Walker Fenton, GM of Newsgator's syndication services, which develops widgets that help media companies syndicate content across social networks, urges companies to get involved in OpenSocial even though the end benefits remain unclear. During a recent presentation, Fenton predicted that monetization of OpenSocial applications will happen through advertising, though he later conceded that click-through rates for ad campaigns on social networks have failed to meet expectations thus far.

For all the talk about OpenSocial's implications, the product itself is fairly simple. The API is a collection of functions a developer can use to access content on someone's user profile. At launch, Google only had a few working API calls, according to Shen. Among them are these: one to access a user's list of friends, one to access a user's uploaded images, and another to interact with a user's newsfeed, his or her list of actions performed while using the network.

With so few functions available along with so many unanswered questions, some, including Shen, were a bit skeptical at first. "I wasn't as impressed as I am now," he says. However, he says Google has since beefed up the API. Seeing working prototypes from both MySpace and hi5 in December finally changed his tune.

Though he has become a believer, Shen cautions that developers shouldn't take Google's "one size fits all" pitch literally. Every social network has a different focus and feature set, which has to be taken into account. "There's a limit to how much streamlining can be done," he says.

Despite the progress, at least one social network is hedging its bets in the standards showdown between Google and Facebook. Bebo, the third largest social network and an OpenSocial launch partner, announced in December it would also publish Facebook applications. Navoth says the company is committed to both platforms as long as it helps coders. "If you want to put developers in a position where they have to choose, that's a no-win situation." Bebo isn't choosing sides, he says. "The market will decide, based on the amount of work it takes and the bang you get for your buck." ■

(www.bebo.com; http://code.google.com/apis/opensocial; www.facebook.com; www.hi5.com; www.myspace.com; www.newsgator.com; www.orkut.com; www.rockyou.com)

—**BRAD FLORA**

Send product and industry news about the business of electronic content to *EContent*, 88 Danbury Road, Suite 1D, Wilton, CT 06897; Fax 203/761-1444; ecnews@infotoday.com. Product and company categories can include and are not limited to: aggregation, syndication, distribution, web search, wireless content and devices, delivery tools and solutions, content management, digital rights management, infrastructure, and rich media.

news & product briefs

Macrovision Agrees to Acquire Gemstar-TV Guide

Macrovision Corp., a provider of protection, enablement, and distribution solutions, and Gemstar-TV Guide International, Inc., a provider of video and entertainment guidance, announced that the two companies have signed a definitive agreement for Macrovision to acquire Gemstar-TV Guide in a cash and stock transaction. The aggregate value of the transaction to Gemstar-TV Guide stockholders, based on the closing price for the Macrovision stock on Dec. 6, 2007, is approximately $2.8 billion.

Upon the close of this transaction, Fred Amoroso will be the president and CEO, and James Budge, the CFO of Macrovision, will serve as CFO of the combined company. The new board of directors will comprise four members to be designated by Macrovision and three members to be designated by Gemstar-TV Guide. Additionally, upon the close of this transaction, Gemstar-TV Guide CEO Rich Battista and CFO Bedi Singh will be leaving the organization. *(www.macrovision.com; www.gemstartvguide.com)*

News Corp. Completes Dow Jones & Co. Acquisition, Dow Jones CEO Leaving

News Corp. announced the completion of its acquisition of Dow Jones & Co., Inc. pursuant to the previously announced merger agreement. Under the terms of the merger agreement, each share of Dow Jones common stock was converted into the right to receive, at the election of the holder, either (a) $60 in cash or (b) 2.8681 Class B common units of Ruby Newco LLC, a wholly owned subsidiary of News Corp. Each Class B common unit of Ruby Newco LLC is convertible after a period of time into a share of News Corp. Class A common stock. All holders of Dow Jones common stock who submitted valid unit elections in accordance with the merger agreement and the election form prior to the election deadline will receive Ruby Newco LLC Class B common units in accordance with such elections. Upon the closing of the merger, Dow Jones became a wholly owned subsidiary of Ruby Newco. As previously announced, Natalie Bancroft was appointed to the company's board of directors effective upon the acquisition's close. News Corp. had total assets as of Sept. 30, 2007, of approximately $64 billion and total annual revenues of approximately $30 billion.

