

 musicmetric

iomart Hosting keeps Musicmetric rocking round the Clock
Music business software company selects iomart Hosting for its platform hosting

Leading UK managed hosting and cloud company iomart Hosting is providing the technical support for one of the music industry's

most valuable resources – the software tools that analyse the online buzz and data generated by recording artists across the globe.



Musicmetric's products allow record companies and recording artists to analyse the musical habits and opinions of millions of music fans, allowing them to be more accurate with their marketing campaigns. iomart Hosting is managing all of Musicmetric's hardware assets in its data centre in central London. From that nerve centre the company's software tools and services use text mining and web crawling to track over 500,000 individual recording artists and 8 million songs, analysing millions of documents and individual data sources per month.

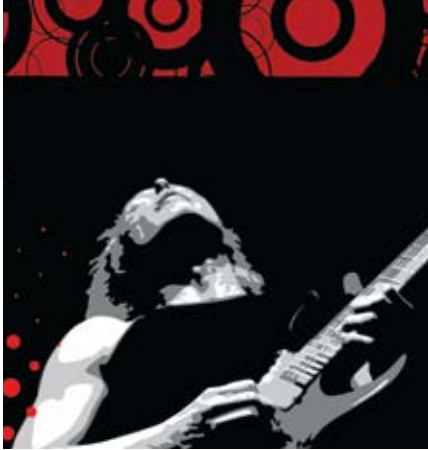
Sarah Haran, MD of iomart Hosting, said:
"Analysing the online real time buzz for

anything, whether its Amy Macdonald's new album or the latest video release from Lady Gaga and Beyonce requires an absolute guarantee about uptime. There is little point in collecting data that is hours old, or that contains gaps; it has to be live and trending. iomart Hosting is delighted once again to be able to demonstrate to companies like Musicmetric, whose work lives or dies by what they do on the web, that we have the technological expertise and capability to ensure a true round the clock service."

A huge amount of data is analysed. Musicmetric processes terabytes of raw text daily and performs opinion mining, classification and influence analysis to generate the derived data which powers its software products. Additionally, the company offers statistical trend forecasting for artists, genres and sales within the mainstream label, indie and unsigned sectors of the music industry. Its customer base includes record labels, A&R, managers, promoters and marketing agencies.

Greg Mead, co-founder & director of MusicMetric, said: *"Just one moment of lost power would mean a significant loss of*





data tracking for us and the start-up time to get our processes going again would be detrimental to our business. With iomart Hosting we have guaranteed uptime, more redundancy and a data centre that's easily accessible with lots of room for future scalability."

About iomart Hosting

iomart Hosting is one of the UK's leading providers of hosting services. From a single server through to private cloud networks, iomart specialises in the delivery and management of mission-critical hosting services, enabling customers to reduce the costs, complexity and risks associated with maintaining their own web and online applications.

By physically owning and managing its own network infrastructure, including five state-of-the-art data centres in the UK, it offers world-beating levels of service to its customers.

**For further details: visit www.iomarthosting.com
or email us at: info@iomarthosting.com Or call: 0800 040 7228**