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INTERNET DAILY

## Did Bill Gates shake the blogosphere?

By [Frank Barnako](#), [CBS.MarketWatch.com](#)

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### WASHINGTON (CBS.MW) -- Bill Gates told Warren Buffett about blogging on Thursday.

Buffett, the legendary investor and moving force behind Berkshire Hathaway ([BRK.B: news, chart, profile](#)) ([BRK.A: news, chart, profile](#)), was in attendance at the eighth annual CEO summit put on by Microsoft ([MSFT: news, chart, profile](#)) in Redmond, Wash. Also on hand were Barry Diller of InteractiveCorp ([IAC!: news, chart, profile](#)), Carly Fiorina of Hewlett-Packard ([HPQ: news, chart, profile](#)), Jeff Bezos of Amazon.com ([AMZN: news, chart, profile](#)) and Dell Inc.'s ([DELL: news, chart, profile](#)) own Michael Dell.

They all heard Gates describe blogs and RSS feeds as tools that "make it very easy to communicate" with customers, suppliers and employees.

The result, according to New York public-relations executive Steve Rubel, is likely to be a number of meetings of executives and their PR people and IT managers to explore this "blogging thing Bill Gates talked about." Rubel, of CooperKatz & Co., also wrote Friday morning, "The blogosphere changed. It feels very much like 1995 all over again."

Gates' endorsement of blogging, Rubel said, is likely to lead to more businesses using it: "Bottom-up business communication will only gain steam here." But there's more to the story. Gates' comments were also "a veiled declaration of war on Six Apart, Userland, Google and anyone else who makes blogging tools." [Rubel's blog is called MicroPersuasion.](#)

Microsoft has indeed been a booster of blogs. More than 700 employees publish the online diaries, often discussing projects and software in development. One of the more ambitious is Channel9, the work of five company employees who "want a new level of communication between Microsoft and developers." It includes descriptions of new technology, video interviews of Microsoft program managers and developers, and some gossip.

### FBI plans fall piracy offensive

An official of the Federal Bureau of Investigation said the agency hopes to prosecute 50 "significant spammers" later this year. Jana Monroe, assistant director of the FBI's cyber division, told a Senate Commerce Committee hearing on Thursday there are 100 possible targets. "Such cases may be investigated and prosecuted as computer intrusion matters or as online cyberfrauds," she said. The CAN-SPAM Act's provisions may also be considered and applied.

### Short bytes

SportsLine.com, a money-losing provider of sports media on the Internet, said it hired an investment bank to explore strategic alternatives. SportsLine ([SPLN: news, chart, profile](#)), which has been seeing increased competition in the business of providing online fantasy sports, said Thursday that it hired Perseus Group, an independent investment bank. [See full story.](#)

Terra.com ([TRLY: news, chart, profile](#)), a portal for Hispanic Web sites, will distribute 30 Internet radio stations featuring Spanish-language music and content. The stations are programmed by U.S. and international DJs using Live365.com's broadcasting service. "This relationship underscores how Live365 can readily leverage its consumer-driven programming model to provide relevant content for specific audiences," said David Porter, director of business development for Live365. The stations are available on Terra.com's music channel.

America Online is reworking its software for older PCs. On the heels of beginning a test of software catering to broadband users, the Time Warner ([TWX: news, chart, profile](#)) unit is also developing a slimmed-down client for computers with less than 120 megabytes of memory, according to BetaNews.com. The software will be available for dial-up users only.

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