



# WARREN'S Washington Internet Daily

Covering Legislative, Regulatory and Judicial News Affecting Internet Business. From the Publishers of **Communications Daily**.

FRIDAY, JULY 1, 2011

VOL. 12, NO. 127

## Today's News

**POLISH EU PRESIDENCY** focus on building a single European digital market wins support from telecom, consumer electronics, fiber and consumer groups. (P. 1)

**FIVE-PART FCC NOTICE** clarifies ISP duties under net neutrality disclosure rules. Results of Sam-Knows study expected within days. (P. 3)

**CALIFORNIA E-TAILER TAX** has 'legal weaknesses,' says group favoring streamlined taxation. Federal mandate preferable, but lacks support. (P. 4)

**CAPITOL HILL:** Rockefeller proposes establishing online gambling regulation, other recommendations to cut deficit ... Lawmakers oppose FAA proposal to lift flight tracking privacy protections. (P. 5)

**INTERNATIONAL:** EU governments, lawmakers agree on tougher child pornography laws. (P. 6)

**SECURITY:** Cisco sees 'tipping point' in recent months to personalized email attacks from conventional mass spamming by criminals. (P. 6)

## Poland to Pay Special Attention to E-Commerce During Its Presidency

A European single digital market is a key objective of Poland, which takes over the EU Presidency today (Friday), it said in a six-month program published in early June. The incoming presidency wants to complete the process of developing the single market, with "special attention" to development of electronic services and the abolition of barriers to cross-border Internet transactions, it said. Telecom, fiber-to-the-home and consumer electronics trade groups backed the focus on the single market. One consumer organization, however, urged Poland not to back European Commission plans for an entirely new system governing online sales transactions.

Other Polish priorities include finalizing work on the European Network and Information Security Agency; ongoing talks with the European Parliament on Europe's first five-year radio spectrum policy program; and forcing mobile roaming fees down, Polish Undersecretaries of State Magdalena Gaj and Piotr Kolodziejczyk said at a June 22 handover of items between Poland and the outgoing Hungarian Presidency. Universal service issues, net neutrality and satellite navigation system Galileo are also on the list, they said.

The digital agenda is on everyone's mind because it's seen as the best way to jump-start Europe's sagging economy. Telecom network operators urged Poland to focus on spectrum, next-generation access network investment and a digital single market for content.

With telecom sector revenues slipping, the incoming presidency must support policies that encourage risky investment in new fast and ultra-fast networks, said the European Telecommunications Network Operators' Association Thursday. It wants Poland to enable new business models to emerge that allow all players who generate data traffic to "contribute to the challenges ahead." In addition,

the presidency should try to ensure more targeted and appropriate regulations that take into account local competition realities and encourage risk-taking, ETNO said. More flexible pricing policies will let operators respond to consumer demands through differentiated retail offers, it said. ETNO also asked Poland to help create a true single market for online content by boosting broadband take-up and combating illegal file-swapping through simplified copyright licensing and better access to legitimate content.

Hungary focused on applications that will require high-speed broadband networks based on fiber, such as e-health initiatives, Fiber-to-the-Home Council Europe Director General Hartwig Tauber said Thursday. But it's important to re-emphasize the need for EU members to develop national broadband plans to achieve digital agenda goals, he said. Decisions must be taken now to ensure the networks are available in 2020, he said. "Poland has the historical chance to position themselves as driver for the Digital Agenda during their presidency," he said.

Poland is championing e-commerce policies, and underpinning that is its concentration on the single digital market, said Bridget Cosgrave, director general of DigitalEurope, which represents the information and communications technology and consumer electronics sectors. These are all positive signs, she said. The organization has already held talks with Denmark, which assumes the Presidency in January, and which also has a strong digital outlook and an ambitious agenda, she said. "We don't see anyone dragging their feet," she said.

