



FOCUS

This newsletter has been created specifically for the XXX Marketing team to foster conversation around enhancing customer value propositions in Europe, the Middle East and Asia. The recommended articles, as well as this month's selection, can be found on XXX's own portal XXX.

This edition of XXX Focus includes:

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| i. Focus : Searching for answers | v. Social Networking |
| ii. Maps | vi. Video |
| iii. Mobile | vii. We're listening |
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Searching for answers

Google has quite a bit to be proud of this month. The company's market share in the US searches rose last month to an all time high of 67% of searches performed. The Dutch site Telecompaper relayed Google's ranking as the [best place to work in France](#). Should the competition just "pack up and go home"?

Blogger [Marshall Kirkpatrick](#) doesn't think so. He questions whether Google's momentum is all that inevitable, and explores what he sees are three critical short term challenges: search industry innovation, the semantic web, and the potential public backlash over privacy issues.

Yahoo certainly seems hasn't given up the fight. iResearch [analyzes Yahoo! plans](#) for One Search 2.0, touted as a revolution in mobile search. Yahoo! oneSearch 2.0 promises better answers and easier ways to search via Search Assist, Voice Enabled search, Idle Screen Access and open Search results.

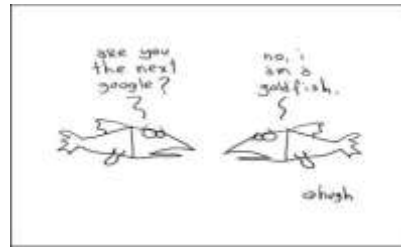
In Russia, Yandex also believes its time has come. The company, which runs Russia's largest search engine, announced that it has now indexed its first billion pages outside of the ru domain. Yandex has not only taken on Google globally but also launched its first vertical search [Yandex.Auto](#), a search in car classified

In the States legal challenges may also threaten how Google does business. Comments on the FTC's proposed behavioral targeting and privacy guidelines are coming out this week. Google argued that search its products shouldn't be considered "behavioral" even when the ads displayed to users are based on their search history. Microsoft and many consumer groups apparently don't agree.

Perhaps the biggest challenge of all may come from Search itself. Loic Le Meur, the French founder of Seismic, argues provocatively in discussing [Social maps](#) that "if the news is important enough, it will find me.". Listen to his podcast discussion on how leveraging social networks can change the nature of search.

Among our recommendations available on Radar :**Maps**

WebFocus for Google Maps is potentially a significant development for manufacturers in that it has the potential to enable very easy and intuitive access to online performance data....



Date	Country	Article title
Mar 28, 2008	FR	Click2Map Adds Template and Database Features to Google Maps
Apr 9, 2008	US	Wikifying Google Maps
Apr 10 2008	UK	Business intelligence comes to Google Maps -

Mobile

BING, which combines both SMS and IM in an open Java software service, now operates in 9 new markets: the UK, Brunei, India, Indonesia, Italy, the Netherlands, Spain, Switzerland and Vietnam.

Date	Country	Article title
Apr 07, 2008	IT	Made-for-Mobile Social Networking Application 'BING' in 11 Operating Countries
Apr 11, 2008	UK	Limbo Announces Agreement with Virgin Mobile USA
Apr 12, 2008	UK	Alcatel-Lucent Unveils 3G CDMA/EV-DO

Personalized Homepages

Pageflakes, an Ajax home page service that originally launched in Germany in late 2005, [has been acquired](#) by Los Angeles based Live Universe

Date	Country	Article title
Apr 07, 2008	AT	Infragistics NetAdvantage for Silverlight Will Power Rich ...
Apr 12, 2008	UK	IBM releases secure mashup tool
Apr 13, 2008	GE	Pageflakes Acquired By Live Universe

Social Networking

Robert Scoble has now left Microsoft to join FastCompany.tv. [Others have followed his lead](#), knowingly or not, and job titles like "social media evangelist" are no longer nearly as rare as they used to be..



Date	Country	Article title
Apr 11, 2008 17:02:32 GMT	BE	Muslim social media website is one of Europe's fastest growing dotcoms
Apr 11, 2008	US	Social Media & Corporate Marketing/PR
Apr 11, 2008	US	The New Robert Scobles: Seven Leading Corporate Social Media ...

Video

Nora Freedman, senior analyst at IDC's enterprise networks division in the States, says: "I think that [the majority of corporations worldwide are fundamentally confused](#) by unified communications. Every vendor has their own definition and every implementation..."

Date	Country	Article title
Mar 18, 2008	FR	Do EMEA Enterprises Really "Get" Unified Communications?
Apr 11, 2008	UK	comScore Video Metrix Launched in UK, France, Germany and Canada
Apr 13, 2008	SL	Video is the new AJAX

We're listening!

Which articles did you find particularly interesting? Which subjects would you like to explore in more detail? How can we improve our service to your team? Let us know your thoughts and opinions a line at research@lhstech.com. We are looking forward to hearing from you!

XXX Focus is prepared monthly by LHST sarl. LHST's "value architects" work with senior managers to help them understand how to leverage networks, processes and technology to enhance individual and corporate performance.

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