

Netlog wins Open Web Award

Netlog, a Belgian website, was announced the winner of the Open Web Award in a large ceremony in San Francisco last night.

Friday 11 January 2008

Netlog, Facebook's European biggest contender, won the the award in the 'Mainstream and Large Social Networks' category in the first Open Web Awards organised by Mashable!.

More than a quarter million readers of thirty renowned blog sites such as Mashable!, Blognation, Alarm:Clock and Social Networking Watch nominated and declared Netlog as the winner of the Open Web Awards in the 'Mainstream and Large Social Network' category.

The first Open Web Awards was organized by Mashable!, the world's largest blog dealing with social networks. Wired - the leading, globally-read technology and innovation magazine - sponsored the contest.

Lorenz Bogaert, CEO of Netlog: "Winning this award means a lot to Netlog because it was specifically the opinion-forming bodies of the sector who chose us as the best 'Mainstream and Large Social Network'. This award, coupled with the constant positive feedback from our users, shows that Netlog is on the right path.

Toon Coppens, CTO of Netlog: "Moreover, this international award recognizes the Netlog Platform as being innovative and ambitious. Netlog has already stepped into the next phase of social networking: user friendliness and privacy levels together with the diversity and flexibility confirmed by 15 languages in which Netlog is available. All those factors contribute to the large daily growth in the number of active and new users.

This award crowns Netlog's achievements as a social community website. Apart from the Mashable contest Netlog has won the "International Site of the Year" competitions in five different countries. This is the most important election of public and professional websites that is organized annually in nine countries by the independent research organization Metrixlab. Netlog won the prize in Germany, France, Italy, Spain and the UK.

About Netlog

Netlog is an online community where users can maintain or enlarge their social network. The platform is available in 15 languages and has over 30 million users. According to CIM Metriweb,

Netlog is the most visited site in in Belgium with 13.5 million page views per day and more than 2.2 million users.

Netlog is located in Ghent and currently employs 40 young people.