

APRIL 21

2008 Words from  
David ...

In continuing with our desire to make more information available to you we have started our organization's monthly newsletter. Please take the time to not only read the newsletter but contribute to future editions. Each newsletter will provide insights to our progress, update launches, share tips, as well as take a closer look at some of our offices, team members, and product lines. Thank you for all the work you have done thus far in 2008. We have great opportunities ahead of us and we will achieve them by all working together.

## Product Launches

- 4/2 - AIM Gilligan Refresh
- 4/2 - AIM Profiles Search
- 4/7 - AIM Chat, sprint 3
- 4/8 - AIM Profiles 2.0.11
- 4/8 - Groups 2.0
- 4/10 - 3.8 Portal Maintenance Release (new themes, HP games module, HP bookmarks supertab, Yedda module (B-test only))
- 4/14 - Toolbar configurator (beta)
- 4/17 - Fuzzy Navel
- 4/23 - myHP (Belgium)
- 4/30 - IM Blast (launch ready)

## Upcoming Industry Events & Conferences

- RSA Conference - April 7-11 - San Francisco, CA
- ApacheCon EU 2008 - April 7-11 - Amsterdam
- NABShow - April 11-17 - Las Vegas, NV
- MySQL Conference & Expo - April 14-17 - Santa Clara, CA
- Web 2.0 Expo - April 22-25 - San Francisco, CA (BlueString being demo'ed, will have presence with Photobucket in their booth, one demo slot in Adobe's booth on Friday, 4/25/08 and presence in AOL's dev.aol.com booth)
- 2nd European Identity Conference - April 22-25 - Munich, DE
- TECH cocktail DC - April 24 RSVP
- Interop Las Vegas - April 27-May 2 - Las Vegas, NV
- Microsoft Management Summit - April 28-May 2 - Las Vegas, NV

## Top Stories

### Advertising Update:

Quigo (Platform-A's contextual link advertising entity) is moving past it's Pilot phase now and getting into general implementation. The Monetization Team will be reaching out to product teams (where applicable) over the next week to collect any requested product information for Platform-A, and to discuss next steps. Platform-A will potentially be looking to keep scope to text and picture type destination portals with higher traffic volume. Once a product list and the appropriate details are provided to Platform-A, a kick-off will be scheduled to review recommendations. AOL.com and the Welcome Screens are under a separate integration plan.

### SEO Brown Bag in LA:

The LA team met with Dave Henning to discuss SEO best practices, with regards to BlueString and Xdrive. The session focused on the basic principles of SEO, as defined by the SEO core team, as well as more advanced techniques that can be used to make SEO work in an advanced Flex environment.

For a full look at the basic principles of SEO, visit the Optimization web site at <http://optimization.aol.com/standards/seo/>

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### myAOL Rollouts

The goal behind myAOL is personalization - and with over 20 local country versions, we think we've taken that challenge to a whole new level. The myAOL team, which includes people in the Dulles, Mountain View, Dublin and Bangalore offices, has been tirelessly rolling out the cobranded myAOL HP product globally since last Fall. The collective team has gotten into quite a rhythm turning out the following locales over the past several months: US, UK, Canada (French and English), Germany, France, Italy, Spain, Netherlands, Sweden, Poland, Mexico, Switzerland, Austria, Norway and Denmark. Next up, the team will be launching sites for Belgium (in French and Flemish), Japan, Korea, Ireland, Finland, Turkey, Czech Republic Brazil and Russia, taking us into October. These launches provide a solid foundation to continue building out a product that users can customize and make their own, wherever they may be.

### The Secret Lists

#### By Kevin Lawver

There are several hundred internal e-mail lists (you know, listserves) here at AOL, many of which are unknown secret treasure troves of community and helpfulness. Here are a few of my favorites:

- Web-Dev: The web development community at AOL, pretty much all of it. There are around five hundred people on the list, and there's always something interesting going on. It's where most of us go when we're stumped, need help, and don't know who to call.
- macosx-users: The mac community at AOL. We commiserated during the bad times, and celebrate the good ones. It's also the place to go for navigating the internal web of windows-based services to get the most out of your Mac and survive in a Windows World.
- socnet-info: Dormant, but really shouldn't be. This used to be the place to go for info and discussion on the social web.
- aollug: The AOL Linux Users Group
- stds-identity and stds-w3c: Both lists are interesting, and populated with some really smart folks. Both are good resources for their particular areas.

