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New Marketing Study on Gen Y Women's Influence

Media Release & White Paper: PopSugar Media
October 29 2009

"Why Y Women" Report Also Examines Generational Differences Between Gen X and Y Women

San Francisco, CA (October 29, 2009) -- A new research report released today by PopSugar Media (www.popsugar.com) revealed that two-thirds of Generation X women chose Generation Y women as the most influential age group when it comes to defining trends in popular culture. Gen Y women, in turn, are discovering new brands and getting most of their style inspiration and product recommendations from blogs and social media.

Full article:
<http://www.sugarinc.com/5877055>

Top Ten Ways to Use Twitter for Marketing - By Jason OConnor (c) 2009

Site Pro News
October 30 2009

Twitter is a micro-blogging site that asks you a basic question, "What are you doing?" It allows anyone with an account to write up to 140 characters in a text field as a means to update, comment, promote or communicate to others who are "following" you. When people follow you, they see what you've recently contributed when they login. They see your "tweets", which are the messages you leave.

Full article:

<http://www.sitepronews.com/archives/2009/oct/30.html>

Making search more musical

Official Google Blog

October 28 2009

Every day we get millions of search queries about music. You want to know more about your favorite artists, find that new album or iconic song or figure out the name of that tune stuck in your head. In fact, according to Insights for Search, two of the top 10 queries in the U.S. are music-related. But often, if your answer is in a song, it can take a while to get there. We call this "time to result" — and we're always looking for ways to reduce it.

Full article:

<http://googleblog.blogspot.com/2009/10/making-search-more-musical.html>

Los Angeles Turns Over E-Mail, Business Apps to Google

MediaBistro - SF Bay Area News

October 28 2009

BayNewser's sister site, Internet News, tells us that Google will soon be the official e-mail provider for the city of Los Angeles.

Full article:

http://www.mediabistro.com/baynewser/google_stuff/los_angeles_turns_over_email_business_apps_to_google_141527.asp

Facebook Skyrockets, MySpace Plummet, Twitter Grows

About.com

October 12 2009

Facebook traffic is up nearly 200 percent from a year ago according to web metrics provider Hitwise. Analyzing online traffic of 10 million U.S. Web surfers across one million different potential destinations, Facebook emerged as the leader among social networking sites, claiming almost 60 percent of a market crowded with 154 other competitors.

Full article:

<http://pcworld.about.com/od/webbasedapplications/Facebook-Skyrockets-MySpace-P.htm>

Introducing Google Social Search

Official Google Blog

October 26 2009

Your friends and contacts are a key part of your life online. Most people on the web today make social connections and publish web content in many different ways, including blogs, status updates and tweets. This translates to a public social web of content that has special relevance to each person. Unfortunately, that information isn't always very easy to find in one simple place. That's why today we're rolling out a new experiment on Google Labs called.....

Full article:

<http://googleblog.blogspot.com/2009/10/introducing-google-social-search-i.html>

Web 2.0: What do teens want?

Vator.tv
October 22 2009

A panel of teenagers sat on stage to discuss social networking, search, digital music and more

Over at the Web 2.0 Summit in San Francisco, O'Reilly and Techweb decided to bring on stage five teenagers to find out their views on current stage of the Internet. The teens ranged in ages from 15-18.

Full article:
<http://vator.tv/news/show/2009-10-22-web-20-what-do-teens-want>

Target Markets: Ad Spending Across Four Benchmark Sites

Permuto.com
October 22 2009

There's no secret that different types of websites attract different levels and types of advertisers – but the variance is rarely elaborated upon. For instance, Facebook's top 100 advertisers spend \$49,045,000 per month, while the top 100 advertisers of IMDB....

Full article:
<http://www.permuto.com/blog/2009/10/22/target-markets-ad-spending-across-four-benchmark-sites/>

Twitter and Status Updating: Demographics, Mobile Access and News Consumption

Pew Internet, via SlideShare
<http://www.slideshare.net/PewInternet/twitter-and-status-updating-demographics-mobile-access-and-news-consumption?src=embed>

2 Deals Hint at Revenue for Twitter

The New York Times
October 21 2009

Twitter gets 55 million monthly visitors, it has raised \$155 million in venture capital, and it has generated intense interest from Hollywood to Iran. But it hasn't earned much revenue and certainly no profit.

