

Google™



Google Friend Connect In The Real World

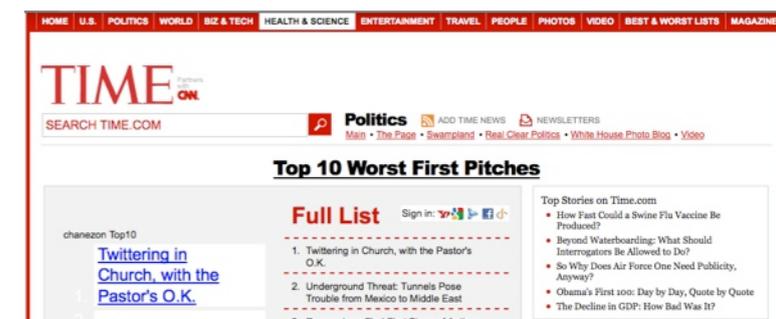
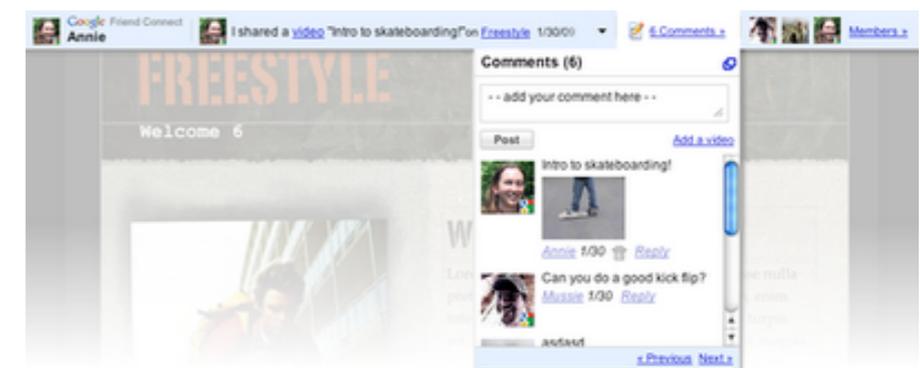
Patrick Chanezon, Google
Shivani York, TIME.com
Henry Chan, TIME.com
Srivaths Lakshmi, TIME.com
Paul Berry, HuffingtonPost
Khris Loux, JS-Kit

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



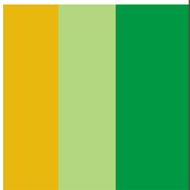
“Oh I get by with a little help from my friends,
Mmm I get high with a little help from my friends,
Oh I'm gonna try with a little help from my friends”



The Beatles



Shivani York, TIME.com



TIME TIME.com

2009 TIME.com Social Lists

May 2009

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Friday, May 01, 2009

SEARCH TIME.COM

Must Reads

CURIOUS CAPITALIST » Do Pay Cuts Actually End Up Saving Jobs? BY BARBARA KIVAT

NATION » Paul Slansky's Weekly Index of the News BY PAUL SLANSKY

WORLD » Hamas: U.S. Diplomacy's Final Frontier BY PETER BEINART

WORLD » Murder Mystery: Who's Killing Hungary's Gypsies? BY JOHN NADLER / TISZALÖK

Must See

M.I.A. Makes the TIME 100 Artist, Producer, DJ, singer, fashion designer, activist. Sri Lankan pop star M.I.A. wields global influence across genres. That put her on this year's TIME 100

Can Americans Learn to Love Fiat? Chrysler Hopes So
By JOSEPH R. SZCZESNY

- Top 10 Chrysler Moments
- Fiat to Take 35% Stake in Chrysler

Judging the Candidates to Replace Justice Souter
By MASSIMO CALABRESI / WASHINGTON

Five Absolute No-No's For the Swine Flu Frenzy
By BRYAN WALSH

- Listen

Latest Headlines
UPDATED: 2:20PM ET

- Source: Souter Retiring from Supreme Court
- FDA Takes Diet Supplement Off the Market
- U.S. Swine Flu Caseload Passes 140
- Court Clears Way to Deport Demjanjuk
- BCS Official Disputes Playoff System
- Edwards on Husband's Affair: 'I Threw Up'
- Man Who Attacked Dutch Royals Dies
- CNN: Myanmar Cyclone, One Year Later
- CNNMoney: Getting Paid Not to Work
- Thermal Scanners Hunt for Swine Flu

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- 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

