



Blendle Recommendations



Sign of Time #14: Digital Consciousness
Anne Schuth, data scientist



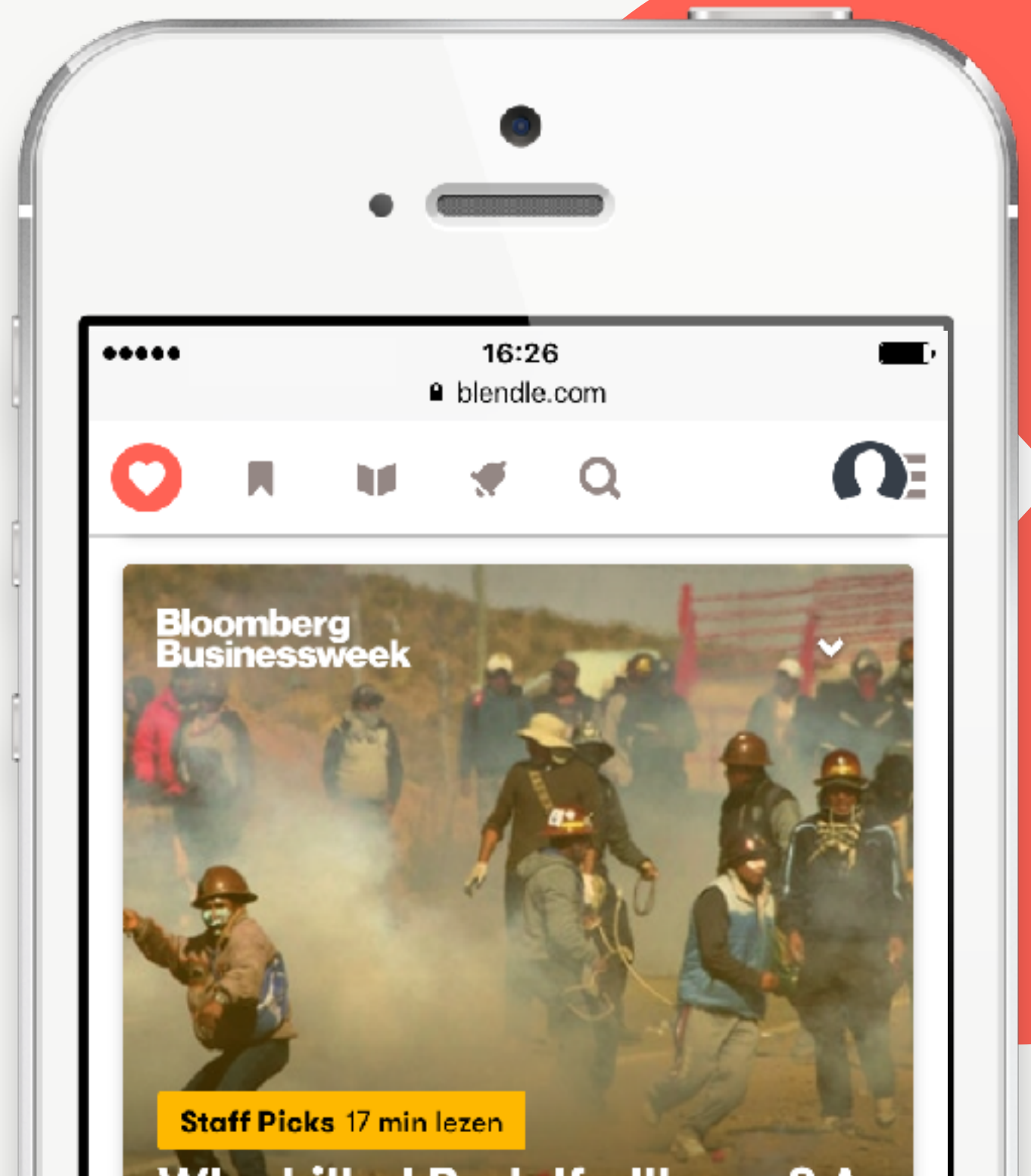
Blendle



@anneschuth

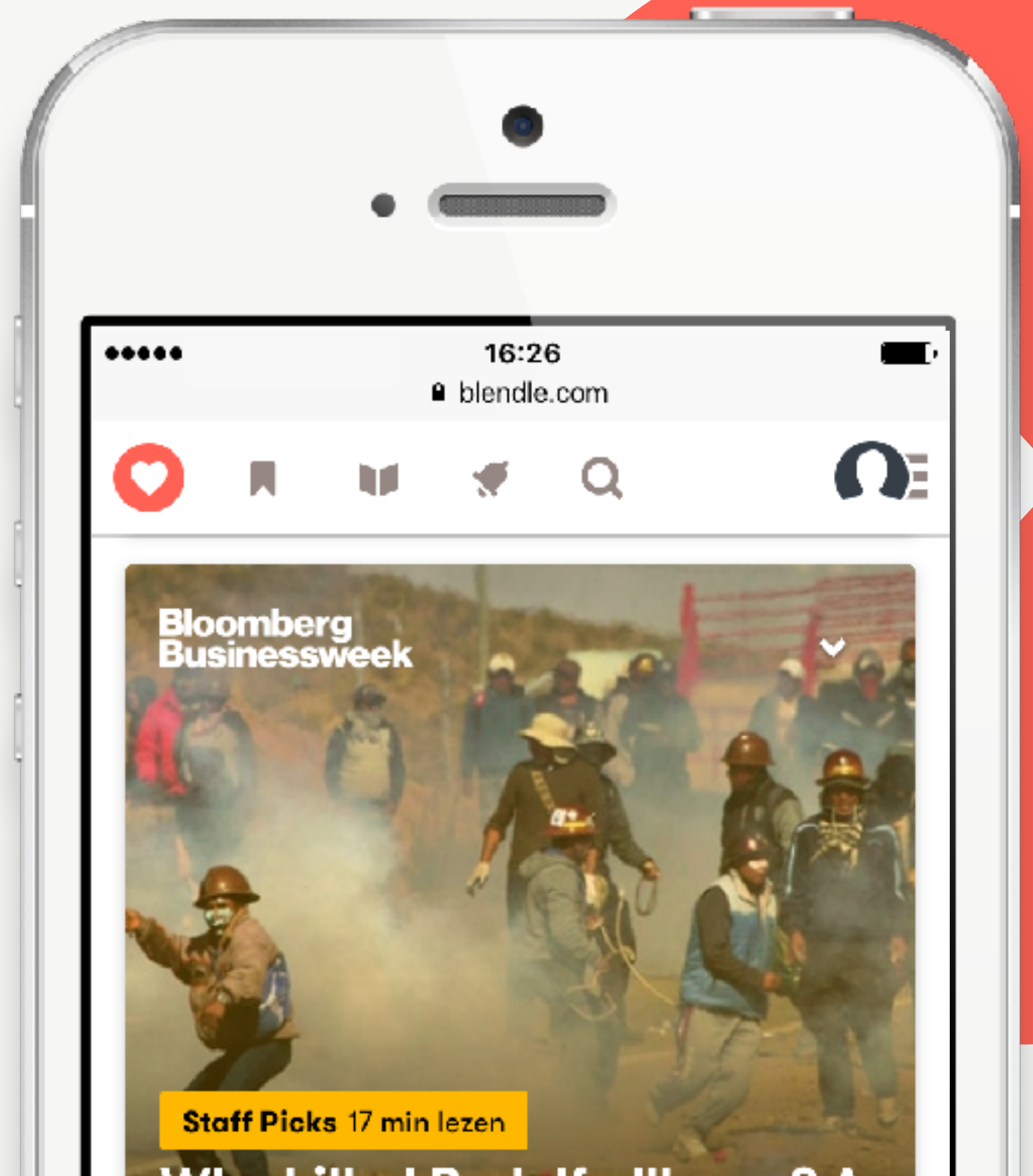
Blendle in Numbers

» 3 countries



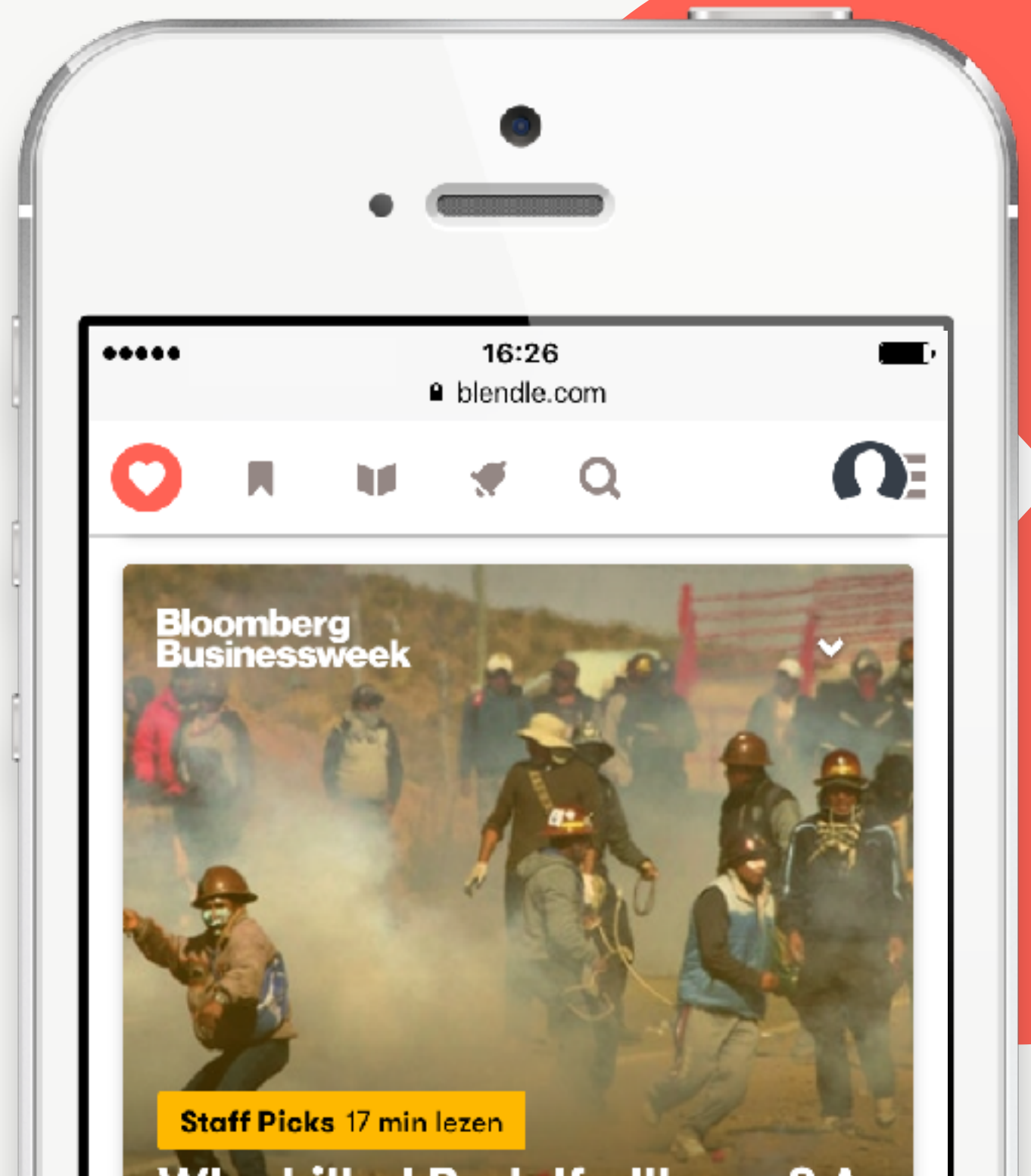
Blendle in Numbers

- » 3 countries
- » >1M users
- » 1 in 5 is paying



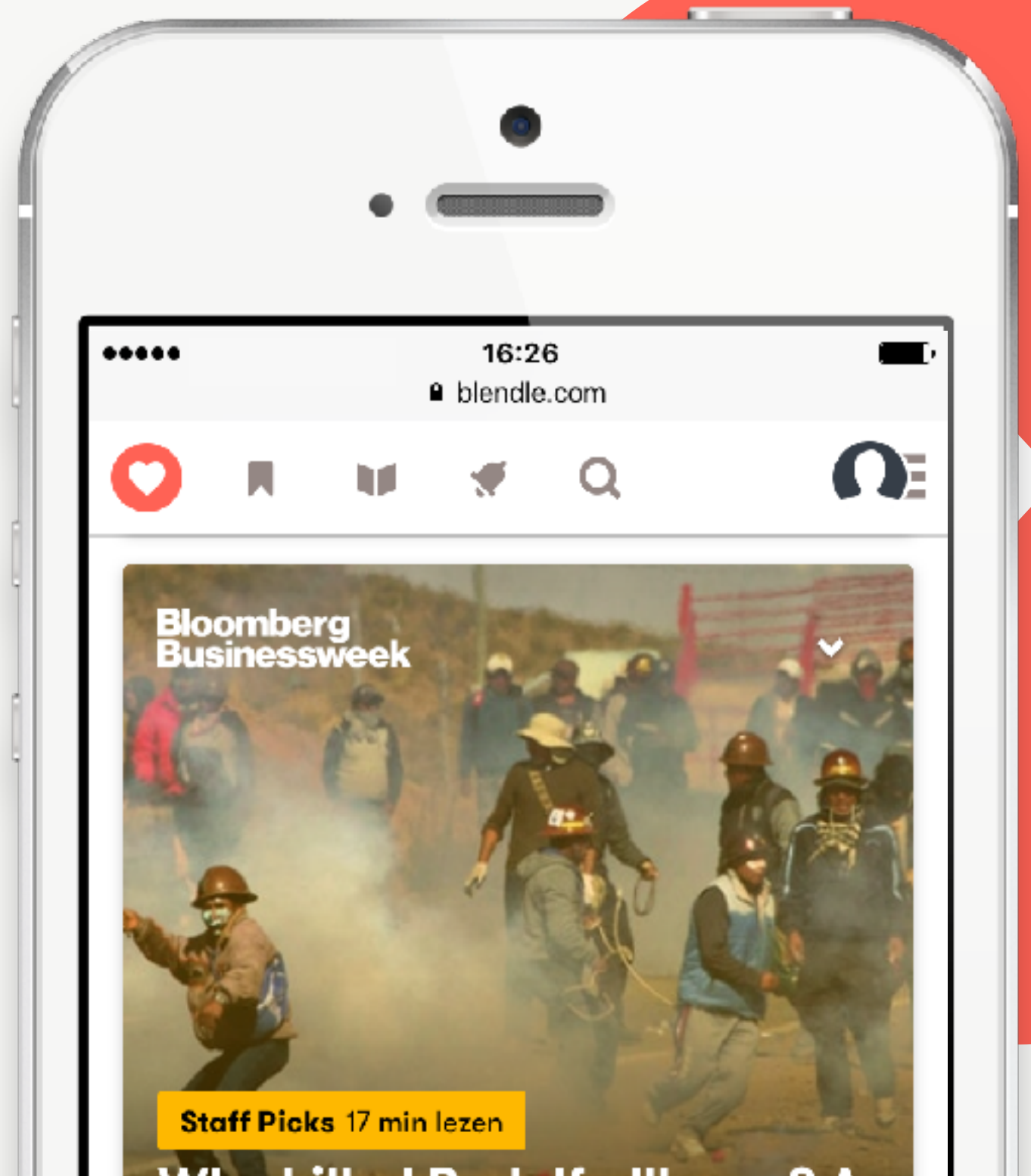
Blendle in Numbers

- » 3 countries
- » >1M users
 - » 1 in 5 is paying
- » ~80 employees
 - » +30 clippers

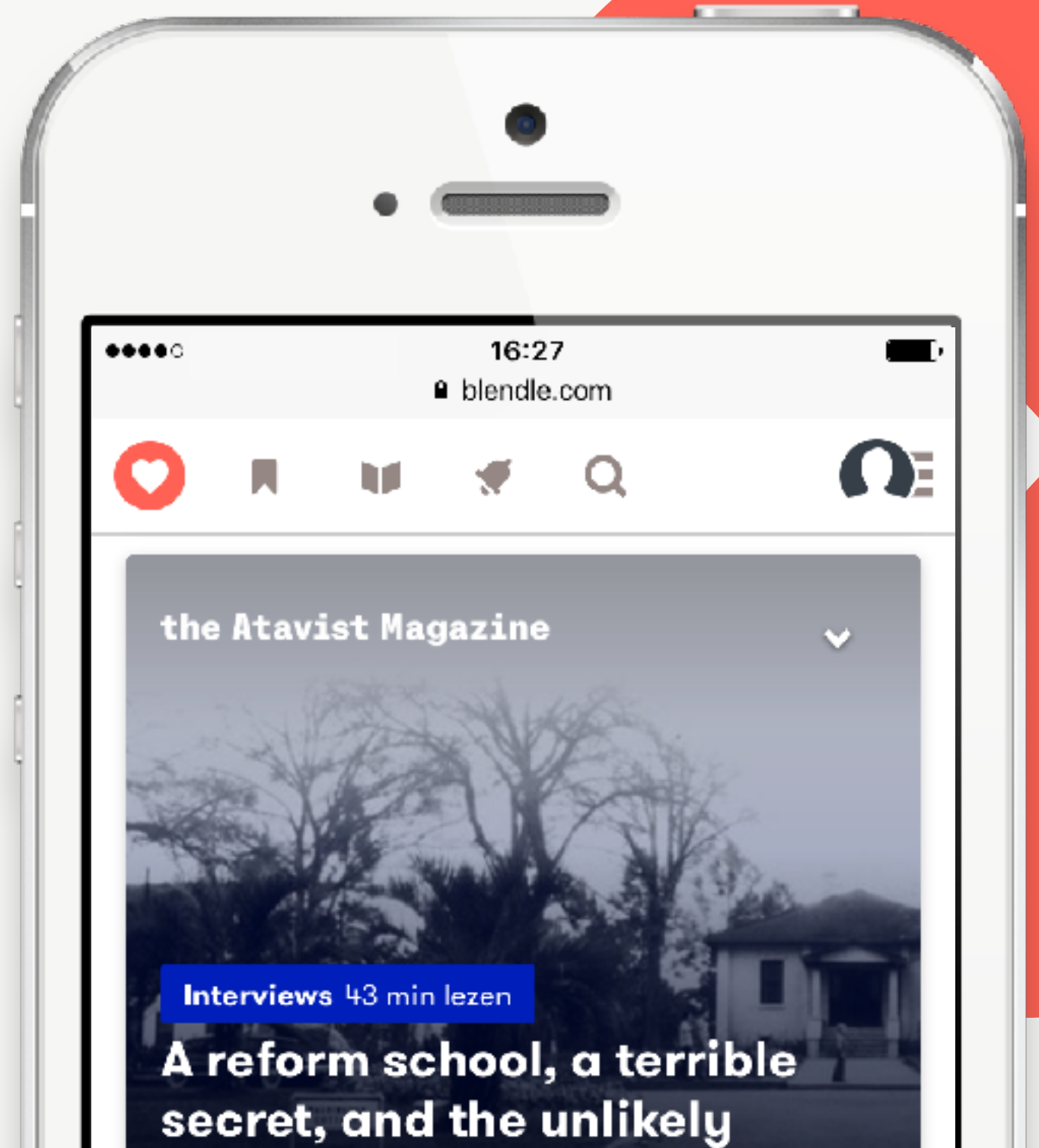


Blendle in Numbers

- » 3 countries
- » >1M users
 - » 1 in 5 is paying
- » ~80 employees
 - » +30 clippers
- » >4M articles
 - » >8K every day

