



## Aftonbladet, Sweden's largest news group, bets on MySQL



### News Media

OS: Linux, Mac OS X

Language: Java

Database: MySQL

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**Oscar Edholm**

CIO, Aftonbladet

**AFTONBLADET**

### Aftonbladet Overview

Aftonbladet was founded in 1830 and is the largest media group in Sweden. The Aftonbladet newspaper is the largest and most read newspaper in the Nordic region, with about 1,209,000 readers a day.

Aftonbladet.se is the largest news site in the Nordic region with approximately 4.2 million unique visitors per week, and growing. It is run by Aftonbladet Nya Medier and has received numerous prizes and awards through the years, amongst others the most honourable journalism award Stora Journalistpriset. Aftonbladet Nya Medier also delivers news via several other channels such as teletext, radio, web TV and mobile phones.

### The Business Challenge

#### From html to open source

When Aftonbladet.se was launched in 1994, the acceptance of open source was low. Back then the web site was based on html pages without any database. A few years later Aftonbladet.se moved over to Oracle databases. Around 2004 the trend changed and the demand for open source increased. 2004 was also a turning point in the IT history of Aftonbladet.se as open source and MySQL™ became standards. Today, both Aftonbladet.se and the Aftonbladet newspaper are running the majority of their business on MySQL Enterprise™.

#### Price-performance ratio dictates MySQL as standard

Back in 2004, Aftonbladet selected MySQL as the database standard for the management of its entire news group. Since then, Aftonbladet has gradually gone from proprietary to open source software, and the company's most business-critical systems including Aftonbladet.se, the intranet applications and the editorial publishing tool, are now all supported by a subscription to Sun's MySQL Enterprise offering.

“Today, our most business critical processes are based on MySQL Enterprise, and in my opinion the security and performance are just as good, if not better, compared with proprietary software,” said Oscar Edholm, CIO at Aftonbladet. “The functionality is equal, and there are more possibilities to adapt the products to our needs. In addition, the price-performance ratio is much better in comparison with proprietary software. I can only see benefits in using open source software, and our strategy is to move over to open source and MySQL step-by-step.”

Today, Aftonbladet.se and its additional services such as blogs and paid services have been migrated from Oracle to MySQL Enterprise. Furthermore, the editorial platform NewsPilot, which represents the very heart of the editorial work, the intranet with about 130 applications as well as the web publishing tool Escenic are all based on MySQL Enterprise.

# Mission critical applications call for MySQL's high reliability

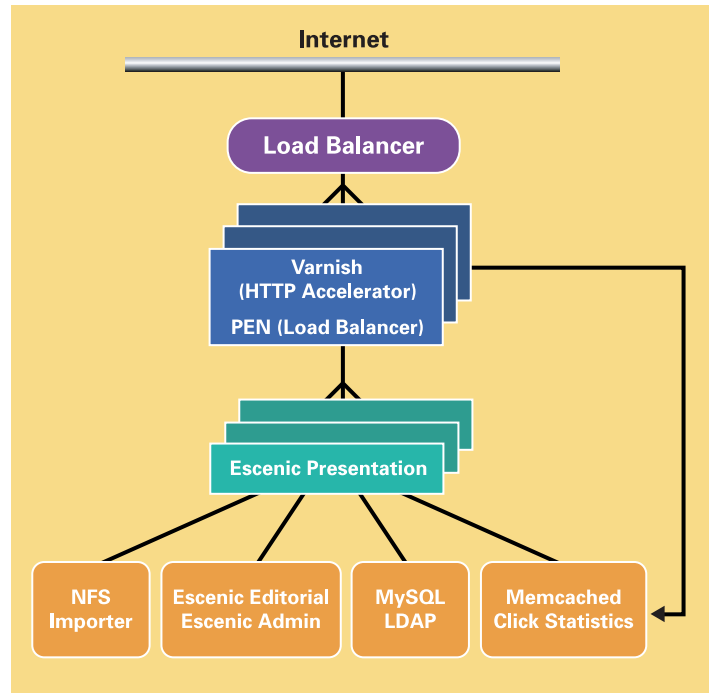
## The MySQL Solution

When migrating Aftonbladet.se, one of the most essential requirements was that no visitor was to notice any difference at all in the site's layout or offers from day 1. Nothing was to suggest that Aftonbladet had carried out an extensive migration to MySQL. The challenge was completed successfully, and the layout of Aftonbladet.se remained unchanged from the last day using proprietary software to the first day using MySQL.

"Aftonbladet.se has approximately 4.2 million unique visitors a week, and therefore the reliability of our database management system is extremely important," said Peter Frey, IT Manager at Aftonbladet Nya Medier. "Our experience is that the reliability and uptime are just as high today compared with the proprietary database we had earlier, and nowadays we implement MySQL on all the new online services where it's possible. Since those are mission critical applications, we have chosen to subscribe to MySQL Enterprise, which we consider to be an extra life insurance in case our developers should require help and support."

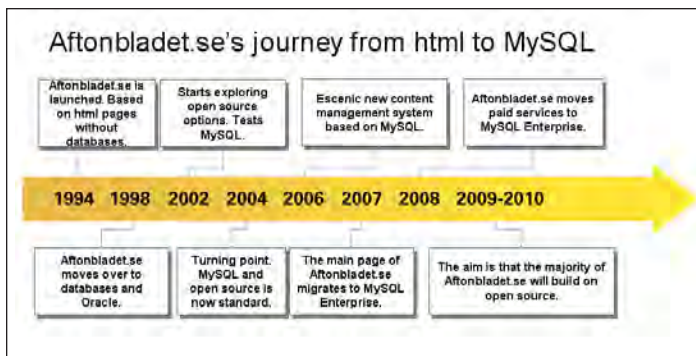
### MySQL Enterprise allows total control

The database administrators at Aftonbladet have complete control over the network performance, security and risk factors through the MySQL Enterprise Monitor, MySQL's monitoring tool which is part of the MySQL Enterprise subscription. MySQL Enterprise also includes the recently launched Query Analyzer that helps improve performance by accurately pinpointing SQL code that is causing a slow down.



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**Peter Frey**  
IT Manager  
Aftonbladet Nya Medier



# MySQL Enterprise

## Full Support & Less Risk for Your Production Database Applications

A MySQL Enterprise subscription includes the most comprehensive set of MySQL database software, services and support so your business achieves the highest levels of reliability, security and uptime.



MySQL Enterprise includes:

- **MySQL Enterprise Server** – the most reliable, secure and up-to-date version of the world's most popular open source database
- **MySQL Enterprise Monitor** – GUI-based tools that continuously monitor your database and proactively advise you on how to implement MySQL best practices, including performance tips and security alerts
- **MySQL 24x7 Production Support** – with guaranteed response times to assist you in the development, deployment and management of your MySQL applications.

*Proactive database monitoring and advisory tools are available exclusively to MySQL Enterprise subscribers.*

## About MySQL

MySQL is the world's most popular open source database software. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, business-critical systems and packaged software – including industry leaders such as Yahoo!, Google, Alcatel-Lucent, YouTube and Zappos.com.

For more information about MySQL, please go to [www.mysql.com/enterprise](http://www.mysql.com/enterprise)

To contact MySQL online or via telephone, please go to [www.mysql.com/contact](http://www.mysql.com/contact)



The World's Most Popular Open Source Database