

CPN

make your news stories stand out

The Goal

Europe's media market is a trove of cultural diversity offering millions of news items every day. How do you match those items to the millions of people out there? The Content Personalisation Network project (CPN) builds a new, trustworthy approach to personalise digital news content, delivering the right information, at the right time, in the right context.

Tackling 5 personalisation challenges:

- 1 Rebuilding trust in personalisation
- 2 Personalisation without reinforcing echo chambers and filter bubbles
- 3 Integrating the particularities of news stories into the personalisation algorithms
- 4 Developing a personalisation platform for different news organisations, large and small
- 5 Future-proofing news personalisation in a constantly changing environment

The Recommender

The overall goal is to identify the necessary features for trusted personalised news offerings and showcase them in a prototype available for testing by both content producers and end users.

The first CPN prototype is an open virtual platform with three tabs:

- **Most popular** - the most important content for users of the particular news outlet
- **Latest news** - This stream contains all news in chronological order, with the latest news on top
- **Personalised** - the most relevant content for the user

Technical partners ATC Innovation Lab, Engineering Ingegneria Informatica SPA and Livetech, with the expertise of Digital Catapult, are building something that's technically cutting edge.

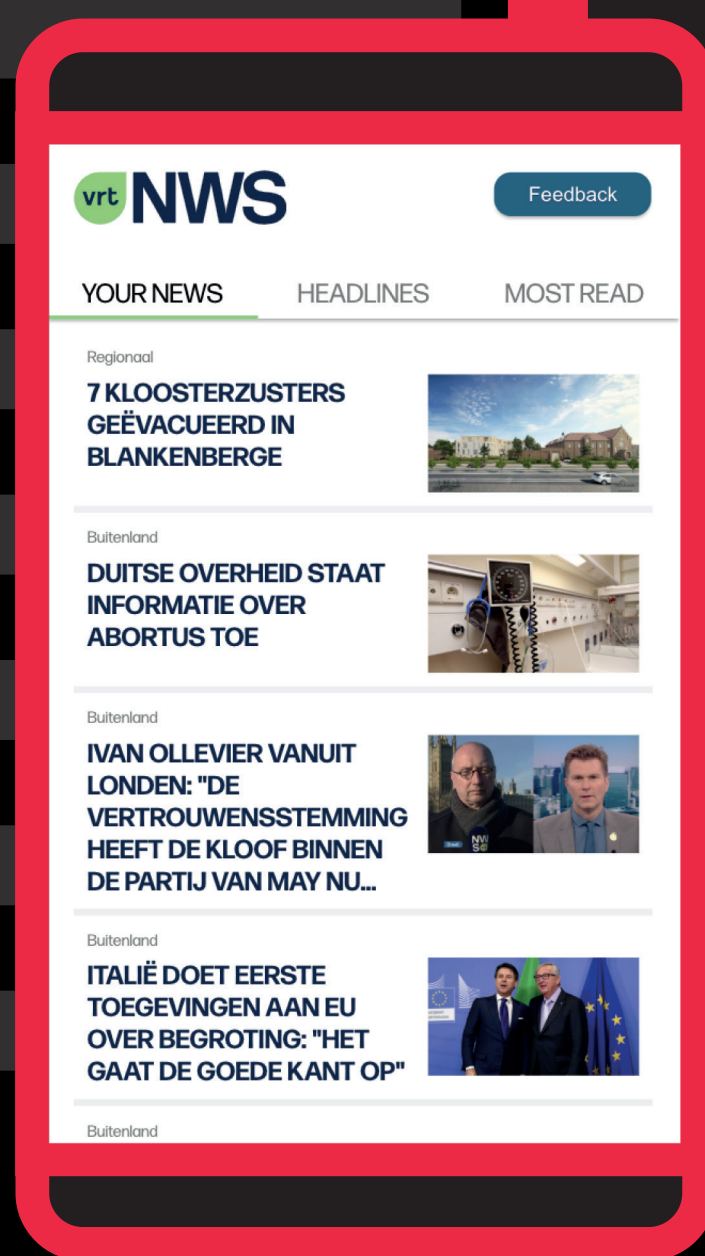
Using Blockchain to respond to privacy requirements and GDPR, and Machine Learning to allow for continuous improvement of the personalisation algorithms.

In addition to developing a functional CPN prototype, the technology partners are researching the potential of smart speakers, content adaptation and highly contextual datasets to future-proof the platform.

The Pilots

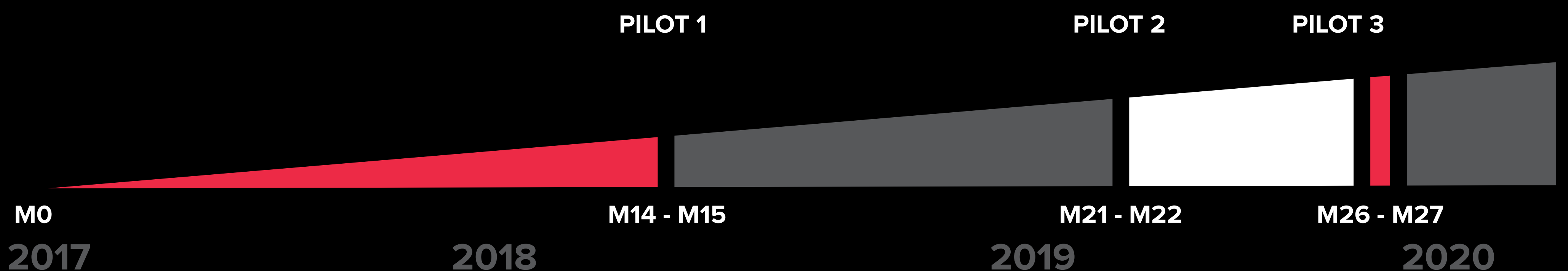
The CPN recommender will be iteratively tested and validated in operational real-life environments in the three different pilot countries: Belgium (coordinated by VRT), Germany (Deutsche Welle) and Cyprus (DIAS). This will be done in three different stages and will include a larger number of users as the maturity of the developed proof of concept increases.

The first pilot was organized in October - November 2018, engaging almost 100 end users. In 2019, two new pilots will be set up with more end users and involve media companies outside of the consortium.



START

LAUNCH



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 761488