

CyberMedia, IDC to end long-standing relationship

Mutual separation to allow both partners to explore new plans

New Delhi / Gurgaon, and Framingham, Massachusetts, January 10, 2011 – Cyber Media India Ltd. and International Data Corporation (IDC) today announced that they will end their long-standing business relationship. CyberMedia was IDC's partner and representative for its research business in India. The partnership, which started in 1987, provided vital data, trend analysis, and direction to the information and communications technology (ICT) industry in India.

Effective February 28, 2011, the two companies will move forward on their individual paths after a long-lasting, mutually beneficial partnership. CyberMedia will explore diversification of its research activities into IT and other domains. IDC will expand its research business in India with a direct presence.

"The growing Indian economy is expected to maintain its momentum for several years," said Pradeep Gupta, Chairman & Managing Director of CyberMedia.

"The emergence of many new growth areas has increased the need for reliable and well-researched information sources. CyberMedia plans to meet these customer needs by leveraging its existing media properties in emerging fields, viz. biotechnology, outsourcing, environment and entrepreneurship. In line with these well-established media properties, CyberMedia (CM) Research will expand its market research activities to biotechnology, outsourcing, environment and entrepreneurship while continuing to offer information and research services in the ICT domain."

"IDC and CyberMedia have worked closely over the past two decades to successfully develop a clear picture of India's rapidly developing ICT market and to bring global research and advisory services to the firms emerging from this dynamic market," said Kirk Campbell, President and CEO of IDC. "With India now representing one of the most important ICT markets in the world, IDC has decided to increase its investment in India. This investment will enable IDC to provide more comprehensive coverage of India's evolving ICT market and to better service the needs of IDC's customers in India."

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community to make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. For more than 46 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

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About Cyber Media India Ltd.

CyberMedia is the largest specialty media house in South Asia and amongst India's top five magazine publishers. With 15 publications, 12 websites, over 100 events and two weekly TV programs, it reaches out to a community of over 1.5 million people. Its brands have consistently been leading in their respective domains. They cover infotech (Dataquest, PCQuest, ciol.com), technology (MIT's Technology Review), telecom (Voice&Data), biotech (BioSpectrum), entrepreneurship (Dare), outsourcing (Global Services), and consumer electronics (Living Digital, ld2.in).

Its Media Services include market research; and Content Matrix LLC which provides through its subsidiaries, custom publishing (TDA Group LLC) and content management services (Publication Services Inc. and CyberMedia Services).

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