

IDIOMAG OPENS ITS DOORS

idiomag launches an open interface to its personalized publishing platform, and announces large partners

London, UK – 16th December 2008. Today the personalized publishing platform, idiomag (URL: <http://www.idiomag.com>), announces its public Application Programming Interface (API). This allows access to the core capabilities behind idiomag's system and its content archive. Several partners are already using idiomag's data through the API, including entertainment discovery platform TheFilter (URL: <http://www.thefilter.com>), social music community MOG (URL: <http://www.mog.com>), and the leading platform for University websites, Oncampus. This launch makes the same functionality open to the public, so that applications can be built on the rich data sources provided.

The API provides structured access to hundreds of thousands of articles, photos, videos and images for tens of thousands of music artists, as well as use of idiomag's pioneering music recommendation engine. As well as getting recommendations based on artists or genres, the API can generate recommendations based on public user profiles on other large music sites, like Last.fm, Pandora, iLike, and imeem.

Designed initially for use with commercial partners, the API represents a perfect solution for those looking add substance to their destination site, to enhance user experience with supplementary media, or provide personal music recommendation. All relevant standards have been followed; the data is output in a range of useful formats, and the API demonstrates a leading implementation of APML, the emerging open standard for Attention Metadata format which allows for effortless import and export of music taste profiles. Full information is available at <http://www.idiomag.com/api/documentation>

idiomag, founded in 2006, is a platform that automatically creates personalized magazines from aggregated content drawn from a huge range of partners. idiomag's technology transforms the content into an engaging and consistent format, enhances each article with additional media and relevant external links, and delivers a personalized magazine to every reader, based on their interests. The service is currently focused on music content.

idiomag is a personalized content channel, customized to each individual user's interests. Content is aggregated from hundreds of partners, analyzed semantically, and intelligently collated into a coherent magazine format, with a relevant blend of content selected for each user. This creates a quality experience without editors or designers – a very scalable content delivery platform. idiomag.com currently runs 11,000 articles a month about music (although the technology is applicable to all verticals), from publishers including RollingStone.com and Billboard. The platform generates very high advertising rates and metrics, and can be licensed by publishers and brands. The technology is scalable to all publishing verticals, and can be delivered via mobile, RIA, HTML, and desktop applications.

To find out more, please view idiomag's 'About' page at <http://www.idiomag.com/about/>
Press contact: Andrew Davies (andrew.davies@idiomag.com)