

Channel4 to launch widget competition at Widgety Goodness 2007

Submitted by: Boutique Communicatons

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Widgety Goodness (<http://widgetygoodness.com/>) sponsor Channel4 is officially launching its Platform4 mash-up competition at the Widgety Goodness Conference (<http://widgetygoodness.com/>) on 6th December 2007. The competition is offering a cash prize of £1500 for the most creative mash-up or widget using Channel4's Film4 RSS feeds. The competition has been created in recognition of the growing number of 'hobbyist coders' taking widget and application-making into their own hands. All mash-ups are being judged on creativity, quality, usability and "Channel4-ness". For more information, go to the website (<http://www.channel4.com/interact/platform4/contest.html>). Let the mash-ups begin!

If you would like to talk about the conference, or all things Widgety, organiser and internet visionary Ivan Pope is always happy to provide insight and relevant comment. If you would like a face-to-face briefing, and/or to attend Widgety Goodness (<http://widgetygoodness.com/>), get in touch and we'll organise a press pass for you. You are also invited to participate by way of the event's very own social network – just ask for an invite.

Date: December 6, 2007

Time: 9:00am – 6:30pm plus after party

Location: Corn Exchange, Church Street

Brighton, East Sussex

BN1 1UE

For further information please visit: www.widgetygoodness.com

Speaker spotlight:

MuseStorm (<http://musestorm.com/>), an innovator in syndicating rich media content, will make a major news announcement at Widgety Goodness, highlighting the launch of ground breaking widget functionality available only within the MuseStorm platform. Ori Soen, the company's CEO will also be presenting a 30-minute inside look at a major media widget development project undertaken by the company. Ori will be available for interview regarding the announcement or to answer any questions about the case study immediately following the presentation.

Freewebs' (<http://members.freewebs.com/>) Chris Cunningham will be looking at their work with Facebook, reaction to the latest announcements from Google and the evolution of widgets into applications and how brands are harnessing this. In his session Chris will be outlining their work on the first ever custom-branded application built for Facebook as well telling the story of the incredible viral success of Pagii, the new cutting edge web publishing platform. Freeweb has two distinct spheres, Social Publishing and Social Applications and has experienced great success with brand specific campaigns and a new gaming network which will be discussed in greater detail come December.

Both Chris and Ori are happy to do media interviews plus we've got Brighton born and bred Will McInnes

from Nixon McInnes (<http://www.nixonmcinnes.co.uk/>) who's keen as mustard to answer any questions on Social Media.

Widgety Goodness speakers:

- Ivan Pope, Widgety Goodness Chair and CEO Snipperoo
- Matthew Trehwella, Google
- Russell Davies, Open Intelligence Agency
- Chris Cunningham, Freewebs
- Susan Mernit, Yahoo
- Colm O'Connor, Joost
- Ankur Shah, Techlightenment
- Ori Soen, CEO Musestorm
- Mike Butcher, TechCrunch UK
- Simon Andrews Chief Strategy Officer Worldwide Mindshare Interaction
- Alex Bard founder & CEO, goowy media and Yourminis
- Ankur Shah founder, Techlightenment
- Emmanuel Prat, founder Widget Avenue
- Will McInnes, Nixon McInnes
- Jon Baines CEO, Lateral

Anil Batra Zerodash1 and Webanalysis

- Steve Bowbrick Head of Digital, KMI
- Fergus Burns founder & CEO, Nooked
- Rooly Eliezerov, CMO & Co-founder Gigya
- Khris Loux, CEO js-kit
- Nilhan Jayasinghe, Spannerworks

Widgety Goodness Sponsors:

- Channel4
- Spannerworks
- Nixon McInnes
- WidgetAvenue
- Yourminis
- Musestorm
- Freewebs

Media Partners:

- New Media Age
- TechCrunch UK
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- Nacknetwork
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Press Contact

For press enquiries on Widgety Goodness (<http://widgetygoodness.com/>) or if you would like to speak to Ivan Pope AKA Mr Widget, please contact:

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