

Google OpenSocial Platforms Orkut and iGoogle



web2.0
EXPO

APRIL 22-25 08
MOSCONE WEST • SAN FRANCISCO



Patrick Chanezon
Developer Advocate
chanezon@google.com

A standard for everyone



anyone
can be
friends!



Making the web better
by making it social

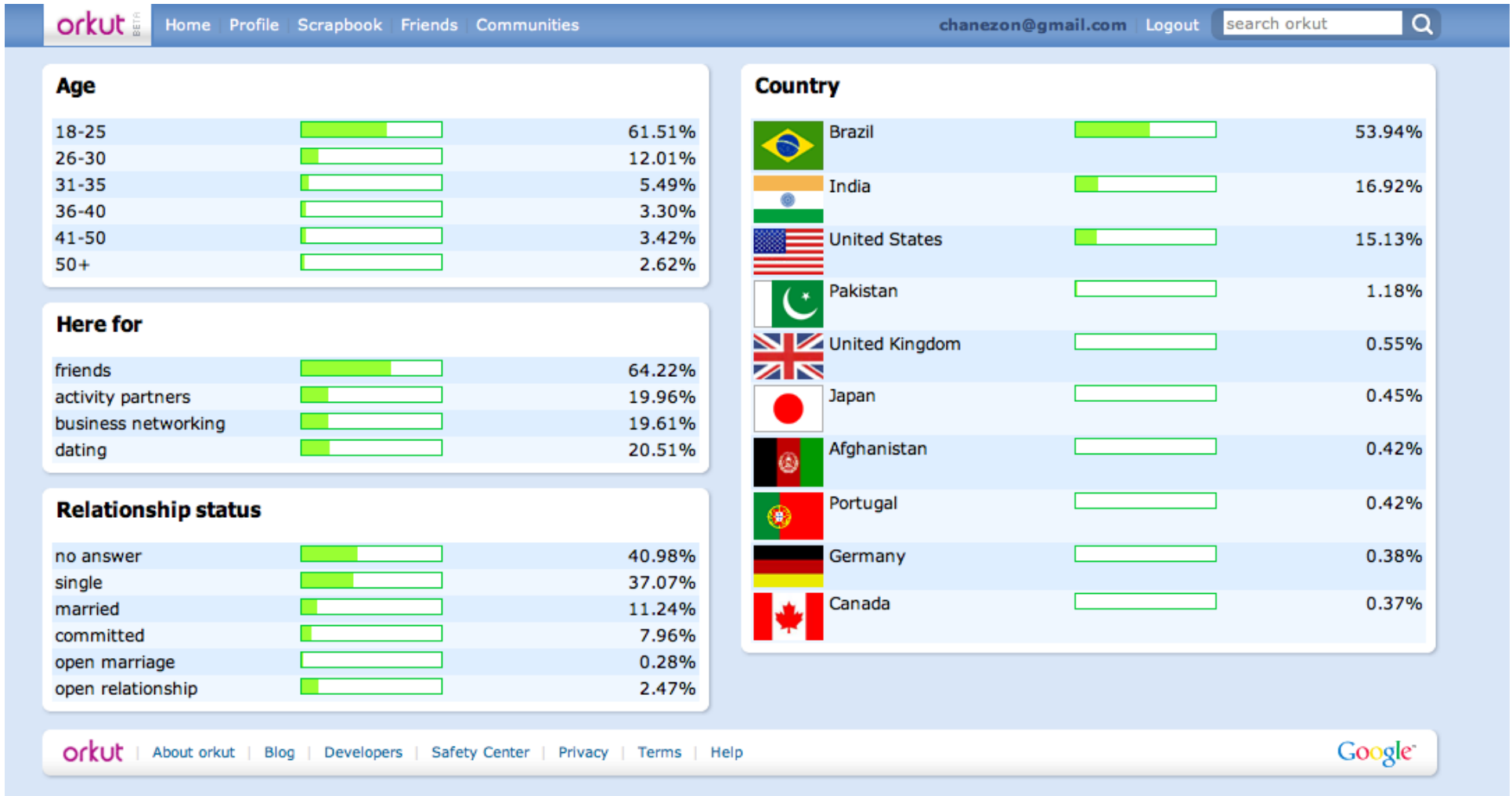
How about Google OpenSocial
implementations?



- 2nd social network in the world
- >60M users
- Big in Brazil and India
- Use case: self expression, communication
- Status:
 - OpenSocial available for users in India since last week
 - Directory limited to 19 applications for now

Orkut Stats

<http://www.orkut.com/MembersAll.aspx>



Orkut Policies

Viral Channels

- Only ActivityStream for now

Security

- makeRequest uses RSA
- See PHP sample to validate signature

Monetization

- Advertise on Canvas Pages
- Use any Advertising Network
- Keep proceeds for yourself
- Respect the T&Cs
- <http://code.google.com/apis/orkut/docs/orkutdevguidelines.html#monetization>

iGoogle Users

- iGoogle was the fastest growing Google product in 2006 and 2007
- iGoogle has tens of millions of users worldwide.
- More than 20% of visits to the Google homepage in the U.S. are to iGoogle.
- iGoogle is available in 42 languages and over 70 countries.
- Approximately 50% of iGoogle users are in the U.S., with large user bases in the U.K., France, Japan, Germany, Canada, Spain, Italy and the Netherlands.

iGoogle Developers

- Users have added more than 100,000 unique gadgets to their iGoogle pages.
- Currently there are over 47,000 gadgets (up from 9,000 in Q3 2007) and 200,000 feeds available in our public directory for users to add to their own webpage, in addition to their iGoogle page. All gadgets are free.
- <http://www.google.com/ig/directory?synd=open>
- Our top developers include a Database Specialist from the University of Southern Maine, a stay-at-home mom from Utah, and a computer science major from Puerto Rico.

iGoogle Social

- Sandbox launched yesterday 4/21
- For developers, Friends manager gadget
- Social Content Platform as opposed to a social network
- Helping you filter your information consumption: using friends to help you discover and filter as opposed to communicate and self express
- Use Cases: media, commerce, games
- games and twitter should work well, throwing sheep won't work

iGoogle Social

In iGoogle Viewer=Owner, main difference with Orkut

"I talk about social networks as performance spaces- Orkut is Karaoke, iGoogle is watching a concert. You want it to be clear which one you are doing."

Kevin Marks, OpenSocial Developer
Advocate

iGoogle Policies

Viewer = Owner

- Key difference between iGoogle and Orkut

AppData

- 10Kb

Viral Channels

- sendMessage soon

Monetization

- Ads on the Canvas pages
- Home/Dashboard view is private

Resources For Developers

Specification

<http://code.google.com/apis/opensocial/>

<http://code.google.com/p/opensocial-resources/>

<http://code.google.com/apis/orkut/>

<http://code.google.com/apis/igoogle/docs/gs.html>

Pat's delicious feed: <http://del.icio.us/chanezon/opensocial>

Questions