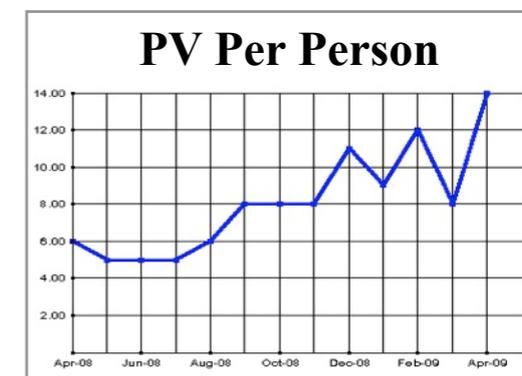
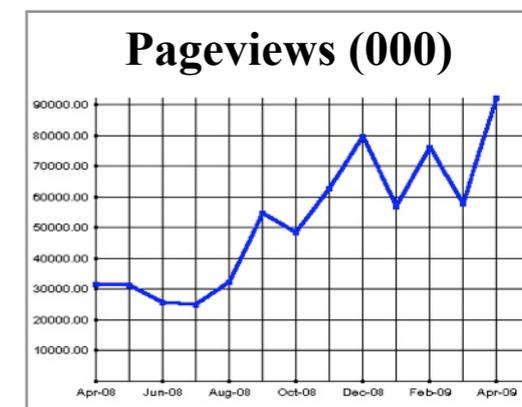
- TIME.com pageviews increased by **+195%** year over year*

