



Free voting on The X Factor for the first time

Free in-app voting and full digital offering keeps fans at the heart of the show

LONDON, 25 August 2014 - Fans of The X Factor will be able to vote for free for the first time ever in the show's history, it was announced today by ITV, FremantleMedia UK and Syco Entertainment. The official app for the show, available for iOS and Android smartphones and tablets, will give users the opportunity to vote for their favourite contestants, starting from the live shows through to the live finals.

The award-winning in-app voting platform, developed in partnership with Tectonic Interactive and Tellybug, gives fans even more ways to engage with and influence one of the most popular entertainment TV shows in the UK. As part of the core proposition, the app provides exclusive content, quizzes, games, and the new and improved "Fifth Judge" feature, where users can predict which acts will make it through each stage and give real-time feedback on each performance during the show. The app has been downloaded 1.6 million times and is sponsored by Domino's.

The X Factor is already the biggest talent show on social media: 8.5 million likes on [Facebook](#), 5 million [Twitter](#) followers, 87,000 followers on [Instagram](#), and over 2 billion views on the official [YouTube](#) channel. Throughout this series, there will be exclusive behind-the-scenes video content including backstage interviews with the new X Factor online presenter, Luke Franks, and both The X Factor app and the website at itv.com/thexfactor will bring fans the latest news, photo galleries and exclusive backstage access to the judges and contestants.

Ann Cook, Director of Interactive at ITV commented, "Having successfully launched in-app voting for The X Factor last year, we know there's a growing appetite for viewers to engage with the show via a digital platform. The new initiative to offer in-app voting for free centres around our ambition to give viewers new and exciting ways to interact with our shows, and explore how a mixed economy of free and paid voting drives interactive behaviour."

Kat Hebden, Head of Digital, FremantleMedia UK Interactive, added: "We have millions of fans across multiple platforms and every year the digital elements of the show get bigger and better. The introduction of free in app voting on The X Factor will be a real game changer in terms of how people interact with the show and we're looking forward to a fantastic series."

Mark Brittain, Global Head of Commercial, Syco Entertainment, said, "We are constantly looking to innovate around the show. Giving the viewers the ability to vote free through the app will allow

viewers, we believe, an even greater opportunity to interact with their favourite show and, of course, play the hugely important role in deciding the ultimate winner of the series."

The X Factor is produced by Thames (a label of FremantleMedia UK) and Syco Entertainment for ITV.

- ENDS -

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Notes to Editors

ABOUT THE X FACTOR VOTING

- You can vote by downloading the free iOS or Android version of official The X Factor app on your smartphone or tablet
- Clear voting instructions appear within the app
- You can vote a maximum of 5 times within any voting window
- Votes can be used on any one contestant, or combination of contestants

ABOUT LUKE FRANKS

Luke Franks is a TV, radio and online presenter who has worked on CBBC's Pet School, CITV's Scrambled and was the backstage reporter for BBC's The Voice online. In 2012 Luke won the Sony DAB Rising Star Award for his music show on Fun Kids and now presents a Sunday night pop show on The Hits Radio. He is the face of popular blog Maximum Pop interviewing stars such as Ed Sheeran and Ariana Grande and recently hosted Neon Jungle's album launch party for 4Music.

ABOUT THE X FACTOR

The X Factor is one of the most watched entertainment programmes in the UK. Airing on ITV, the UK's largest commercial broadcaster, it was created by Simon Cowell and is owned and co-produced by Syco Entertainment (a joint venture between Simon Cowell and Sony Music Entertainment) and Thames (a label of FremantleMedia UK). The X Factor has been one of the most popular TV shows in the UK since it first aired in 2004. It has won numerous awards including three Bafta awards, numerous NTA awards and the coveted Rose d'Or. The official X Factor website, www.itv.com/xfactor, is produced by FremantleMedia UK Interactive with ITV and is the online home for The X Factor. The X Factor is sponsored by TalkTalk.

