Google™ 09 I/O

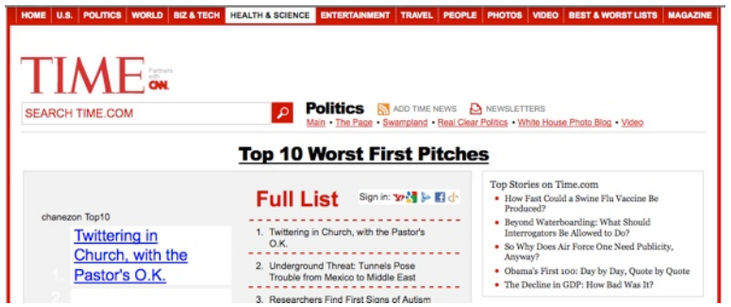
Google Friend Connect In The Real World

Patrick Chanezon, Google
Shivani York, TIME.com
Henry Chan, TIME.com
Srivaths Lakshmi, TIME.com
Paul Berry, HuffingtonPost
Khris Loux, JS-Kit

5/27/2009

Google Friend Connect

- May 2008 Google Friend Connect Preview
  - Preview release, for whitelisted sites
  - make your site social
  - long tail, no technical skills needed
  - copy and paste javascript
  - add OpenSocial applications
- December 2008: General Availability
- February 2009: Social Bar
  - Even easier integration
- March 2009: Javascript and REST APIs
  - Allows deep customized integration in websites
  - server or client side integration
  - good fit for large websites with technical teams



“Oh I get by with a little help from my friends,
Mmm I get high with a little help from my friends,
Oh I'm gonna try with a little help from my friends”

The Beatles

Shivani York, TIME.com

TIME TIME.com

2009 TIME.com Social Lists

May 2009

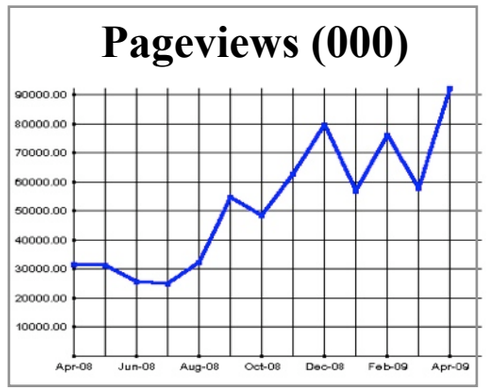
06.08 XXX

TIME.com

- 24-hour global news gathering operation with 150+ journalists
- In-depth reporting throughout the day on the issues, people, places and organizations that matter
- Trusted commentary and unmatched access
- 141.6 million page views (omniture)
- 17 million unique visitors (omniture)

TIME.com April Traffic Highlights

Pageviews in April were the highest in TIME.com history!

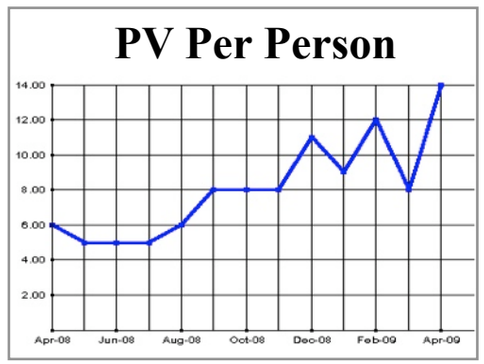


Record Site Traffic

- TIME.com pageviews increased by **+195%** year over year*

Record User Engagement

- Time.com users consumed 14 pageviews per person, which is the **highest in TIME.com history!***