To subscribe to one (or more) of these great listserves, just send an e-mail to [listserv@listserv.sup.aol.com](mailto:listserv@listserv.sup.aol.com) with subscribe LISTNAME in the body of the e-mail (replace LISTNAME with the name of the list you want to join).

## Revenue Reporting

Revenue:

Following numbers are total for January and February and may be rounded:

- Homepages is \$2.1MM under budget (short) for Brand revenue (\$16.2MM Actual vs \$18.3MM Budget), and has no Management revenue
  - Social Platforms is \$300K under budget (short) for Brand revenue (\$0 Actuals vs \$300K Budget), and \$126K under budget (short) for Management revenue (due to accounting issues of Userplane served ads). Zero Brand Actuals due, in part, to misaligned profit centers (myAOL).
  - Messaging is \$700K under budget (short) for Brand revenue (\$3.9MM Actual vs \$4.5MM Budget), and \$120K under budget (short) for Management revenue (due in part to straightlined budget and budget finalization timeframe)
  - Community Applications and Personal Media is \$1.5MM under budget (short) for Brand revenue (\$2.3MM Actual vs \$3.8MM Budget), and \$554K under budget (short) for Management revenue (in part due to X-Drive subscriptions and straightlined budget variances)
  - Yedda is \$250K under budget (short) in Management revenue (due to a straight-lined budget and rev share agreement issues)
- Caveats:
- Some products are misaligned to profit centers and some Ad revenue credit is therefore going to the wrong product verticals (in process of getting cleaned up)
  - The information is US only and YTD
  - Our financial reporting is a work in progress as product vertical P/Ls are new to the entire organization
  - Straightlined budgets causing some negative variances against seasonal forecasts
- Brand revenue = Platform-A served advertising; Management revenue = Subscriptions, Licensing, non-Platform-A served advertising

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## March Metrics

AOL.com Homepage: 1.28B PVs  
 AOL Welcome Screen: 453M PVs  
 AIM Profiles: 150M PVs  
 myAOL PVs (standalone + hp): 38M  
 AOL Pictures: 48M  
 Toolbar unique actives: 22.1M

30 Day Active UVs ending March 31  
 = 28.7 MM (does not include Mar  
 13-14 due to data loss)  
 IMs Sent = 21.9 B (estimated total  
 taking into account Mar 13-14 data  
 loss)

## tip of the Month

You can use the Mr. Roboto tool to ensure that your web site or product is visible to search engines. Mr. Roboto displays important SEO information, like metadata, semantic markup data, links, anchor texts and more. Give it a try at:  
<http://optimization.aol.com/tools/roboto/>

To submit articles or suggest topics for the SMMH Global News newsletter, please contact  
 Marianne Archer @  
[Marianne.Archer@corp.aol.com](mailto:Marianne.Archer@corp.aol.com)

## Professional Development Corner

### It's Intern Season

On May 19th, AOL Social Media, Messaging, and Homepages will be welcoming our summer of 2008 intern team. As we approach this start date, the department can prepare for our incoming talent in various ways. First, our interns will be responsible for executing a project from start to finish. For example, last summer interns created an internal department blog to post and access information regarding AOL Messaging and Social Media news. Right now we need the input of the department regarding what would be a realistic project for our intern team. There will be about two months for interns to complete this project. Hopefully we can come up with a great idea and develop this project into a huge success!

Some other exciting things we have planned for the summer include weekly brown bag sessions, informational interviews with full-time employees, and intern focus groups, to name a few. If your team will be utilizing our intern team for valuable feedback through focus group testing, please contact Professional Development through using the email below.

Even if you are not an assigned intern manager, we still want your energy and input now and throughout the summer! Your ideas can help to build a better program for everyone. Please contact [sarah.olson@corp.aol.com](mailto:sarah.olson@corp.aol.com) with any ideas, suggestions, or questions.