It's estimated that 60 percent of online transactions in Europe fail to complete because of legal barriers, Poland said in its statement of priorities. So work will begin under its presidency to create a "28th legal system" to make it easier to close sales transactions, it said. Efforts include a project to simplify potential Internet transactions, it said. The new set-up will run alongside the 27 different national regimes, it said.

This is a "very hot topic," a European Consumers' Association (BEUC) spokesman said Thursday. Essentially it's an EU-wide contract system that will exist in parallel to national law, he said. The EC calls it an "optional instrument" for consumers, but it's actually the seller who decides whether to use this or national law, he said. It's a "loaded dice law we hope does not come to pass," he said. "The Presidency will hopefully see the risks."

BEUC understands that the EU wants to change the fact that only 9 percent of online purchases are cross-border, "but confusing consumers by asking them to decide between national and EU legal protections is certainly not the means to do so," he said. To recuperate from Europe's market recession, "we need confidence, not confusion," he said.

BEUC set out other demands in a memorandum for the Polish Presidency. They include maintaining current ISP exemption from liability and extending those protections to Web 2.0 service providers; recognizing net neutrality as a fundamental regulatory principle; and better data protection. Intellectual property enforcement rules shouldn't be revised without an economic analysis of their impact on innovation and the development of the information society, it said. Internet Protocol addresses should be treated as personal data, and ISPs should not be forced to filter and block to enforce copyright, it said. Consumers also want a streamlined copyright management system that allows multi-territory and pan-European content licensing, it said.

Hungary attained its goals for the digital agenda, network and information security and spectrum policy, Minister of State for Infocommunication Zsolt Nyitrai told the European Parliament Industry, Research and Energy Committee June 16. — *Dugie Standeford*

'Effective Disclosure'**FCC Issues First Guidance on Net Neutrality Disclosure Rules**

The FCC issued its first guidance on the net neutrality order's disclosure rules. Among its recommendations, the commission said in a public notice Thursday (<http://xrl.us/bkygdq>) that the December order allows ISPs to comply with the point-of-sale rules by “directing prospective customers at the point of sale, orally and/or prominently in writing to a web address.”

The five-part notice allows the 13 providers currently participating in the SamKnows broadband speed tests to use test results “as a sufficient representation of the actual performance their customers can expect.” ISPs not involved in the SamKnows project can “use the methodology developed through the project ... to measure the actual performance of their broadband offerings,” the commission said. The raw data from the SamKnows project is expected to be released within the next few days, two telco officials said. Thus far, they said companies have found that tests are meeting or exceeding their advertised speeds.

Mobile broadband companies can disclose “the results of their own or third-party testing” as long as they “have access to reliable information on network performance,” the notice said. “We encourage fixed and mobile providers to disclose the source of their performance measurements and the underlying methodology used to evaluate performance,” the notice said.

Addressing companies' concerns that they may be subject to disclosure rules “that they may not be aware are subject to the rules,” the commission said only paragraphs 56 and 98 of the net neutrality order applies — for now. Paragraph 56 calls for “flexibility” in implementing the disclosure rules, but expects that “effective disclosures will likely include some or all” notice, in “plain language,” covering topics such as congestion management, application-specific behavior, device attachment rules, security, service description, impact of specialized services, pricing, privacy policies and redress options. Paragraph 98 applies the rules to wireless providers and requires them “to disclose their third-party device and application certification procedures, if any; to clearly explain the criteria for any restrictions on use of their network; and to expeditiously inform device and application providers of any decisions to deny access to the network or of a failure to approve their particular devices or applications.” These conditions may change, Thursday’s notice said. “As noted in the Open Internet Order, the Commission may determine in the future that different disclosures by broadband providers are appropriate at that time, possibly in connection with the *Consumer Information and Disclosure* proceeding.”

Thursday's notice also said that it won't be necessary to make a second set of disclosures “for the specific benefit of edge providers.” As long as providers give out “sufficiently detailed information regarding network management practices to enable a technologically sophisticated Internet user to understand how such network management practices work,” there won't be a need for separate disclosures, the order said. “This in no way alters the obligation of mobile broadband providers to disclose their certification and approval processes for devices and applications, if any.”

