

# Chapter 1

## Diving into the MySpace Pool

---

### *In This Chapter*

- Understanding why MySpace is so popular
  - Taking a tour of the features
  - Deciding whether you should join
- 

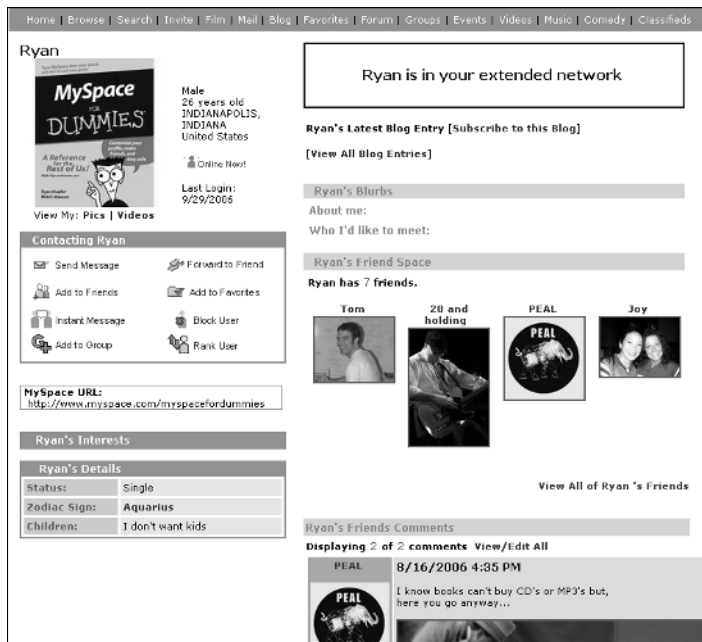
**I**n the brief history of the Internet and the World Wide Web, no Web site has made as sudden and as large an impact as MySpace. In the short couple of years since it first went online, MySpace has grown from a place for bands and musical artists to share their work to a popular online hangout for teenagers and college students to a social and cultural phenomenon that boasts over 200 million profiles and is valued at more than \$15 billion.

That growth pushed MySpace into the media spotlight for both good and bad reasons. Technology watchers marveled at how quickly the site grew and celebrated how it gave people a place where they could share their thoughts, photos, and things that made them unique individuals. Users connected with old friends and made new ones across the globe. On the dark side, the site gave stalkers and other Internet bad guys one-to-one access to potential victims.

We hope this book clears up all the mysteries of MySpace for you — and shows how you can use the site to share as much (or as little) information as you want with either a worldwide audience or a small circle of friends. In this chapter, we give you a view of MySpace from 30,000 feet. We go over what the site allows users to do, what tools are available to share your story or find others with similar interest, and we try to get to the bottom of what makes MySpace so popular with both kids and adults.

## *Whose Space? MySpace!*

At its most basic definition, *MySpace* is a social networking Web site located on the World Wide Web dial at [www.myspace.com](http://www.myspace.com). A *social networking Web site* is a site that allows users to create individual profiles (as shown in Figure 1-1) in hopes of making contact with other site users that share similar interests or goals.



**Figure 1-1:**  
A basic  
MySpace  
profile page.

## The age of user-generated Web content

If you follow technology trends, you may have heard people who spend a lot of time thinking about the future of the Internet using the term *Web 2.0*. That term refers to the recent growth of Web sites that provide a platform for regular users to post content and participate in their own Web experience.

MySpace is the perfect example of a Web 2.0 site. Rather than developing a ton of content on its own, MySpace provides the technology for users to post their own words, photos, videos, music, and other items on their profiles. Some of the Web's most popular sites — including online auctioneer eBay, online encyclopedia

Wikipedia, video-hosting site YouTube, and the many blogs of the “blogosphere” — fit under the Web 2.0 umbrella.

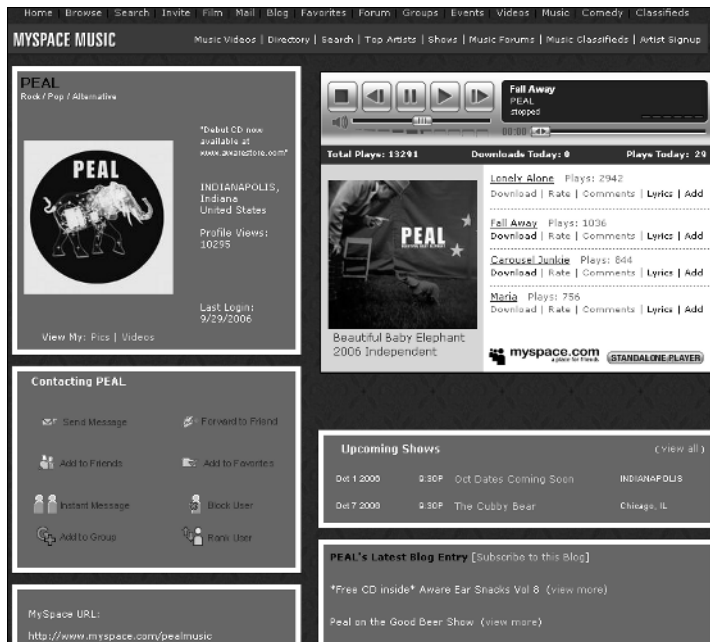
If user-generated content is part of the definition of Web 2.0, we figure Web 1.0 was back when designers built pages, filled them with content, and you went online just to see what was on the site. Web 1.5 probably came along when you could actually do something with a Web site — such as order a product from a company's Web site. So what's Web 3.0? Those guys who spend all that time thinking about the Internet continue to argue that point.

