



## NEW! CNET EN ESPAÑOL

Earlier this week CNET announced a partnership with Univision.com, the #1 Spanish-language website of U.S. online Hispanics,\* to co-brand Tecnología, a tech oriented mini-site on Univision.com. Tecnología will carry product reviews in popular categories including cell phones, MP3 players, TVs, computers and digital cameras, the latest tech news, and CNET video franchises First Look, Product Spotlight, Insider Secrets and Quick Tips, all translated into Spanish.

The new partnership provides Univision.com's users all of the information they need to navigate and learn about the digital lifestyle. Research shows this is what U.S. Hispanics are looking for. Univision.com's audience over-indexes on being asked for advice by friends on electronics equipment, and they will pay anything for electronic products they really want.\*\*

Now, this is a group we want to reach!

We're excited about the increasing footprint of the CNET brand, and helping the U.S. Hispanic community continue to thrive in today's digital world. For more information, contact your sales rep.

Sources:

\* Forrester Custom Research, 2008

\*\* Simmons NCS/NHCS Spring 2007 Full Year, Population A18+. Statements based on any agree

## MORE FROM CNET

### CTIA LOOKS TO CNET FOR "WHAT'S NEXT IN WIRELESS"

CNET experts Brian Cooley and Kent German take to the Fashion in Motion stage on April 1 at CTIA in Las Vegas to showcase the trends shaping today's wireless world. Wireless is a critical category for marketers to understand as it's changing the way people consume information, connect and are entertained. We're honored CTIA came to CNET to lead this session, and we look forward to sharing what's next in wireless with the industry. Show coverage will be available at [CTIA.CNET.com](http://CTIA.CNET.com). [CTIA, Las Vegas, April 1-3]



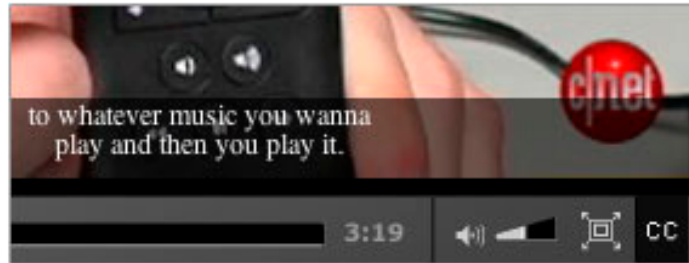
### 2008 WEBWARE 100 AWARDS DRAWING QUITE A CROWD

After culling thousands of user nominations for the hottest Web 2.0 apps down to 300 finalists, the editors of Webware, a CNET site focused on web apps, are now letting the community do its magic. The 2008 Webware 100 has drawn well over 1.5 million user votes so far. Winners will be announced at the Web2.0 Expo, with a special winner party at the annual booth crawl. Be part of the Web 2.0 wave -- sponsorship is available, contact your sales rep. [Web2.0 Expo, San Francisco, April 22-25]



### CNET TV LAUNCHES PIONEERING NEW FEATURE

On Feb. 19, we officially launched CNET TV 2.0 with a new closed captioning feature. CNET was praised by Randall Rothenberg of the IAB and Pam Horan of the OPA for our commitment to innovation in the online industry. There are more than 30 million deaf and hard-of-hearing people in America today, and we are proud to be one of the first Web sites to offer comprehensive closed captioning of video content so they can thrive in today's digital world.



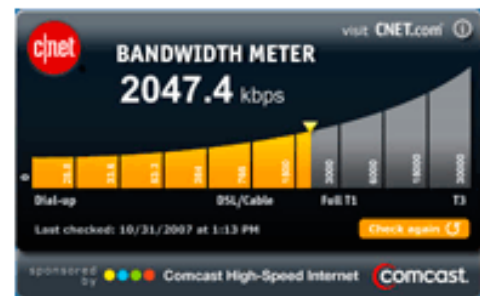
## ADVERTISING

### INNOVATION - DYNAMICALLY OPTIMIZED CREATIVE

Coming soon to CNET, an innovative new marketing solution allowing ad content to be dynamically served based on a user's interaction, and optimized with the performance data of past content combinations. Widgetizing product offerings and feeding content through an API are what make this possible, but what's most important is that marketers can serve extremely targeted messages to users.

### HIGHLIGHT OF THE MONTH - THE CNET BANDWIDTH METER

Everybody likes to test their performance once in a while - and now you can get in on the action. The latest Web 2.0 iteration of CNET's popular bandwidth meter is available for sponsorship. This downloadable widget sits on the desktop carrying persistent sponsor branding, and attracts an audience of early adopter influencers to whom speed is critical. As you can imagine, this one goes fast, so reach out to your rep today.



## CNET IN THE MEDIA

- 3/9, **NBC Today Weekend**, Molly Wood talks about recovering from Monday tech mishaps
- 2/29, **Fox Business News' Money for Breakfast**, Natali Del Conte talks about Apple's latest product launch
- 2/11, **CNBC PowerLunch**, Brian Cooley talks about the latest news at the 3GSM tradeshow
- 2/11, **NPR's Future Tense**, Natali Del Conte talks about Netflix's swing to BluRay
- 2/4, **CBS Evening News**, Brian Cooley, talks about Google's involvement in the Microsoft/Yahoo news
- 2/1, **NPR's All Things Considered**, Ina Fried talks about the Microsoft offer to Yahoo

## FUN FACT

**CNET has more female visitors than any other site in our space.**

At 6.2 million, that's more than Ziff Davis Media, Yahoo! Tech, Engadget, Wired News, Gizmodo and Slashdot, according to Nielsen NNR, December, 2007.

This newsletter is for you, so we want to hear your feedback and ideas for improvements. Email us at [insidecnet@cnet.com](mailto:insidecnet@cnet.com).

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