Broadband companies are expected “to use sound judgment in deciding whether it is necessary and appropriate to disclose particular security measures,” the notice said. “In making that determination, the touchstone is that providers must disclose information ‘sufficient for consumers to make informed choices regarding use of such services and for content application, services and for content, application, service, and device providers to develop, market and maintain Internet offerings.’” It quoted from paragraph 59 of the neutrality order.

A divided commission adopted the order last winter, but it has remained in limbo ever since. Industry response to Thursday's notice was muted, with only the American Cable Association issuing a statement by our deadline. The association said it was happy with Thursday's notice. "ACA was concerned that the data collection burdens associated with the Open Internet disclosure rule had been underestimated, particularly for smaller broadband providers, and lacked specificity in key respects," the group said. Verizon, which has already challenged the neutrality order in court, declined comment Thursday.

Rep. Marsha Blackburn, R-Tenn., sees the guidance as an admission that the original net neutrality order was inadequate, her spokesman said. "There is no better example of how the new 'open internet' rules create uncertainty and higher costs than the fact that the FCC enforcement bureau had to issue additional guidance today," he said by email. "Net Neutrality looks more and more like one of those poorly defined apps that crashes your mobile device. No amount of programming patches from the FCC can make it better."

But Rep. Doris Matsui, D-Calif., is "very encouraged that the FCC is moving forward to implement the transparency rule of the Open Internet Order," she said. "The transparency requirement is essential for providing consumers and innovators with the information to make informed decisions." A House Democratic aide said, "The FCC took a good step today, and settling for anything less than a completely free, open Internet would stifle future innovation and should be considered a failure." — *Bill Myers, Adam Bender*

#### **'All Pain, No Gain'**

### **California E-tailer Tax Flawed, Federal Mandate Required, Says Streamlined Group**

California Gov. Jerry Brown signed a law Wednesday that imposes new obligations for e-tailers doing business in California. The law, which takes effect immediately, requires out-of-state online retailers like Amazon.com and Overstock.com to collect sales taxes on Internet purchases made by California customers. Brown's move is aimed at reducing the state's projected \$28 billion budget shortfall but some experts say it could actually end up harming consumers without reducing the state deficit.

"This is a real house of cards," said Steve DelBianco, executive director of NetChoice, whose members include eBay, Overstock.com and the Electronic Retailing Association. "It's an all pain, no gain gesture by the Golden State lawmakers." Retailers will take steps to avoid the reach of the law that will result in commission cuts to in-state publishers, DelBianco told us Thursday. "No new money will come into California" as a result of this law, he said.

The legislation, AB-155, was initially approved by the state Assembly in June (WID June 2 p6) and was attached to ABx1-28, which Brown signed into law Wednesday. The state Board of Equalization said the law will increase state tax revenues by \$83 million per year, though that estimate could be lower if Amazon.com and other out-of-state companies adjust their corporate structures to avoid paying the tax. California may also face "significant litigation expenses owing to the legal uncertainty surrounding the bill's approach," the board wrote in its analysis of the bill.

Amazon responded by severing its ties with California affiliates in its Amazon Associates Program, the company said Thursday. The Seattle-based company labeled the bill "unconstitutional and counterproductive" because it supports out-of-state big box retailers that "seek to harm the affiliate advertising programs of their competitors." Cottonwood Heights, Utah-based Overstock.com will likely follow in Amazon's steps and cancel its own affiliate program as well, said DelBianco. Calls placed to that company were not immediately returned.

The Streamlined Sales Tax Governing Board said it supports California's e-tailer law and took a pragmatic approach to Amazon's reaction. "We believe states should make their sales tax simpler and more uniform, and we support states doing what they need to do to get their tax collected," said Scott Peterson, executive director of the board, composed of state lawmakers and tax administrators. At the same time "I do not think it is unfair" that Amazon severed its ties with California affiliates, "nor do I think the action subverts the collection of taxes," he told us Thursday.