TIME.com Multimedia Highlights

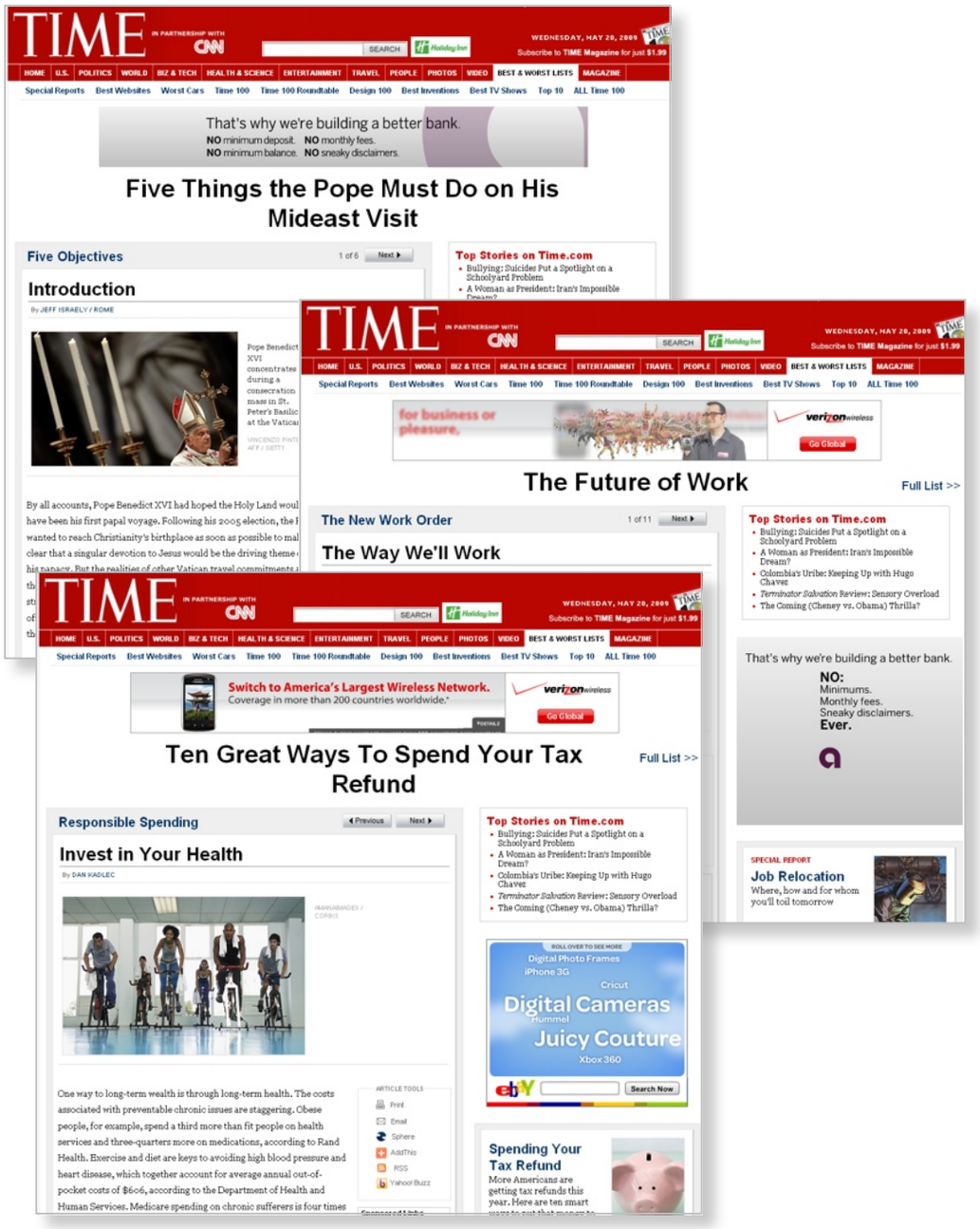
- Video streams experienced a 61% increase vs. last month

Sources – *Nielsen Net Ratings Apr 2009 vs Apr 2008

TIME.com Daily Specials

TIME.com's Daily Specials provide a trusted and entertaining perspective on relevant current events.

These interactive specials use photo and video galleries to engage the readers, and topics can range from important international events like the Pope visiting the Middle East) to light hearted topics like the Best iPhone Apps.



Recent Popular Daily Specials	Pageviews
• top 10 disastrous letterman interviews	- 7.4mm
• top 11 iphone applications	- 5.9mm
•10 things you can like about $4 gas	- 4.3mm
•10 essential sites	- 3.0mm

