



**For Immediate Release  
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**IDG's InfoWorld Distributes Podcasts To Mobile Phones Via Mobilcast™**

*Agreement brings daily technology updates exclusively to Mobilcast listeners*

**SAN FRANCISCO, CA AND SEATTLE, WA — March 7, 2006** — InfoWorld, the leading integrated media brand for strategic technology decision-makers, has signed an agreement with Melodeo to make InfoWorld podcasts available over Mobilcast™. Mobilcast is the leading distributor of podcasts to mobile phones. This exclusive agreement lets Mobilcast listeners get technology and technical market updates when they want, on the devices they carry with them all the time.

The InfoWorld Daily podcast expands upon InfoWorld.com home page editor Tom Sullivan's popular Weblog of the same name. Covering "everything you need to know about enterprise technology in five minutes or less," each podcast includes opinions, commentary, and information on the most critical technology stories every day, using resources from InfoWorld and the IDG News Service. By making this content available over Mobilcast, InfoWorld expects to greatly extend its listening audience, particularly among on-the-go IT and business executives who do not have time to listen in those few times they are in front of the PCs.

“InfoWorld's core IT solutions management audience includes CIOs, senior IT managers, and other executives connecting IT and business strategy at their organizations. These decision-makers are highly mobile, and may not have consistent access to our

podcasts. We are partnering with Melodeo and using Mobilcast because it is an ideal way to reach this influential audience of strategic decision-makers,” said Paul Calento, vice president of marketing for InfoWorld.

“InfoWorld podcasts are ideal for mobile consumption, and they reach an audience that is perfectly suited to Mobilcast,” said Bill Valenti, executive vice president at Melodeo. “We’re excited to be working with InfoWorld to bring their podcasts to Mobilcast listeners.”

Mobilcast listeners will find InfoWorld podcasts at the top of the Technology channel. InfoWorld customers will find a link to Mobilcast on [www.InfoWorld.com](http://www.InfoWorld.com), or can download Mobilcast directly from [www.mobilcast.com](http://www.mobilcast.com). Mobilcast is a free application, and there is no charge for content.

### **About Melodeo**

Melodeo, Inc. is a privately held company in Seattle, Washington, dedicated to creating software and services to bring digital media content to mobile phones. Melodeo provides wireless operators and phone handset manufacturers software that enables delivery of secure digital content to wireless subscribers through an easy-to-use, dynamic user interface. Recognizing the importance of Digital Rights Management, Melodeo offers a distribution model which includes DRM technology to ensure artist and label compensation. For more information, visit the company’s website at <http://www.melodeo.com>, or send email to [info@melodeo.com](mailto:info@melodeo.com).

### **About InfoWorld Media Group**

InfoWorld Media Group helps IT solutions management connect technology and business strategy for maximum impact at their organizations. Through integrated channels including online, events, demand generation and a weekly print magazine, InfoWorld reaches the most influential senior-level decision makers -- those who drive their enterprises' strategies and technology purchases. Powered by a continued investment in an independent Test Center, InfoWorld analysts and editors provide both hands-on analysis and evaluation, as well as expert commentary on issues surrounding emerging technologies and products. Visit InfoWorld at [www.InfoWorld.com](http://www.InfoWorld.com).

### **About IDG**

International Data Group (IDG) is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at [www.idg.com](http://www.idg.com).

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