima Platforms



**A unified database enables FTV Prima to**

**Connect** users' profile identities across multiple platforms.

**Deliver** a highly personalized experience wherever the user appears.

**Work** with a comprehensive set of data collected from different sources.

**Easily manage** all recommendations across platforms from one place.

# Recombee's Solution in Action

## “Suggested For You”

### Cross-Domain Recommendations

Recombee helped FTV Prima **create a unique interconnection between its magazines** to maximize user engagement, recirculation, and time spent consuming content.

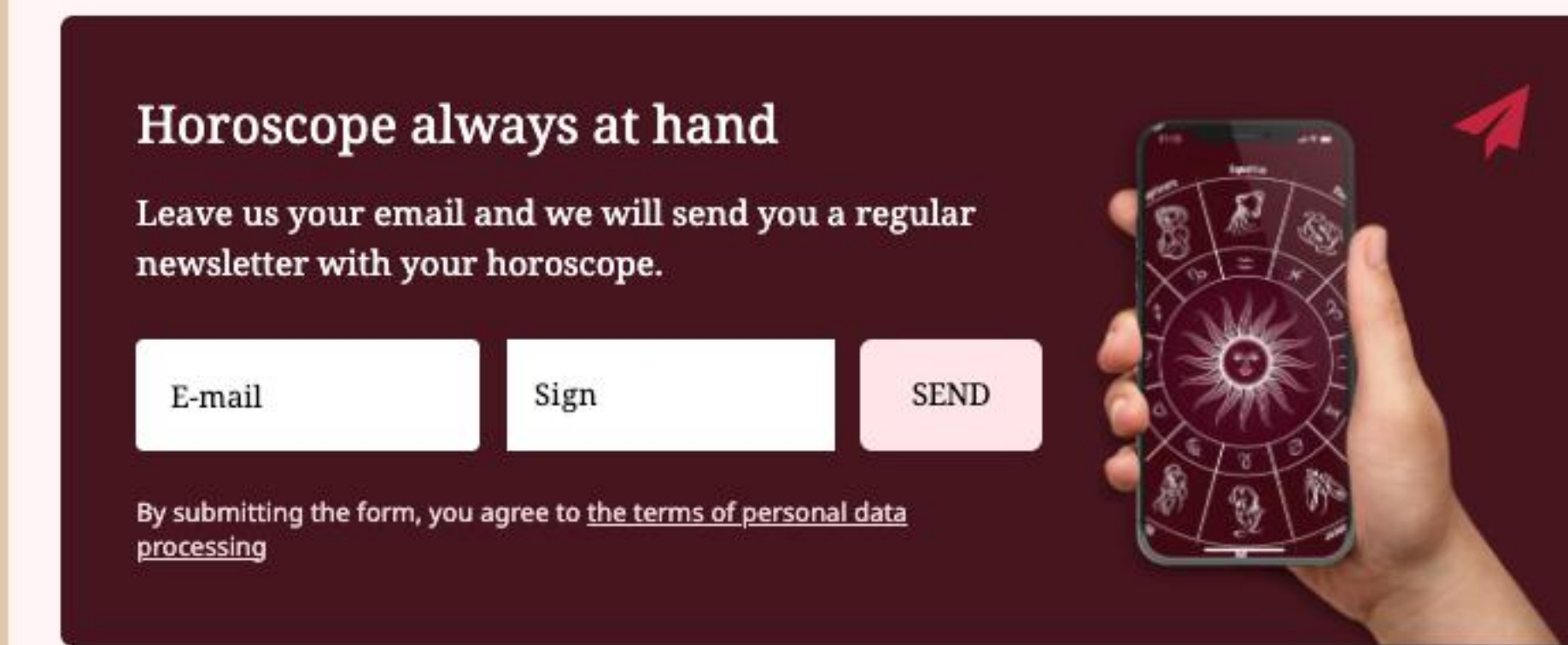
By combining text processing, real-time collaborative filtering, and content-based models, **Recombee delivers a mix of recommendations (1, 2, 3)** from other domains to support the focus on recirculation.

This scenario is **used across different domains**, including CNN Prima News, Zoom, Cool, Fresh, Ženy, and others.




