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## NewBay gets your back-up

CONSUMERS are uploading 2.5 million images and videos a day to NewBay's content back-up services.

The Irish company says the figures illustrate the pull of the back-up concept and believes the explosion of user-generated content will drive the next phase of its growth. It's currently improving its services so that, for example, content and texts are automatically backed up with no need to click at all.

Dr Nagappan Arunachalam, chief marketing officer of NewBay, said: "UGC is accelerating fast and users are looking for a way to keep their content safe. For operators, our services are proving to be powerful anti-churn measures."

NewBay's LifeCache product suite lets operators white-label various community products to help their subscribers create, store, view and share user



*Arunachalam: UGC will power the next phase for NewBay*

generated content. Its services include T-Mobile USA MyAlbum, Orange Photography, Vodafone MyCommunities, O2 Bebo and T-Mobile MyFaves.

It's now accelerating its expansion plans, using the €6.5 million it recently raised in Series B financing to add 70 new staff in Ireland and the US.

[www.newbay.com](http://www.newbay.com)