

THE FUTURE OF THE MUSIC MAGAZINE: SMALL, SEXY AND SOCIAL

idiomag releases personalised multimedia channel across all social networks

London, UK – 22 May 2008. Today idiomag has launched a distributed widget version of its personalised music magazine, aggregating recommendations from friends across all major social networks, and delivering a personalised multimedia channel for every reader – wherever they want to read it.

The way we consume media is dramatically changing. Relevant, engaging and up-to-date content is demanded in the places where consumers already spend their time. idiomag delivers just that, and integrates with the social web to give users more relevant content and an interactive reading experience.

By adding idiomag on their favourite social network, startpage or blog, users get a mashup of the best music content on the web: music videos, interviews, streaming mp3s, gig photos and interactive content, all personalised for their individual taste. Users can share what they are reading with friends, see what their social group is reading, and get recommendations based on their friends' listening habits and idiomag's suggestions. To embed the widget or find out more information, please see <http://www.idiomag.com/widget/>.

idiomag is seeing considerable traffic growth, both at www.idiomag.com, and through users of its widgets and social network applications. The magazine currently aggregates around 7,000 music articles per month, from magazines, blogs and communities, making it one of the world's largest destinations for music news. idiomag's technology then renders the huge variety of content into a consistent and readable mashup, bringing 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/>

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