

Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."

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Mobile Apps:

DIRECTV Crosses The Line

My husband noticed a 'new' \$9.99 /mo. To-Go

charge on our DirectTV bill !?

Customer Support: Oh, that is for *mobile* access to Sunday football games. Now, with your NFL package *you can watch football on your smartphone* or computer. My husband: "why would I want to watch a football game on a little screen when I have a 65" high-definition T.V.?"

Good point. This is not a service he ordered or was aware of, yet he was automatically being charged. My husband already pays \$49.99/mo. for the NFL package. Altho' he has a smartphone, it is not web-enabled. He uses the phone for phone calls only. *My phone*, an iPhone, IS web-enabled and altho' some of the apps I use are enjoyed by the both of us, esp. stock market, GPS, global clock, foreign currency exchange rate, weather, Facebook, gmail, etc. **football is NOT one of them.**

Mind you, DirectTV charges an additional \$10.00/mo for Hi-Def, even though Hi-Definition has become pretty mainstream. DirectTV has found yet another way to obtain an additional 'digital fee' from their customers by charging \$7.00 for the privilege of 'digitally recording programs' on their digital receiver that we pay \$5.00/mo. to lease ... Wh-a-a-t?

Why is big-business "pushing" mobile applications onto consumers? **Because mobile commerce this year will generate more than \$5 billion in revenue**, per Jack Love, Publisher of Internet Retailer {I am a subscriber.} Jack also says that there are now 60 million smartphone users in the U.S., more than double the number a year ago. He also said that Nielsen Media Research projects the number will more than double to **140 million web-based phones by 3rd Qtr of 2011**, when smartphones will overtake conventional cell phones.

In order to capitalize on the massive opportunity to cash in on the mobile commerce boom that is coming, **Internet Retailer** is sponsoring a tradeshow called **MOBILE COMMERCE FORUM 2010**, apparently the first conference devoted to unveiling the strategies and practices devoted to 'M.' Their agenda features 29 expert speakers and 35 exhibiting companies. Buzz phrases are "Mobile Commerce Enters the Mainstream" and **MC=E²: A NEW FORMULA FOR E-COMMERCE SUCCESS!**

AND, OUR NEW MOBILE COMMERCE FORUM WILL ALSO GIVE YOU THE FIRST CHANCE TO SEE ALL THE TECHNOLOGIES AND SERVICES AVAILABLE THAT CAN GIVE YOUR E-COMMERCE BUSINESS THE REVENUE-GENERATING POWER OF M.

Tradeshow Particulars: October **12 & 13** in Chicago, Illinois.

'COOKIES'



Sensible computer maintenance includes periodically removing files that were placed into your Web browser while you were 'surfing' websites. These are called 'Cookies.' Some are good -- some are bad.

Good 'Cookies' enhance your online experience by 'remembering your login' when you return to favorite places--retail merchants, online newspapers, email, or online banking, for example.

Bad 'Cookies' obtain information about you and track your web usage which they can use or share, for potentially unsavory purposes.

Altho' your browser settings make it possible to disable 'Cookies,' it is NOT necessary to abandon the convenience good cookies provide you.

Just regularly use a FREE application that I use to search, find and destroy or quarantine the bad cookies. It is called

SuperAntiSpyware and can be obtained [HERE](#).



Scroll Down for Page 2

Are You a Digital Addict?

I have to be careful what I say when I quote from an article that was published in one of the Las Vegas papers, but here goes, because I love this story. Rex Smith, editor of the Albany (N.Y.) Times Union wrote that his curious young daughter, who as a child used to mimic and imitate him reading the newspaper has become a '**digital addict**' as she is never without her **laptop, iPod, cellphone** and on occasion, his **iPad**.

Personally, I love the relaxing, tactile experience of sitting in my recliner [haha] and reading the actual newspaper. According to Rex, a new study reports that 123 million Americans are now reading newspapers on the Web... my husband is one of them. There are five or six newspapers that he reads online, in front of his computer, every morning.

I will admit to using my iPhone to read stories from USA Today, People, get my email and text messages, check the stock market, connect to Facebook to check on friends and family and update my status. I have also purchased shoes [*now referred to as M Commerce,*] used the browser & built-in GPS to 'Google' locations of Dr. offices, businesses, lodging, etc.

Am I a **Digital Addict**? I think a jury would convict me... Ladies and Gentlemen of the Jury: In my defense, information has never been so accessible. I still love to check out products and services, enjoy a good read or laugh and am intensely curious. Do I have a T.V. show on my smartphone? Well yes, 'Modern Family.'

1995 was the year of the **National Digital Newspaper Program in support of the Paperwork Reduction Act**. I actually had a job opportunity with the San Francisco Chronicle [**SF Gate**] in 1995. Unfortunately, that was still the 'dark ages of the digital age' and I would have needed to be located in San Francisco!

Fast-forward to 2010: Now, through the California Digital Newspaper Collection, supported in part by the U.S. Institute of Museum and Library Services, you can search for 44,922 issues comprising 396,287 pages and 4,907,047 articles.

As of May 2010, the Francisco Chronicle faces a new online-only rival, Baycitizen.org –a not-for-profit website funded by billionaire Warren Hellman, that is part of a growing trend reshaping US journalism.
-editor.



Verizon:
'Yell at the Top of Your Digital Lungs?'

Sounds kinda like TIMBALAND lyrics, but this is an example of a recent marketing tome by VERIZON.

HOWL WITH DIGITAL DELIGHT is another one...are you kidding me?

Webopedia's definition of **DIGITAL**:

<http://www.digitaltimes.com>,
.net, .org, .ws, .us, .cc, .biz, .tv
.info, .mobi., .tw, .asia

Digital Times®, founded in 1994, is an "eCommerce publication reporting on the development and/or availability of interactive products and services."

Sandra Knowles Kinnaird,
Founder & Editor

The information contained in Digital Times is a combination of original editorial content and information pulled from wire services, research and various online resources.