

## Netlog joins Google Friend connect – Open web is here

**Netlog, the most popular community for young people in Europe and beyond, reaches out to its young users and third party websites by offering them a unique and efficient tool — Friend Connect.**

May 21, 2009 – Google's Friend Connect allows users to "connect" their Netlog identity, friends, and privacy limits to any site. This enables users to login to third party websites — like music, gaming, e-commerce, and news sites as well as blogs with their Netlog account. This will grant all Netloggers a perpetual web experience, no matter how many and what sites they are visiting. Users will be able to login with their Netlog credentials and use the third party website as if they had spent the time registering. The tool also allows every participating website to connect to the extensive Netlog community automatically and build up their reputation and awareness simply by the viral power of the Netlog community.

With this new service, users can bring their identity information with them wherever they go on the Web, including among others, basic profile information, profile picture, name, and friends.

But as with Netlog, the users decide which information can be accessible: privacy settings will follow the user on connected websites and they need to decide with which sites they wish to share their personal information.

Connecting with your Netlog account on an external site also means that your activity will be pushed back to Netlog, so your friends can see what you have been doing. Hence, FC enables users to discover other Netlog friends that are using the same external website and facilitates sharing as well as driving traffic to the user's profile page.

Toon Coppens, CTO and co-founder, looks forward to this new integration: "Netlog's early involvement in Data portability demonstrates our belief in an open and convergent web experience for the whole Internet population.

Besides the different advantages these Open Standards bring to Netlog users, it is equally interesting for third party websites. Friend Connect allows site owners to instantly connect and tap into almost 45 million Netlog users as well as everyone using other social media services."

### **About Netlog**

Netlog is a fun and entertaining social community very popular with young people around the world. Netlog members can communicate and connect with friends, like-minded people, and local communities, as well as play games and compete against their friends and upload and share videos and photos. On average, members spend almost three hours a day on Netlog. Founded by Toon Coppens and Lorenz Bogaert in 2003, Netlog

has more than 45 million users worldwide and is available in 25 languages. According to ComScore, Netlog is the pageview market leader in Austria, Belgium, Italy, Romania, Switzerland, and Turkey. The site is the second most popular pageview leader in France, Germany, the Netherlands, and Portugal. Each month Netlog welcomes more than 50 million unique visitors registering over 5 billion page views. In 2008, Netlog was awarded with the 'Best Mainstream Social Network' in the Mashable! Open Web Awards and the MetrixLab 'Website of the Year Awards' for the second consecutive time.