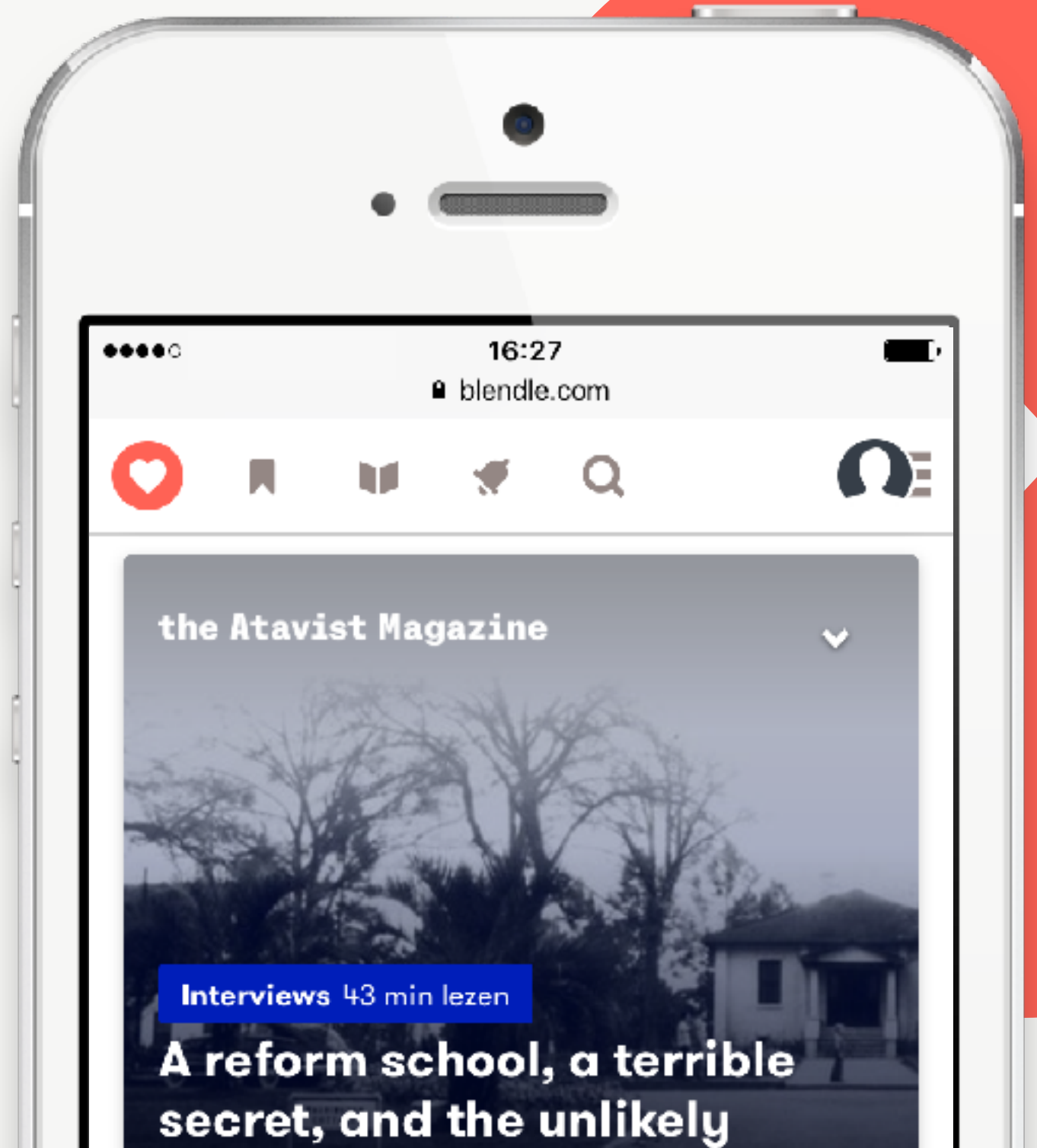


Blendle's **Mission**



Blendle's **Mission**

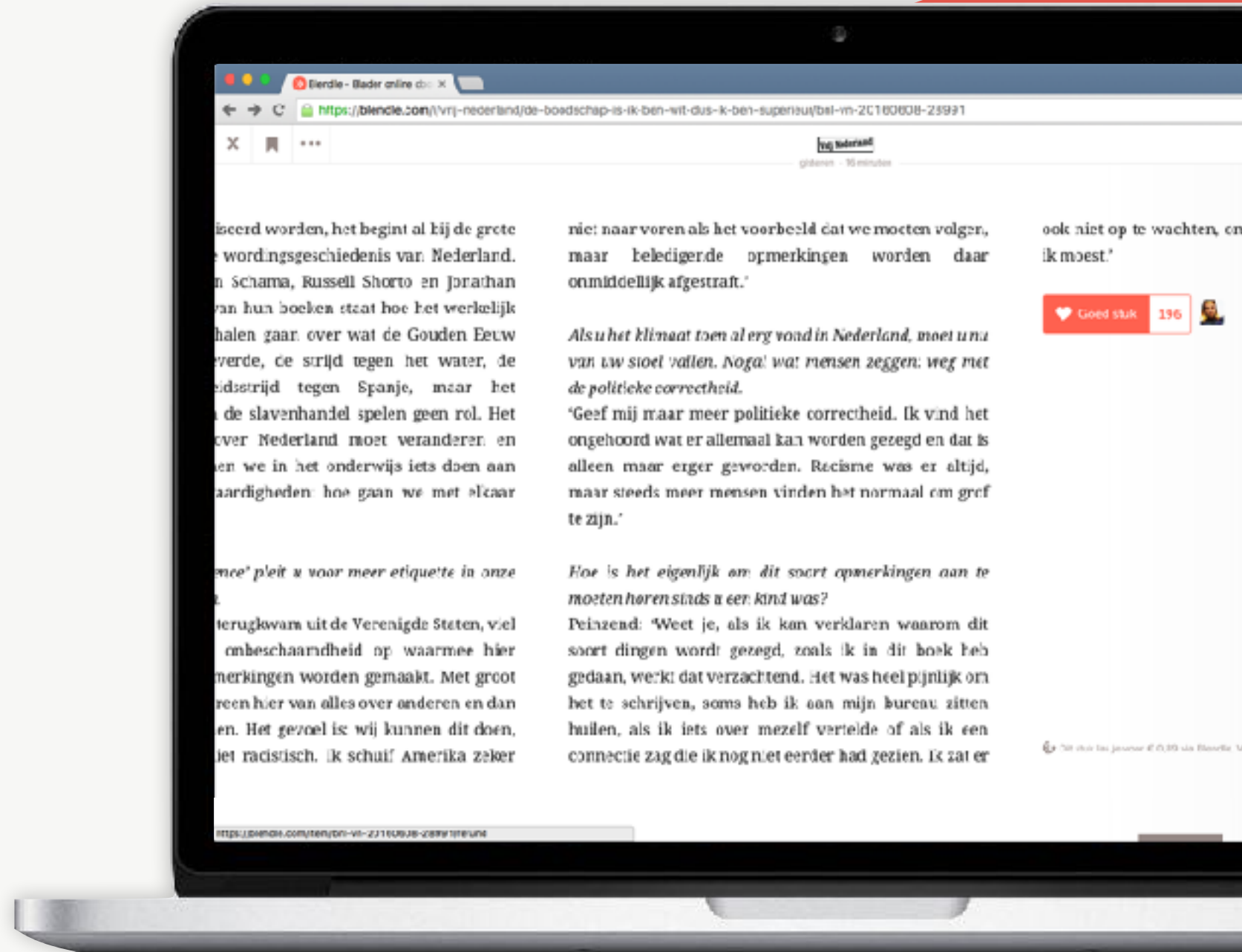
"Help you **discover** and **support** the world's best **journalism**"