Dow Jones & Co. announced that Richard F. Zannino, CEO, plans to leave the company after the closing of this acquisition of Dow Jones by News Corp.

News Corp. will be announcing Zannino's successor shortly. Zannino will assist in the transition. *(www.dowjones.com)*

and manage separate sites for all 300 local councils, each council could easily set up its own site using Foundry.

Beyond its enhanced feature set, though, the main idea behind Foundry was to create a new generation of content management in which the average user is actually *able* to use the system. As Guarnaccia says, "We want this to be something people can readily grasp. If it's too complex, we have missed the mark." **EC** *(http://sitecore.com)*

—ASHLEY JONES

peopleware

Technorati, Inc., a provider of blogs and social media on the web, announced the appointment of **Richard Jalichandra** as president & CEO. Prior to joining Technorati, he held leadership roles at Exponential Interactive, Fox Interactive Media, and IGN Entertainment.

Socialtext has named **Eugene Lee** CEO and member of the board of directors of the provider of enterprise wiki and social software solutions. Prior to joining Socialtext, Lee held senior management positions at Adobe, Cisco, and Banyan Systems and was co-founder of Beyond Incorporated.

Eugene Lee

Mobile search and advertising provider Medio Systems, Inc. has appointed **Ben Tatton-Brown** as the head of advertising sales for Europe, the Middle East, and Africa. Tatton-Brown will be responsible for driving advertising and publishing sales for the Medio MobileNow Ad Network in all European regions.

Swets announced the appointment of **Jose Luis Andrade** as the new president of Swets North America. Andrade will be based in Swets' North American headquarters in Runnemede, N.J. He has been appointed to the new role from his position as Swets' general manager for Latin America, which he held from 2004 to the present.

Cengage Learning, a provider of print and digital information services for the educational and library reference markets, has appointed **Patrick C. Sommers** president of Gale, a part of Cengage Learning. Sommers, who will be based in Farmington Hills, Mich., will work as part of the Cengage Learning management team and will report directly to Ronald G. Dunn, president and CEO of Cengage Learning. Prior to joining Cengage Learning, Sommers served as president and CEO of SirsiDynix Corp.

NewsGator Secures $12M in Venture Capital Funding

NewsGator Technologies, Inc., a provider in RSS and Enterprise 2.0, announced that it has closed a $12 million round of funding. Led by new investor Vista Ventures, the round also includes existing investors—Mobius Venture Capital and Masthead Venture Partners. NewsGator also announced the addition of Lisa Reeves, a general partner at Vista Ventures, to its board of directors. NewsGator provides an enterprise-class RSS platform and supporting RSS applications designed to help individuals and businesses improve the way they find information and communicate. Using NewsGator products and solutions, businesses and consumers can subscribe to news, information, podcasts, and other relevant content more efficiently and effectively than with traditional channels anytime, with any device.
(www.newsgator.com; www.mvpartners.com; www.mobiusvc.com; www.vistavc.com)

Alfresco Launches Content Collaboration & Social Computing Platforms

Alfresco Software, Inc., a provider of open source enterprise content management (ECM), announced the availability of an integrated Red Hat-Alfresco Team Collaboration Solution for small and medium businesses (SMBs). The joint solution, available from Red Hat Exchange (RHX), delivers Alfresco Enterprise Social Computing Platform capabilities via Red Hat's JBoss Enterprise Portal Platform. Companies can use the Red Hat-Alfresco solution to build information-rich portals for employees or extranets for customers and partners.

