

### Sify launches cloud-based online storage solution



Network and IT Services provider Sify Technologies has launched Sify mystorage, a cloud-based online storage and backup solution targeted at consumers and small businesses.

"The product caters to the storage needs of individual consumers and small and medium business who don't have the wherewithal to invest in large data centres," Mr Natesh Mani, President commercial and consumer business, Sify Technologies, said.

The service is available for users across platforms at an average cost of Rs 175 a month for 10 GB storage. The user can download the mystorage 'client' from the company website and use the application to backup all types of files from the user's device to the user's account on the cloud.

### Hungama brings Shah Rukh Khan exclusive



The digital entertainment company Hungama.com is offering exclusive content related to Bollywood actor Shah Rukh Khan, ahead of the release of his movie Don 2. The SRK special is called Super Khan - Shah

Rukh Unlimited.

Hungama.com provides access to exclusive SRK songs, videos, wallpapers, ringtones and movies. Furthermore, SRK games like Don 2 - Prison Break and Don 2 - The Chase are available on mobile.

Also available on are games from his movies like Om Shanti Om, Billu and My Name Is Khan. Hungama.com also has the hits and flicks of SRK along with pictures, wallpapers and games.

### Google in talks with retailers, plans to take on Amazon



Google Internet search titan Google is in talks to create a service that would let consumers pay a low fee to receive goods from online orders within a day -- in a potential challenge to Amazon.

"The web-search giant is in talks with major retailers and shippers about creating a service that would let consumers shop for goods online and receive their orders within a day for a low fee," the Wall Street Journal reported citing a person familiar with the matter. Google hopes to launch the service sometime next year, the report said.

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### Moneycontrol.com offers new iPad app



moneycontrol.com has launched a new application for iPad. The free application provides real-time information about the Indian and global stock markets, and also allows users to watch CNBC-TV18, CNBC Awaaz and popular videos featuring top business news, market analysis, and management interviews.

Commenting on the launch, Joyson Thomas, chief operating officer, Web18, says, "As an increasing number of users are now consuming content and services through tablets and smartphones, it made sense to tap into this fast-growing segment of savvy users. The launch is part of an endeavour to stay in tune with changing user preferences. Looking at the overwhelming response to the moneycontrol.com app across all other platforms, and considering the feedback that iPad has received from the market, we are positive that the combination will take this product to a new level."

The moneycontrol.com app allows users to get a comprehensive company snapshot with stock quotes, interactive charts, corporate action, peer comparison, financials, and company information on a single screen, with an enhanced tap and swipe experience.

### **Google India introduces Media Ads format on Google Search**

Google India has launched Media Ads, its latest ad format that introduces new ways to display video ads on Google Search.

The format is designed to put video ads in the front and centre of the screen. It is different from the typical AdWords ads on Google Search and here the targeting is completely automated. For instance, when a user enters a search, the Google algorithms determine is directly related to the movie, show, games, DVDs title.

In India, the Media Ads format has been launched with the STAR TV campaign that has been built around STAR One, now re-launched as Life Ok. Google India believes that the media and entertainment category search volumes on Google Search have shown phenomenal growth. In the last two years, the query volumes have grown at more than 125 per cent year-on-year.

This new feature also promises to enhance the video experience on Google search. A new media player Lightbox has been introduced and when someone plays the video, the Lightbox player expands to the center of the screen and dims the rest of the page around it.

The new media player helps the viewer get a theater-like experience and focus entirely on the video. Media Ads are charged at a flat rate on clicks which helps the advertiser gauge how much he is spending on each interaction.

### **Court orders Social media site to remove objectionable content by Feb 6**

A Delhi court has asked the social networking Web sites to remove objectionable content in the form of photographs, videos or text that might hurt religious sentiments. Setting a deadline for 22 social networking sites including Facebook, Google, Yahoo and Microsoft to remove all "anti-religious" or "anti-social" content, the court on 24 December 2011 directed the companies to file compliance reports by February 6.

Additional Civil Judge Mr Mukesh Kumar, who had on December 20 in an ex-parte order issued summons to the social networking Web sites, granted around one-and-half months for compliance of his order.

Out of 22, the representatives of two Web sites, Yahoo India Pvt Ltd and Microsoft, appeared in court and submitted that they have not got the copies of the court order and complaint against them and pleaded the judge to provide the same.

Mr Santosh Pandey, counsel appearing for complainant Mr Mufti Aijaz Arshad Qasmi, assured the court that he would provide the companies with the copy of the complaint and other related documents.

Mr Pandey, after the court proceedings, told the reporters that the Web sites have to submit a compliance report to the court by February 6 detailing what action they have taken to remove the objectionable and derogatory contents from the Web sites.

The court's order came amid a raging controversy over monitoring the content on Internet and of those Web sites depending on user generated contents, which arose after the Communications and IT Minister, Mr Kapil Sibal, had asked the social networking Web sites to "screen" the content.

On the last day of hearing on December 20, the court after going through several printouts of objectionable contents, CD and other documents, found them defamatory and derogatory and ordered to take them off from the sites.

"I have gone through the record carefully wherein the plaintiff has also filed a CD containing all the defamatory articles and photographs. In my considered opinion, the photographs shown by the plaintiff having content of defamation and derogation against the sentiments of every community.

"In such circumstances, I am of the view that plaintiff has a prima facie case in his favour. Moreover, the balance of convenience is also against the defendants (Web sites) and in favour of the plaintiff," the judge had said.

"Moreover, if the defendant will not be directed to remove the defamatory articles and contents from the social networking websites, not only the plaintiff but every individual who is having religious sentiments would suffer irreparable loss and injury and cannot be compensated in terms of money," the judge had said.

Web sites that have been asked to remove objectionable content include Facebook India, Facebook, Google India Pvt Ltd, Google Orkut, Youtube, Blogspot, Microsoft India Pvt Ltd, Microsoft, Zombie Time, Exboii, Boardreader, IMC India, My Lot, Shyni Blog and Topix.

### **DQE sells Chaplin series rights to Cartoon Network**



DQ Entertainment (International) Limited, a Hyderabad-based animation, game art and entertainment company, has sold the television broadcasting rights of its 3D animated series based on the legendary silent film comedian Charlie Chaplin - Chaplin and Co - to Cartoon Network for certain Asia territories, including India.

The broadcasting rights relate to 104 episodes of 6-minute each. The series will be broadcast across all of Cartoon Network's Asia-Pacific markets in more than 26 countries from early 2012.

Chaplin and Co is a co-production between DQE and Method Animation of France, and was developed in consultation with the Chaplin family. In true Chaplin style, Chaplin and Co is a slapstick comedy without dialogue - reminiscent of his many famous films.

### **iLabs exit from Associated Broadcasting Company likely next month: Srinji Raju**

The exit of iLabs from the Associated Broadcasting Company Limited (ABCL) that owns the TV9 media house, with satellite television channels in several regional languages, is expected to be

completed by January 2012, According to Srinu Raju, a city-based venture capitalist who owns ILabs. ILabs and other investors hold 80 per cent of stakes in ABCL, while Ravi Prakash, CEO of TV9 and other management team hold 20 per cent stakes.