Blendle Micro Payments

» Pay per article

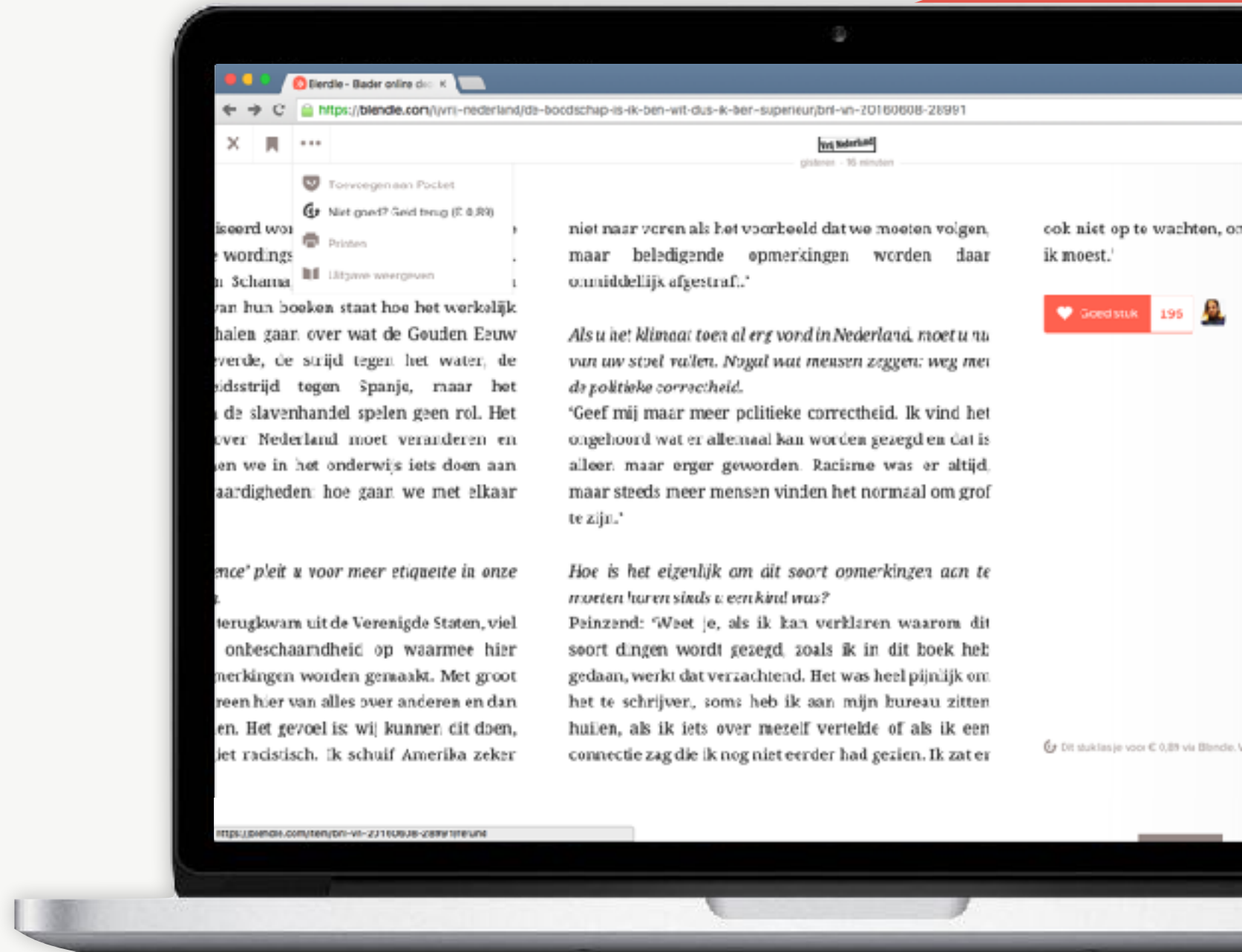
» Easy refunds



Blendle Micro Payments

» Pay per article

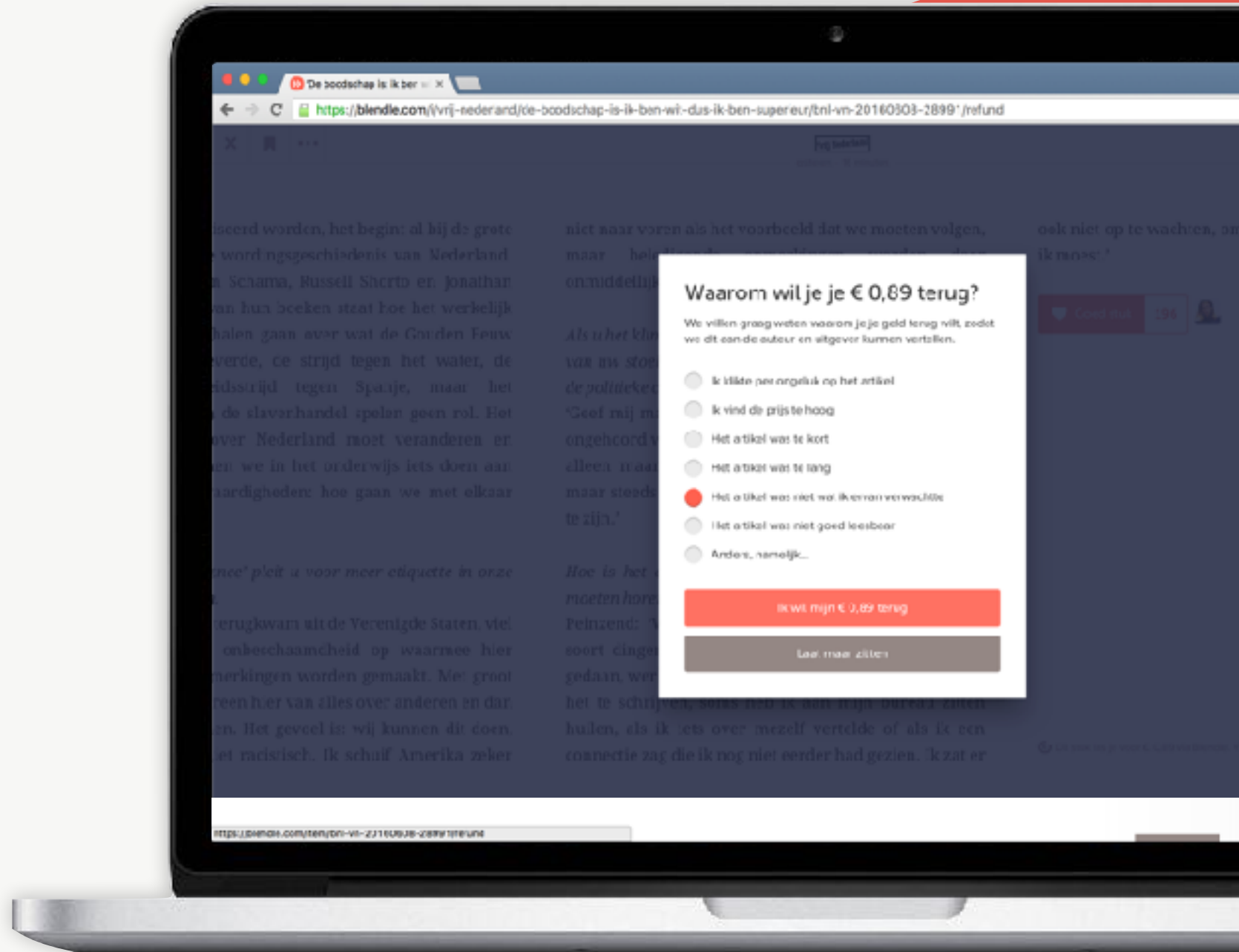
» Easy refunds



Blendle **Micro Payments**

» Pay per article

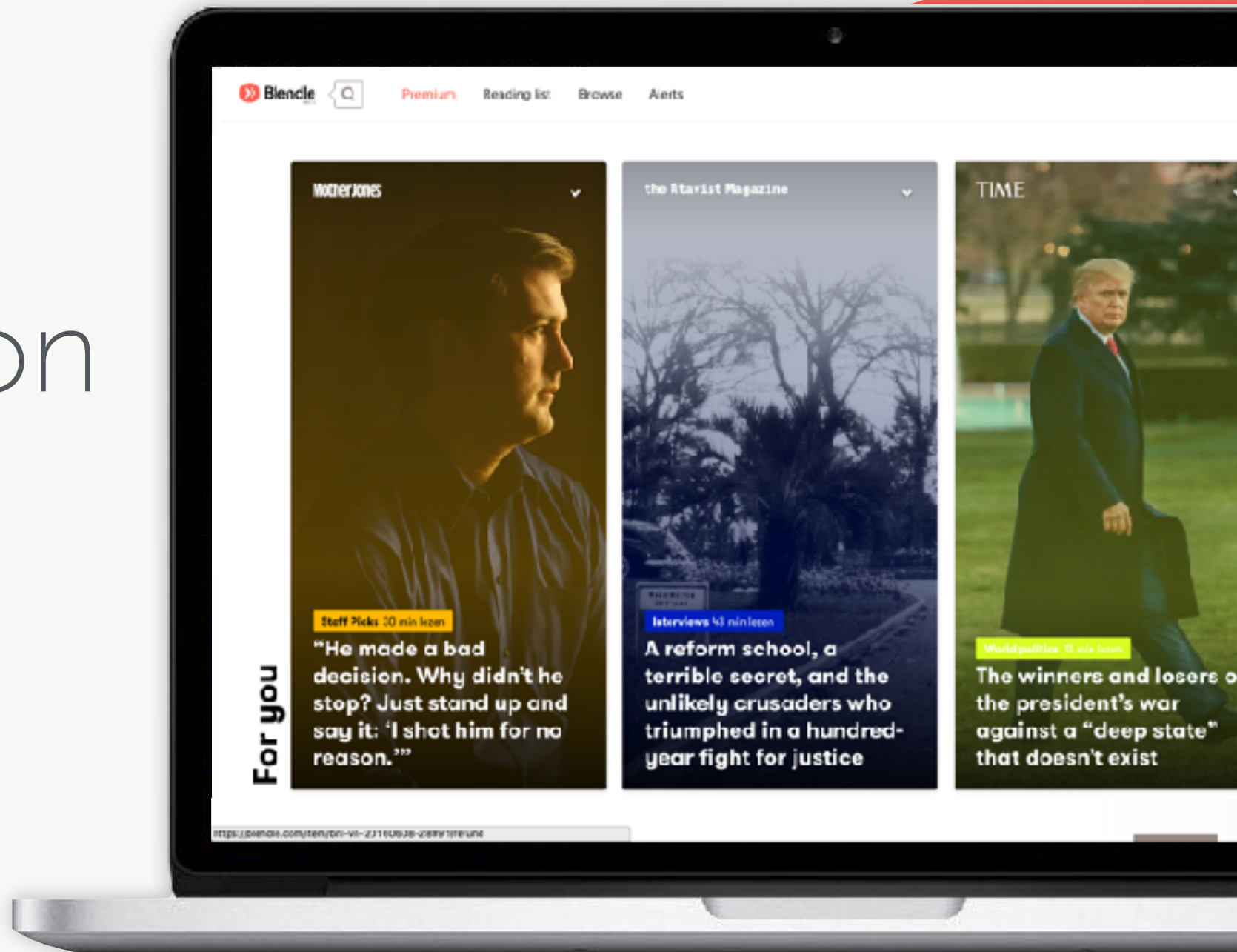
» Easy refunds



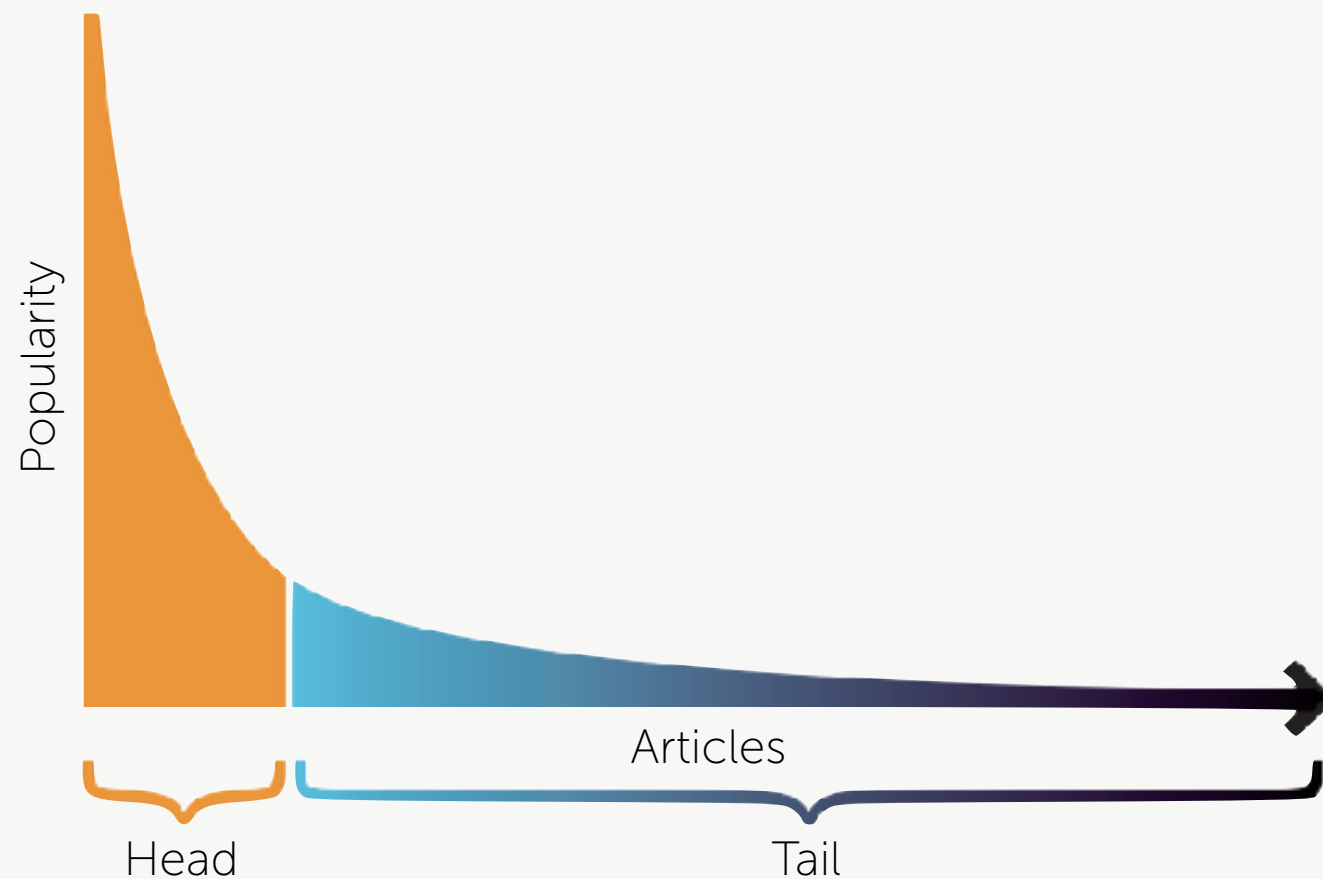
Blendle Premium

» Monthly subscription

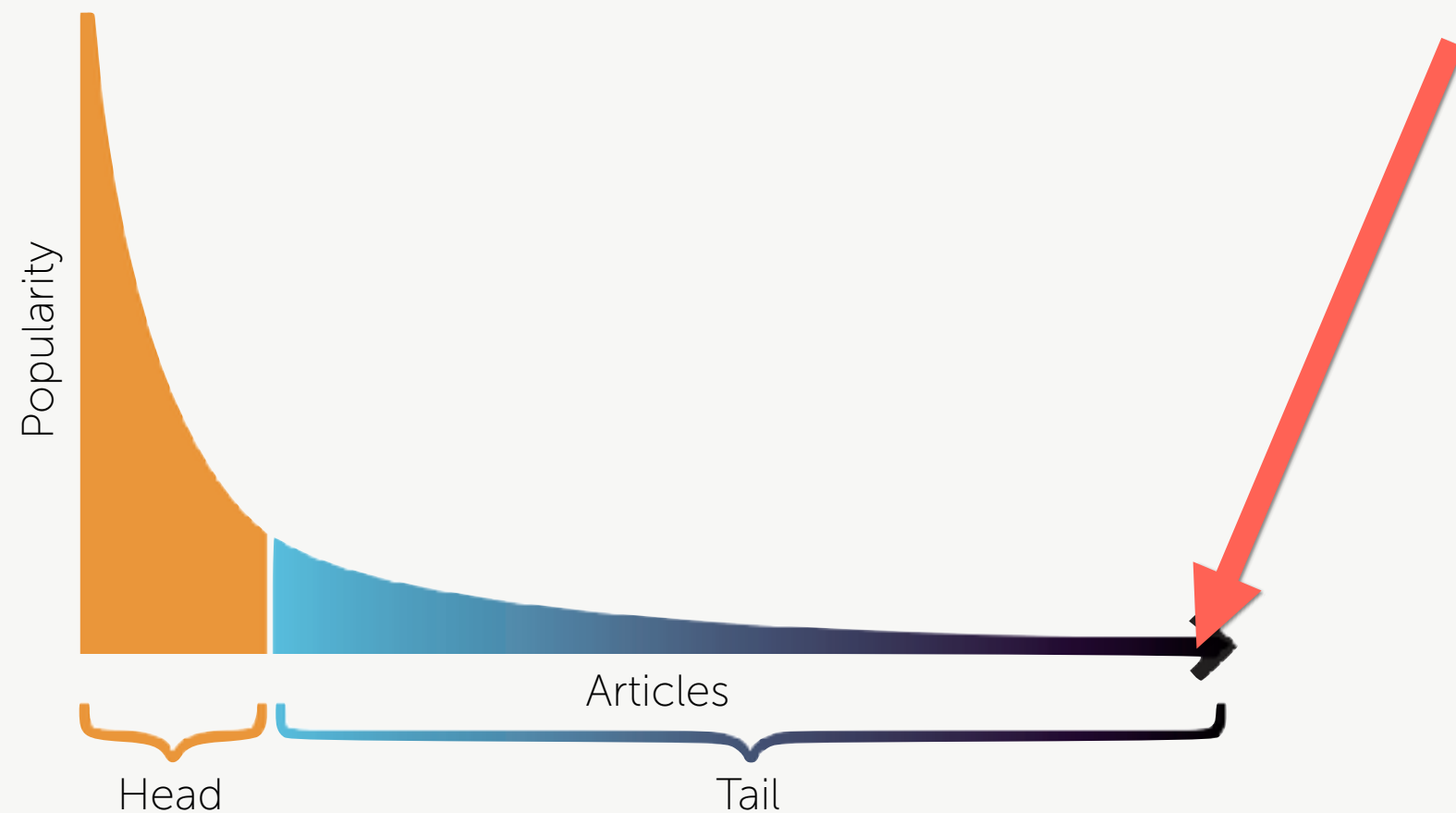
» Personal selection



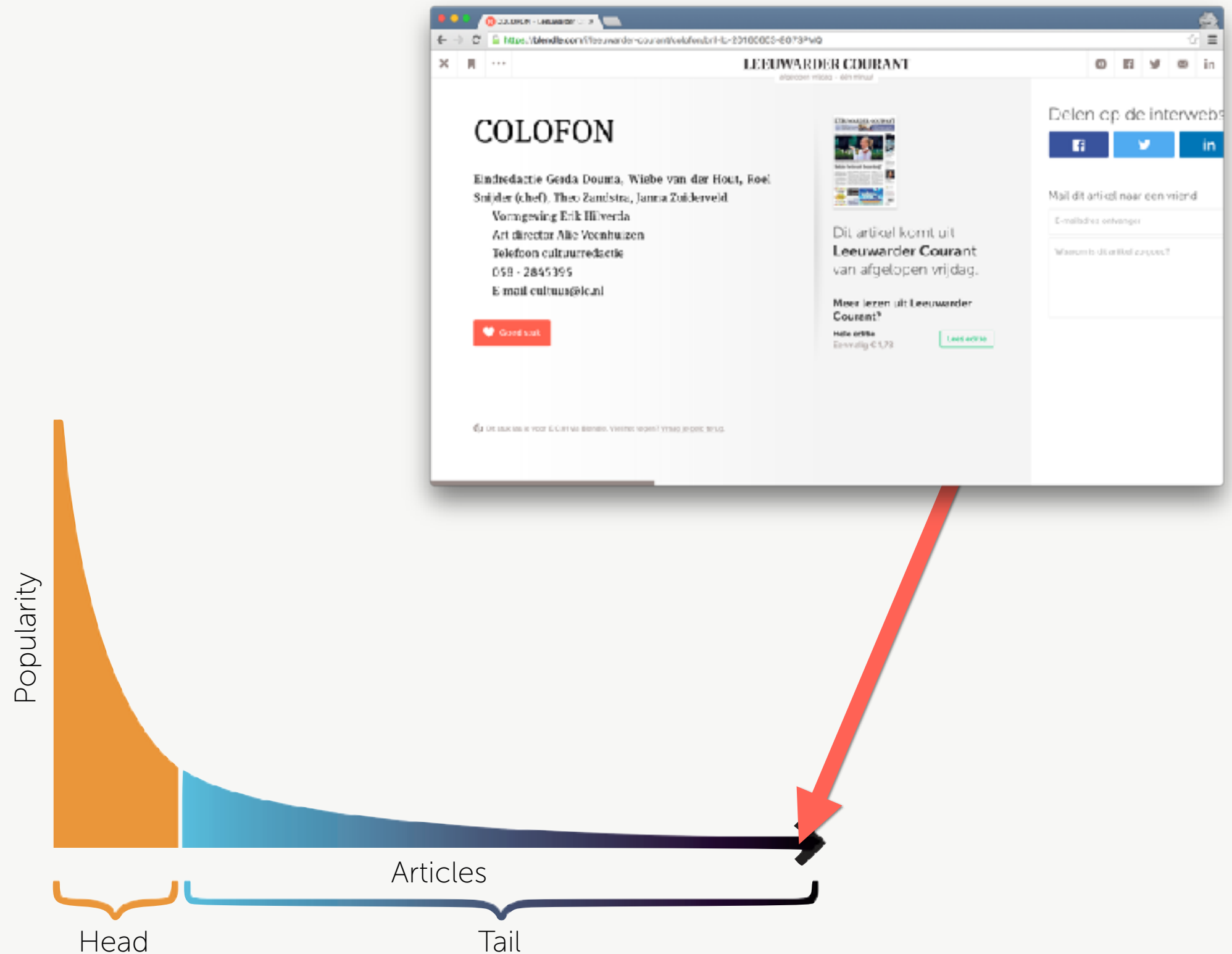
The **need** for bubbles



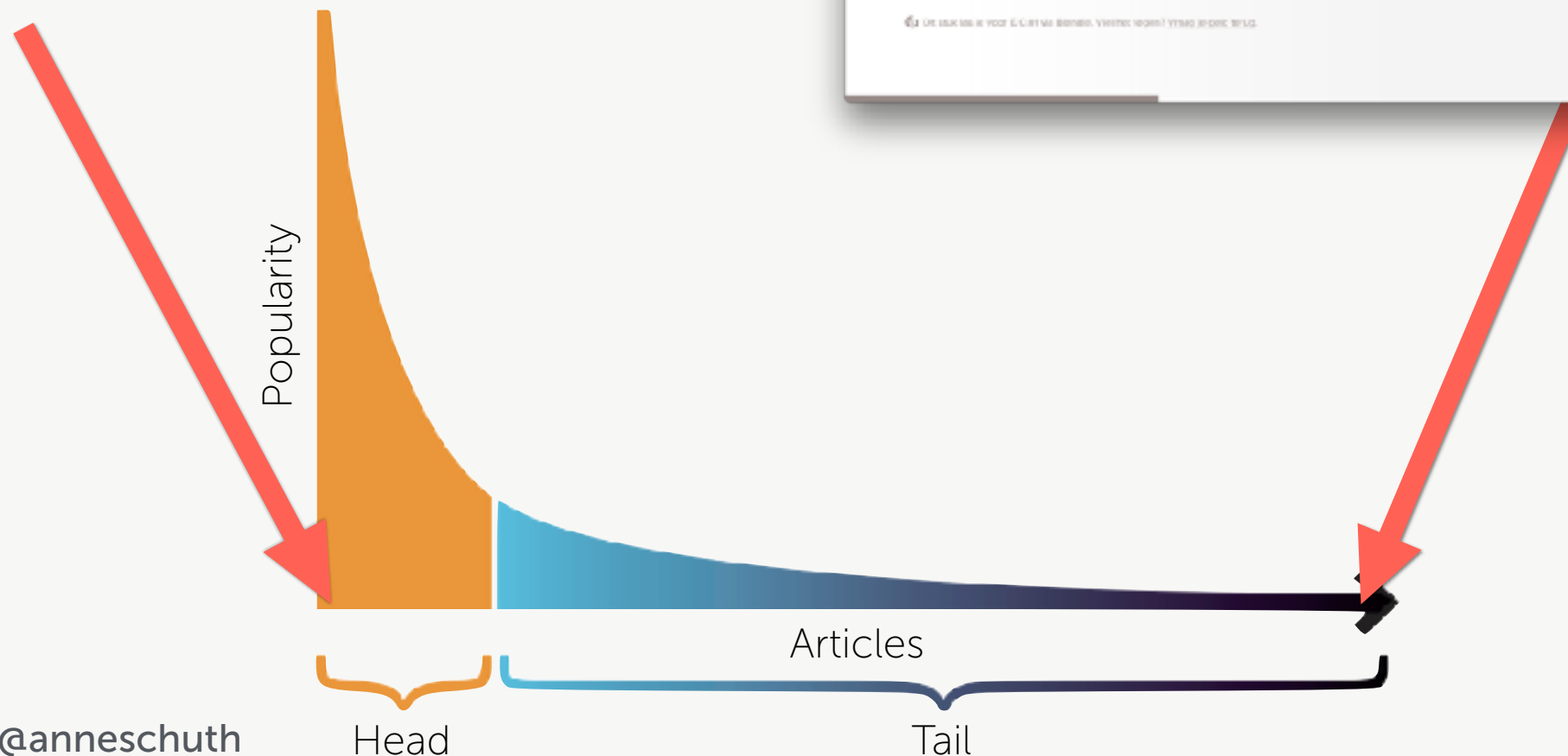
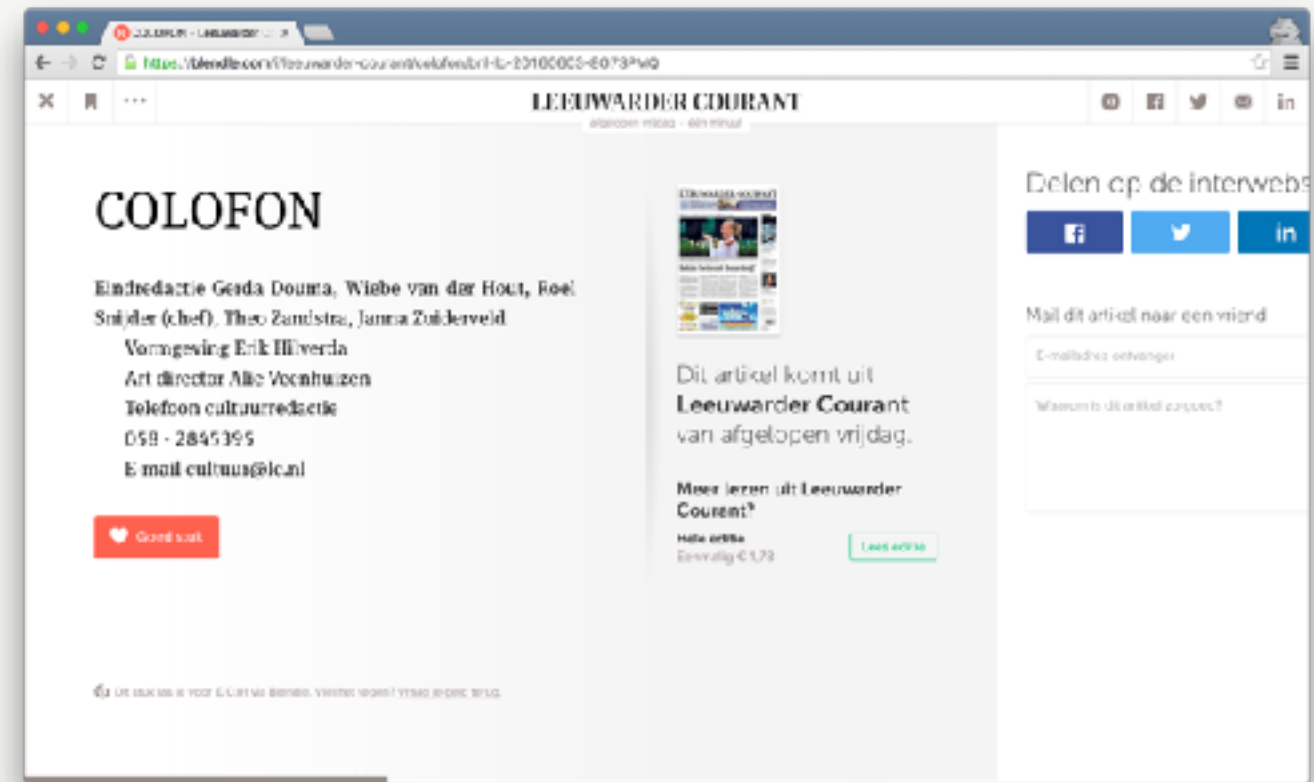
The **need** for bubbles