Alfresco Software, Inc. also announced its open source Social Computing Platform for the enterprise. The new release integrates Alfresco's ECM software with Web 2.0 tools and services such as Facebook, iGoogle, Adobe Flex, MediaWiki, TypePad, and WordPress. This expanded version of the Alfresco ECM platform is intended to deliver people-centric tools to let users develop next-generation rich internet applications (RIAs), mash up and present internal and external content, and bring social networking capabilities into the workplace.
(www.redhat.com; www.alfresco.com)

Copyright Clearance Center Launches Copyright Labs

Copyright Clearance Center (CCC), a provider of copyright licensing solutions, announced the launch of Copyright Labs, a testing ground for new services, applications, and products. The site launched with three applications already available: a copyright permission utility that makes it easier to

"The European Digital Library is not in competition with search engines. [Search engines] will probably always be in the position to do a search better and be the first port of call for someone looking up something or starting a research task. The European Digital Library should be seen as complementary; working on the issues of interoperability and multilinguality as well as ensuring standards are met in digitization so that material can be made accessible," says Cousins. "It is also about providing information that is pre-validated, it has come from the trusted cultural heritage institutions of Europe and is not lost in the rest. We will definitely be working with the big search engines to ensure that the much needed distribution is in place."

All access to the European Digital Library and its prototypes will be free as far as public domain material is concerned. Once all the information is digitized, it should result in future growth for learning, as well as an endorsement for tourism. **EC**

(www.edlproject.eu; www.europeandigitallibrary.eu/edlnet)

—CARA GARGANO

peopleware

Fios, Inc., a provider of electronic discovery readiness and response services, announced that **Rj Smith** has joined the company as VP of sales. Smith brings to Fios more than 25 years experience building national and worldwide sales organizations.

Rj Smith

Dan Grigorovici has joined TACODA as VP of data strategy and analytics, a newly created position where he will concentrate on developing integrated, automated data reporting solutions and complex user modeling techniques for segmentation, targeting, and personalization. **Khan Smith**, TACODA's VP of product management since October 2005, has been named the company's chief privacy officer replacing **Mark Pinney,** who recently became head of business planning at AOL's Platform A. Smith will remain TACODA's VP of product management.

Datawatch Corp., a provider of enterprise information management (EIM), announced that president & CEO **Robert W. Hagger** will retire effective Dec. 31, 2007. **Kenneth P. Bero**, company COO, has been appointed to succeed Hagger

license content found when using Internet Explorer, a capability for Firefox browser users who want to license content found via Google Scholar, and a tool that helps publishers implement the Automated Content Access Protocol (ACAP) standard for communicating access-permission rules and rights information to search engines. Tools available at Copyright Labs are free, and some are being released as open source applications, providing an open, collaborative environment. Visitors can test-drive prototypes, modify and build on them, experiment with new ideas, and suggest improvements.
(www.copyright.com; www.copyrightlabs.com)

Thomson Scientific Launches Thomson Innovation

Thomson Scientific, part of The Thomson Corp. and provider of information solutions to the worldwide research and business communities, has launched its new intellectual property research and analysis solution, Thomson Innovation. With Thomson Innovation, researchers will be able to simultaneously search worldwide, editorially enhanced patent data; Asian patent data translated into English; scientific literature; and business and news sources. Thomson Innovation is being launched in phases; the first release is available now and includes global, full-text patent sources, including Japan. In rapid succession, it will be followed by the addition of Derwent World Patents Index, scientific literature, business information, and news. A series of additional enhancements will be delivered throughout 2008.
(www.thomsoninnovation.com)

eZ Systems Introduces eZ Publish 4.0

eZ Systems, an open source enterprise content management (ECM) company, announced the immediate availability of eZ Publish 4.0, the latest version of its flagship ECM product. eZ Publish 4.0 features complete PHP 5 compatibility, as well as full support for using eZ Components, eZ's PHP enterprise components library; internal XML handling designed for increased performance and reduced memory usage; updated website interface with new graphical design and enhancements; and multilingual URL support. Among other enhancements, eZ Find, a new extension for eZ Publish 3.x and 4.x, is intended to enhance the search functionality on eZ Publish sites and includes features such as relevance ranking, native support for eZ Publish access rights, keyword highlighting, and the ability to search sites containing millions of objects.
(http://ez.no)