Group Recommendation for Smart TV

Motivation
- Increasing popularity of smart TVs and huge movie databases
- Large offer, but users usually see only few items per session
- Users can't find interesting items because of the amount of content available
- Todays' user models don't capture user's preferences enough
- Lack of approaches for group recommendation

User Model
- Novel vector model enhanced by vector personalized weights
- 2 level preference modeling
- Vector preference (e.g. directors or genres preference)
- Element preference (e.g. tarantino, sci-fi preference)
- Domain independent concept (by replacing domain specific vectors)

Results
- Novel user model outperforming the state-of-the-art approaches
- Hybrid recommendation method for single and group of users
- Increase precision of recommendation in comparison with collaborative and content based approaches
- Best improvement obtained in Precision@1 (optimal for multimedia domain)
- Evaluation performed over standard datasets (comparison to state-of-the-art)