CPN
Content Personalisation Network

BACKGROUND

Europe is scattered with media companies that represent a broad spectrum of cultural diversity. On a daily basis, millions of news content items have to find their way to millions of users.

The CPN project takes up the challenge of developing a new approach to personalise daily digital content, allowing both large and small media companies to better target their stories to media consumers.

As a media consumer, you will be able to better receive news, in the right format at the right time, and in a fitted context.

OBJECTIVES

○ Enhance personalised and context aware recommendation services for news content by making use of advanced modelling and social engineering.

○ Provide media stakeholders with media-centered cross-platform distribution channels and services that provide actionable insights into their audiences, consumption patterns and business goals.

○ Improve the user experience by enabling a personalised news offer that is contextualised to the particular situation and preferences of the media consumer.

APPROACH

CPN will build an innovative virtual open platform with pluggable services allowing both large and small media companies to effectively personalise their content distribution. It will organise large-scale piloting activities with different media organisations and integrate the virtual open platform with their existing operational infrastructure.

CONTACT

✉ contact@projectcpn.eu
🌐 www.projectcpn.eu
🐦 @project_cpn

Visit our website!