

Rackspace Cloud To Stream Keta Keta Viral Videos



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Rackspace Hosting (NYSE:RAX), the world's leader in hosting and cloud computing, has announced that leading viral video advertising agency, Keta Keta, will be hosting its video portfolio and movie previews in the Rackspace Cloud.



Ronen Lefler, CEO, Keta Keta said: "Effectively showcasing our viral videos has become a real challenge as the amount of content that we have to stream has grown. Moving to the Rackspace Cloud has enabled us to showcase videos to a global audience without interruption. We chose Rackspace due to its focus on customer service and support, as well as the flexibility and efficiency of The Rackspace Cloud Files solution."

As the viral video market continues to explode, with traffic increasing 178% over the last 12 months (Source: Econsultancy's 2009 Internet Statistics report), Keta Keta needed to maximize opportunities across consumer brands by promoting its videos to a global audience. It launched a new corporate website in March 2009 to support this need and turned to [Rackspace Hosting](#) to provide a reliable and cost-effective hosting solution to stream multiple movies to over 100 different countries.

Brian Thomson, EMEA Managing Director at Rackspace Hosting said: "Hosting business critical applications in the cloud is something we do on a regular basis and we are delighted that Keta Keta has chosen us to support its corporate awareness drive. We understand the demands placed on websites by streaming rich media

content and believe the cloud's flexible, pay-as-you go structure makes it an ideal choice to meet these new media needs."

The Rackspace Cloud Files provides unlimited online storage for media, including backups, video files, or user content. Its benefits include:

- Scalable, dynamic storage. Enabling users to use as much or little as they want and only pay for what they use
- Easy file management through an online control panel
- Lightning speed file sharing through Limelight Networks CDN technology

Keta Keta, the viral video partner of ad:tech 2009, is an advertising agency with in-house creative, production, seeding and tracking departments. It has launched hundreds of successful viral video campaigns that have entertained and engaged people around the world for customers including LG, Fiat, MSN, L'Oreal and Orange.

- ENDS -

Notes to editors

About

Rackspace

As the world's leader and specialist in hosting, Rackspace Hosting is changing the way businesses worldwide buy IT. Rackspace delivers computing-as-a-service, integrating the industry's best technologies into a flexible service offering, making computing more reliable and affordable. A trusted partner to companies of all sizes, Rackspace enables IT departments to be more effective.

Rackspace is distinguished by its award-winning Fanatical Support, furthering the company's mission to be one of the world's greatest service companies. Rackspace was voted in the top 10 for Customer Focus in the European Business Awards, 2009 and was awarded the FT Laureate Award in 2009 for being one of the best places to work in the UK for five years running. It also featured in the top 30 of both the Sunday Times 100 Best companies to work for list and the Financial Times Great Place to Work Awards, 2009.

Rackspace's portfolio of hosted services includes hosted exchange, managed hosting, [dedicated servers](#), [cloud hosting](#), [virtualisation](#) and [managed exchange](#).

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