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**From:** The Filter  
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## ***The Filter adds former Google CIO Douglas Merrill to its Board of Directors***

*Merrill to capitalise on The Filter's recent growth as the company broadens its position as the leading provider of world-class recommendations and relevance systems to third-party content publishers and aggregators*

**(New York, NY) February 9, 2010** – The Filter, the global leader in recommendation and relevance services for leading entertainment brands and the vision of Grammy Award winning-musician and digital pioneer, Peter Gabriel, today announced the appointment of Douglas C. Merrill to its Board of Directors. The author and former Chief Information Officer and Vice President of Engineering at Google Inc. will bring extensive experience in search and discovery products to The Filter as the business continues to expand its white-label content relevance platform.

In the past 18 months, The Filter has been advancing its software-as-a-service (SaaS) solution, optimising the management and delivery of entertainment content for a growing global network of customers including publishers, content owners, distribution platforms and aggregators. Merrill's appointment comes as The Filter plans to strengthen its recommendation and relevance offering and its existing global customer base.

The Filter's world-class recommendation and relevance technology has been proven in commercial environments for more than 5 years. Through its network of customers, The Filter now reaches over 85 million unique users a month and delivers over 1 billion API recommendation calls per month. The leading provider of recommendation and relevance systems has a proven track record of delivering uplifts of 20-100% in key consumption and engagement metrics.

“What I love about the Filter is they're solving the right problem at the right time,” said Douglas C. Merrill. “The volume of content online makes finding any particular piece of information increasingly more difficult. The Filter analyses user data and behaviour to provide measurably better, more relevant recommendations.”

“We're thrilled that Douglas has joined our board,” adds David Maher Roberts, CEO of The Filter. “We value his breadth of technical and strategic expertise and his help will also be important in driving forward The Filter's aggressive plans to expand our platform and increase our global operations during the coming months.”

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## **About Douglas C. Merrill**

Dr. Douglas C. Merrill is the author of “Getting Organised in the Google Era: How to Get Stuff Out of Your Head, Find It When You Need It, and Get It Done Right”, a book on personal and workplace organisation, due out in March of 2010 from Random House.

Previously, Merrill was Chief Information Officer and Vice President of Engineering of Google Inc. where he held direct line accountability for a team of 1,500. Merrill oversaw all aspects of internal engineering and technology, as well as end user security, and customer billing and revenue systems. Merrill led multiple strategic efforts including Google's 2004 IPO and its related investor program and regulatory activities. He was also responsible for the 2006 launch of Google Checkout, now a multi-billion dollar business. In 2007 he was tasked with leading the turnaround of Google's radio advertising business, which he put back on a growth trajectory, and was asked by Google CEO, Eric Schmidt, to drive Google's strategy and business development activity in the Middle East and sub-Saharan Africa, the two fastest growing broadband populations in the world.

Prior to Google, Merrill served as Senior Vice President and Chief Information Security Officer of Charles Schwab and Co. At Schwab, Merrill was responsible for worldwide disaster recovery and such functions as information security, common infrastructure, and human resources strategy and operations. During his tenure at Schwab, he was a licensed securities broker and principal. Previously, Merrill served at Price Waterhouse LLP as a Senior Manager and led their security implementation practices.

Before entering the private sector, Merrill worked in research and academia. He was an Information Scientist at the RAND Corporation, where he studied topics such as computer simulation in education, team dynamics and organisational effectiveness. He was also a Visiting Scholar at Northwestern University's Institute for the Learning Sciences.

Merrill serves on the board of directors of The Filter, a content recommendation systems company, and advises numerous organisations including Strategic Social, Flexilis, Cornerstone on Demand, and the LA Marathon. He was previously a Director of Elemental Security, Inc. and iMagic Software, Inc.

Merrill holds an MA and Ph.D. in Psychology from Princeton University, and a BA from the University of Tulsa in Social and Political Organisation. He grew up in Conway, Arkansas, graduated from high school at the age of 16, and has five tattoos.

## **About The Filter**

Founded in 2004, The Filter is a global leader in recommendation and relevance tools. The vision of music legend Peter Gabriel, The Filter is delivering proven, measurable results and value to businesses across the content industry.

Through a scalable and easy to implement SaaS (software as a service) offering, The Filter supplies some of the world's largest audio and video publishers and aggregators with powerful and effective entertainment optimisation systems. Today, The Filter is collaborating with Nokia and has a growing portfolio of customers, which include Sony Music Entertainment, thePlatform, We7, DVDPost, and Evolver.net, amongst others.

Using a wide array of statistical and rule based analysis, combined with advanced artificial intelligence techniques, The Filter's sophisticated systems enables digital businesses to deliver the right entertainment at the right time, resulting in uplifts in consumption and user engagement.

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