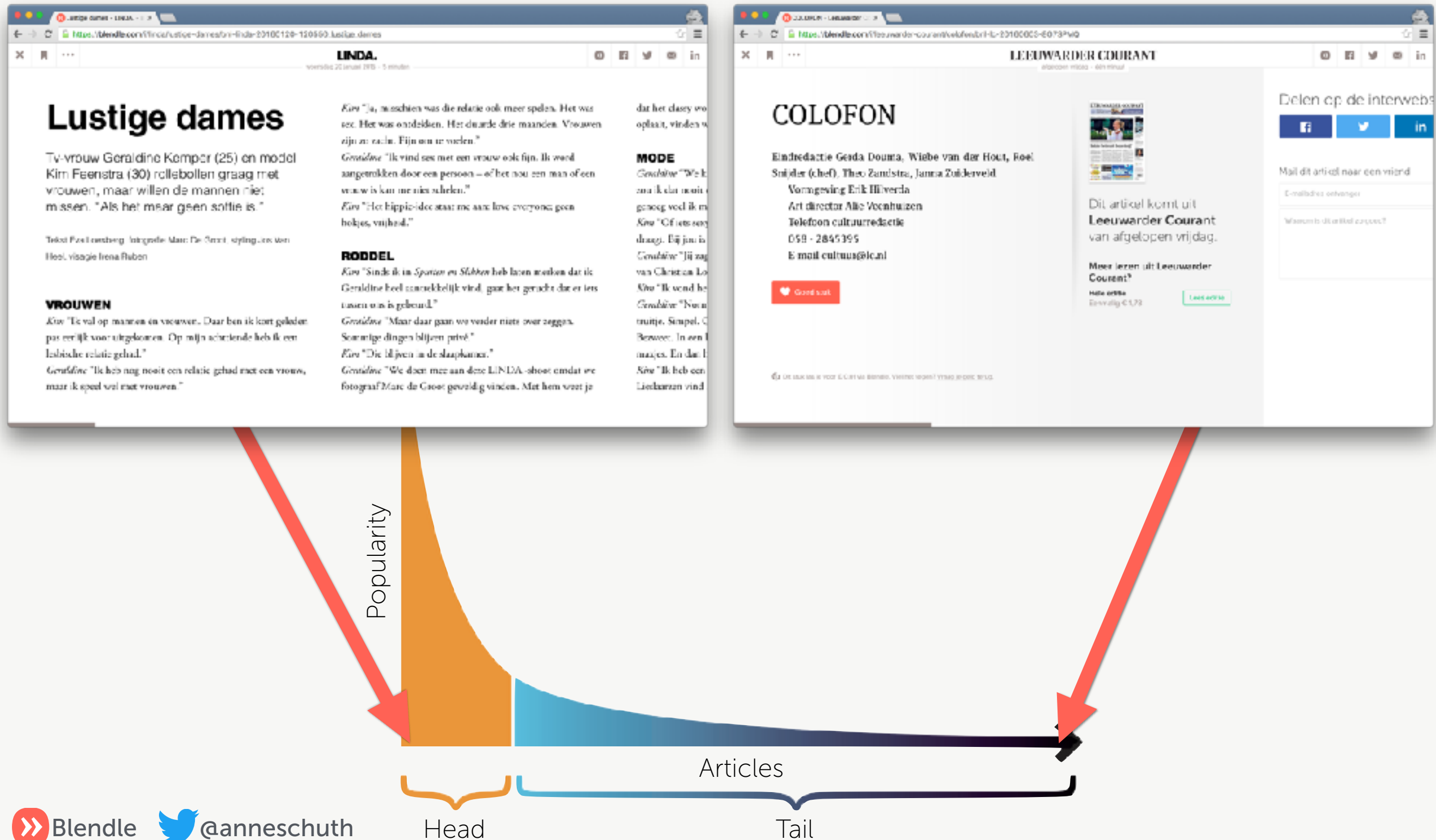
The **need** for bubbles



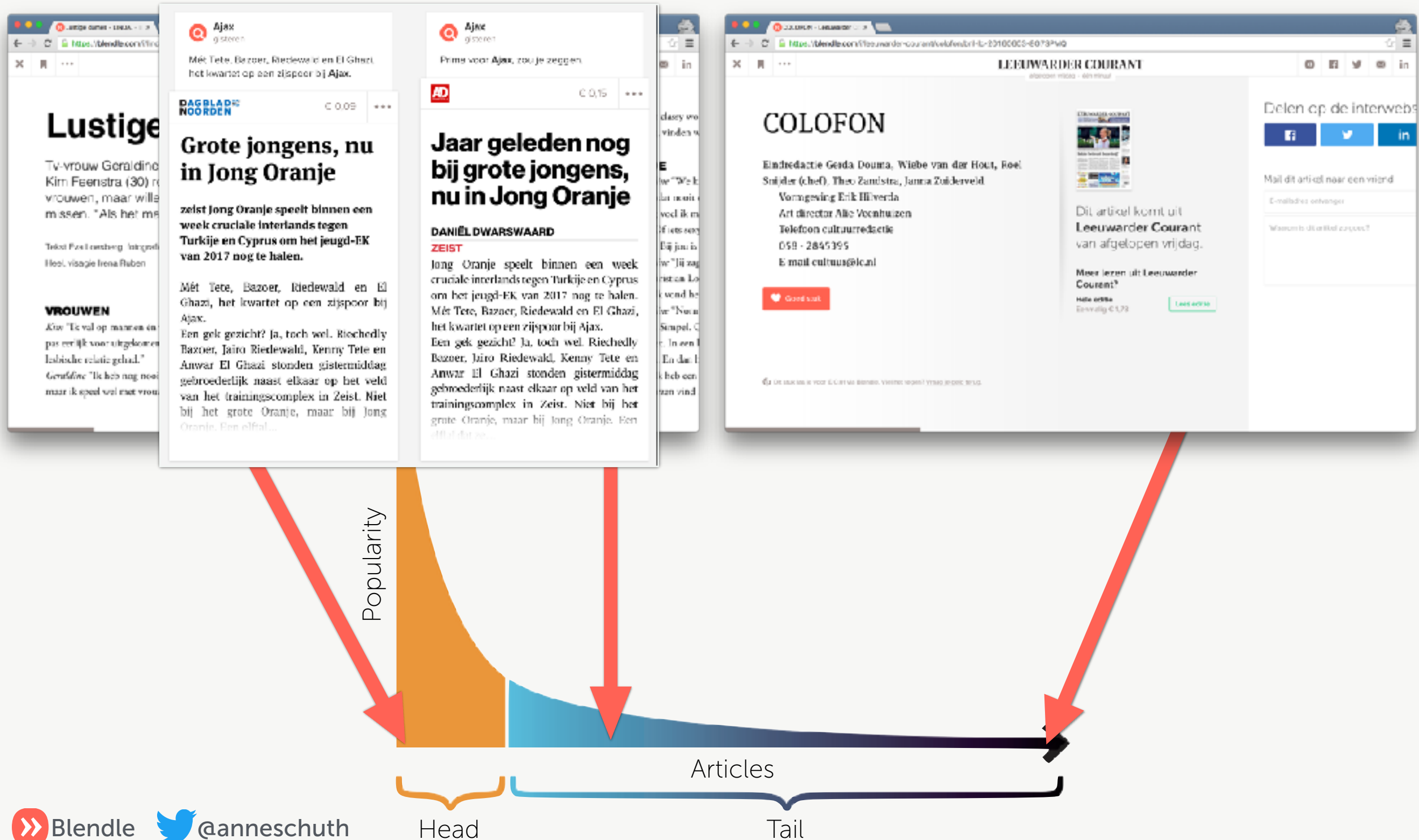
The **need** for bubbles



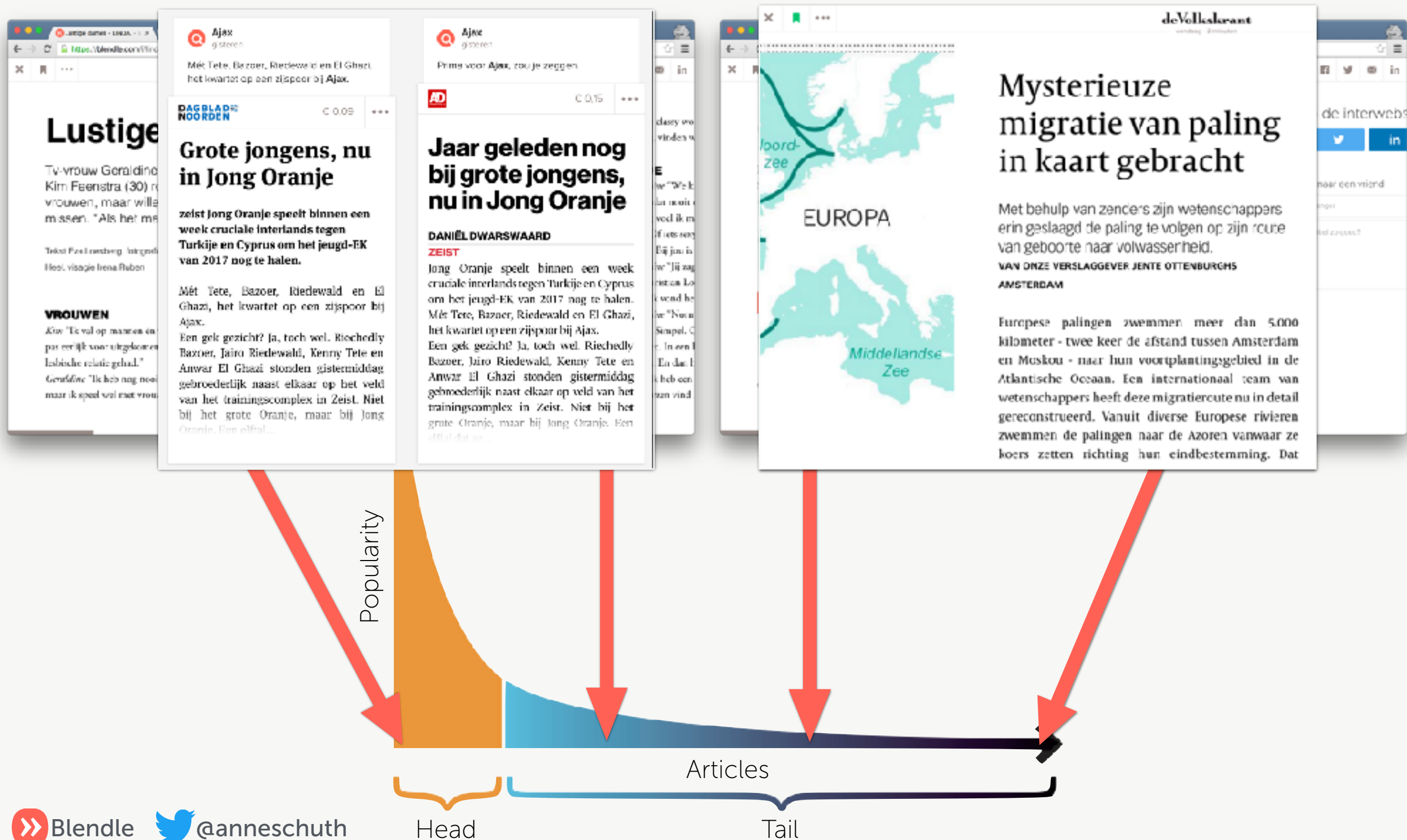
The need for bubbles



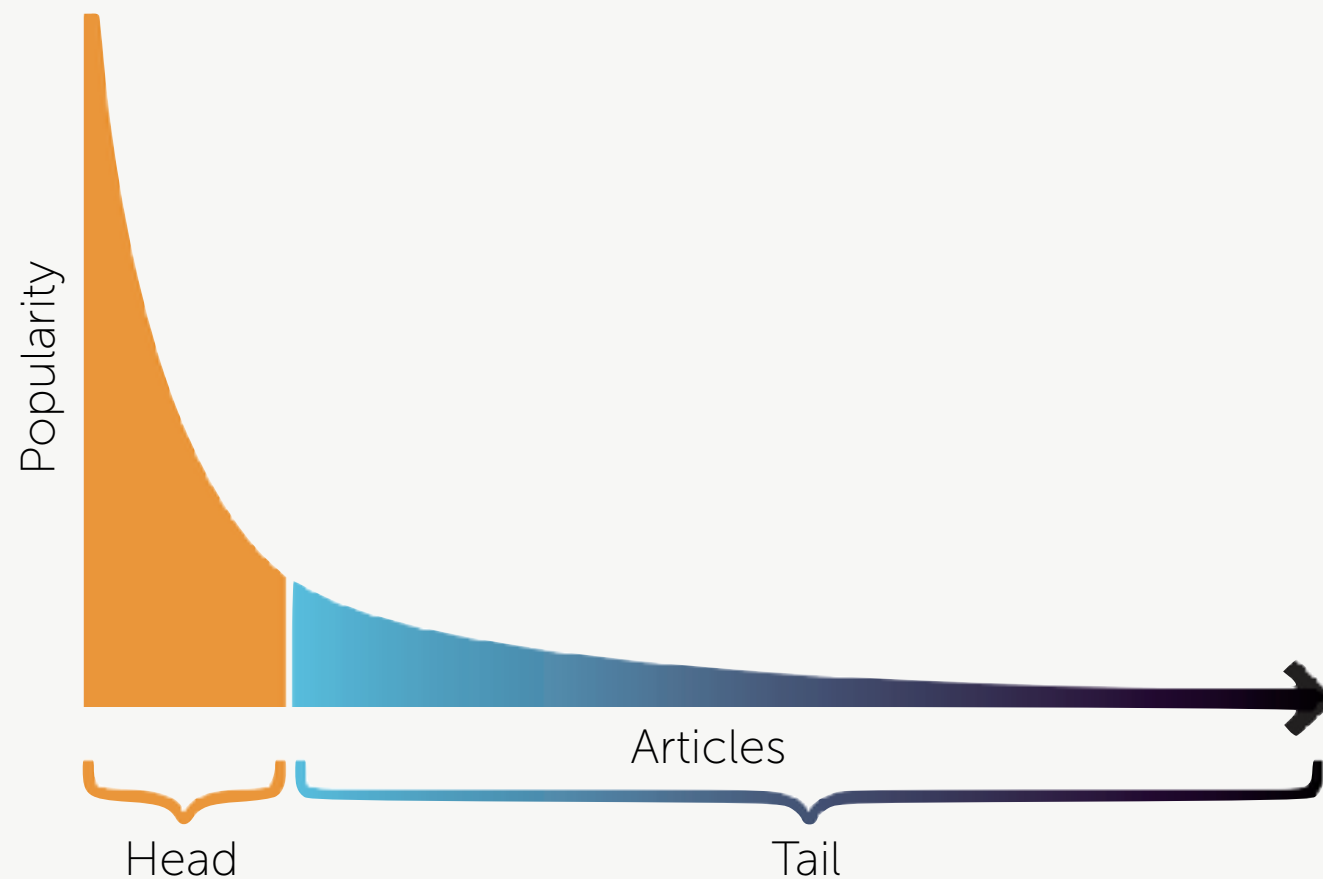
The need for bubbles



The need for bubbles



The **need** for bubbles



How we **personalise**



How we **personalise**

For you

How we personalise

For you



How we personalise

For you



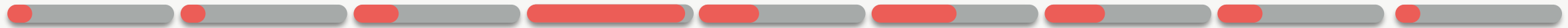
Author

How we personalise

For you



Author



How we personalise



How we personalise



Author

Subject

Complexity

Length

Sentiment

Feel

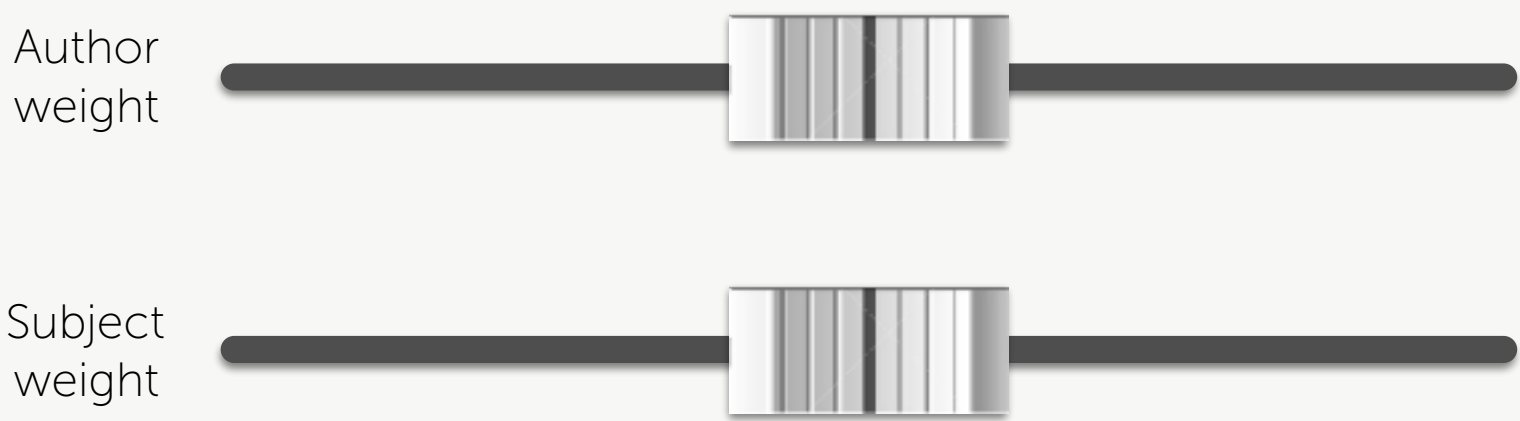
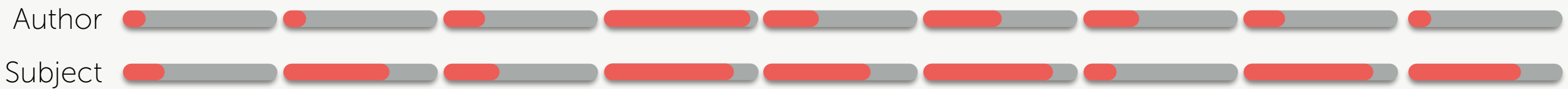
Popularity

...

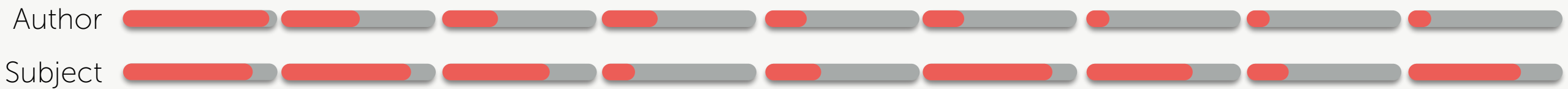
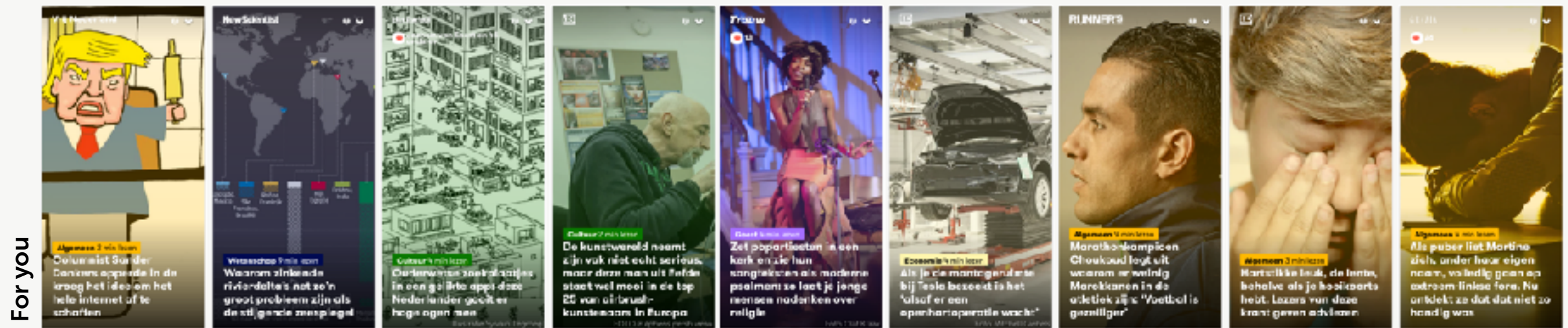
How we personalise



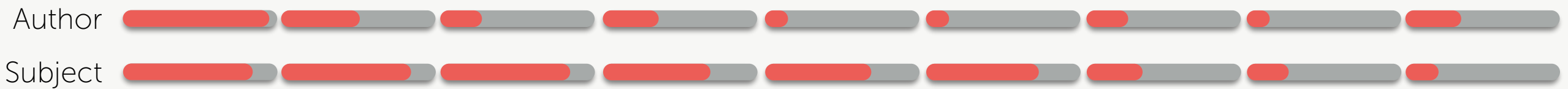
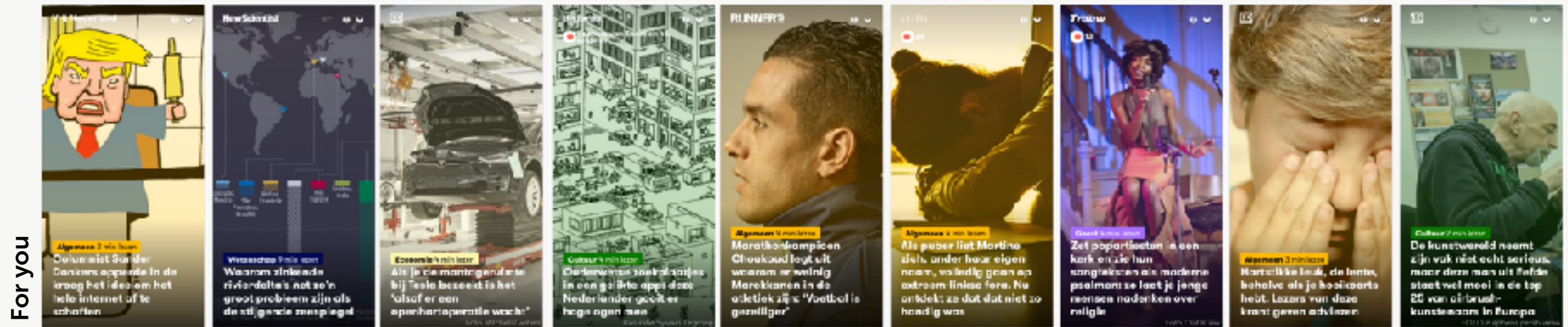
How we personalise



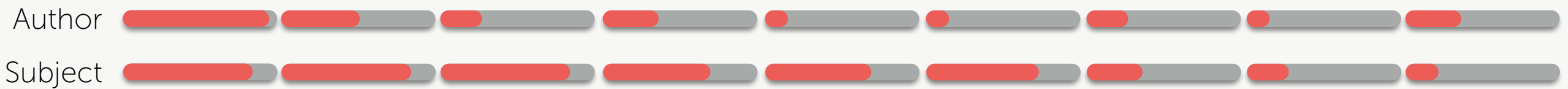
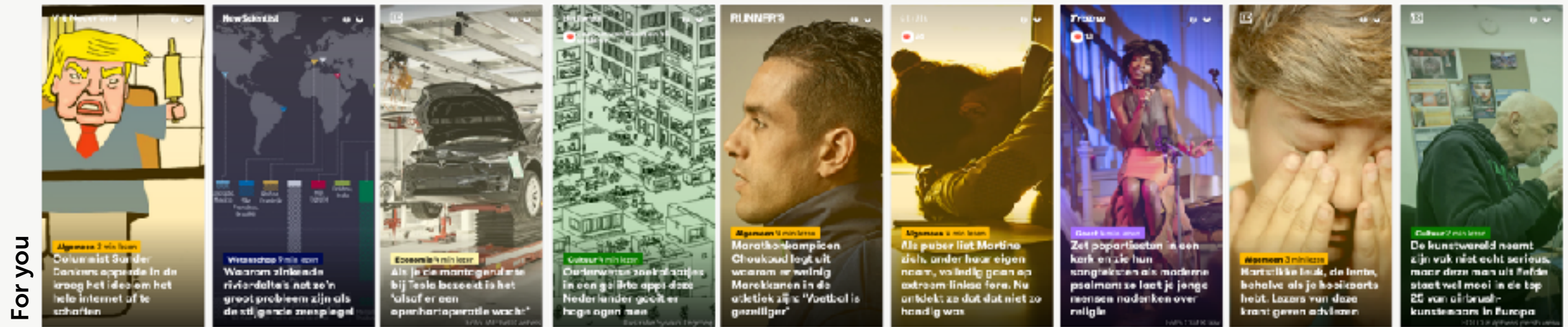
How we personalise



