



TweetMeme Manages Explosive Growth with MySQL Enterprise



Social Networking

OS: Linux

Language: PHP

Database: MySQL Enterprise 5.1

“With the combination of Sun Startup Essentials and MySQL Enterprise, we are able to scale our business while saving significant time and money.”

Nick Halstead

Founder, TweetMeme and Fav.or.it

TweetMeme Overview

In 2007, London-based web entrepreneur Nick Halstead founded the social networking company fav.or.it and created a unique product that allows web users to aggregate content from blogs like RSS (Really Simple Syndication) newsreaders or feeds but also post comments, all without leaving a site. Fav.or.it experienced fantastic growth and, building upon his knowledge of blogging and microblogging communities, he launched TweetMeme in 2008. TweetMeme gives the rapidly expanding userbase of the Twitter microblogging community a means of easily viewing and sorting the most popular links being shared by Twitter users.

To add extra value to Twitter and encourage the use of TweetMeme, fav.or.it created a “retweet” button for use by website and blog publishers who want to encourage their audience to retweet their content on their Twitter accounts. The button has proven to be very popular as it will not only work with any web page, but it also provides website owners with up-to-date tweet counts and a shortened link and title for the retweets.

TweetMeme also provides Twitter users with real-time deep link searches. All of the links aggregated from Twitter.com are fully expanded, qualified and indexed so that users can find the content or media being referenced. TweetMeme’s indexes are updated in real-time because the delivery of relevance is so important. The default search results are based on a clever combination of weighting factors, such as newness and retweets, which produces results that are current and relevant while at the same time ranking them by popularity, all of which provides a compelling service for those searching for content.

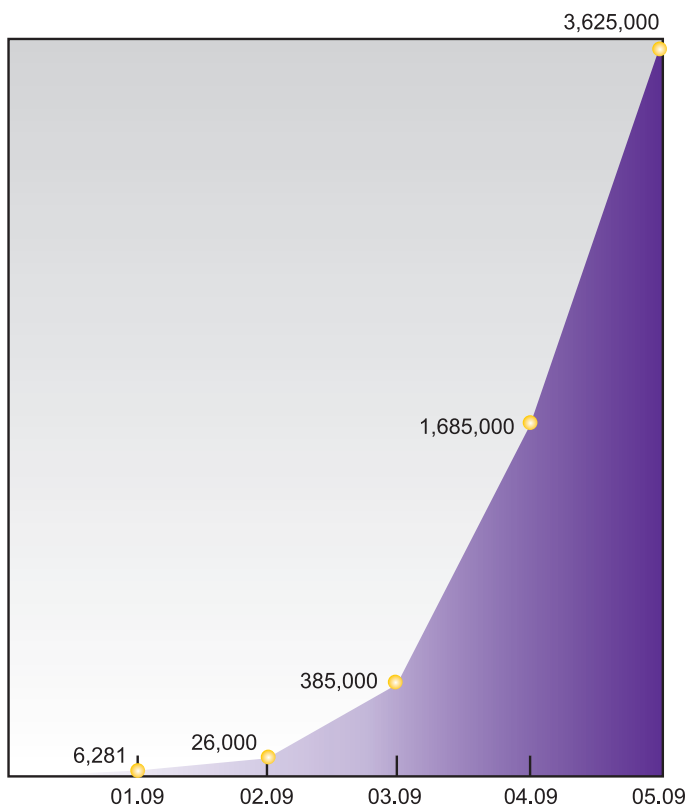
The Business Challenge

Like many social network products, TweetMeme was initially developed in PHP using the MySQL open source database. With Twitter users growing at a month-over-month rate of approximately 82% for the first half of 2009, TweetMeme needed to manage incredible scalability demands being placed upon its database infrastructure. The nature of real-time search also meant that to stay competitive, TweetMeme needed to be highly available, offer lightning fast service delivery capability, while ensuring that management and administration costs didn’t grow out of control.

“Very quickly we saw that we had a significant challenge in analysing explosive Twitter traffic and meeting the needs of our fast-growing TweetMeme user base,” said Nick Halstead, founder of fav.or.it. “To meet this challenge, we wanted the best available tools and technical support for MySQL.”

