

How to get the X-Factor – Boffins discover the winning formula of songs

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TheFilter.com mashes judges' tastes to find out the songs which pave the way to X Factor glory

Friday, November 21 - Computer programmers working for the entertainment recommendation website TheFilter.com (<http://www.thefilter.com>) say their new hi-tech "taste mixer" has produced an accurate list of songs that would help an X Factor (<http://xfactor.itv.com/>) finalist guarantee a wink from Simon and a tear from Cheryl.

The free web-based service backed by Peter Gabriel used complex mathematical algorithms and the musical tastes of judges Simon, Cheryl, Louis and Danni to come up with an intriguing list of songs and artists, which could potentially guarantee a finalist a place in X Factor history.

The songs are:

The Beatles - Norwegian Wood (This Bird Has Flown)

Samantha Mumba - Baby, Come On Over (This Is Our Night)

Michael Buble - You and I

Elvis Presley - Heartbreak Hotel

Mandy Moore - Only Hope

Nat King Cole - Too Young

Backstreet Boys - Quit Playing Games (With My Heart)

Will Young - Leave Right Now

Kelly Rowland - Stole

The Filter's CMO & resident Reality TV addict Andy Semple comments; "While developing the taste mixer tool, we thought we'd play around with the X Factor judges' differing influences and see their perfect playlist. While we weren't surprised to see Will Young & Samantha Mumba come out in the mix, there were some interesting results – perhaps Daniel or Laura from the week before could have survived and won the support of Simon and Louis if they'd been allowed to sing a Kelly Rowland song or even a Nat King Cole hit."

The 'Taste Mixer' is the latest in an exciting range of features being released by The Filter to continue helping their users to discover new entertainment and wade through the growing amounts of digital media available on the internet.

About TheFilter.com

The Filter is a personalised content filtering system that aggregates entertainment and information and connects users to content that reflects their tastes and moods. The developers behind The Filter are world leading British software company Exabre. They are backed by high profile investors, including Peter Gabriel's Real World Group and Eden Ventures.

The Filter has been downloaded in 164 countries. Its database currently includes over 5m songs, 330k movies and more than 50m individual purchases and playlists.

The Filter works by using Bayesian mathematics. It was developed by Martin Hopkins, a physicist who was struggling to manage his growing digital music collection.

www.thefilter.com

For more information on TheFilter.com, the taste mixer or to request an interview, contact:

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