

LISTEN WHILST YOU READ: IDIOMAG RELEASES PERSONALISED MP3 PLAYER

idiomag improves the reading experience by playing a relevant tracklist for each reader

London, UK – 07 March 2008. Today idiomag has announced that it has launched a personalised music player to accompany its online magazine. As well as delivering a relevant blend of articles, videos, and photos to each individual, users will now receive an accompanying playlist of suggested tracks based on the selection of articles that the user is reading.

Previously, relevant music was targeted to each article, but provided users with few playback controls. The new independent player will allow readers complete control over their music experience whilst reading their magazine, with integrated click-to-buy links and optional intelligent-skip functionality: to fast-forward the playlist to the relevant track when the page is turned.

The mp3s are largely aggregated using the popular music search engine Seeqpod, with licensed tracks also coming from 7digital. idiomag will be working hard over the coming months to improve the coverage and quality of the playlists.

idiomag is seeing considerable traffic growth, both at idiomag.com, and through users of its widgets and social network applications. The magazine currently aggregates around 6,000 music articles per month, from magazines, blogs and communities. idiomag's technology then renders the huge variety of content into a consistent and readable mashup, brings in additional content and external links that are relevant to each article, and delivers a personalised blend of content to every reader, based on their interests.

idiomag is a high-quality, digital magazine currently personalised to each individual user's interests in music. It keeps them "in the know" about the artists and genres they love, as well as finding new artists that they might like. It includes feature articles, reviews, galleries and interactive social elements in an engaging format that users can access whenever and wherever they want it. We utilize all the knowledge this generates about our users and their interests to deliver the most relevant experience and to target the most compelling advertising.

To find out more, please view idiomag's 'About' page at <http://www.idiomag.com/about/>

Press contact: Andrew Davies (Andrew.Davies@idiomag.com)