



Press Release

14 December 2009

The Independent goes live with first white-labelled social event planning tool for brands

London: Independent News & Media has partnered with iome to launch the world's first, white-labelled social event planning tool on The Independent newspaper's website. The service creates new web and mobile revenues for the publisher, as part of its 2010 digital media strategy.

The free-to-access service provides the 10 million monthly visitors to the Independent's website with a useful tool that helps them plan their social lives and make savings via discount vouchers. In this socially-connected world, with demands on people's time and money, consumers want to easily discover new things to do and places to go, find offers and share that information with friends; until now, no one service has been able to provide consumers with an easy way to do so. The iome white-label service fills this gap.

The Independent will generate new revenues through the service, on purchases made through the portal (such as theatre tickets and restaurant bookings) in addition to advertising and sponsorship. And, by partnering with iome, the Independent has been able to go to market with its new branded service in less than three weeks from inception of the project, enabling readers to start using the service in time to organise their Christmas events.

Bill Swanson, managing director (Digital), Independent News and Media (UK) said: "We are very excited to be the first business to launch this service in the UK. It not only enables us to extend our reach to readers, but also to create new revenues via web and mobile. We recognise that consumers are hungry for new ways to organise their social lives through the web – this service is the first of its kind to enable people to organise themselves, make savings and interact with friends in a single location. Plus, the service has the ability to learn behaviour including likes and dislikes, giving us the opportunity to deliver highly targeted services and offers. This is a significant step forward with our digital media strategy for 2010."



Added Phil Eames, CEO, iome: "People like to share information online and there are a plethora of sites out there that help with individual elements. The iome service lets people not only identify what's going on near them, but also access discounts, make bookings, create plans and share them with friends via Facebook and other such sites. It gives businesses the opportunity to develop a better understanding of their consumers, allowing for greater targeted services, content and advertising to be offered in the future."

For further information visit; www.io-me.com or, to see the service in action, visit <http://independent.plotstar.com>.

###

Notes to Editors:

*Audited visitor numbers for the Independent's website in October 2009 have shown that over 9,703,500 unique visitors accessed the site.

High resolution images are available on request.

About iome:

iome provides a digital platform for targeted location-based advertising, discounts and brand marketing. It delivers internet and mobile services that link activities, interests, locations, routes and places so consumers can plan, book, save and share - all based on their preferences and where they are at any time.

The company partners with brands and advertisers, enabling them to offer dynamic digital services to end-users. iome creates new ways for organisations to engage with their customers, develop closer relationships and increase return on infrastructure investment.

iome's services have the ability to capture and analyse user data to provide an increasingly engaging personalised experience for end-users and, in turn, a highly targeted marketing method for advertisers and brands.

The company was created in May 2005 by British Telecommunications and New Venture Partners after five years' development in BT's Research Laboratories. It has offices in London and Ipswich. www.io-me.com

Media Contact:

Peppa Sheridan
Peptalk Communications
+44 (0) 1787 313822
peppa@peptalkcommunications.co.uk