The law itself is flawed because it possesses "legal weakness," said Peterson, who advocated the implementation of e-tailer taxes through strong federal mandates instead. "The approach that California and other states have taken in this amendment requires collection if the company meets the requirements of the law. This approach comes with the opposite presumption: if the business doesn't fit the requirements of the law the business doesn't have a legal requirement to collect the tax," Peterson said. "Approaches like this are why my organization prefers a federal law giving states the specific authority that would not have this legal weakness."

Congress hasn't considered Internet tax legislation this session, because Sen. Dick Durbin, D-Ill., is having trouble finding enough co-sponsors for his pending Main Street Fairness Act, said DelBianco. "I can't see how Congress believes that states have any real interest in sticking to a sales regime that won't compensate sellers for the new burdens and won't adopt adequate safe harbor provisions for the small sellers for whom these taxes can be crushing," DelBianco said. Peterson told us his supporters are "working hard to find enough Republican senators" to sponsor the bill but would not provide any specific details. Calls made to Durbin's office were not immediately returned. — **Bryce Baschuk**

*Washington Internet Daily* won't be published on Monday, July 4, due to the federal Independence Day holiday. Our next issue will be Tuesday, July 5.

## Capitol Hill

Senate Commerce Committee Chairman Jay Rockefeller, D-W.Va., views establishing Internet gambling regulations as a way to reduce the deficit. He listed in a news release 18 proposals "to shave \$1.29 trillion from the deficit over 10 years." Online gambling regulations "will protect consumers, state's rights and state sovereignty, and eliminate a huge illegal market," he said.

A letter written to Secretary of Transportation Ray LaHood by 26 senators urged the retention of federal privacy protections for general aviation pilots. The lawmakers asked LaHood to oppose a recent FAA proposal to eliminate current privacy protections that restrict the public release of real-time flight tracking information, including on the Web, said the letter which was released Thursday. "There's no reason why a flight to visit a family member or an annual shopping trip needs to be tracked on the Internet in real-time," wrote Sen. Mark Begich, D-Alaska, who is the co-founder of the Senate General Aviation Caucus. "The current program respects the safety concerns of government agencies while protecting the privacy of pilots, passengers and aircraft owners," he said. The letter was co-signed by Sens. Pat Roberts, R-Kan., Jerry Moran, R-Kan., Mark Warner, D-Va., John Boozman, R-Ark., Jon Tester, D-Mont., Saxby Chambliss, R-Ga., Ben Nelson, D-Neb., Tom Coburn, R-Okla., Mark Pryor, D-Ark., Thad Cochran, R-Miss., Bill Nelson, D-Fla., Jim DeMint, R-S.C., Amy Klobuchar, D-Minn., Michael Enzi, R-Wyo., Ron Wyden, D-Ore., James Inhofe, R-Okla., Mark Udall, D-Colo., Lisa Murkowski, R-Alaska, John Thune, R-

S.D., David Vitter, R-La., Roger Wicker, R-Miss., Dean Heller, R-Nev., Johnny Isakson, R-Ga., Mike Johanns, R-Neb., and Kelly Ayotte, R-N.H.

---

The Senate will cut short its Independence Day recess to work on debt limit legislation, Majority Leader Harry Reid, D-Nev., said Thursday. The chamber will return to work Tuesday, he said.

## Agencies

The FCC should phase in the 21st Century Communications and Video Accessibility Act, the CEA said in a Wednesday filing in docket 10-213 (<http://xrl.us/bkyc64>). There are at least two years for industry to comply, starting when the commission issues final rules, executives of the association and companies that make or sell consumer electronics told aides to Commissioners Mignon Clyburn and Robert McDowell. A two-year "phase-in is consistent with the one-year implementation period for recordkeeping required by new Section 717" of the Communications Act, as added by last year's accessibility legislation, CEA said: With 24 months to comply, "much of the design and development of compliant products will likely occur around the time that Section 717 requires covered entities to keep records." Executives from Amazon.com, Samsung, Panasonic and Sony attended meetings with the Clyburn and/or McDowell offices, and last week those companies were represented at other eighth-floor meetings (WID June 28 p8).