■ 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

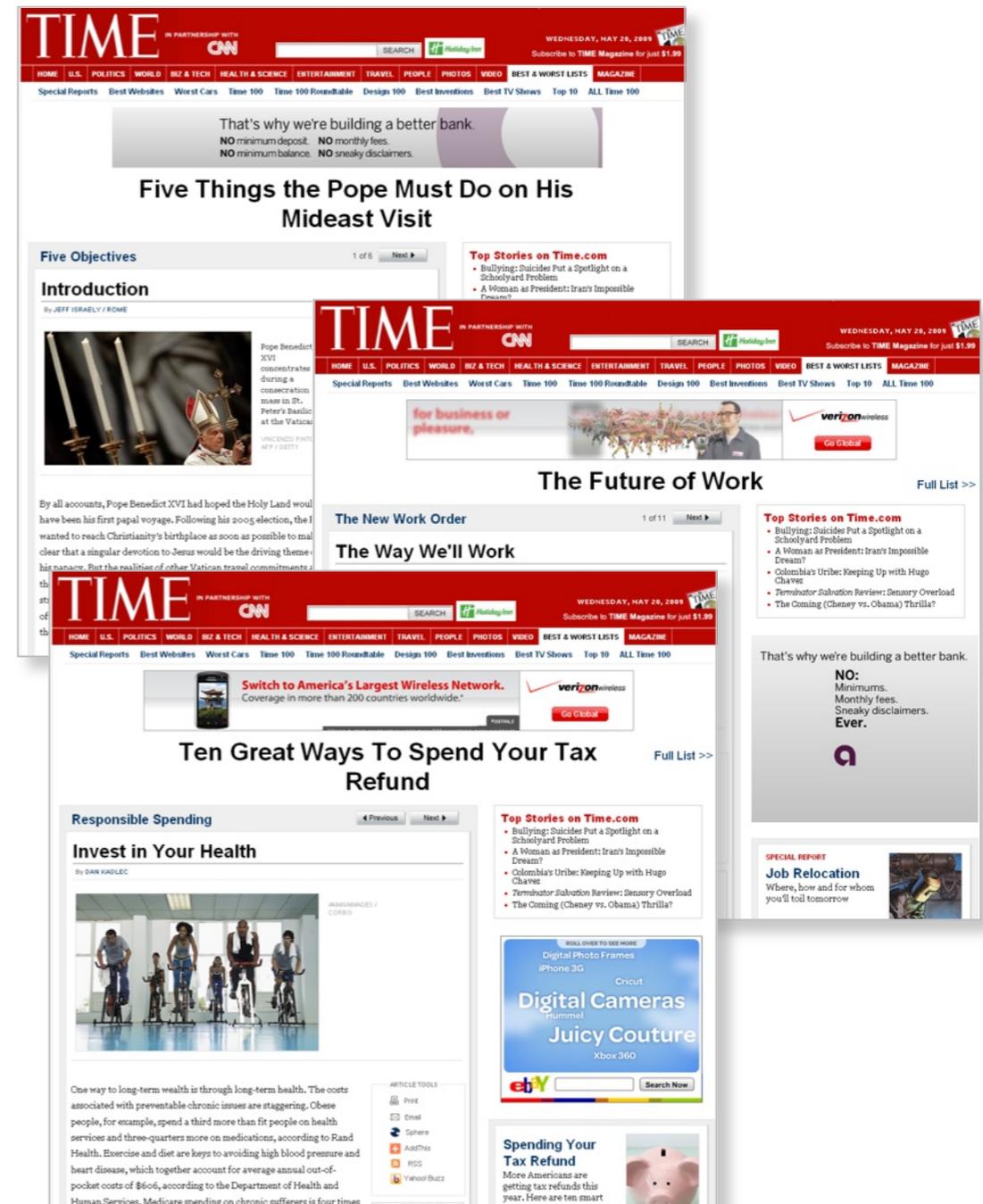


Sources – *Nielsen Net Ratings Apr 2009 vs Apr 2008

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

TIME TIME.com

Specials Traffic

176MM

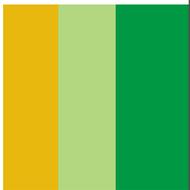
From January – April 2009

Challenge

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

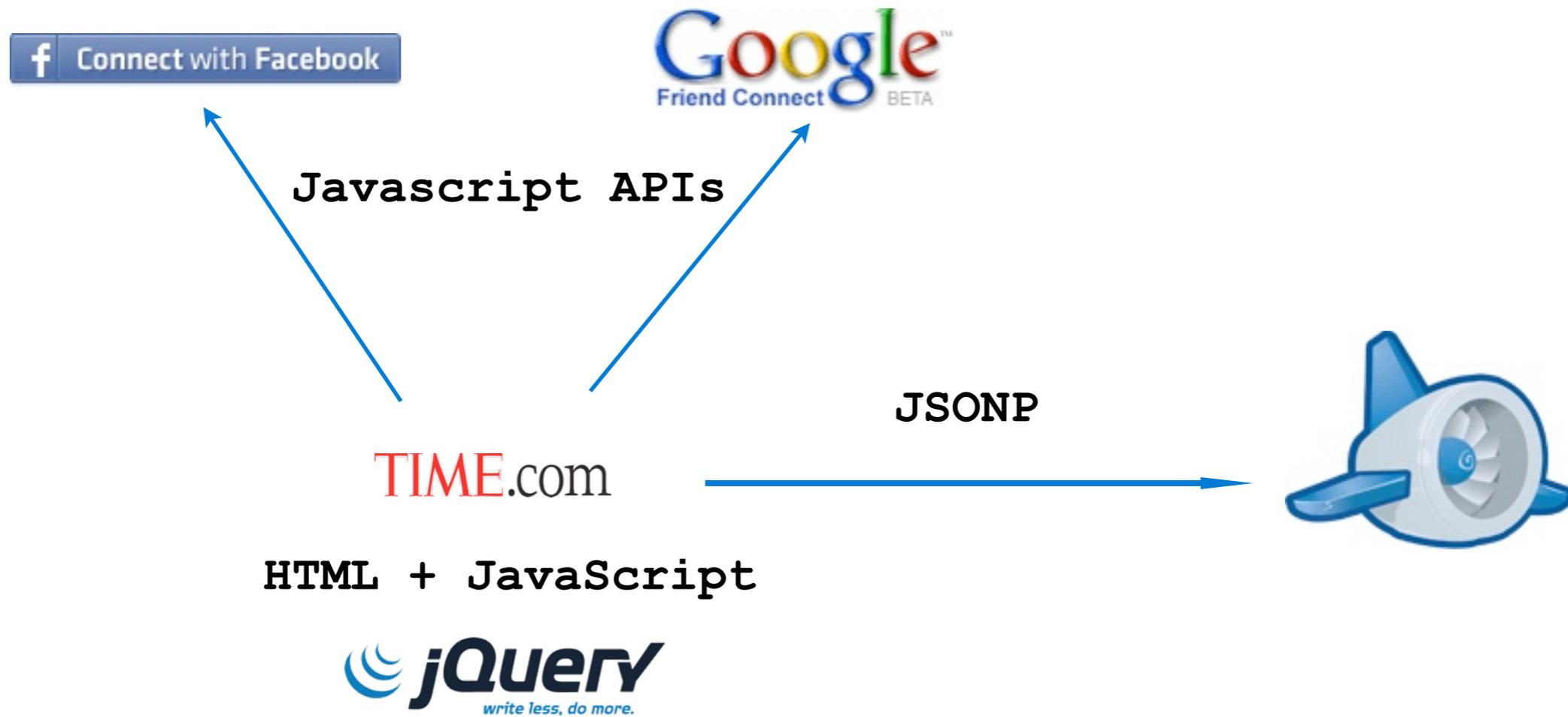


TIME Social Lists Demo



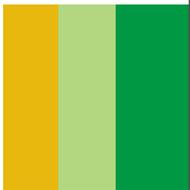
TIME [TIME.com](https://www.time.com)

Architecture





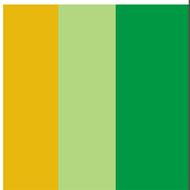
Henry Chan, TIME.com
Front end architecture



TIME TIME.com



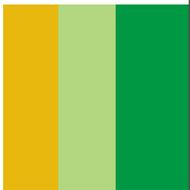
Srivaths Lakshmi, TIME.com
Backend architecture



TIME TIME.com



Paul Berry, HuffingtonPost

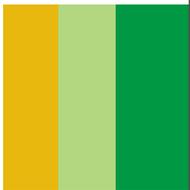


THE HUFFINGTON POST

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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