

Topix 2011 News Highlights

Vator TV

July 29, 2011: Groupon's model: Irrational, but it works"

<http://vator.tv/news/2011-07-29-groupons-model-irrational-but-it-works>

ReelSEO

July 29, 2011 "Digital Natives" Transforming Online Video, Part 2: Training Digital Citizens"

<http://www.reelseo.com/digital-natives-online-video/>

StreetFightMagazine

July 28 2011, "Why Hyperlocals Are Making Anonymity Obsolete"

<http://streetfightmag.com/2011/07/28/why-hyperlocals-are-making-transparency-obsolete/>

ReadWriteWeb

July 11, 2011 "Groupon Changes Privacy Policy, Starts Tracking User Location"

http://www.readwriteweb.com/archives/groupon_changes_privacy_policy_st_arts_tracking_use.php

Austin Business Journal

June 29, 2011 "Survey: Local online advertising to rise"

<http://www.bizjournals.com/austin/news/2011/06/29/increase-seen-in-local-online.html>

Reuters UK

June 30, 2011 "MediaNews uses Topix for online newspaper comments"

<http://uk.reuters.com/article/2007/11/27/industry-topix-medianews-dc-idUKHO72369020071127>

eMarketer June 30, 2011 "National Advertisers Attracted to Local Trends"

June 30th (Story is passcode protected)

<http://www.emarketer.com/Results.aspx?dsNav=Ntk:basic%7ctopix%7c1%7c>

ReadWriteWeb

June 20, 2011 "Advertisers Ramping Up on Local Spending, Popular News Aggregator Reports"

http://www.readwriteweb.com/archives/advertisers_ramping_up_on_local_spending_popular_n.php

BloombergBusinessWeek

April 12, 2011 "AOL's Huffington to Add News Staff in Local Site Revamp"

<http://www.businessweek.com/news/2011-04-12/aol-s-huffington-to-add-news-staff-in-local-site-revamp.html>