## International

EU governments and lawmakers agreed on draft legislation aimed at fighting child sexual abuse, exploitation and pornography online and off, the EU Council said Thursday. "The EU is ready to strike hard on paedophiles, and this is a wish of all three institutions," it said in a written statement. The proposed directive will harmonize around 20 criminal offenses and set high penalty levels, it said. Among other things, possession of child pornography must be punished by at least one year's imprisonment, and production of such material must carry a sentence of at least three years, the council said. Where the production of child pornography or child abuse is preceded by Internet grooming, the maximum sentence must be at least a year more, it said. A key issue is dealing with challenges and supply created by the Internet, it said. The draft measure requires EU members to ensure prompt takedown of child pornography websites hosted in their jurisdictions and to try to obtain their removal if they're hosted elsewhere, it said. In addition, governments may block access to child pornography Web pages, "but must follow transparent procedures and provide safeguards if they make use of this possibility," it said. The text approved by the council's Permanent Representatives Committee was negotiated between the Hungarian Presidency, European Parliament and European Commission and must now be adopted by the parliament and then the council, the statement said.

## Security

Cybercriminals are "abandoning traditional mass spam attacks in favor of personalized attacks" that are much more profitable for them and costly for targeted organizations, Cisco said Thursday. This "fundamental shift in strategy" took hold in 2010, accelerated the first half of this year and is expected to continue in coming years, Cisco Fellow Patrick Peterson said at a briefing. The rise of personalized attacks and decline in spam have been noted in the industry, he said, adding that to his knowledge Cisco's research is the first to declare that "a true tipping point in the nature of attacks" has been reached and to offer estimates of comparative profitability. The harm that personalized attacks do has "gone up tremendously," along with the number, Peterson said. The "value per victim" of a typical mass phishing attack-

ing is about \$2,000, but that of a spearphishing attack about \$80,000, he said. Spearphishing targets a specific group of intended victims. The trend explains why 2011 has "been the year of the breaches" of data security that are "in your face" and repetitive, Peterson said. The volume of mass spams "plummeted" from 300 billion messages daily in June 2010 to 40 billion a year later, according to Cisco research. The annual financial returns from spam and mass scams and malicious attacks dropped, but not as dramatically, by just over half, the company estimated. Meanwhile, spearphishing attacks "have increased threefold," and targeted "scams and malicious attacks have increased fourfold," Cisco found. The main reasons for the shift were "botnet decapitation" and law enforcement against attackers to the extent that "even if you're in what's considered a safe jurisdiction," it's "no longer safe," Peterson said. Cisco did a survey and interviews with executives of 361 customers and collected information from about 500 people in its own "security intelligence operations," Peterson said. Executives announced that the company will introduce July 13 two email technologies meant to provide substantial defenses against the new-breed attacks, but they wouldn't discuss them for the record. — *LT*

## Industry Notes

News Corp.'s sale of MySpace to Specific Media for a reported \$35 million brought less than News Corp. had sought but allowed the company to complete the deal before the end of its fiscal year, Gimme Credit analyst Dave Novosel wrote in a note to investors. The deal won't affect News Corp.'s credit profile, but "it does eliminate an issue that may have been distracting management, especially since the sales process took so long," he said.