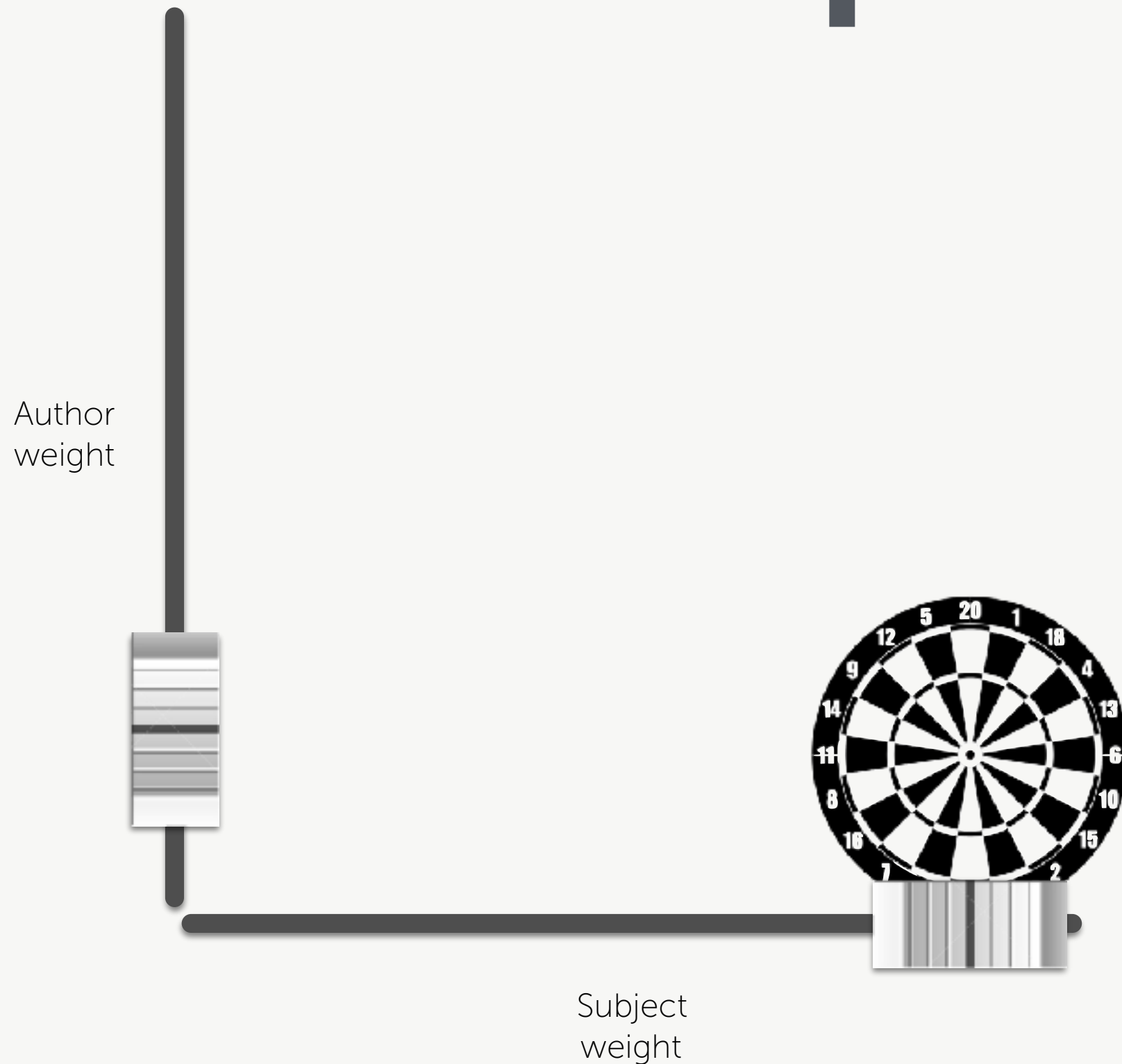
How we personalise



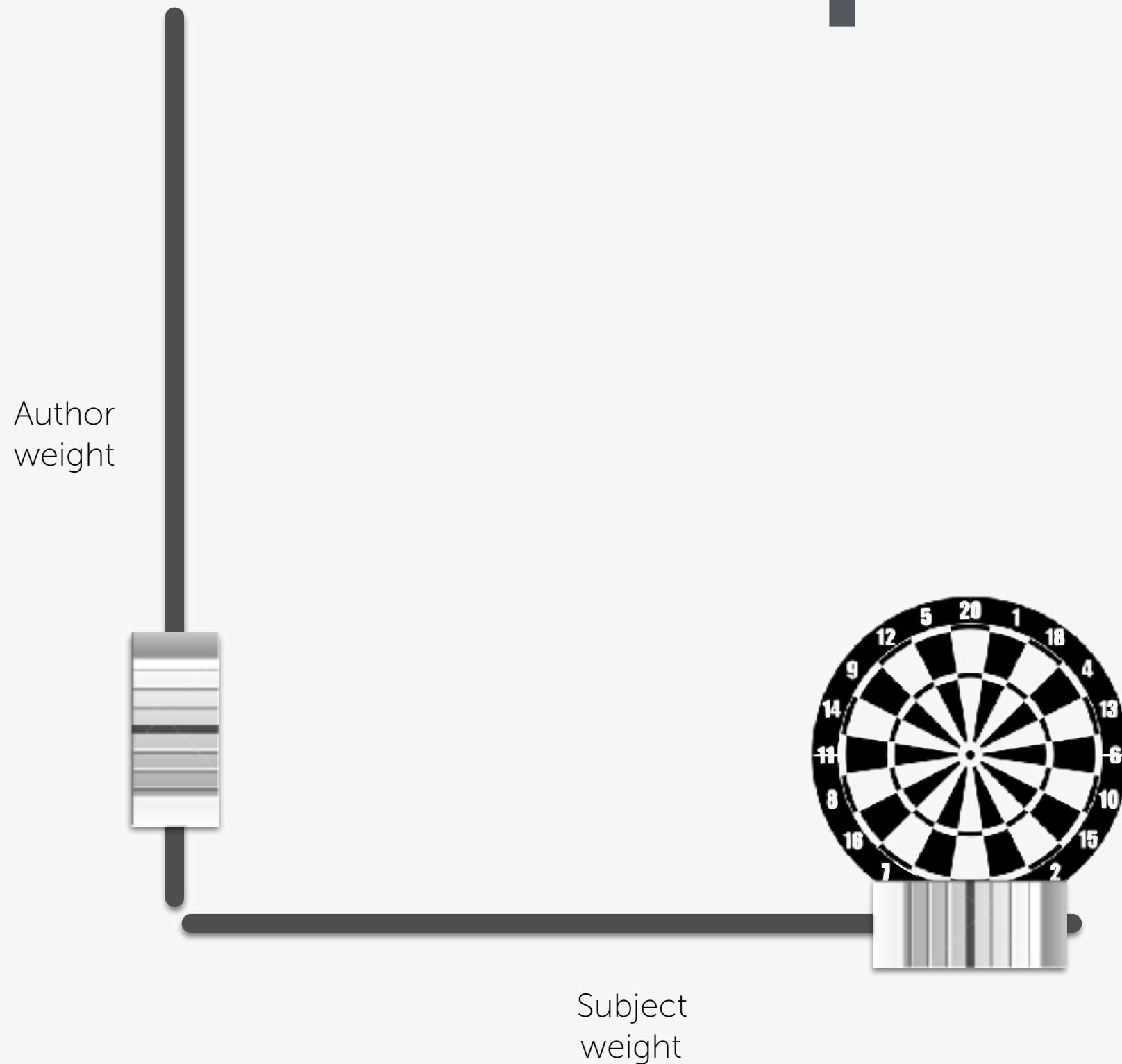
How we personalise



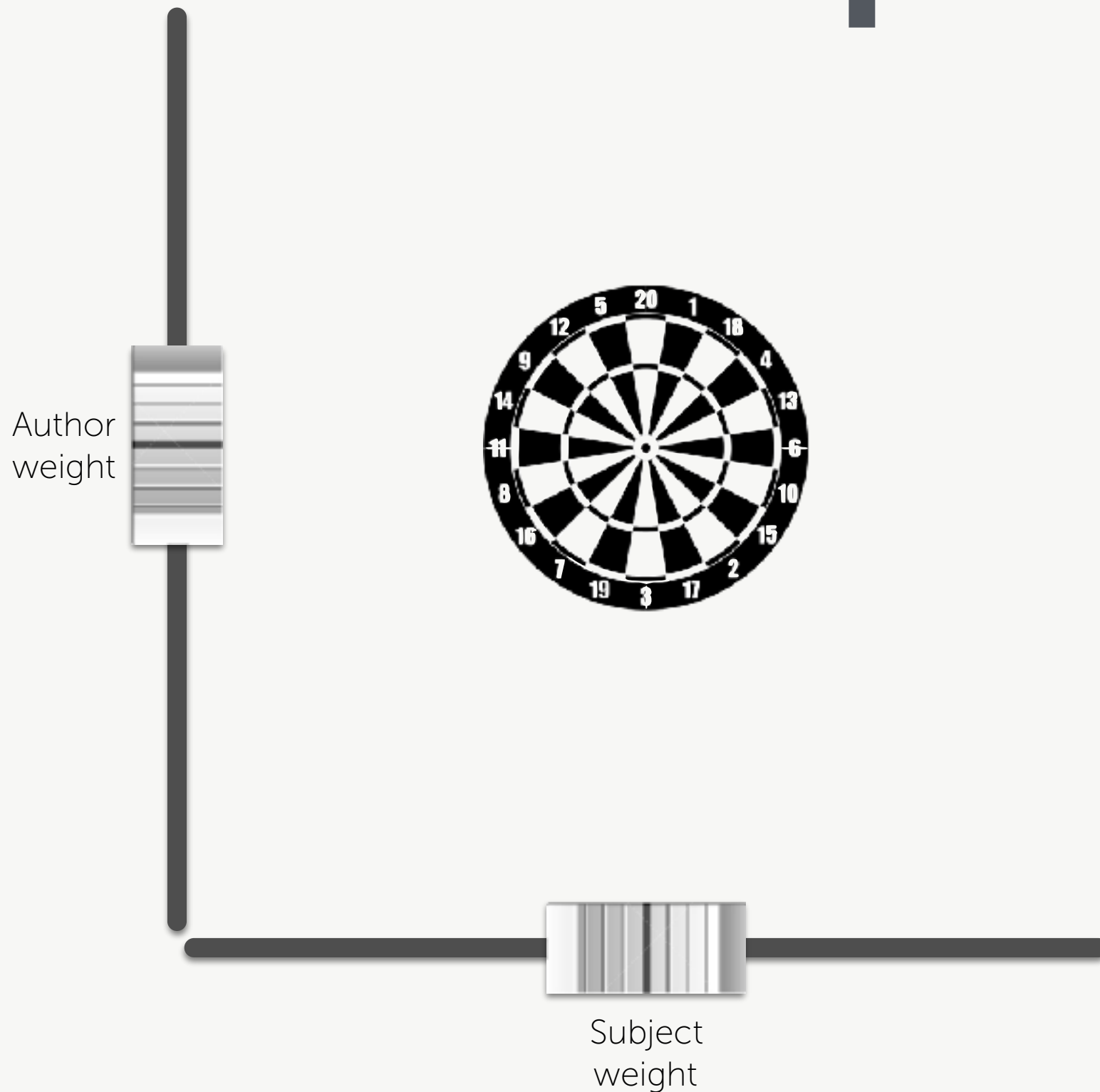
How we **personalise**



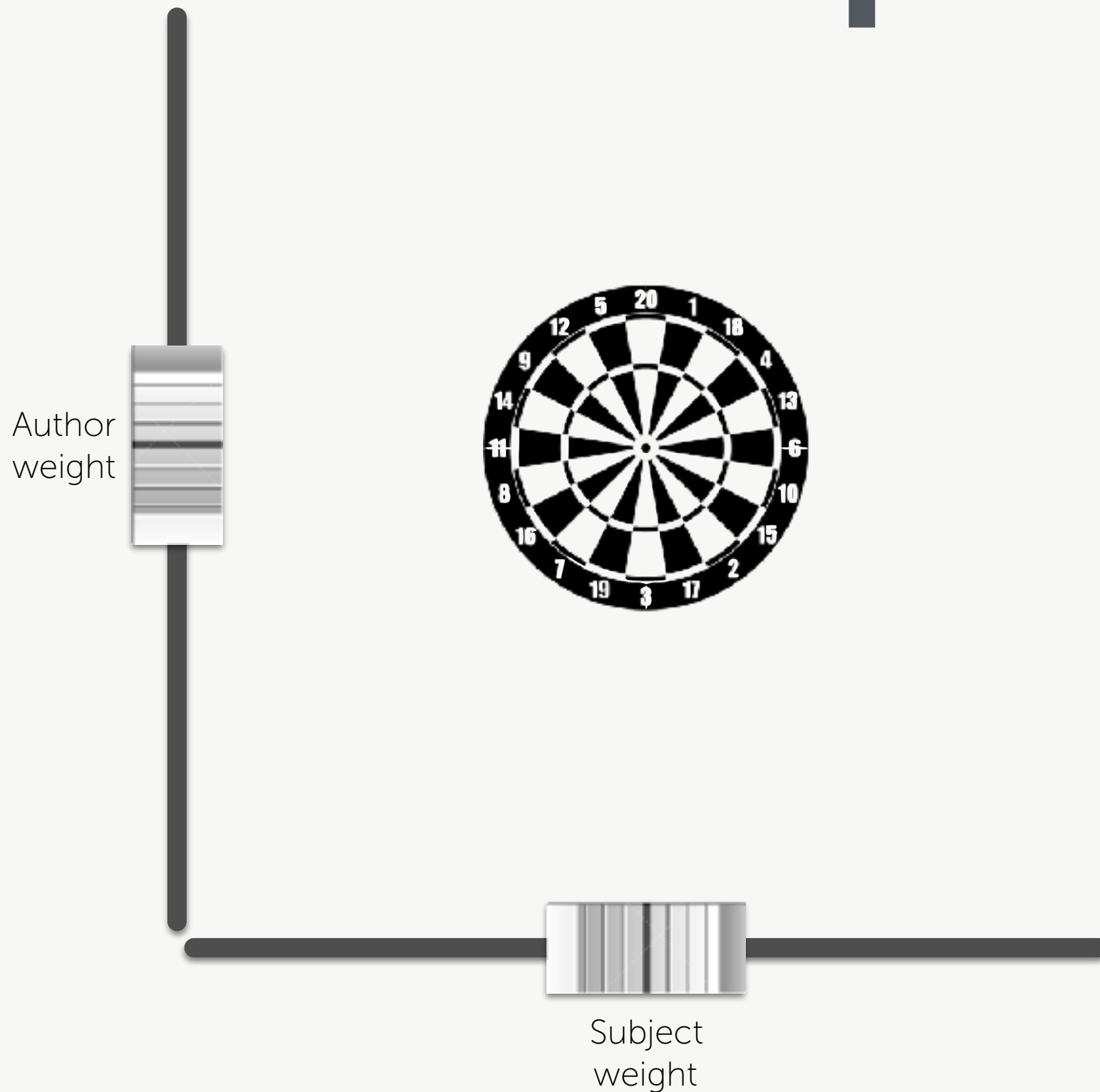
How we **personalise**



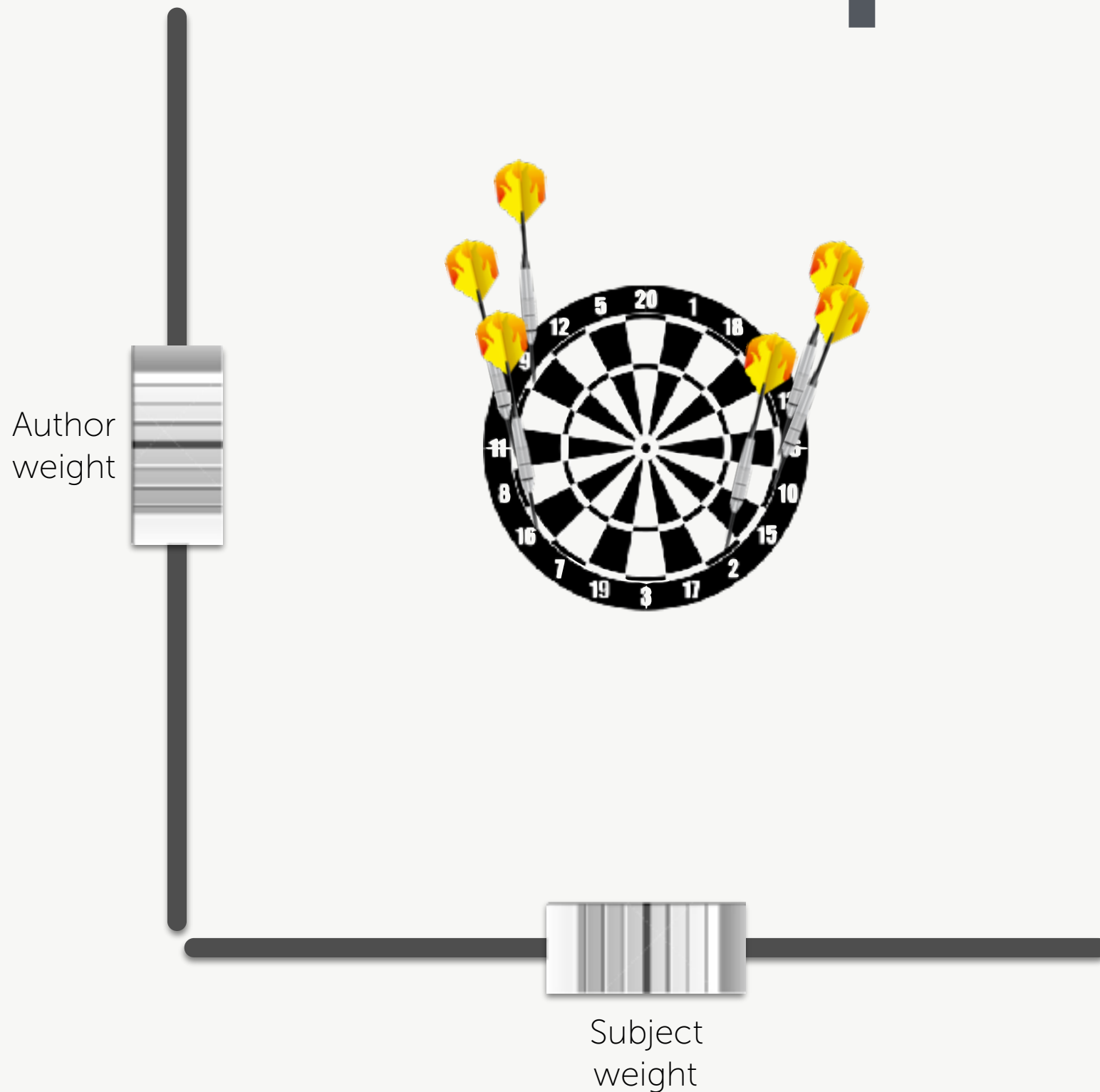
How we **personalise**



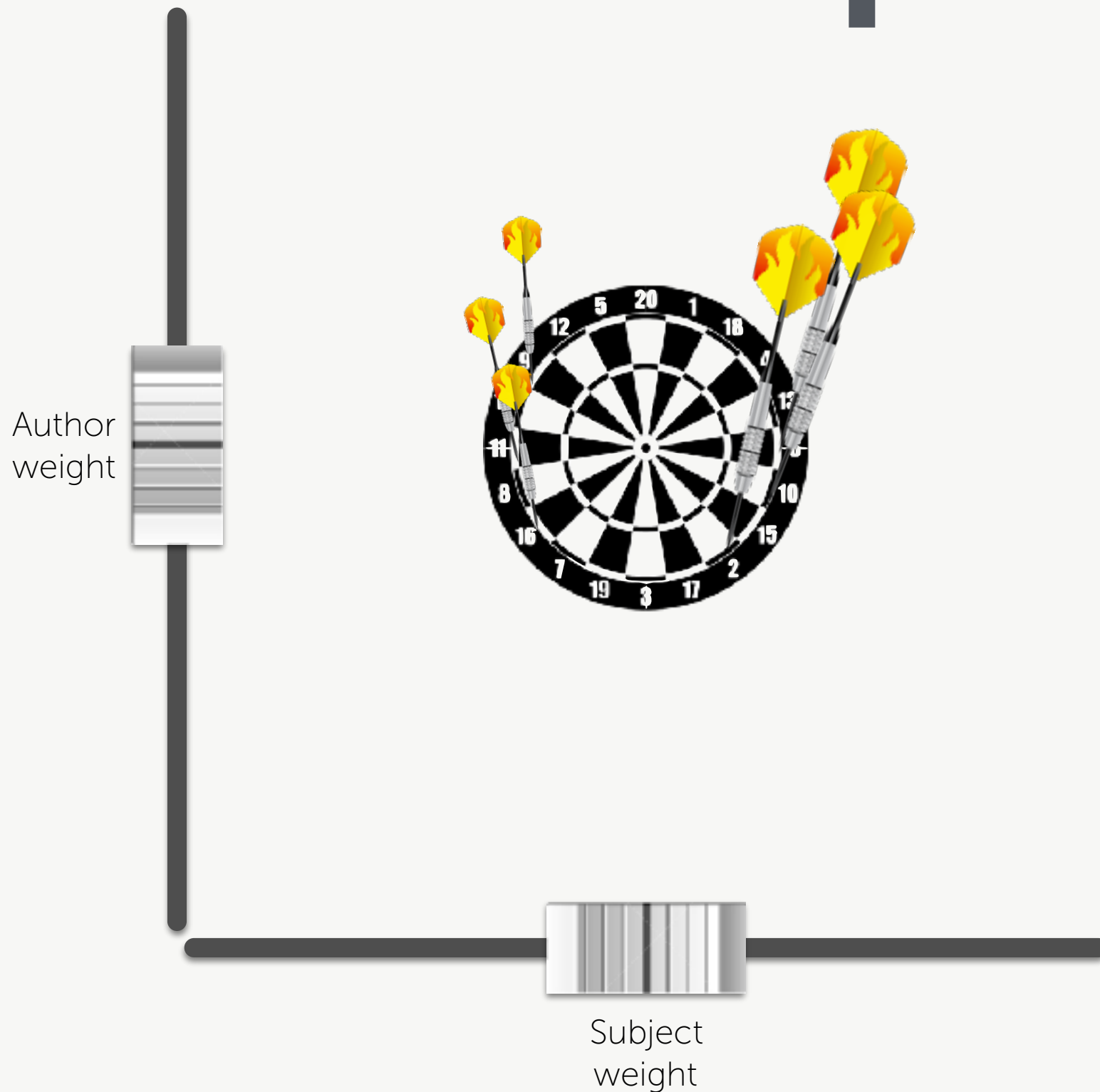
How we **personalise**



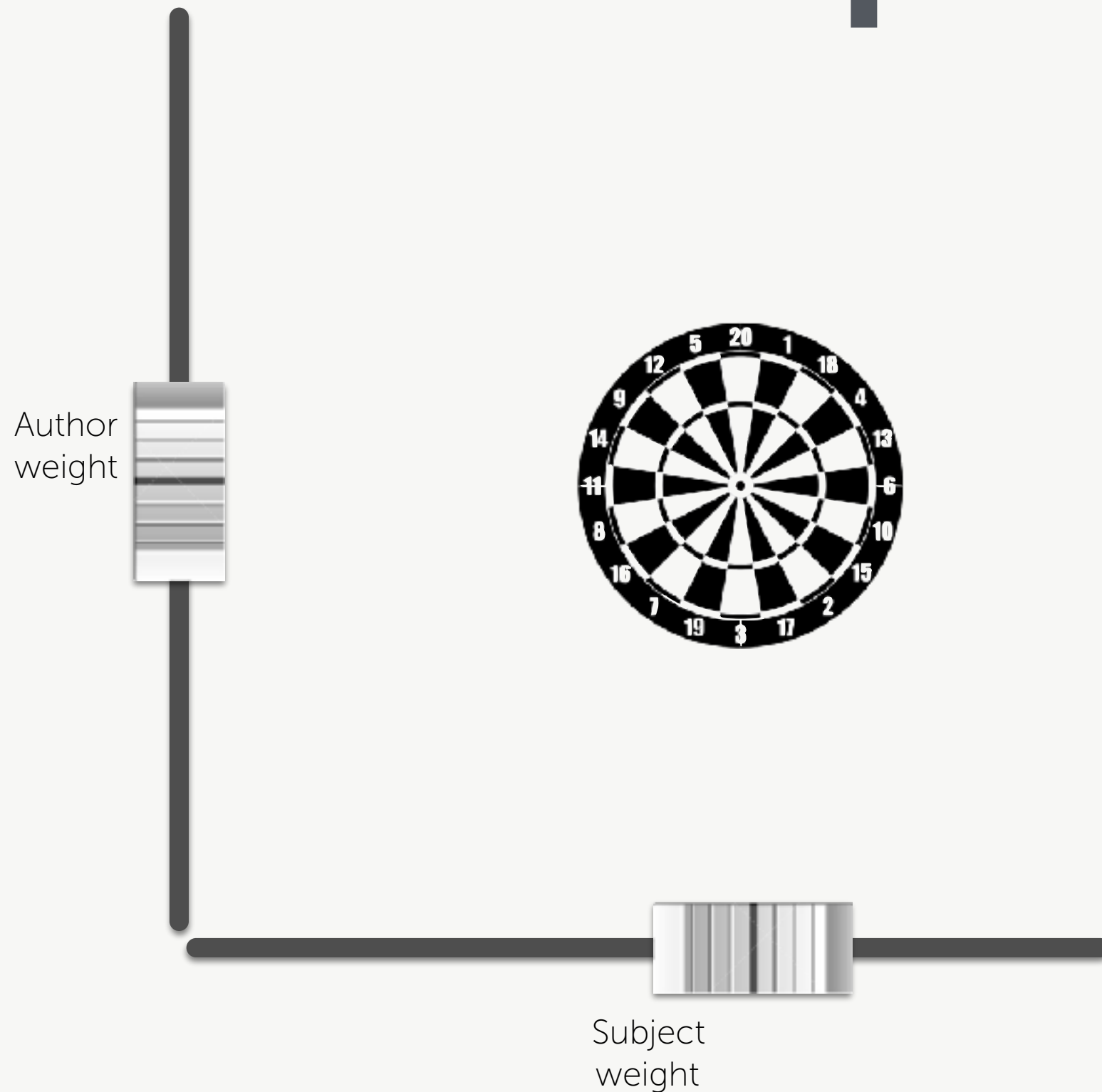
How we **personalise**



