



## MEDIA RELEASE

### **Hostworks launches real time analytics solution for online environments and enables true two screen functionality**

*Hostworks Analytics offers rich analysis of online audiences and helps companies achieve regulatory compliance (including PCI DSS)*

**Sydney, November 29th 2011** – Leading solutions provider to the online and digital media industry, Hostworks, has today announced the availability of its new solution, Hostworks Analytics. The new offering provides users with detailed, real time analysis of customer usage, social media propagation and geography; giving a level of visibility that has not previously been possible in terms of online usage monitoring.

Hostworks Analytics also provides benefits in terms of regulatory compliance such as PCI DSS. The solution helps companies to track and monitor all access to network resources and cardholder data and regularly test security systems and processes. It can also be applied to help restrict access to cardholder data on a need-to-know basis.

Furthermore, Hostworks Analytics provides two screen functionality; enabling a link between television broadcast and online activity. By connecting with broadcast content production tools, Hostworks Analytics allows online content to be repurposed for broadcast television in real time. A popular example of this is news tickers displayed live onto television programs.

Adrian Britton, General Manager of Technology, Strategy and Innovation for Hostworks said, "Popular online environments generate huge quantities of data. This often consists of tens of millions of user transactions every day. Hostworks Analytics takes this data and makes sense of it, informing our customers what people are doing online in easy to understand, non-technical language. Hostworks Analytics helps provide the missing piece of business intelligence for the broadcast industry, a functional dashboard that gives detailed information on audiences and consumption of content across multiple delivery platforms.

Built by the broadcast industry, for the broadcast industry, Hostworks Analytics is currently the only solution available that offers a true two screen experience allowing broadcast and digital teams to re-purpose their content and drive conversion across delivery mechanisms.

“Broadcast Australia and Hostworks are working together to combine TV’s ‘one-to-many’ relationship with online’s ‘one-to-one’ relationship. This software-as-a-service offering is provided in the cloud and we will continue to enhance it based on customer feedback. We are already in the process of building new functionality, such as opinion mining within social media.”

**ENDS**

### **About Hostworks**

As a market leader in solutions for the online and digital media industry in Australia, Hostworks specialises in the provision of mission critical, high transaction websites, video streaming, complex web hosting and demand management. The company services all the major online and digital media market leaders in Australia including ninemsn, SBS, Network Ten, ABC, Prime, Ticketek, Carsales, Seek, realestate.com.au and AHL.

The company employs 100 people across Australia and operates multiple data centres with two core facilities housed in New South Wales and South Australia. Focused on delivering to the rapidly changing demands of the media sector, Hostworks invests heavily in new technology and services such as content distribution, cloud-computing, application performance monitoring and automation.

Hostworks is committed to delivering a highly flexible service with a low tolerance for downtime. The Hostworks infrastructure is tightly engineered and proven to handle record peak loads and maximum security, using global best practice standards.

Hostworks is a wholly-owned subsidiary of Broadcast Australia Pty Limited.

[www.hostworks.com.au](http://www.hostworks.com.au)

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