

Peter Gabriel-backed recommendation engine strikes new partnership with DVDPPost

Submitted by: The Filter

Thursday, 30 April 2009

The Filter has agreed a new deal to provide the online DVD rental service with a unique recommendation tool to foster movie discovery.

Bath, 30th April 2009 - The Filter, the personalised recommendation engine and the vision of Peter Gabriel, the Grammy award-winning artist and digital media pioneer, is today announcing an agreement with DVDPPost, the leading online DVD rental service in Belgium. This brand new partnership sees The Filter's cutting edge discovery engine - based on an advanced algorithm derived from Bayesian mathematics - providing DVDPPost's customers with highly personalised movie recommendations.

"At DVDPPost we recognise how critical it is to build user engagement and connect our customers to the movies they want to watch. With a library of over 22,300 movie titles, which is seeing continual growth with every new release, the choice of movies is at risk of becoming overwhelming for our subscribers." said Pierre Demolin, CEO of DVDPPost. "The Filter's technology is the perfect solution to these business challenges, allowing us to deliver a personalised service to our users, which will in turn, increase user satisfaction."

David Maher Roberts, CEO of The Filter adds, "I am delighted to be able to add DVDPPost to the growing list of partners who are using The Filter's proven and advanced engine. The objective here is to maximise customer satisfaction from an ever-increasing catalogue of content – something that The Filter was built to do. We're excited that they've decided to adopt our advanced filtering tools and believe the service will see measurable engagement results in the coming months. Clearly, more and more businesses are becoming aware of the revenue benefits of implementing recommendation and content filtering solutions. In addition to today's announcement, we have a number of trials running with global digital content businesses and we expect to announce a number of new and exciting partnerships throughout 2009."

About The Filter

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

The Filter's recommendations reach 15m unique users a month in 164 countries via its partners, website and desktop application. Its database currently includes over 7 million songs, 477,000 artists and more than 400,000 movies.

The Filter works by using Bayesian mathematics. When The Filter is supplied with one or more item of interest, such as a song, actor, movie or web video, it delivers a pick-list of items that are statistically relevant by order of probability. It was developed by Martin Hopkins, a physicist who was struggling to manage his growing digital music collection.

www.thefilter.com

About DVDPPost

Established in 2002, DVDPPost is an online DVD rental service offered by Home Entertainment Service SA.

DVDPPost is in the top 4 of DVD operators in Europe, servicing Belgium, Luxembourg, the Netherlands and Northern France. It has a catalogue of over 22,300 movie titles available and adds around 1,000 new titles every month. It currently ships more than 60,000 DVDs every month and covers 20,000 subscribers.

Committed to making DVD rental easier and faster, DVDPPost was founded by Pierre Demolin and Bernard Wilmet.

www.dvdpost.com

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Date: 30th April 09