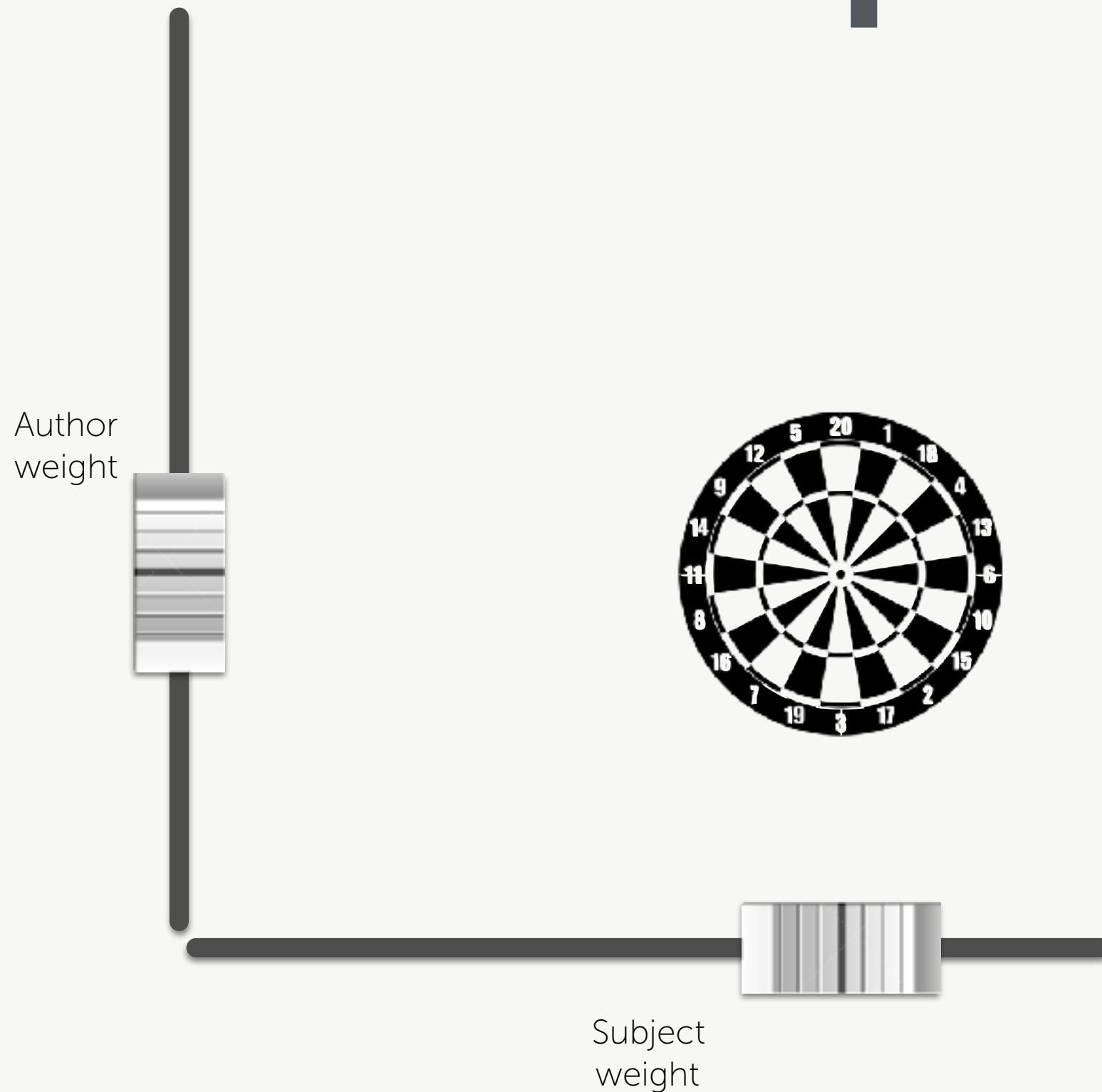
How we **personalise**



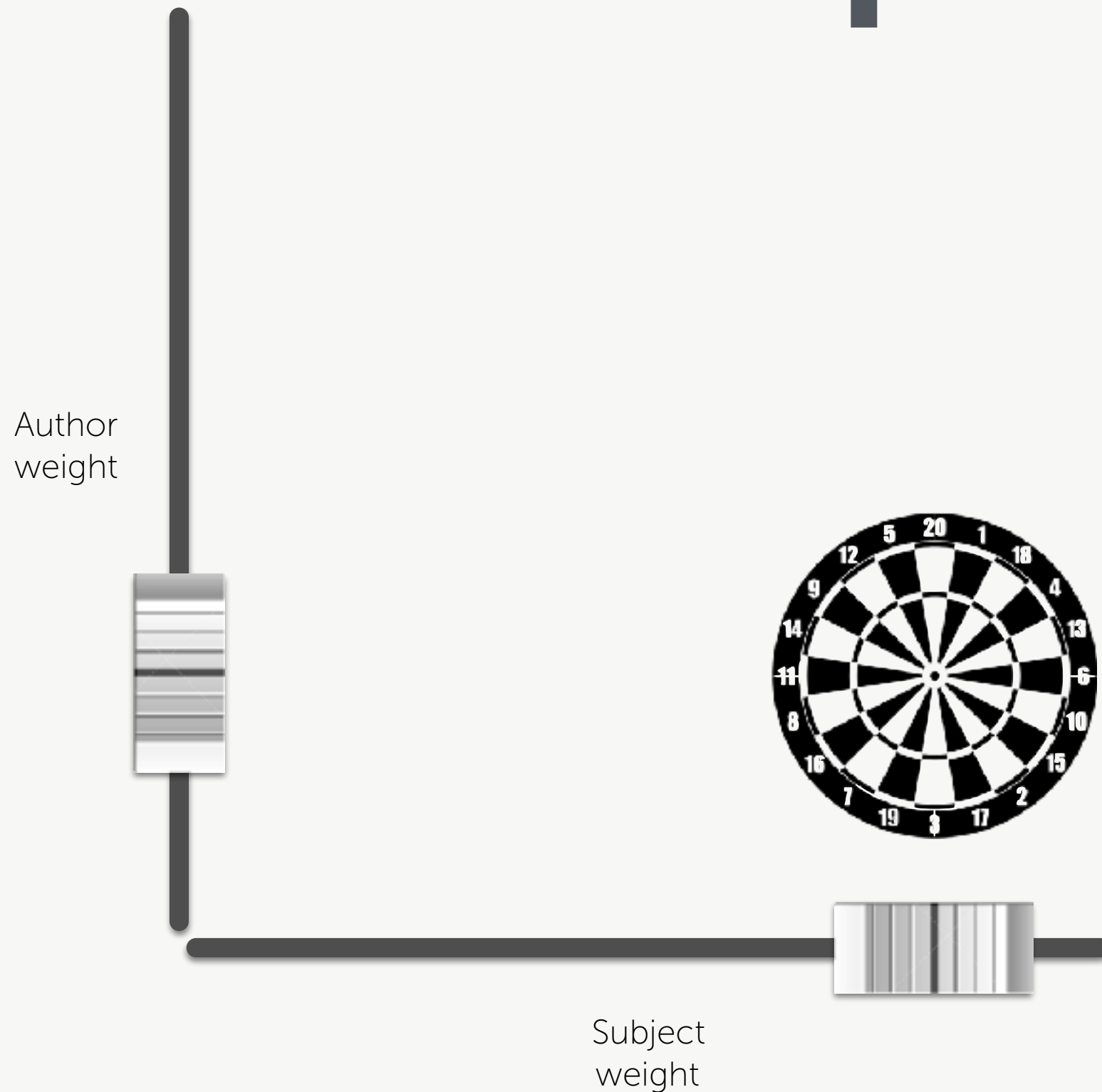
How we **personalise**



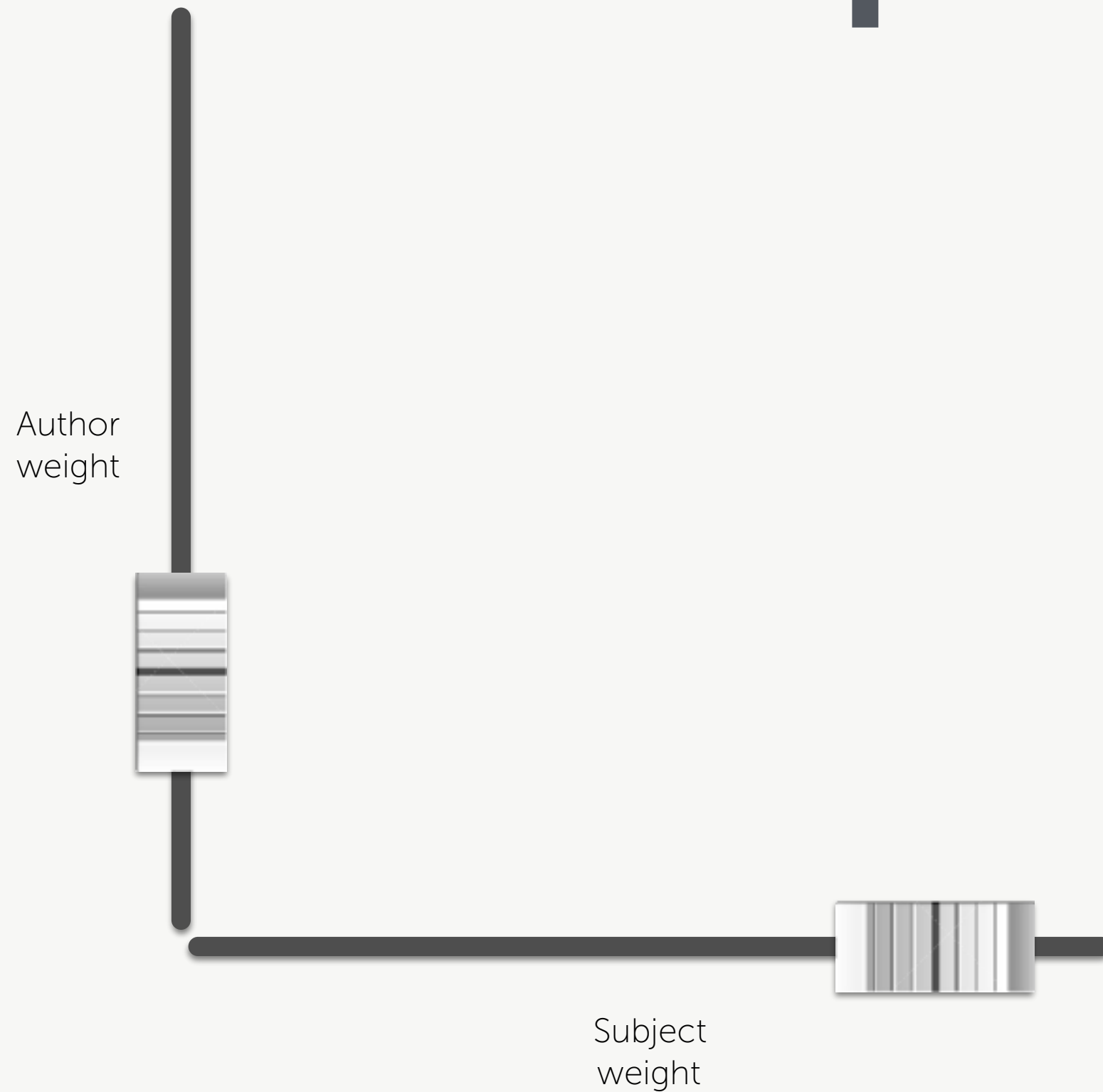
How we **personalise**



How we **personalise**



How we **personalise**



How we personalise



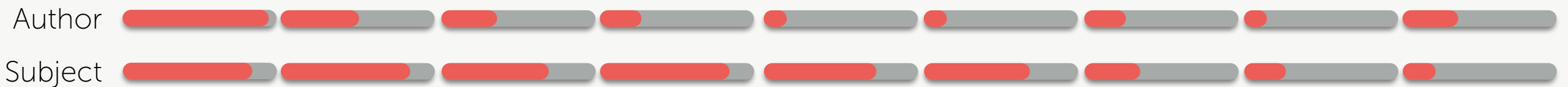
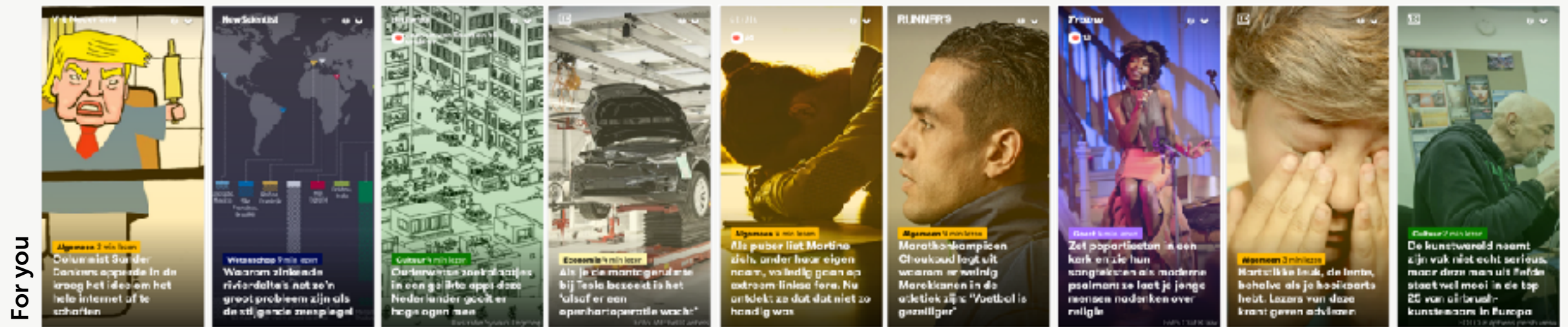
Author

Subject

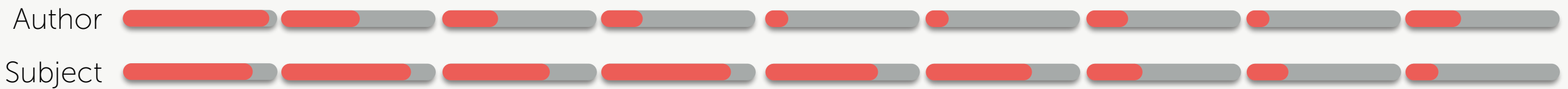
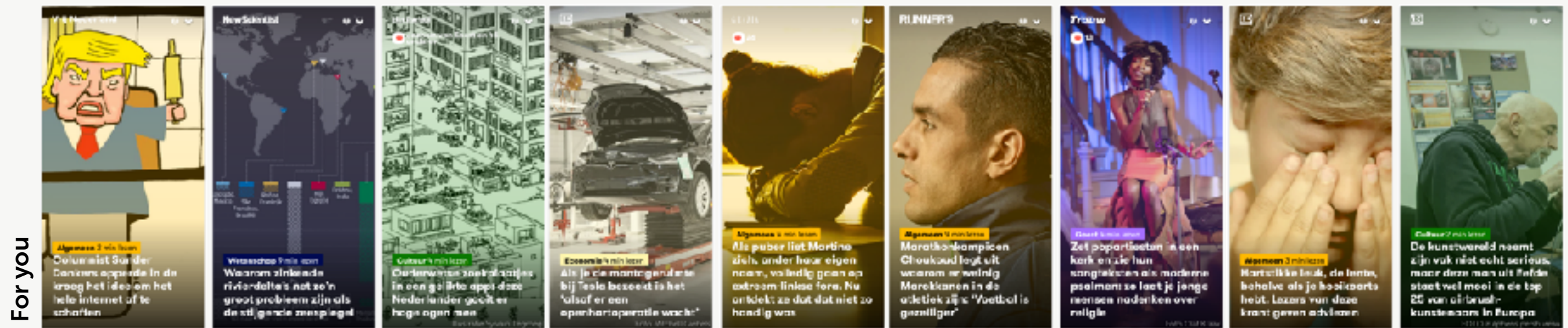
Author weight