The amount of outbound data from mobile devices is growing rapidly and wireless carriers are increasingly focusing on it, Glenn Lurie, president of emerging devices, resale and partnerships with AT&T Mobility, said at the Parks Associates Connections conference in Santa Clara, Calif., late Wednesday. "We used to focus on 'what sites are they going to,'" he said. But now as devices have improved in capabilities, the focus is much more about what people are doing on sites and in applications, he said. "At the Super Bowl this year, the majority of data was sent out, not in," he said. "It used to be about going to a site and bringing something down. Now it's a lot more about sharing what they're experiencing," he said. AT&T is planning for a future in which any electronic device is connected to the network, he said. That will require a fast transition to IPv6, he said.

Pay-TV operators are starting to make it easier for device manufacturers to access and use their application programming interfaces (API), Vice President Mike Holstein of ViewSonic Corp. said at a Parks Associates conference in Santa Clara, Calif. That's allowed ViewSonic to "get our devices more integrated to where they can become connected and interactive with the actual set-top box," he said Thursday. "It may not be moving as fast as we would like, but a lot of changes have happened over the last year and we're very encouraged by that," he said on a panel about pay-TV user interfaces. Companies ranging from CE retailers and manufacturers to media distributors and networks all want to create broader "ecosystems" that give them stronger relationships to the consumer, Richard Bullwinkle, Rovi's chief evangelist, said in an interview. "Everyone wants to compete with Apple," which has the strongest integration of services and consumer connections with its products, he said. TV set makers "really want to create ecosystems, not devices," he said. Retailers such as Best Buy "don't want to be a showroom for Amazon," he said. "There are a lot of revenue opportunities in that food chain so I think most CE companies are looking for ways to participate," Holstein told the panel. "Even things as simple as initiating a Google search, there are revenue and advertising opportunities there." — *JW*

Take-Two Interactive's 2K Games division selected Live Gamer to power the publisher's first Facebook social game, *Sid Meier's Civilization World*, Live Gamer said Thursday. More than 10 million copies of *Sid Meier's Civilization* games have been sold globally to date, Live Gamer said. 2K integrated

the Live Gamer Elements platform into the Facebook game, enabling "access to the only end-to-end virtual goods and economy management service available," Live Gamer said.

As part of a deal with manufacturer Procter & Gamble, Bounty-branded products are being added to the Playfish social game *Restaurant City*, Playfish parent Electronic Arts said. Terms weren't disclosed. The collaboration will include the integration of Bounty paper towel products into the Facebook game and there will be "product centric in-game challenges," EA said. In one example of the integration, EA said players who "like" the Bounty Facebook page will be rewarded with a Bounty Tower that when displayed in players' restaurants adds five popularity points to their restaurants in the game. The deal represents "a big test for Bounty" and P&G "as we look to see if we should make further investments into social gaming," Ihsan Leggett, assistant brand manager for Bounty paper towels, said. Playfish is the No. 2 publisher of social games on Facebook, behind Zynga. Playfish games have been "installed more than 320 million times by millions of players" globally on Facebook and other social platforms, EA said. Separately, EA said broadcaster and ex-England forward Alan Smith was tapped to be part of the main English commentary team for the coming EA Sports game *FIFA Soccer 12*, joining long-time commentator Martin Tyler as the main voices for this year's entry in the soccer franchise. The game will ship Sept. 27 in North America and Sept. 30 in other regions for the PC, PS3, PS2, PSP, 3DS, Wii and Xbox 360, as well as the iPad, iPhone and iPod touch. It will also be available for digital download for PCs at EA's origin.com site.

## Internet People

Lobbyist Registrations: AT&T, **Capitol Hill Strategies**, effective May 15 ... Herman & Whiteaker law firm opens, focusing on telecom and broadband, with founding principals **Dee Herman** and **Gregory Whiteaker** ... Public Knowledge hires as associates: **Clarissa Ramon**, ex-Congressional Hispanic Caucus, for outreach and government affairs; and **Martyn Griffen**, ex-office of former Rep. Vic Snyder, D-Ark., for government affairs.



(ISSN 1530-0501)

PUBLISHED BY WARREN COMMUNICATIONS NEWS, INC.