Items to Item  
Recommendation Type

Personal  
Recommendation Logic

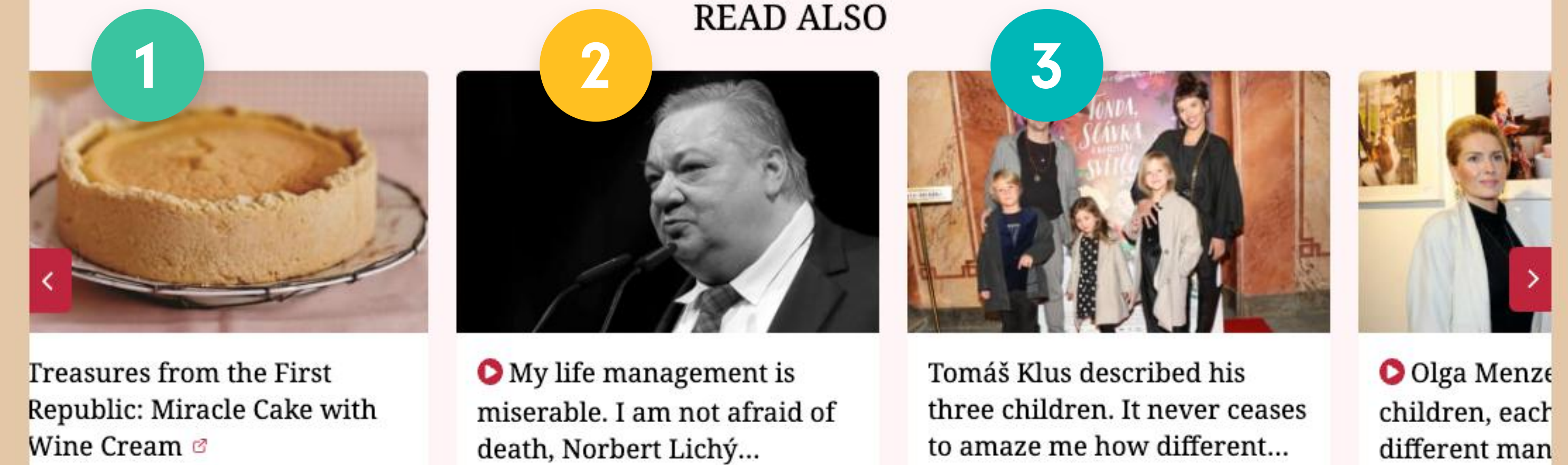
Combination of boosters and custom filters  
Business Rules