Subject weight

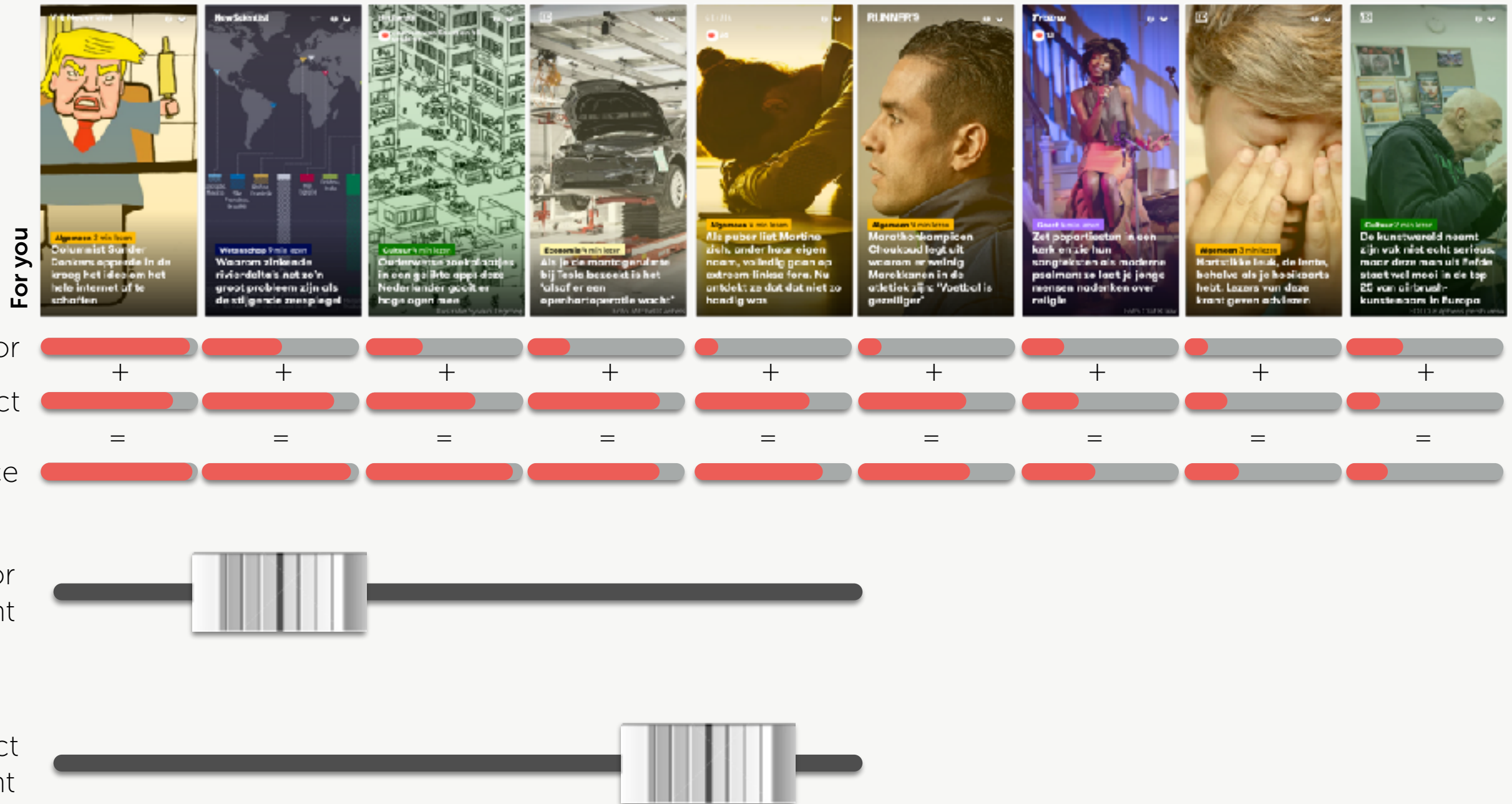
How we personalise



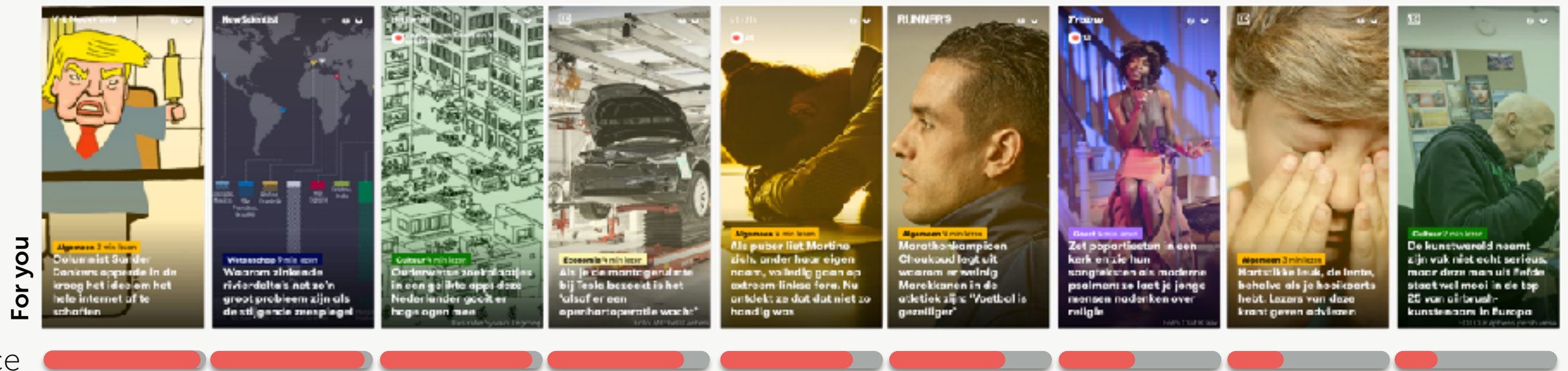
How we personalise



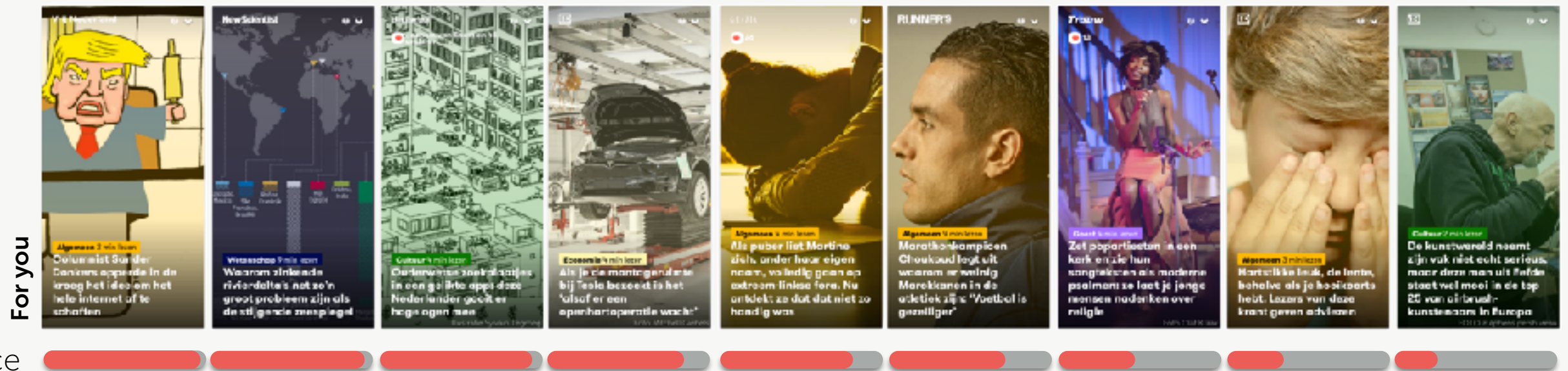
How we personalise



How we personalise

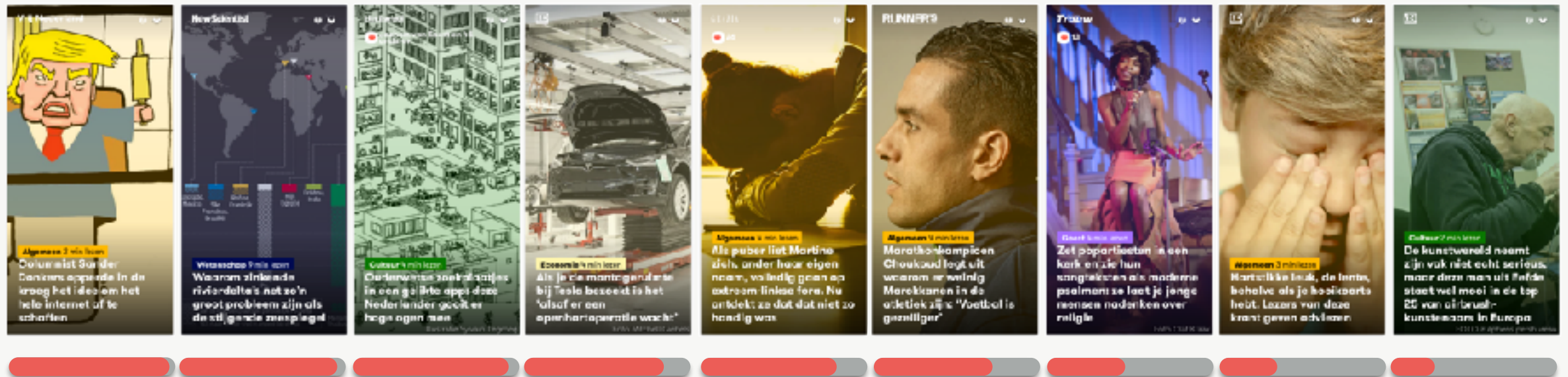


How we personalise



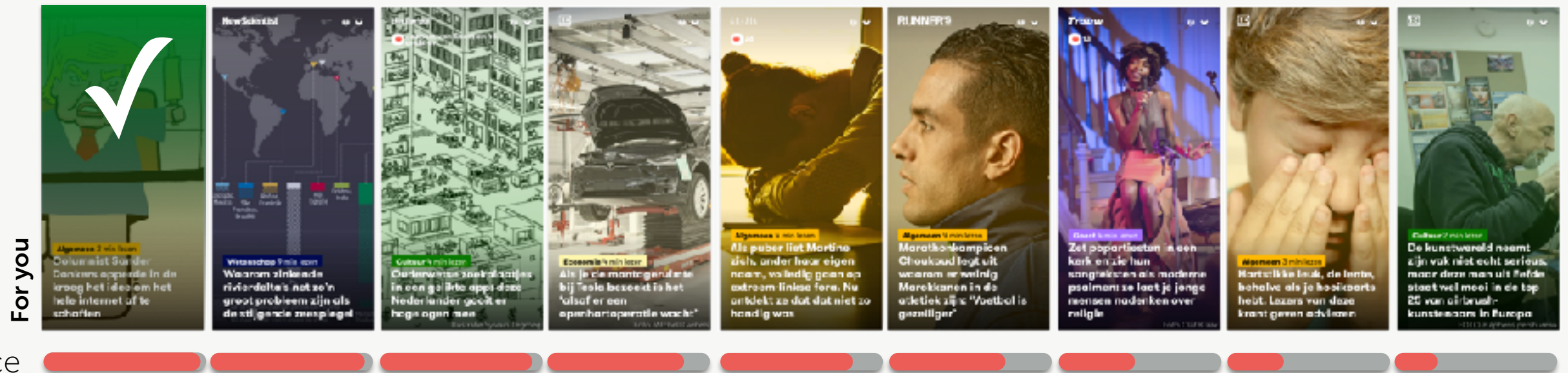
How we diversify

For you

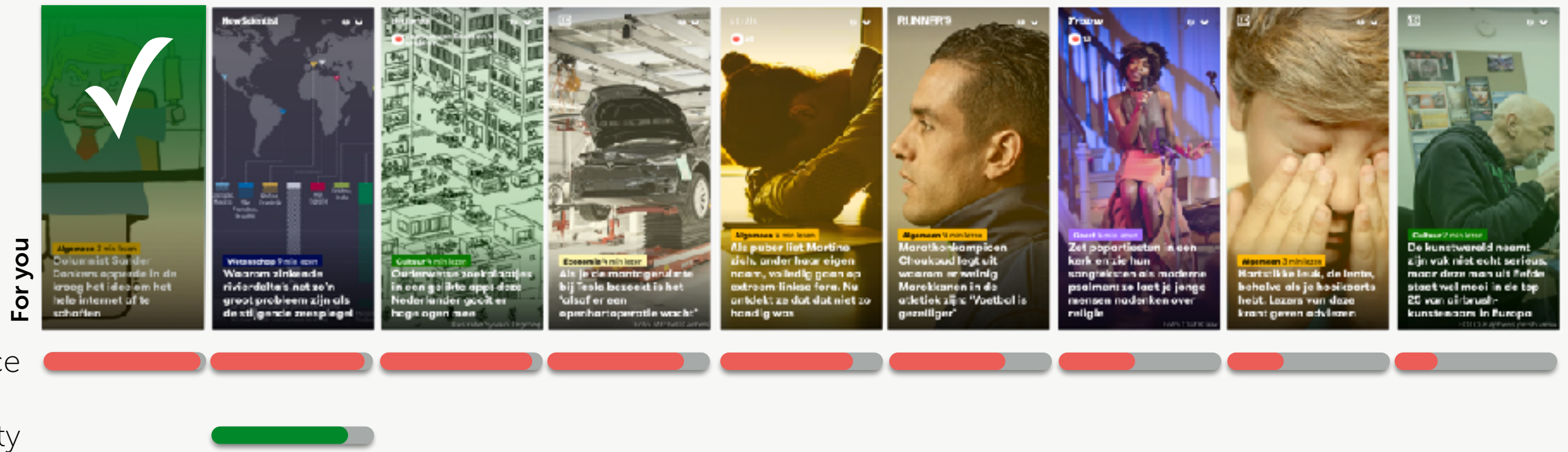


Relevance

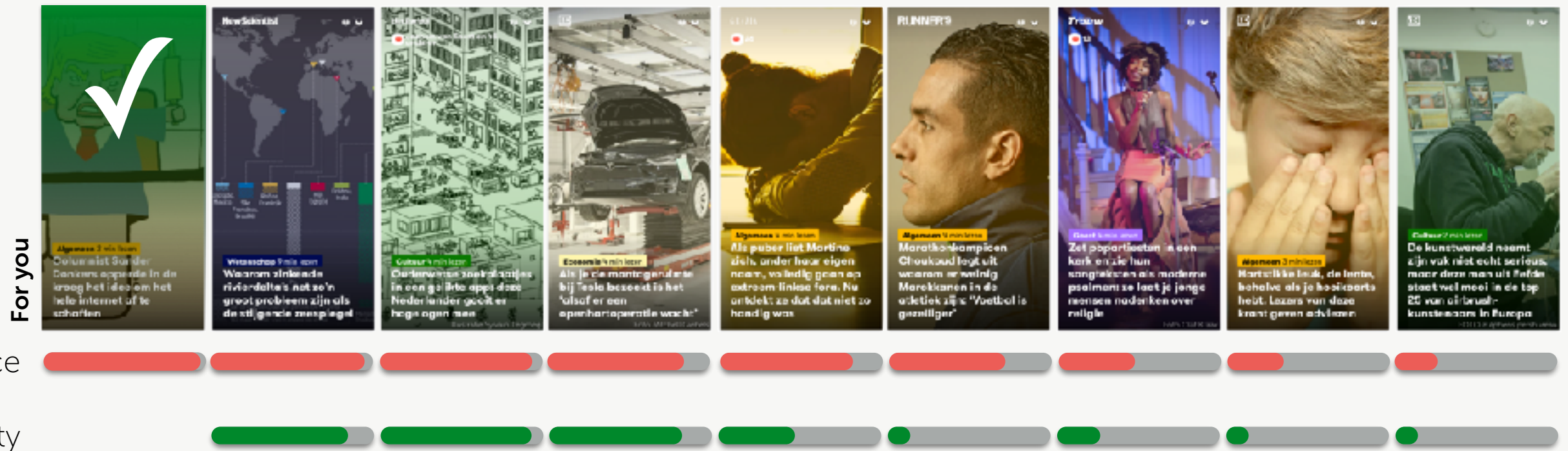
How we diversify



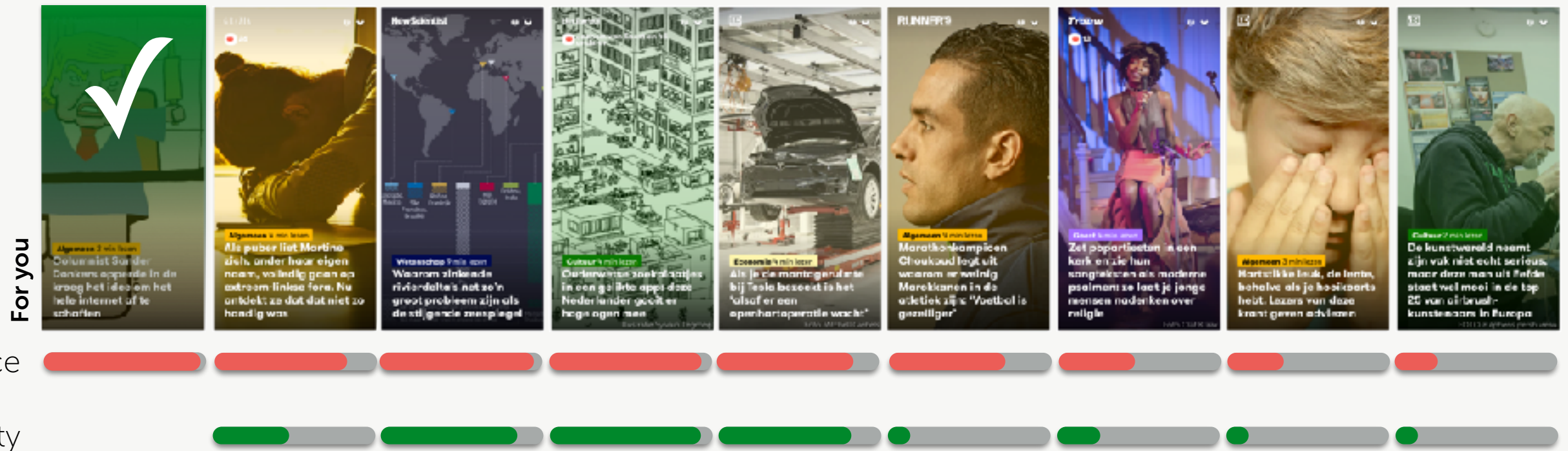
How we diversify



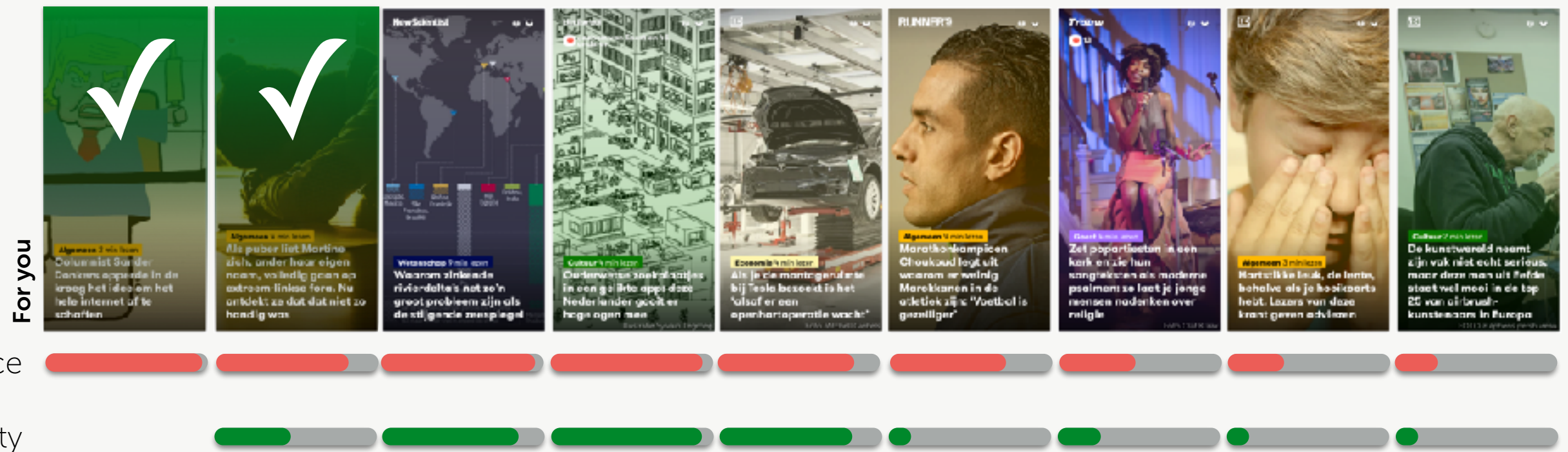
How we diversify



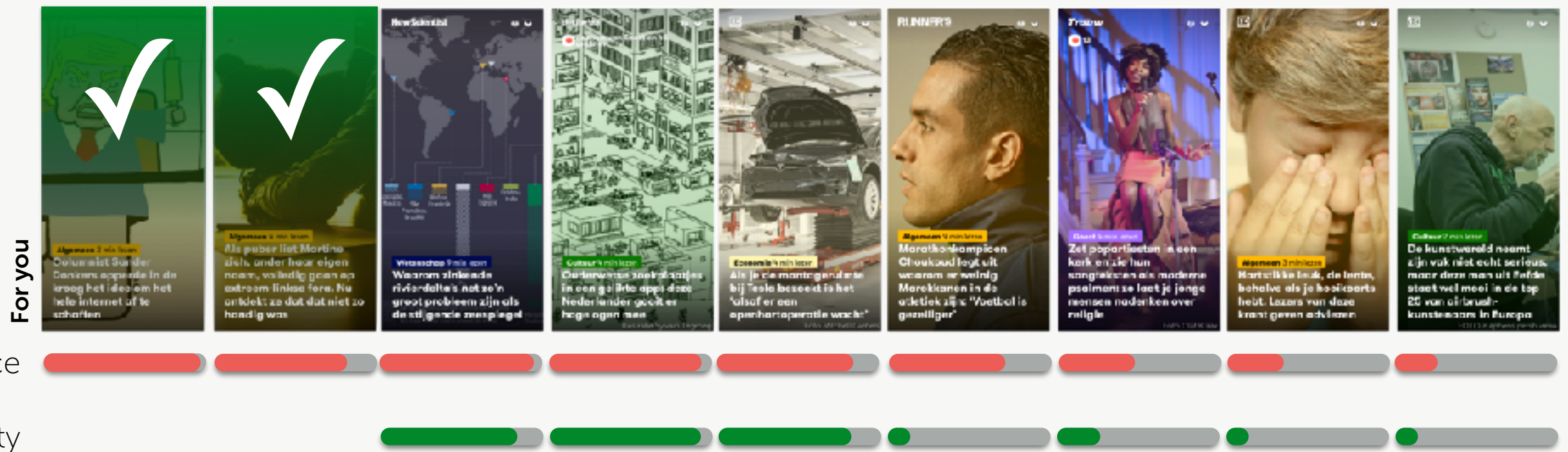
How we diversify



How we diversify



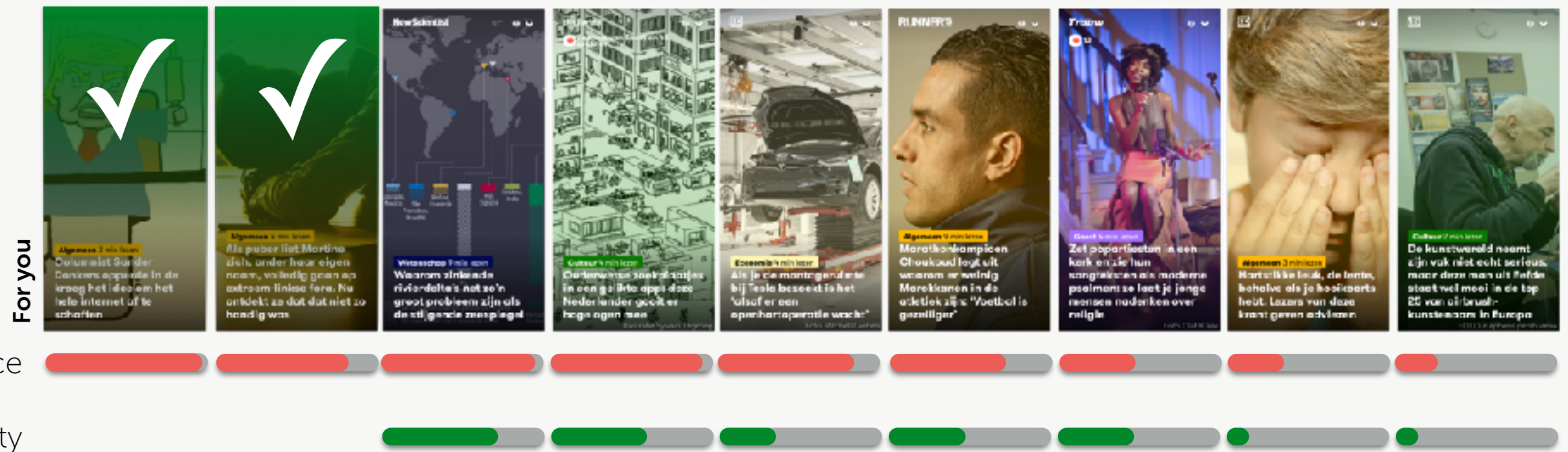
How we diversify



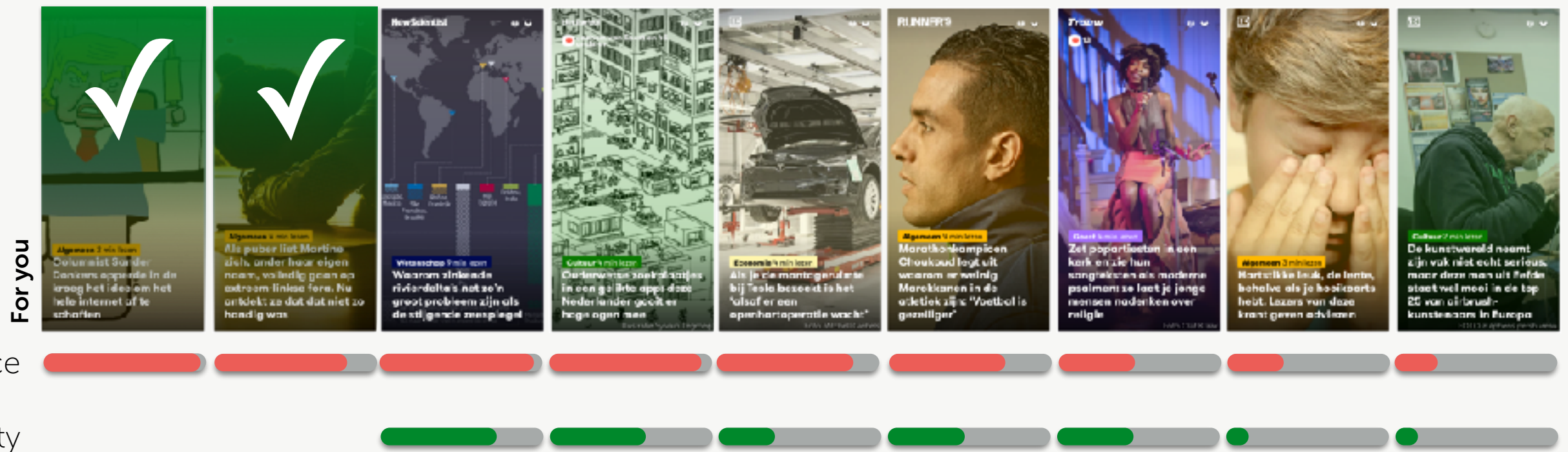
Relevance

Similarity

How we diversify



How we diversify



How we diversify



How we **diversify**

For you



How we diversify

For you



How we diversify

For you



