

IDIOMAG'S PERSONALISED MUSIC MAGAZINE STARTS "SOCIALISING"

idiomag brings its multimedia music magazine to the masses with extensive social elements.

London, UK – 20 December 2007. Today idiomag has announced that it has launched an innovative social element to its personalised music magazine. The flagship development is a deep Facebook integration which allows idiomag readers to get their personalised magazine within Facebook, view their friends' magazines and grab articles they love, view trends and favourites amongst the idiomag users on Facebook, and submit articles. It is a prime example of how the Facebook Platform can be leveraged to add a deep social element to an external service.

In addition, readers can place an idiomag mini-magazine widget on their favourite social networks (including MySpace and Hi5), on their blog, and on their startpage (including Netvibes and iGoogle). This distributed social network strategy allows readers to get their multimedia magazine on their favourite website and share it with friends, as well as being able to check idiomag.com.

To ensure each reader gets a great range of interesting content, idiomag has vastly increased its content base. As well as reviews and artist biographies, readers now receive relevant music news within each daily edition, video interviews, feature articles, mini-games, and artist spotlights. To complement its current content partnerships with major publications such as Billboard, 365mag and Hip Hop Nation, and popular blogs such as Aurgasm and BlogCritics, idiomag has built up a large team of associate journalists across the UK. This team will cover local music scenes, and provide opinion pieces and feature articles on issues and trends within the music industry.

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

About idio

Launched in 2006, idiomag is a personalised digital magazine that matches quality multimedia content 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. For more information visit www.idiomag.com

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