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Industry Buzz & Snippets: 2/12/08



Vegas harms secret-keeping rep with new online network

Agencies and Execs:

- Former DraftFCB executive Graham Nelson has been hired by A&G to serve as VP of its "Digital Incubator." His job shall include converging the firm's digital media, creative, analytics and tech services.
- Aegis Media UK launched Ævolve, an evaluation and data service for digital efforts. In its first year Ævolve shall evaluate over £350 million in client communications.
- MSG Interactive and About.com have formed a joint marketing program. The program will attract sponsorships built on About's online reach, and MSG's broadcast media and venues.
- Siegel+Gale launched a "brand decision analyzer" called Eyeopener.

Biz Buzz:

- Starbucks is dropping T-Mobile, its exclusive wi-fi provider, for AT&T. The new relationship gives customers a mix of free and paid online access.
- National Lampoon acquired Comedy Express. Comedy Express TV is already part of Lampoon's Humor Network.
- WPP Group took an unspecified stake in NuConomy, an Israeli company that offers online "engagement and interaction" analytics.

Games:

- Electronic Arts has a "stealth" division working on how to re-purpose existing games and come up with new titles for distribution on social networks and non-traditional platforms.
- MySpace officially launched its Games site, staking out its own little corner of the casual games market.

Mobile:

- This summer AOL releases its Open Mobile Platform, which allows developers to build applications for multiple operating systems.
- Microsoft purchased Danger, effectively killing the IPO Danger had been planning.
- Sony Ericsson will release a new handset that, for the first time, is built on Microsoft's Windows Mobile operating system and not Symbian.
- MoConDi's MeYou platform will provide mobile apps to H3G and One Italia users.

Publishing:

- TheStreet.com has launched a site, MainStreet.com, that caters to those seeking personal finance information.
- Hearst Interactive Media contributed to the \$7.5 million in financing raised by local video production firm TurnHere.
- The Investors Business Daily has appointed Jerry Ferrara VP of national ad sales. He will oversee both print and online ad revenue for IBD and Investors.com.

Signs of What's to Come:

- HarperCollins hopes making online editions of certain titles available for free will spur sales of actual books.
- Microsoft acquired 3D modeling and animation firm Caligari, with plans for those operations to improve the look and feel of Microsoft's Virtual Earth.
- Thomas Friedman of The New York Times has relabeled the college-age demo Generation Q. He finds them too optimistic and insufficiently radical.

Social Networking:

- CMO Pete Krainik of QD Technology joined agency Renegade to build The

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- [CMO Club](#), a social network for chief marketing officers. It operates on Ning, which also services the [Wired Journalists network](#) and [AdGabber](#).
- Social network ad platform Lotame Solutions [raised](#) \$10 million in a round of financing.
- Adknowledge's [Cubics.com](#), a social ad network, has announced full support of the MySpace API.
- The Las Vegas VCA [launched a social network](#) where people can plan trips to, or share stories from, Las Vegas.

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