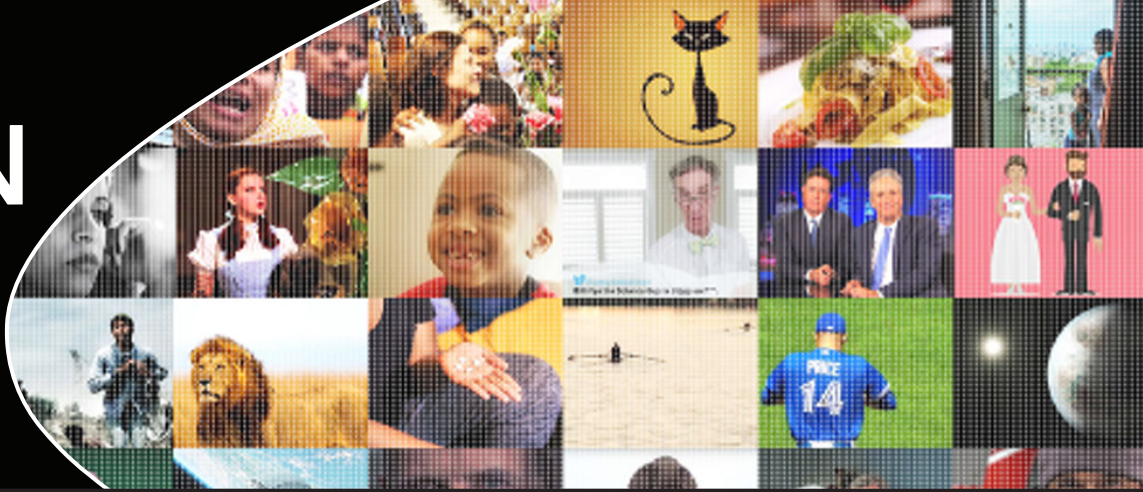


VUBBLE INNOVATION HIGHLIGHT



COMPANY OVERVIEW

Vubble focuses on getting the right content in front of the right audience at the right time. Their product helps organizations engage audiences and drive business using a mixture of artificial intelligence and human editing. Being a media technology company, Vubble curates, assesses, and distributes personalized solutions for organizations and media outlets looking to promote video content.

LOCATION: WATERLOO, ON

TECHNOLOGY



Data Centre and Cloud

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WHAT CONTENT IS BEST FOR YOUR AUDIENCE?

Within the marketing and media industry, finding content for your market to engage with can be a difficult process. Rather than guessing what your audience is looking for, content recommendation systems are used to figure out what content will work best with your audience. However, these systems are completely automated by AI and done entirely by machines, leaving organizations little control on what the algorithm recommends. Without access to changing the algorithm, the recommendation system spits out biased results not focusing on the users target audience and leaving generic results.

A NON-BIASED CONTENT RECOMMENDATION SYSTEM

Looking to provide more than just a basic content recommendation system, Vubble focuses on providing personalized experiences for their user's audiences. Vubble reduces the bias, defining videos that match an audience member's profile and also videos that would appeal to someone different than that particular person. Using its machine learning algorithms, Vubble also critiques videos based on sources used, citation/data, emotion, presentation, and author credibility to determine an overall rank of the video content created. Vubble isn't just a team of AI experts either. With seasoned Canadian media executives on the team, Vubble provides a blend of journalists who are trained in creating and assessing information to provide the best results.

HANDLING LARGE AUDIENCE LOADS AND DISTRIBUTION WITHIN THEIR AI

Vubble came to CENGN to load test their platform, seeing if it could scale to handle large audience loads within their machine learning recommendation system and distribution products. Load testing was also crucial to understand their future server costs to accurately price Vubble's products. While at CENGN, 4 load test scripts were run on 8 servers with different configurations. Vubble validated that the performance of the system was expected and established the maximum load of users that can be served by the solution. Vubble also tweaked their software to make it more efficient – processing high volumes of simultaneous videos recommendations within seconds.

“The load testing identified improvements of our code that lead to better overall performance and higher load capacity (arrival of new users, addition of new videos).”

**Katie MacGuire, Co-Founder
Vubble**

