



Ad Operations Daily Offers New Web and iPhone Content Integration and Syndication Opportunities

Dublin, Ireland, July 08, 2008 --(PR.com)-- Ad Operations Daily (<http://www.otlacan.com>) launches two new widgets to help fans and professionals of the online advertising industry read and integrate Ad Operations Daily's content in their own web pages.

What are web widgets?

A web widget is an application that can be used to display news, business or personal updates through an embeddable code into a webpage. They are heavily employed by bloggers and social networks users but can be used to enrich web sites hosted on almost any platform.

Ad Operations Daily for iPhone

Using the MuseStorm.com platform and technology, Ad Operations Daily has developed an iPhone widget to help users access its content easier and faster. The widget is available from http://iphone.musestorm.com/Ad_Operations_Daily and is available for any iPhone, free of charge.

Ad Operations Daily for Social Networks, Blogs and Newsreaders

The latest news and articles on Ad Operations and Online Advertising topics is now available from Ad Operations Daily through a universal widget developed with WidgetBox. The Ad Operations Daily content can now be easily integrated in platforms such as MySpace, Facebook, Bebo, Blogger, TypePad, WordPress, LiveJournal, iGoogle, NetVibes and many more. The widget, available from <http://www.widgetbox.com/widget/ad-operations-daily>, also provides an embeddable JavaScript code that can be integrated in any web page supporting JavaScript.

Dan Curran, a London-based ad operations specialist, has already tested the Ad Operations Daily widget in his iGoogle and Facebook pages: "I was always shy of installing silly-looking applications in my web pages but things are different this time. The Ad Operations Daily widget available through WidgetBox is very light, can be customized to fit almost any site layout and colours and gets updated instantly. It's so easy to have all Ad Ops stories that I'm interested in available at once, in my site, rather than having to chase them all over the web."

About Ad Operations Daily

The Ad Operations Daily blog features news and insights on Ad Operations, Digital Marketing, Online Media Topics. Launched in early 2008, it follows breaking news from the online advertising industry as they develop, provides ad trafficking tutorials and how-to's, interviews and industry insights. The Ad Operations Daily blog is edited and published by Otilia Otlacan. Read the blog at: www.otlacan.com

About MuseStorm

MuseStorm empowers agencies, brand marketers, and entertainment companies to produce, manage, analyze, and deliver widgets and social applications into social networks and viral environments. MuseStorm's groundbreaking Engagement Platform enables companies to develop engaging content once and then deploy that content in multiple ways - as widgets and as social applications - while maximizing



the engagement value of the overall campaign. Widgets and social apps built on the MuseStorm platform include two-way interactivity and analytics as standard features without the need to hire programmers specializing in FBML or OpenSocial.

About WidgetBox

Widgetbox™ helps people express, connect, create and inform using web widgets that can be easily shared and distributed anywhere on the web. The WidgetBox community of tens of thousands of widget makers and over 30 million widget users is growing every day. Widgetbox widgets have been on hundreds of thousands of websites.

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Online Version of Press Release:

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