collecting query data while disassociating specific users from requests. After 90 days in Yahoo!'s cache, the final octet of every IP address is deleted, the Yahoo! ID and cookie information are one-way secret hashed (a process that condenses and scrambles file data), and search queries are filtered to remove any personally identifiable information (such as a social security number).

According to Anne Toth, Yahoo!'s VP of privacy policy, "We are dramatically increasing the scope of data covered under our anonymization process. In addition to search log files, our new policy applies to ad views, ad clicks, page views, and page clicks for all our products and services on a global basis, which encompasses all our log file systems. … We structured our policy to ensure that Yahoo! continues to utilize data to create cutting-edge technology, product innovation, and advertising solutions, while strengthening consumer privacy protection."

Simpson isn't so sure that Yahoo!'s protections are enough. "[It's] a step in the right direction, but it doesn't go far enough," says Simpson. "In the best of all worlds, the default mode would be to not share information with Google's servers. Users would have the option to do so if they wished. Failing that, a prominent button on the homepage that said, 'Make me anonymous,' and that did so, would work."

While he praised Ask.com and Yahoo! for taking steps, Simpson believes all eyes are on Google. With 63% of all U.S. search traffic flowing through Google, Simpson hopes they'll be the next search engine to take steps toward more secure search. "We are working to get them to change their policies so that the rest of the industry will follow suit," he says. "They have the opportunity to live up to their 'Don't be evil' motto and set the gold standard for privacy for the entire internet."

(www.yahoo.com, www.ask.com, www.google.com, www.consumerwatchdog.com)

—**JESSICA DYE**

news & product briefs

Lionsgate Acquires TV Guide Network and TVGuide.com for $255 Million

Lionsgate and Macrovision Solutions Corp., a digital entertainment technology provider, announced an agreement for Lionsgate to acquire the TV Guide Network and TV Guide Online properties from Macrovision for $255 million in consideration. The transaction will be funded with Lionsgate's existing cash and available funds. The structure of the deal allows Macrovision to utilize the capabilities of TV Guide Online while remaining focused on Macrovision's core competencies in technology. Macrovision retains the online elements currently utilized through this site, namely its B2B grid syndications business, whereby the company licenses its online guide to other portals, and the functionality that enhances its embedded guidance product offering, such as integration from embedded guides with online or mobile guides that allow for remote record.
(www.lionsgate.com, www.macrovision.com)

IT Security Spending Will Increase in 2009

Finjan, Inc., a provider of secure web gateway solutions for the enterprise market, announced the findings of its IT security survey conducted in December 2008. Finjan conducted an online survey among 200 IT and security professionals. The survey focused on determining the trends for allocating IT budgets in 2009 compared to 2008. The results reveal that the total IT budgets for 2009 tend to be reduced compared to 2008. The IT security budget outlook was more optimistic since organizations intend to dedicate a larger part of their total IT budgets to IT security. The survey includes the following findings: 38% of all respondents stated that they do not expect a change in their 2009 IT budgets, while 34% indicated that they expect them to be slightly smaller; 34% of the respondents indicated that their IT security budgets for 2009 will increase; and 43% of all respondents expect their IT security budget to remain the same.
(www.finjan.com)

Hoover's, Inc. Launches New Mobile Product Line

Hoover's, Inc. and its parent company D&B, a provider of global business information, tools, and commercial insight, launched a new mobile product line. Hoover's Mobile and Hoover's MobileSP allow users to access customer and partner information, identify new prospects, and prepare for meetings. Additionally, Hoover's MobileSP users will have access to call executives, GPS-enabled location searches, advanced search and list building, and custom call queue and "Save to Contacts" capabilities.
(www.hoovers.com)

the music companies challenged a few years ago," because of how CD sales have decreased and how valuable music-sharing and social networking sites have become to emerging artists.

Facebook, which sent a statement to *EContent* and declined to comment further, has indicated a willingness to reinstate Project Playlist when the music network's legal troubles are settled. The statement says, in part: "The Recording Industry Association of America (RIAA) initially contacted Facebook last summer requesting the removal of the Project Playlist application for copyright violation, and recently reopened those communications. We forwarded the RIAA's letters to Project Playlist so it can work directly with that organization and music labels on a resolution. In the meantime, the application was removed to comply with the Facebook Platform Terms of Service."

MySpace has also expressed interest in reinstating Project Playlist. "MySpace has received notices of infringement about Project Playlist at different times from several of the major music companies currently suing Project Playlist. Per our policy of taking very seriously the requests of rights holders to block access to third party sites that are believed to be infringing, we have evaluated the requests of the major music companies and determined that it is in our best interest not to allow Project Playlist widgets on MySpace," said the company in a statement to *EContent*. "Any third party widgets (including any music widgets) are welcome on MySpace so long as they do not include infringing content. …"

MySpace previously blocked Project Playlist in March 2008, prior to its launch of MySpace Music in September. Although MySpace denies any connection between the launch of MySpace Music and the Project Playlist takedown, Blossom notes that "it's cheap research and development" to allow another company to see what works in your space and then launch your own product. Warner Music Group, Universal Music, Sony BMG, and EMI are all MySpace Music partners.
(www.playlist.com)

—**KINLEY LEVACK**

Ex Libris Group Releases Digital Preservation System

Ex Libris Group, a provider of automation solutions for academic, national, and research libraries, announced the release of Ex Libris Rosetta for digital libraries. Ex Libris Rosetta provides libraries with the technology needed to preserve and facilitate access to digital collections under their guardianship. Ex Libris Rosetta supports the acquisition, validation, ingest, storage, management, preservation, and dissemination of digital objects while enforcing the relevant policies that can vary from one institution to another. Objects are first loaded to a depository, in which the validity and origin of the assets are verified, enabling the institution to record when, how, and by whom the item was created. These assets are then enriched to ensure that the institution has all of the descriptive and technical metadata needed to preserve the assets for the long term. The digital resources are saved in a sustainable format and continually evaluated to guarantee their ongoing usability.
(www.exlibrisgroup.com)

Digg Creates Twitter Feeds

Digg announced that it has created Twitter feeds across several Digg topics. Users can get popular stories delivered right to Twitter. This provides another way to customize the types of stories users receive from Digg. The Twitter feeds update as stories become popular. When a new story gets promoted to the Digg homepage, the Digg environment Twitter feed posts to a stream. These feeds are created using the Twitter API.
(www.digg.com, www.twitter.com)

Dow Jones Acquires Database Assets of Library House

Dow Jones, a News Corp. company and provider of global business news and information services, announced it has acquired the database assets of The Library House, Ltd., a provider of data on emerging private companies in Europe. With the acquisition of these data assets, Dow Jones extends its reach as a provider of data and news on private, venture-backed, and private-equity-backed firms. These data assets will be combined with Dow Jones VentureSource, which tracks venture capital investments in companies in every industry and stage of development throughout the U.S., Canada, Europe, India, Israel, and Greater China. Current Library House database customers will become Dow Jones VentureSource customers.
(www.fis.dowjones.com)