

Criticker.com Introduces Tagging

VALENCIA, SPAIN (September 30th, 2008) – Criticker has announced a new feature which allows users to tag movies at its popular film recommendation website, Criticker.com. Tagging had been one of the most frequently requested enhancements among Criticker's users. The changes were introduced without fanfare on Tuesday, September 23rd.

Home-Grown, Intelligent Software

The system Criticker uses for tagging was developed in-house from the ground up. By employing a number of safeguards, an algorithm to remember mistakes and typos, and strict moderation, Criticker's tagging system seeks to avoid the problems which afflict many similar systems, such as invalid or duplicate tags, and abuse of the system. “We looked into a number of third-party solutions”, says Michael Powell, Criticker's co-founder and head technical engineer, “but in the end decided it would be best to develop an entirely original system for Criticker.com. What we came up with allows trusted users to quickly create new tags, add films to existing tags, report on mistakes, and initiate contact with each other.”

Rapid Acceptance

Although the changes were introduced quietly, Criticker's users leapt upon the new functionality without delay, adding hundreds of tags and thousands of film associations within the first week. “We were pretty astonished”, confirms Michael Powell. The tags Criticker's users have come up with run from Oscar Winners to collections of zombie or time travel movies. Powell adds that “the extent to which it deepens the experience of using Criticker is difficult to overstate”.

About Criticker.com

Utilizing home-grown and innovative matching algorithms, Criticker.com supplies thousands of registered users with personalized recommendations on tens of thousands of films every day. Criticker offers an extensive collection of films and broad range of features and possibilities for interactions completely for free to its users. A privately run partnership, Criticker was founded in 2004 by Michael Powell (USA) and Juergen Horn (Germany), and is currently based in Valencia, Spain.

Press & Marketing Contact

Juergen Horn
C/ Cruz Nueva 4, pta 4
46002 Valencia, Valencia, Spain
+34 634 780 131
jhorn@criticker.com