From:	Sara Jew-lim <sjewlim@google.com> on behalf of Sara Jew-lim
Sent:	Friday, July 18, 2008 2:52 AM
To:	makamaka-discuss@google.com; opensocial-advocates@google.com
Subject:	[Makamaka-discuss] Makamaka coverage email - 7/17/08

As of 7/17/08:

Dear team,

Personal profiles on the Web captured media interest this week, with a piece about identity management in the Wall Street Journal and blogger buzz about Facebook's new profile design. OpenSocial partners, both old and new, also made news.

Enjoy!

The Makamaka PR Team

As of 7/17:

Hot topics

- Jason Fry at the Wall Street Journal made a case for creating personal homepages. First, with phone landlines disappearing and no central database of cellphone numbers, homepages help users contact people they don't already know. Second, users can maintain personal homepages, whether these are on social networks or traditional webpages, to "defend and define" their own online identities.

- Facebook's redesigned profile is expected to roll out this week. According to Nick O'Neill, one new feature may indicate that Facebook is being more lenient with personal data: apps can now access user data, such as their user id, first and last name, timezone, birthday, gender, and region affiliations, without active sessions. For a full list of new features, visit the Facebook developer blog post: http://tinyurl.com/6n86mh

- Twitter revealed that they have, in fact, acquired search engine Summize. Roger Smith at InformationWeek predicts that the Summize service may eventually become a revenue generation mechanism for Twitter, and Michael Arrington published a video of his interview with Twitter co-founder, Evan Williams. Williams provided additional background on the deal and what's in store for Twitter.

Bloggers on OpenSocial

Lycos's launched a new Web publishing platform, Webon.com, and announced plans to support OpenSocial on the site. Dan Kosak, Lycos' CTO, was quoted saying:

> "We picked OpenSocial because it was the most open standard with the most weight behind it to create this type of container," Kosak said. "Facebook is really leading the world right now as far as the applications themselves, but as far as containers, the things that the social gadgets get into, OpenSocial is really king of the hill."

To promote its platform in China, Japan, Korea, and India, OpenSocial container MySpace will host TheGame08, a pan-Asian contest for developers to create innovative new social apps.

Yahoo also shared future plans for Yahoo! Groups, which include product review tools, wanted boards, address books, and event planners. CNet's Stephen Shankland speculated that integration of OpenSocial applications would be a natural fit in this context

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A Web Page of One's Own
Wall Street Journal - Jason Fry, 7/14/08
http://tinyurl.com/6cjtvh

Facebook announces new features for the new profile
Allfacebook.com - Nick O'Neill, 7/14/08
http://tinyurl.com/5gqeg5

How to preview Facebook's redesigned profiles
CNET News, The Social blog - Caroline McCarthy, 7/14/08
http://tinyurl.com/6bthxj

See your future Facebook profile now at new.facebook.com
Mashable - Adam Ostrow, 7/14/08
http://tinyurl.com/5pkp8v

Confirmed: Twitter Acquires Summize Search Engine
TechCrunch - Michael Arrington, 7/15/08
http://tinyurl.com/66dafx

Interview with Evan Williams: Summize Acquisition, API Issues And Their Revenue Model
TechCrunch - Michael Arrington, 7/15/08
http://tinyurl.com/68jfq8

Twitter Buys Summize Search Engine
InformationWeek - Roger Smith, 7/17/08
http://tinyurl.com/6q9pe2

Yes, Twitter bought Summize
CNET News, The Social blog - Caroline McCarthy, 7/15/08
http://tinyurl.com/5slg75

Lycos Publishing Tool Includes OpenSocial Support
PC Magazine - Chloe Albanesius, 7/15/08
http://tinyurl.com/6fvu8o

LinkedIn Tech Talk: Kevin Brown on Shindig
LinkedIn Blog - Matt Raible, 7/16/08
http://tinyurl.com/6cpp86

Yahoo plans Groups improvments
CNET News, Digital Media - Stephen Shankland, 7/16/08
http://tinyurl.com/5twcdn

MySpace kicks off contest for Asian game developers
CNET News, The Social blog - Caroline McCarthy, 7/16/08
http://tinyurl.com/6yg98a

Test feature shows social search may be on the way for Google
CNET News, The Social blog - Caroline McCarthy, 7/15/08
http://tinyurl.com/5m9pwl

Facebook, MySpace Ignore Location on iPhone At Their Peril
TechCrunch/Washington Post - Michael Arrington, 7/16/08
http://tinyurl.com/5sts2m

FAA Recruiting on MySpace
Mashable - Mark 'Rizzn' Hopkins, 7/14/08
http://tinyurl.com/5dkd9m

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Facebook Puts A Diplomat In Charge Of The Platform
TechCrunch/Washington Post - Michael Arrington, 7/13/08
http://tinyurl.com/5eogpu

Mobissimo Launches Travel Social Network MobiFriends
TechCrunch/Washington Post - Calley Nye, 7/15/08
http://tinyurl.com/55wuax

At the uneasy intersection of bloggers and the law
New York Times - Jonathan D. Glater, 7/15/08
http://tinyurl.com/5ds8ry

Delver Alpha Makes Facebook and FriendFeed Searchable Archives
Mashable - Kristen Nicole, 7/15/08
http://tinyurl.com/65ha75

Is Democracy and the Social Web Doomed?
Mashable - Mark 'Rizzn' Hopkins, 7/15/08
http://tinyurl.com/57oczg

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