JOIN THE DISCUSSION

Share the article   

## Recommendation across different platforms



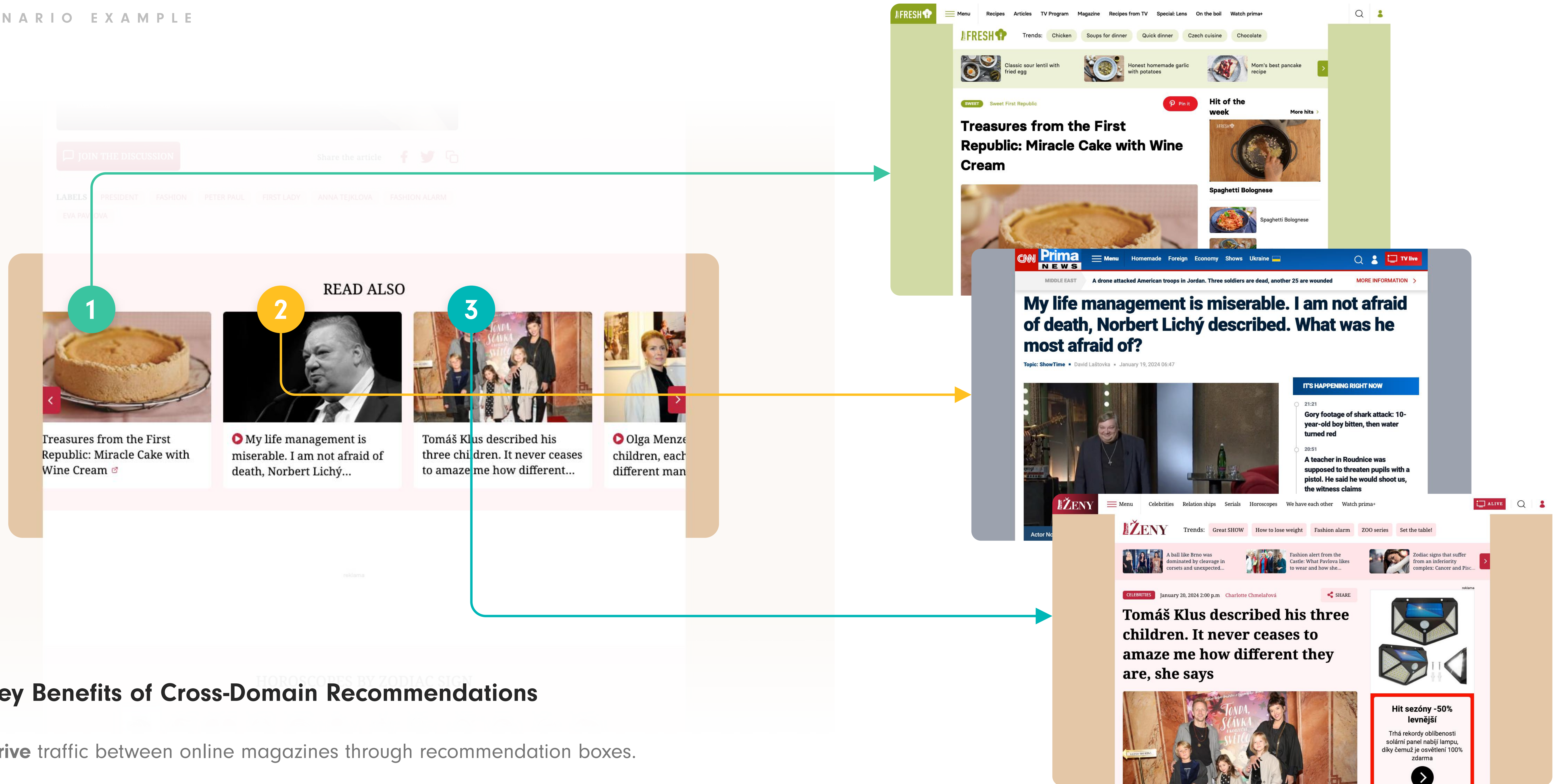
reklama

### HOROSCOPES BY ZODIAC SIGN



Ram 28/01/2024





## Key Benefits of Cross-Domain Recommendations

**Drive** traffic between online magazines through recommendation boxes.

**Increase** recirculation.

**Provide** users with a broader range of content options.

**Increase** time spent on platforms and the number of ads viewed.

## “Trending Now”

Content Recommendations

Highlighted short-term popular articles to capitalize on emerging interests.

### Key Benefits of Trending Now

**Increase** content consumption by surfacing popular articles in real time.

**Enhance** user engagement during peak traffic periods with timely, relevant content.

**Keep** users on the platform longer by offering fresh, trending recommendations.

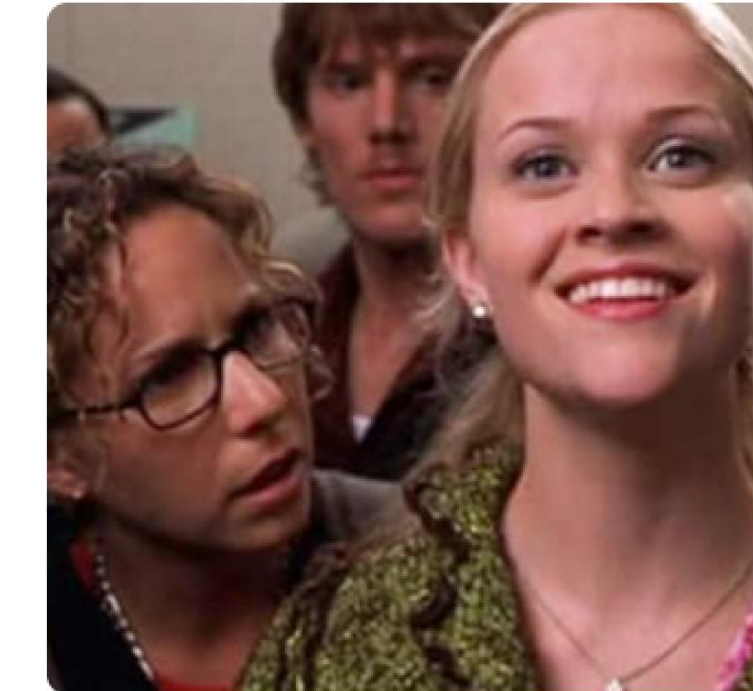
**Boost** click-through rates by aligning content with current user interests.