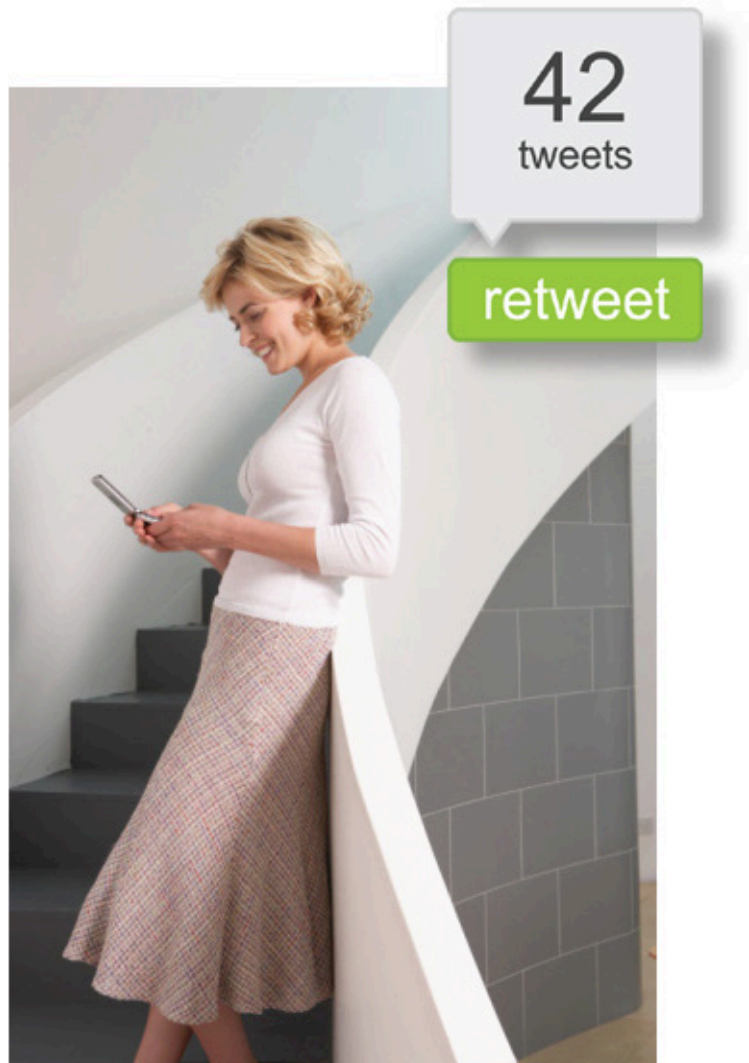
The MySQL Enterprise Solution

To provide the scalability, performance and availability their application needs, TweetMeme has upgraded from Sun's MySQL Community Server to a MySQL Enterprise subscription deployed on Sun Fire x86 Servers. MySQL Enterprise has been implemented using replication services, memcached to alleviate load and improve performance and MySQL Proxy to manage the distribution of traffic and manage session handling. MySQL Enterprise Monitor is used to ensure that all the database components are operating at peak performance and to advise on best practises. TweetMeme also uses MySQL Query Analyzer to quickly identify critical performance issues before pushing code into production



Source: compete.com

Number of unique visitors to tweetmeme.com for the first half of 2009.



The Result

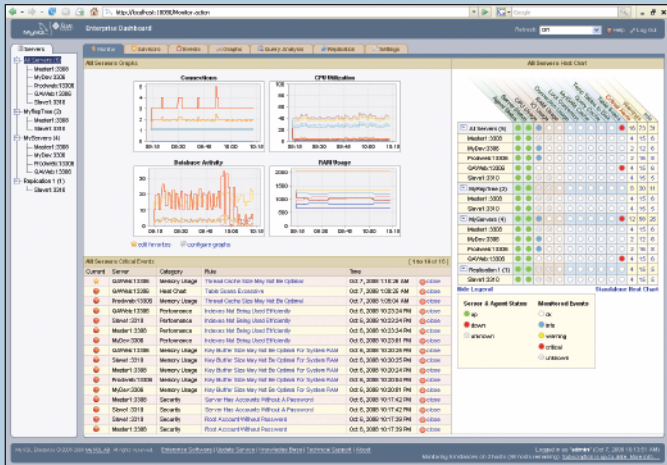
By scaling out using MySQL Enterprise, Tweetmeme is now analysing, categorizing and indexing 50,000+ links per hour and serving more than 600 Million retweet buttons per month. Their team is confident that it now has the right infrastructure to accommodate significant future growth.

“Tweetmeme has seen incredible growth this year as the number of Twitter users and the volume of traffic they create has dramatically increased,” continues Halstead. “With the combination of Sun Startup Essentials and MySQL Enterprise, we are able to scale our business whilst saving significant time and money.”

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.



Proactive database monitoring and advisory tools are available exclusively to MySQL 5.6 Enterprise subscribers.

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.

About MySQL

MySQL is the most popular open source database software in the world. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, critical business systems, telecommunication networks, and packaged software. At www.mysql.com, Sun provides corporate users with commercial subscriptions and services, and actively supports the large MySQL open source developer community.

For more information about MySQL, please go to www.mysql.com/enterprise

To contact MySQL online or via telephone, please go to www.mysql.com/contact



The World's Most Popular Open Source Database