ITV PLC

ITV is the largest commercial television network in the UK. It is the home of popular television from the biggest entertainment events, to original drama, major sport, landmark factual series and independent news. It operates a family of channels including ITV, ITV2, ITV3 and ITV4 and CITV which are broadcast free-to-air on Freeview, digital satellite (Sky/Freesat) and cable. ITV is also focused on delivering its programming across multiple platforms including itv.com, video on demand on cable television and other 'closed' platforms, mobile devices and games consoles. ITV Studios produces and sells programmes and formats in the UK and worldwide, and comprises of ITV's UK and international production operations, international distribution, home entertainment, publishing, merchandising and licensing.

FREMANTLEMEDIA UK

FremantleMedia UK is the UK production arm of FremantleMedia, the global production and content business of the RTL Group, Europe's largest television and radio company. FremantleMedia UK comprises a group of labels, producing some of the UK's most successful shows: Boundless, Newman Street, Retort, Talkback and Thames and are now joined by recent

label launch Euston Films. The labels are headed up by some of the UK's leading creative talent including Patrick Holland, Paul Marquess, Jon Rolph, Leon Wilson, Richard Holloway (who is also FMUK interim CEO), Suzy Lamb and Kate Harwood. Across the group the labels provide award winning programming for all major terrestrial, digital channels and digital outlets. With an unparalleled range of programming including: The X Factor, Britain's Got Talent, Celebrity Juice, Take Me Out, Through the Keyhole, The Apprentice, You're Fired, Four Rooms, Grand Designs, Great British Railway Journeys, Never Mind The Buzzcocks, The IT Crowd, QI, National Lottery Break the Safe - the Group has aired over 450 hours of programming on terrestrial TV in the past 12 months alone.

SYCO ENTERTAINMENT

Syco Entertainment is one of the world's leading music, film and television production companies. Responsible for the most successful global TV and music franchises in the world, Syco is the most successful producer of international talent with Syco Music being the UK's number 1 music label for sales and A&R. Syco is label-home for such diverse international recording artists as Labrinth, One Direction, Leona Lewis, Susan Boyle, Sam Bailey, Little Mix, Il Divo, Fifth Harmony, James Arthur, Ella Henderson and Alex & Sierra. Syco's Television assets include the global hit franchises "The X Factor" and "Got Talent."

The Got Talent format is now officially the world's most successful reality TV format, breaking the Guinness World Records title for the highest number of adaptations, having been commissioned in an impressive 58 territories worldwide, which has now already risen to 63. America's Got Talent airs in 193 countries worldwide and was the #1 summer reality series of 2013, maintaining the leadership position it has held with NBC for the last four seasons. The finale of the eighth series of Britain's Got Talent in 2014 had a peak audience of 12.7 million and a 50% audience share with the show maintaining its position as the UK's top-rated Entertainment series. Local versions of "The X Factor" are commissioned in 46 countries and around the world "The X Factor" is now watched by more than a half billion people. Artists discovered by the "X Factor" worldwide have sold more than 160 million records with The X Factor format creating more international stars than any other TV competition singing format - including the world's biggest selling artists One Direction who were put together by mentor Simon Cowell on The X Factor (UK) in 2010.

In 2013 Syco produced its first movie (directed by Morgan Spurlock) the global box office hit "One Direction: This Is Us" with Sony Pictures; an international all access look at life on the road with music phenomenon One Direction. Syco Entertainment have recently announced a development partnership Animal Logic (Lego, Great Gatsby, Happy Feet) to create music-based animated and hybrid animation-live action films with their first project, set for release in 2016, being developed by Sony Pictures Entertainment.

A groundbreaking new music show "Ultimate DJ" was announced in by SFX, T Mobile and Syco in April of 2014. The Syco-created competition series revolves around the booming electronic music culture, showcasing and cultivating fresh new EMC DJ/producer talent and creative event production skills.