Source: Omniture SiteCatalyst – Past 12 Months

Specials Traffic

176MM

From January – April 2009

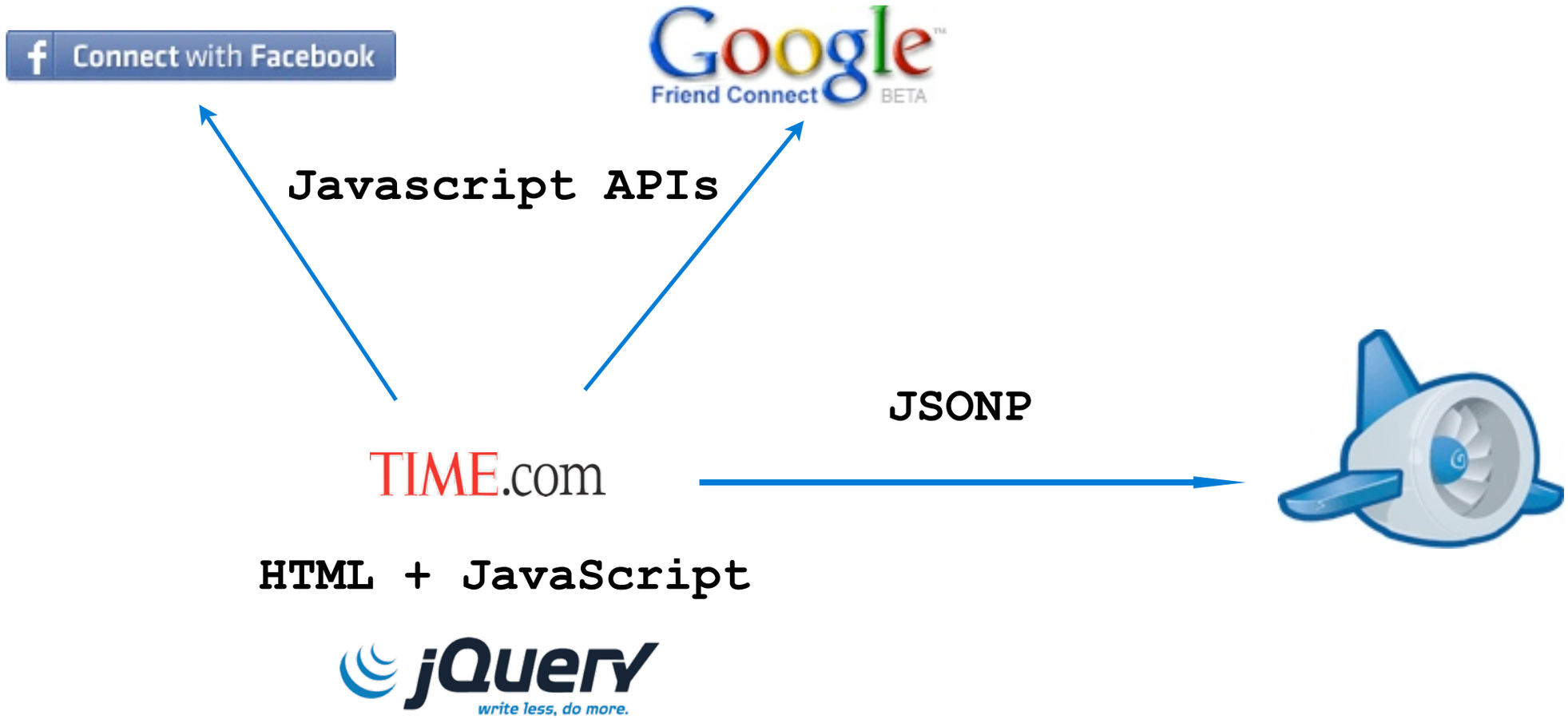
Challenge

How can we make our daily Top 10's more fun and engaging?

TIME Social Lists Demo

TIME TIME.com

Architecture



Henry Chan, TIME.com
Front end architecture

TIME TIME.com

Srivaths Lakshmi, TIME.com
Backend architecture

TIME TIME.com

Paul Berry, HuffingtonPost

THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

Khris Loux, JS-Kit

JS-Kit Rich, interactive features for your site

Resources

- http://opensocial.org/
- Google Friend Connect documentation
  - http://code.google.com/apis/friendconnect/
- http://time.com/
- social lists open source project
  - http://code.google.com/p/social-list/
- delicious links: docs, demos, code, news, ...
  - http://delicious.com/chanezon/friendconnect
- http://jquery.com/
- Google Appengine documentation
  - http://code.google.com/appengine/docs/
- Google Social blog
  - http://googlesocialweb.blogspot.com/

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