

IDIO LAUNCHES PERSONALISED DIGITAL MAGAZINE

idiomag to provide readers and advertisers with next generation content personalisation and targeting

London, UK – 1 November 2006. idio (idiomag.com), a personalised digital magazine that matches quality content and immersive advertising with the interests of the individual, has today announced its global launch. idio offers readers content that is personalised to their individual interests and uses a unique system of weighted tagging which intelligently adapts to readers' interests as they rate the appeal of the content they view.

idio's platform provides highly targeted and relevant content to readers through the use of an individual profile of weighted interests, and gives advertisers the ability to dramatically improve the targeting and effectiveness of their campaigns via non-intrusive, full screen rich-media formats.

idio's virtual magazine format also allows advertisers to take advantage of the traditional CPM print media charging format and combine this with the rich-media and microsite capabilities of online advertising. Advertisers can engage readers in a fully immersive audio-visual advertising experience that can generate greater brand awareness and response rates compared to traditional online advertising formats.

idio has already established key relationships with digital agencies, and according to Andy Chen, Media Strategy Director, Interactive for Carat Digital: "Idiomag is exemplary of the new generation of online magazines – it combines the traditional "pageflipping" excitement associated with magazine reading with the interactivity and rich visual presentation of the digital era."

idiomag represents a real advance in personalisation, combining the categorisation of content with an innovative tagging and weighting system. Having selected from a detailed selection of categories and subcategories, idio then allows readers to weight the relative importance of each of those subject areas in the content that they then view. idio takes advantage of this level of personalisation to serve readers with advertisements

that most closely match their interests. This is supported by recommendations of further content that matches their profile.

Unlike standard RSS feeds and many popular portal techniques, idio provides its content to readers in a high-quality audio-visual virtual magazine format. This media layout enables readers to enjoy content at their leisure as part of a sit-back experience, while also engaging them in the rating process to keep their profile of interests up-to-date.

Advertisers are charged on a CPM basis with revenue shared between content providers based on their content's popularity. This highly innovative business model presents real opportunities for content providers to witness a good return for the popularity of their material, something not commonly seen in the current wave of Web 2.0 sites.

idio is also free to all readers. In order to take advantage of the service readers just need to sign up, create their own personal profile of subjects of interest and then simply log on to access their own high quality copy of idiomag anywhere, anytime. The key content areas at first will be digital design and music although new areas will be added as content contributions grow.

Edward Barrow, Managing Director of idio, commented: "There is so much talent online at the moment, exhibited by the explosion in user generated content and blogging. However much of this talent is still going unrecognised and users often don't see any return from the content they produce. Our unique business model enables content providers to finally share in the revenue generated from their creativity."

Andrew Davies, Marketing Director at idio added, "Advertisers are really looking for a way to tap into the Web 2.0 explosion of creativity. Our personalised approach to both advertising and content means that an advert truly reaches its desired audience. idio's digital format gives advertisers the flexibility to take advantage of a wide variety of creative digital formats from animated graphics to interactive microsites."

idio is the brainchild of Edward Barrow, who attended Warwick Business School's Management Program. Edward met Andrew Davies at Warwick and started up the magazine through a shared interest in the delivery of personalised content on demand.

Whilst with Deloitte Consulting, Andrew has worked with several multi-national Technology and Media companies and also has extensive experience in building online applications and websites for clients ranging from PLCs to startups.

About Idio

Launched in 2006, idio is a personalised digital magazine that matches quality content and immersive advertising with the interests of the individual. This is achieved through a unique system of weighted tagging which intelligently adapts to readers' interests as they rate the appeal of the content they view.

This allows advertisers to improve the targeting and effectiveness of campaigns via non-intrusive, full screen rich-media formats. Advertisers are charged on a CPM basis with revenue shared between content providers based on their content's popularity. For more information visit www.idiomag.com

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