Michael Feazel . . . . . Managing Editor  
Dugie Standeford . . . . . European Correspondent  
Scott Billquist . . . . . Geneva Correspondent

Warren Communications News, Inc. is publisher of Communications Daily, Warren's Washington Internet Daily, Consumer Electronics Daily, Green Electronics Daily, Washington Telecom Newswire, Telecom A.M., Television & Cable Factbook, Cable & Station Coverage Atlas, Public Broadcasting Report, Satellite Week and other special publications.

Send news materials to: newsroom@warren-news.com

Copyright © 2011 by Warren Communications News, Inc.  
Reproduction in any form, without written permission, is prohibited.

### EDITORIAL & BUSINESS HEADQUARTERS

2115 Ward Court, N.W., Washington, DC 20037  
Phone: 202-872-9200 Fax: 202-318-8984  
www.warren-news.com  
E-mail: info@warren-news.com

### WASHINGTON HEADQUARTERS

Albert Warren  
Editor & Publisher 1961-2006

Paul Warren . . . . . Chairman and Publisher  
Daniel Warren . . . . . President and Editor  
Michael Feazel . . . . . Executive Editor  
Howard Buskirk . . . . . Senior Editor  
Dinesh Kumar . . . . . Senior Editor  
Jonathan Make . . . . . Senior Editor  
Adam Bender . . . . . Associate Editor  
Bill Myers . . . . . Associate Editor  
Yu-Ting Wang . . . . . Assistant Editor  
Tim Warren . . . . . Assistant Editor  
Kamala Lane . . . . . Assistant Editor  
Bryce Baschuk . . . . . Assistant Editor

Louis Trager . . . . . Consulting News Editor  
Josh Wein . . . . . West Coast Correspondent  
Greg Piper . . . . . Seattle Correspondent

### Television & Cable Factbook

Michael Taliaferro . . . . . Managing Editor  
Gaye Nail . . . . . Assoc. Managing Editor  
Kari Danner . . . . . Sr. Editor & Editorial Supervisor  
Colleen Crosby . . . . . Sr. Editor & Editorial Supervisor  
Bob Dwyer . . . . . Senior Research Editor  
Marla Shepard . . . . . Senior Editor

### Business

Brig Easley . . . . . Exec. VP-Controller  
Deborah Jacobs . . . . . Information Systems Manager  
Gregory Jones . . . . . Database/Network Manager  
Gina Storr . . . . . Director of Sales & Marketing Support  
Annette Munroe . . . . . Asst. Dir., Sales & Mktg. Support  
Susan Seiler . . . . . Content Compliance Specialist  
Katrina McCray . . . . . Sr. Sales & Mktg. Support Specialist  
Greg Robinson . . . . . Sales & Marketing Support Assistant  
Loraine Taylor . . . . . Sales & Marketing Support Assistant

### Sales

William R. Benton . . . . . Sales Director  
Agnes Mannarelli . . . . . National Accounts Manager  
Jim Sharp . . . . . Account Manager  
Brooke Mowry . . . . . Account Manager  
Norlie Lin . . . . . Account Manager

### NEW YORK BUREAU

276 Fifth Ave., Suite 1002, N.Y., N.Y. 10001  
Phone: 212-686-5410  
Fax: 212-889-5097

Paul Gluckman . . . . . Bureau Chief  
Mark Seavy . . . . . Senior Editor  
Jeff Berman . . . . . Senior Editor  
Rebecca Day . . . . . Senior Editor  
Razia Mahadeo . . . . . Editorial Asst.  
Barry Fox . . . . . Contributing Editor

By using our e-mail delivery service, you understand and agree that we may use tracking software to ensure accurate electronic delivery and copyright compliance. This software forwards to us certain technical data and newsletter usage information from any computer that opens this e-mail. We do not share this information with anyone outside the company, nor do we use it for any commercial purpose. For more information about our data collection practices, please see our Privacy Policy at [www.warren-news.com/privacypolicy.htm](http://www.warren-news.com/privacypolicy.htm).