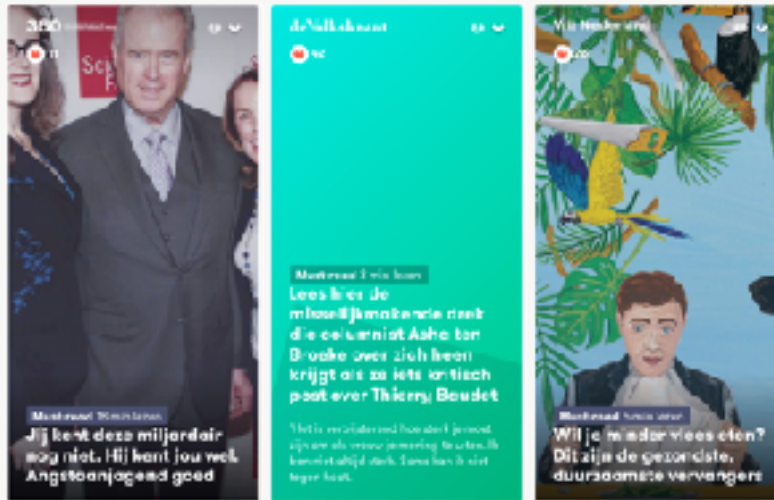
How we diversify

For you



How we diversify

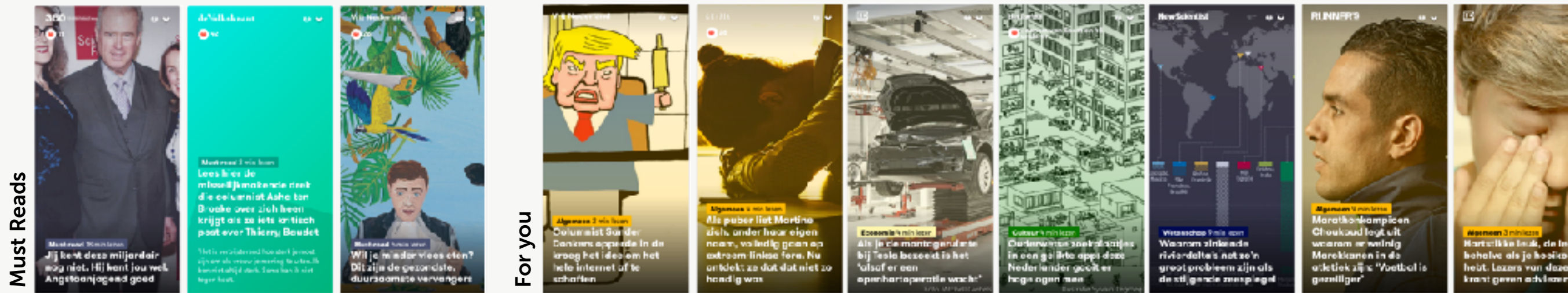
Must Reads



For you



Making and Breaking Bubbles



» Making Bubbles

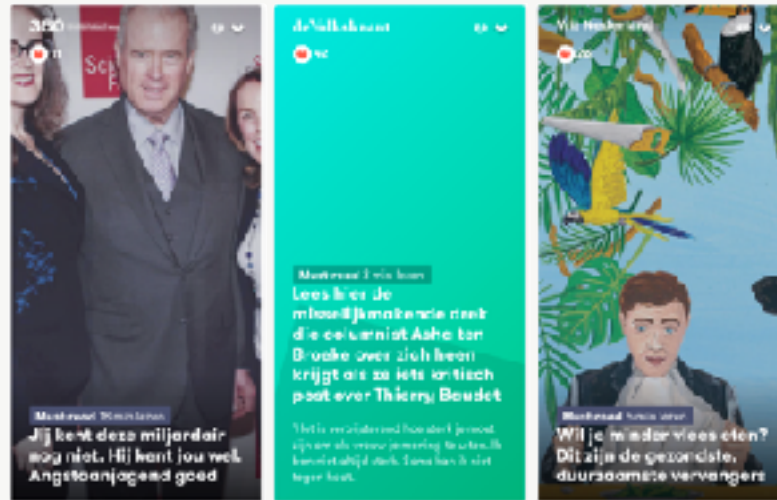
- » Onboarding
- » Reading history
- » Explicit feedback

» Breaking Bubbles

- » Editorial selection
- » Must reads
- » Diversification
- » Little (no) popularity

Blendle and Bubbles

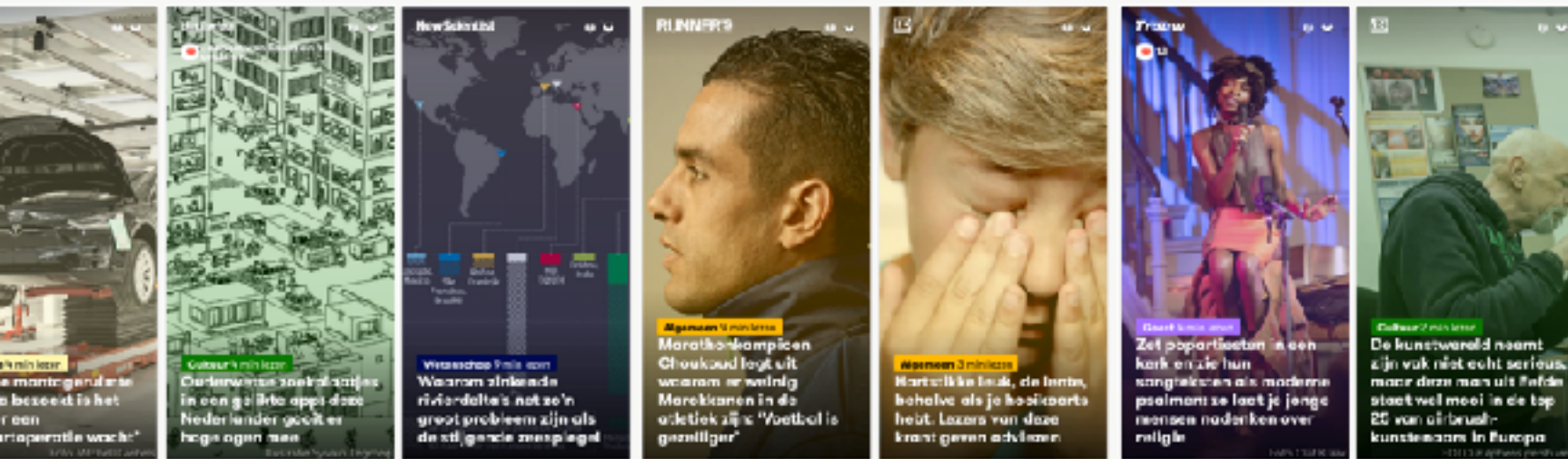
Must Reads



For you

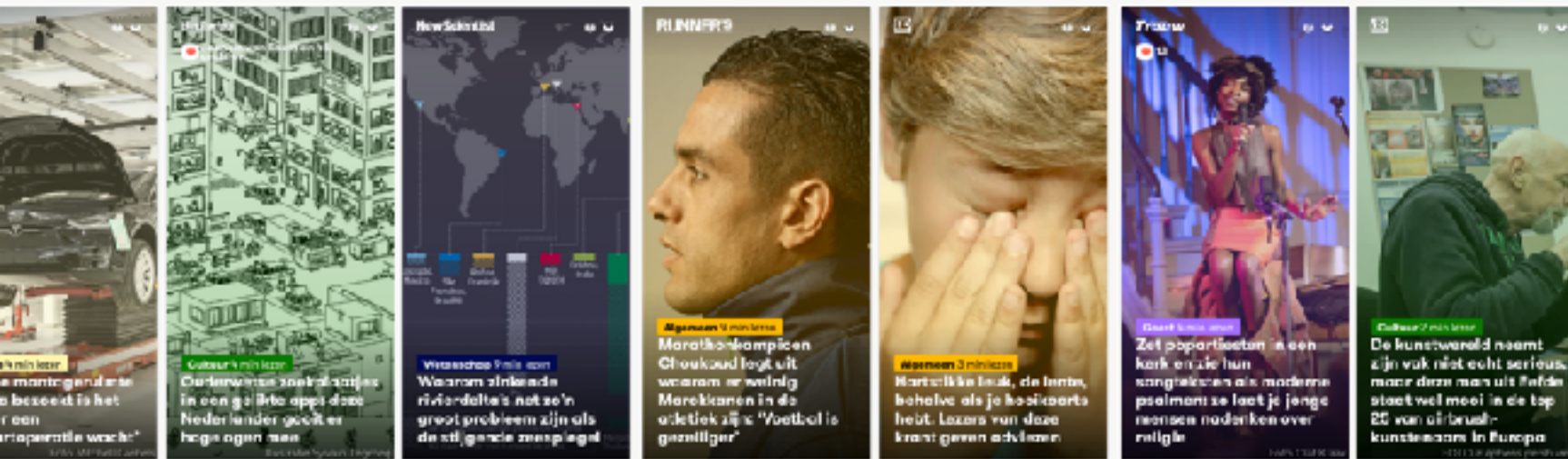


Your Bubble

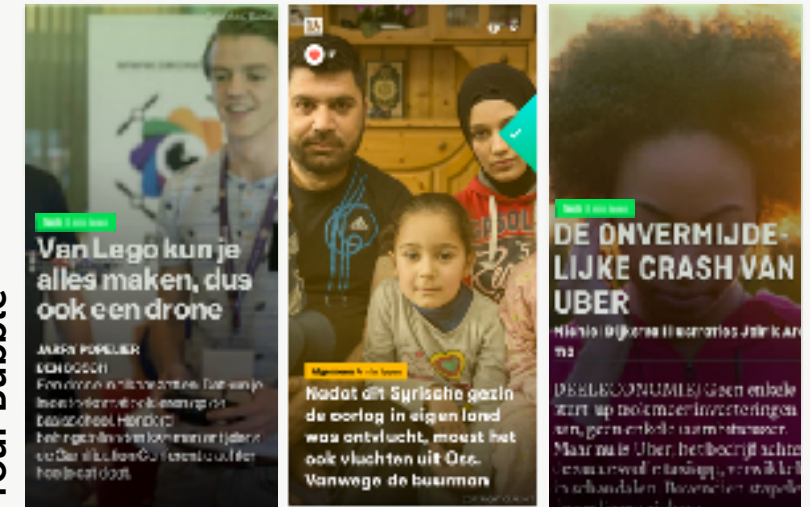


Your Bubble

Your Bubble



Your Bubble

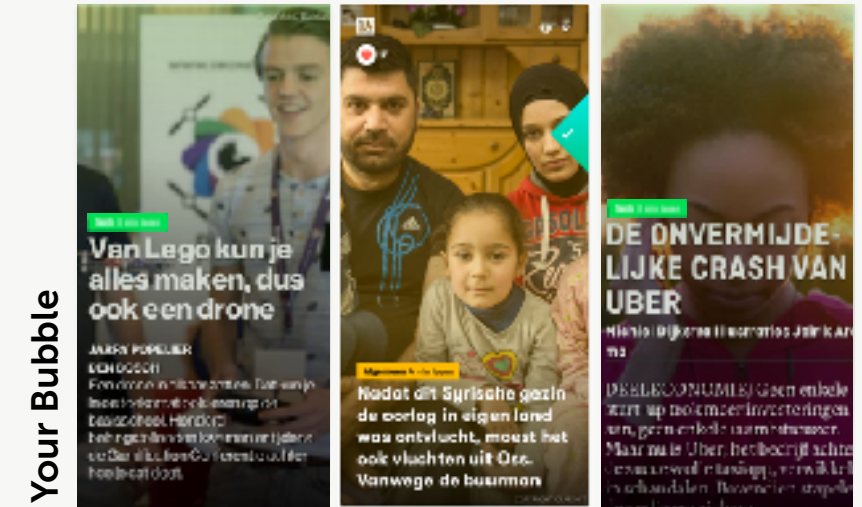
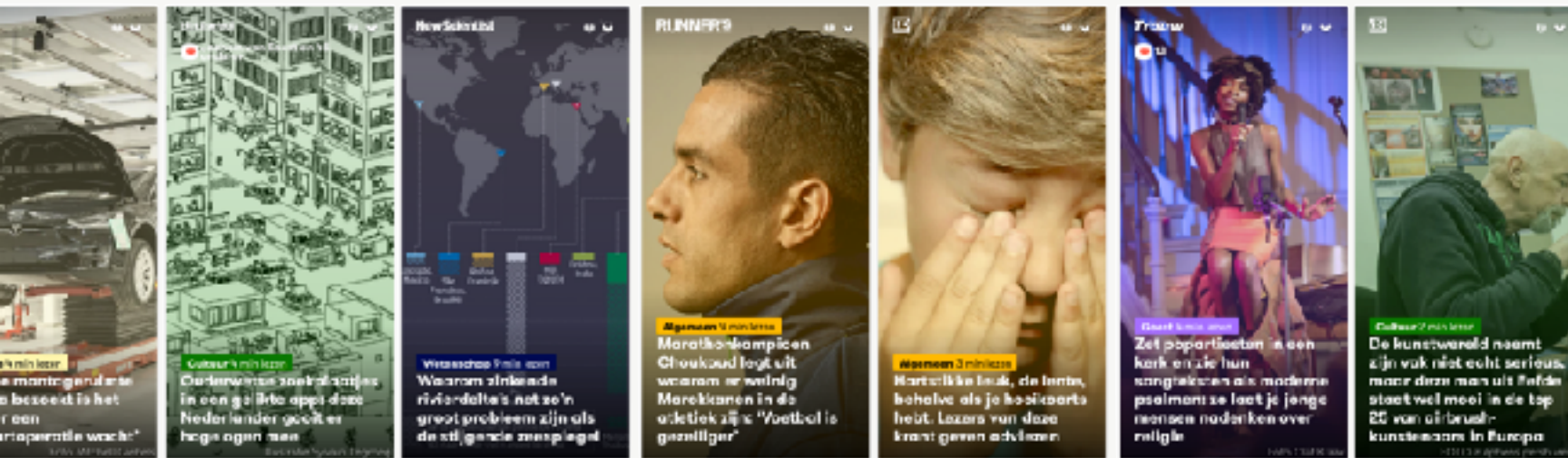


niche

local

niche

Your Bubble



niche

local

niche

» **Niche** bubbles

» Very specific interests

» Localised

» Personalised surprise



Blendle Recommendations



Sign of Time #14: Digital Consciousness
Anne Schuth, data scientist



Blendle



@anneschuth