Full article:
http://www.nytimes.com/2009/10/22/technology/internet/22twitter.html?_r=1

Google to Sell Its Own Android Phone at Retail

InternetNews.com
October 20 2009

Analyst sees the Internet giant as poised to upset the Android bandwagon and wireless industry status quo.

Full article:
<http://www.internetnews.com/mobility/article.php/3844661>

Google To Partner With iLike And LaLa For New Music Service

TechCrunch.com
October 21 2009

Google will partner with iLike and LaLa for their new music service, we've learned. And the announcement date is Wednesday, October 28, 2009.

Full article:

<http://www.techcrunch.com/2009/10/21/google-to-partner-with-ilike-and-lala-for-new-music-service/>

Twitter Launches Japanese Mobile Site

The Associated Press, via The New York Times
October 16 2009

TOKYO (AP) -- Twitter Inc. now speaks Japanese -- and it plans to be multilingual within months.

The popular microblogging service launched a Japan-based mobile version Thursday, hoping to penetrate a country where other U.S. social networking sites including Facebook and MySpace have failed to capture much ground.

Full article:

http://www.nytimes.com/aponline/2009/10/16/technology/AP-AS-Japan-Twitter.html?_r=3&src=tw&tw=nytimetech

Universities look at mobile internet, private clouds

The Australian
October 20 2009

MOBILE internet devices and private clouds are expected to be more broadly adopted by Australian and New Zealand university campuses in the year ahead, according to a study.

Full article:

<http://www.australianit.news.com.au/story/0,24897,26231568-5013040,00.html>

YouTube Monetizing Over A Billion Video Views A Week

TechCrunch
October 15 2009

YouTube is on the path to profitability in the "not-too-distant future," Google reiterated today during its third quarter earnings call. And while that may sound all well and good, they actually had some more specific impressive numbers to back it up.

Full article:

<http://www.techcrunch.com/2009/10/15/youtube-monetizing-over-a-billion-video-views-a-week/>

Google Engineering Director Spells Out Vision for the Future of Digital Books

MediaBistro - SF Bay Area News
July 31 2009

Google's vision of how it intends to sell and manage our digital books in the future is pretty simple and totally sci-fi.

Google Books engineering director Dan Clancy (above right) spelled out the vision at a talk at the Computer History Museum in Mountain View last night. Here goes: Google will partner with all

interested retailers, so you'll be able to buy books wherever you like—at an online site or your neighborhood bookstore. The books themselves will be stored....

Full article:

http://www.mediabistro.com/baynewser/google_book_settlement/google_engineering_director_spells_out_vision_for_the_future_of_digital_books_123167.asp

Google Editions Book Store to Launch Next Year

MediaBistro - SF Bay Area News
October 15 2009

Google Editions, Google's new online e-book-selling service, will launch next year, the company announced at the Frankfurt Book Fair today.

Full article:

http://www.mediabistro.com/baynewser/google_stuff/google_editions_book_store_to_launch_next_year_140270.asp

Twitter Goes All Napa Valley on Us

MediaBistro - SF Bay Area News
October 15 2009

Perhaps unparalleled growth does this to a company. Now believing there's nothing it can't accomplish, Twitter now has its own wine label.

Full article:

http://www.mediabistro.com/baynewser/twitter/twitter_goes_all_napa_valley_on_us_140244.asp

Twitter goes to Aussie university

Reuters
October 15 2009

CANBERRA (Reuters Life!) - Social networking upstart Twitter has made the jump to academia's hallowed halls, with 'tweets' made compulsory writing for would-be journalists at an Australian university.

Full article:

<http://in.reuters.com/article/entertainmentNews/idINIndia-43170220091015>

Twitter an Audio Story with Neil Gaiman!

BBC Audiobooks America
October 12 2009

You can write an original audiobook story on Twitter with New York Times Bestselling Author Neil Gaiman!