■ ■ Items to User  
■ ■ Recommendation Type

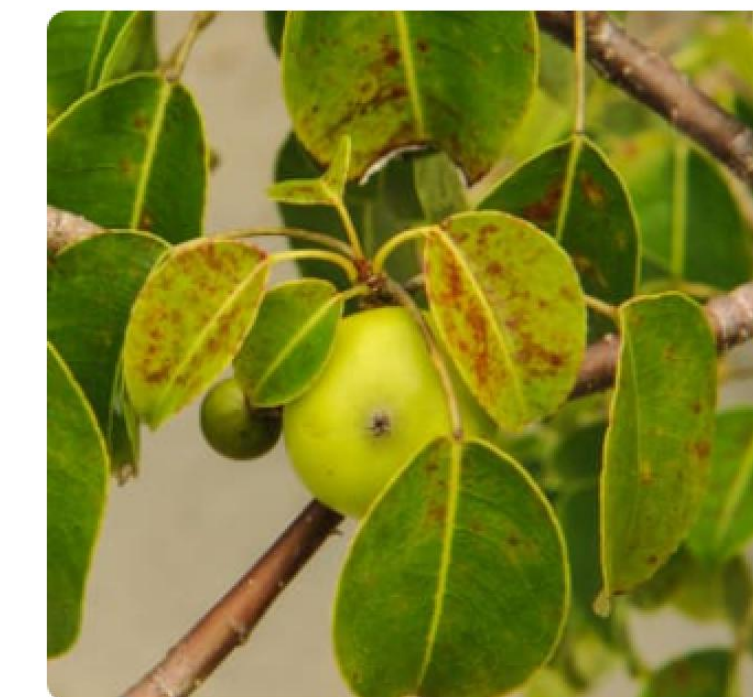
Trending  
Recommendation Logic

■ ■ Trending articles from various sites  
Constraints

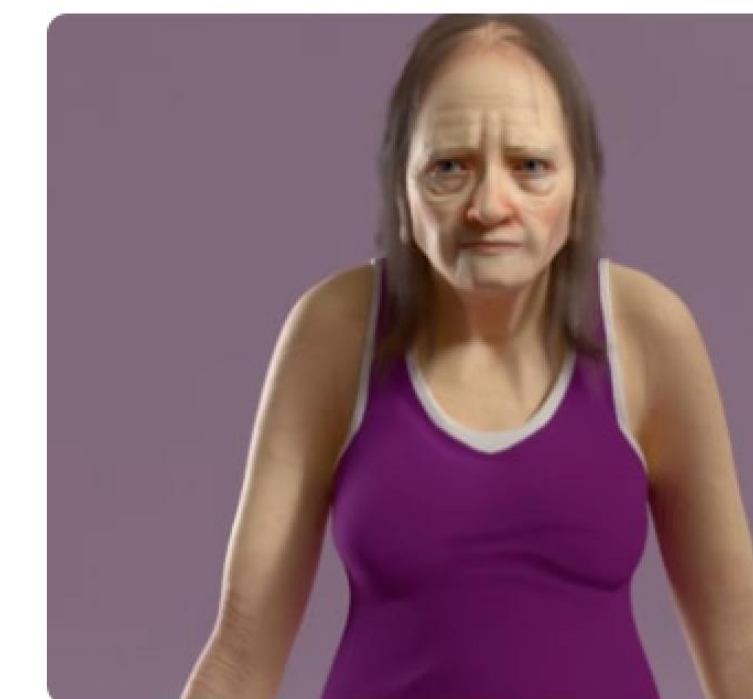
## YOU MIGHT BE INTERESTED



**How to be more popular? New research reveals a reliable method that works**



**The most dangerous tree in the world still eats people alive today. It was used for cruel torture**



**Sleeping less than six hours? A terrifying model shows how a long-term deficit destroys your body** [↗](#)



**Germans warn against candies from the Czech Republic. They can cause hallucinations,**

FTV Prima maintained editorial oversight through Recombee's "humans-in-the-loop" feature.

## Editors Could

**Adjust** algorithm priorities for specific campaigns.

**Boost** visibility of high-priority content.

**Ensure** alignment with Prima's editorial vision.

## CNN Prima News

**+10%** Recirculation rates

**1.5M** Click-throughs monthly via recommendation boxes

## Ženy Magazine

**300k** Click-throughs monthly via recommendation boxes

**Improved** engagement with curated lifestyle content

## Cross-Domain Synergy

**Unified** user profiles allowed seamless article recommendations across domains

**Increased** session duration and overall ad impressions



“Recombee allows us to modify how we want the recommendations to behave across our platforms in very specific use cases. A major success has been the growth of recirculation, which is our top priority on online magazine platforms. We are currently discussing extending their recommendations also to our emails. Highly valued partnership!”

**Jan Lajka**, Chief Data Officer at FTV Prima



"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Excellent **scalability, big data infrastructure**

**Universal SaaS solution** verified on **multiple verticals**

**Real time** machine learning

**Simple and intuitive API + SDKs** for easy integration

**Research and improvements** on sophisticated algorithms and AI

**Graphical user interface for monitoring KPIs**



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