# Thursday Afternoon Is Most Popular Time To Search For Film, Game and Music Recommendations

Submitted by: Media Jems
Wednesday, 22 June 2016

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Recent research by entertainment recommendation app itcher (http://www.itcher.com) has revealed that the biggest spike for film, book, music and game searches takes place on Thursday afternoon between 3pm-7pm, suggesting many users are planning their weekend entertainment a day early AND during working hours!

Itcher is an exciting new community-driven app that provides users with accurate, personalised film, book music and game recommendations, making it perfect for planning entertainment at the weekend. So perfect it seems, that 5x as many searches took place on Thursday at 3pm than on Wednesday at the same time, indicating that many working folk could be in need of that ‘Friday Feeling’ a little earlier than scheduled!

For those who are new to itcher, the innovative app cleverly taps into its passionate community by matching their taste profiles, helping users find what they’re looking for no matter how varied their interests.

Whilst most online entertainment services have their own ‘similar to’ recommendations, they’re not always accurate, meaning users can easily waste their time and money on something they don’t end up enjoying. itcher makes suggestions based on the tastes of users that like the same things – rate a few titles and it matches your interests to others to find the musical artists, films, videogames and books that you’re yet to discover.

Recommendations are personalised to each user, and suggestions begin after rating just five titles – just by telling itcher which films, books, music, and games you love, and which ones you hate, and your profile will start building.

No surprise then that many users are seeking inspiration on itcher ahead of the weekend, although not sure their bosses will be too pleased!

ENDS

EDITOR’S NOTES

ABOUT ITCHER:

Key Points

- Your first recommendations in less than 60 seconds
- Over 3.7 million titles to explore
- The more you rate the better your recommendations get!
- Found something you like? Check out trailers, cast, reviews, ratings, similar titles and more
- Save titles you want to watch, read, listen to or play later to different lists
- Follow users with similar interests

- App available on iOS & Android platforms

More Info:

itcher is a film, book, music and game recommendations app which uses the power of its community to provide personalised recommendations. The itcher community is growing quickly, with over 75k users signing up in the first three months of 2016 alone.

itcher co-founder Daniel Rovira was born in Stockholm, Sweden, and holds a MSc in Economics. Before becoming an Internet entrepreneur in 2008, Daniel spent 6 years advising tech, media and telecom companies at Goldman Sachs, a bank.

The itcher team is based in London, UK.

For all press enquiries, images or interview requests, please contact Stuart Robinson at Media Jems on 01603 743 363 or stuart@mediajems.co.uk.



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