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## YAHOO TO CHANNEL FACEBOOK IN NEW SERVICE



Riding on the success of Facebook Connect, an integration of Facebook's popular 'Like' feature, Yahoo has announced it will launch a service in the same vein. According to *The Wall Street Journal*, Yahoo is seeking to further integrate its image with publishers across the web. The new feature will be called the "Y Connect," and will allow users to log-in to media sites with their Yahoo accounts. Once logged on, the user will be able to share their activity with their various Yahoo contacts. Yahoo is looking for more than just an entertaining feature. They hope that by tracking user activity, they will be able to better serve the user more targeted ads. Yahoo will make an announcement sometime this fall regarding the service. One notable participant in the service is the ever popular *The Huffington Post*.

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