Full article:

<http://www.bbcaudiobooksamerica.com/TradeHome/Blog/tabid/58/articleType/ArticleView/articleId/1110/Twitter-an-Audio-Story-with-Neil-Gaiman.aspx>

Suicide prevention for social networks

News.com.au
October 14 2009

- Sites to be scanned for 'risk' users

- Program looks for key words
- Users 'ranked' on how depressed they are

SOCIAL network sites including Facebook, Twitter and MySpace could be scanned for depressed and "at risk" users under a bold new program to combat youth suicide.

Full article:

<http://www.news.com.au/technology/story/0,28348,26208482-5014239,00.html>

Coming Soon: Twitter in More Languages

Twitter Blog
October 08 2009

Twitter is currently available only in English and Japanese. With some help, we will soon be rolling out support for French, Italian, German, and Spanish. These languages are commonly referred to using the acronym FIGS and are often the starting point for services like Twitter when its time for more language support. Later, we hope to offer Twitter in several other languages. No matter how sophisticated technology gets, we're reminded daily that it's about people and that's something we've taken to heart regarding translating Twitter.

Full article:

<http://blog.twitter.com/2009/10/coming-soon-twitter-in-more-languages.html>

Kindle is Going International

Media Bistro - SF Bay News
October 08 2009

People who have Kindles love them. But people living overseas, or people who've wanted to buy e-books while they're traveling overseas, have been out of luck. The wireless connectivity on the Kindle has only worked in the United States. Until now.

Full article:

http://www.mediabistro.com/baynewser/ebooks/kindle_is_going_international_139568.asp

Google CEO Eric Schmidt On Newspapers & Journalism

Search Engine Land
October 03 2009

Is Google a newspaper killer? Not by a long shot, says Google CEO Eric Schmidt. Nor does he want it to be. In a long interview about his company's relationship with newspapers and the print journalism industry, Schmidt made it clear he wants established players to survive. In fact, he thinks Google has a "moral responsibility" to help. But help doesn't mean a handout.

Full article:

<http://searchengineland.com/google-ceo-eric-schmidt-on-newspapers-journalism-27172>

YouTube Videos Now Eligible for Inclusion in AdSense

Media Bistro - SF Bay News
October 05 2009

YouTube users can already publicize their videos within the site through the Promoted Videos (<https://ads.youtube.com/>) system that allows them to have a link to their material pop up in an ad unit when YouTube users search for certain keywords.

Full article:

http://www.mediabistro.com/baynewser/youtube/youtube_videos_now_eligible_for_inclusion_in_adse_nse_139270.asp

How Google Wave could transform journalism

Los Angeles Times
September 30 2009

Google Wave lets users collaborate live on documents.

The tech world is awash with excitement for today's scheduled release of 100,000 invitations to preview Google Wave.

Full article:

<http://latimesblogs.latimes.com/technology/2009/09/google-wave-collaborative-journalism.html>

Google remains video king

Washington Business Journal
September 28 2009

Google continues to dominate views of online videos, surpassing 10 billion video views in August, according to comScore, Inc.

Full article:

<http://washington.bizjournals.com/washington/stories/2009/09/28/daily23.html>

Social Networking and Blog Sites Capture More Internet Time and Advertising

Nielsen
September 24 2009

Americans have nearly tripled the amount of time they spend at social networking and blog sites such as Facebook and MySpace from a year ago, according to a new report from The Nielsen Company. In August 2009, 17 percent of all time spent on the Internet was at social networking sites, up from 6 percent in August 2008.

Read the full press release.

http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/09/InternetSpend_SocialNetworks.pdf

Google's Do-Gooding Project 10^100 Goes to User Vote

Media Bistro - SF Bay News
September 25 2009

Last fall, Google launched Project 10¹⁰⁰, which aimed to help the world by soliciting user ideas for projects that could help as many people as possible. Google would then help fund them to the tune of \$10 million.

Full article:

http://www.mediabistro.com/baynewser/google_stuff/googles_dogooding_project_10100_goes_to_user_vote_136864.asp