Think of social networking sites as big parties that live online. You walk into a room full of people and see some close friends, some familiar faces, and a lot of complete strangers. You naturally gravitate toward your close friends. Those close friends acquaint you with the familiar faces they know based on your mutual friendship. Those new acquaintances then introduce you to the complete strangers they know based on your mutual interests. The same thing happens on MySpace, except there are on the order of 200 million people at the party, so grab your breath spray and lace up your dancing shoes!

## *The people in your MySpace neighborhood*

The MySpace site contains over 200 million profiles. Although that stat is true, it doesn't mean that over 200 million individuals are actually using MySpace. A *profile* is a unique MySpace page that shares information about a user. Along with all the personal MySpace pages, there are profiles for bands, artists, businesses, films, television shows, clubs, cities, and about any other entity you can dream of. Some users even create multiple profiles to address different interests. As you begin to make your way through MySpace, you'll encounter many different profiles, such as

- ✔ **Individual users:** The most common profile type is the individual user. These are the people who sign up to share insight into their own lives or personalities on MySpace. Mixed in with the regular folks on MySpace are a number of celebrities (and celebrity wannabes and celebrity impersonators) who use the site to promote their work or just keep in touch with their fans, but in the end, they're really just people like you and me (they just have better hair).
- ✔ **Bands and musicians:** MySpace's musician-friendly tools allow musical artists to share their work on the site and connect with fans, as shown in Figure 1-2. This service is what helped spur the site's fast growth. Every level of act, from the biggest-name bands in the world to the kids making a racket in the garage across the street, can build MySpace pages to share their music and build a fan base. See Chapter 14 for more information on adding and finding bands on MySpace.
- ✔ **Businesses and marketers:** Any time you collect millions of people together on a single site, marketers will naturally try to find a way to get their messages out to the masses. You can't blame them, it's just their way. MySpace is no exception. Businesses create profiles for their products and product launches in hopes of generating grass-roots buzz. See Chapter 13 for more on how marketing works on MySpace.



**Figure 1-2:**  
A band  
profile  
features  
a media  
player.

➤ **Films and filmmakers:** Hollywood knows a good thing when they see it. Movie studios have used MySpace to release previews of their films and generate excitement for a feature's opening weekend. You can usually find a MySpace profile for almost any film ranging from big budget blockbusters to art house indies.

MySpace has also added special features for filmmakers who want to use the site to promote their works. Filmmaker profiles include a special clip player where they can show off their clips to would-be fans. Check out Chapter 15 to find more info on MySpace's Filmmaker profiles.

➤ **Comedians:** MySpace knows that everybody loves to laugh. Comedians are the most recent artist community to get their own profiles on MySpace. A Comedy profile, shown in Figure 1-3, features a calendar of appearances and a player where the comedian can share clips of his or her act. For more on Comedy profiles, see Chapter 15.

➤ **Clubs and organizations:** Groups ranging from community booster clubs to school organizations to church groups register MySpace profiles to keep in touch with their current members as well as to attract new members. MySpace includes tools to build groups where you can collect other members into smaller communities. We cover how to set up and join these groups in Chapter 9.

**MYSPACE COMEDY**  
Comedian Search | Top Comedians | Comedian Gigs | Comedian Forums | Comedian Signup

**Demetri Martin**

"big tour starts october 5"

**Male**  
38 years old  
NEW YORK, NEW YORK  
United States

Last Login: 9/29/2006

[View My Pics](#)

**Contacting Demetri Martin**

Send Message | Forward to Friend  
Add to Friends | Add to Favorites  
Instant Message | Block User  
Add to Group | Rank User

**MySpace URL:**  
<http://www.myspace.com/demetrimartin>

**Demetri Martin's Comedian Bio**

Bio	yes.
Website	demetrimartin.com
TV Shows	yes.
Albums	"These are Jokes" CD / DVD released SEPTEMBER 26.

**Demetri Martin's Interests**

Comedian	1.com.martin.com
----------	------------------

**Demetri Martin's Clips** [View All Clips]  
Clips: 1 Total Plays: 1150 Plays Today: 0

**Artist**  
Genre: Comedy and Humor  
Plays: 1150  
Run Time: 0:0  
Comments: 8

**Upcoming Gigs**

Oct 5 2006	8:00P	Spreckles	San Diego CA
Oct 5 2006	8:00P	Celebrity	Phoenix AZ
Oct 7 2006	8:00P	Avalon	Los Angeles CA
Oct 8 2006	8:00P	Fillmore	San Francisco CA
Oct 12 2006	8:00P	Lisner Auditorium	Washington DC
Oct 13 2006	8:00P	House of Blues	Cleveland OH
Oct 14 2006	8:00P	Byham	Pittsburgh PA
Oct 15 2006	8:00P	State Theater	Kalamazoo MI
Oct 17 2006	8:00P	University of Virginia	Charlottesville VA
Oct 18 2006	8:00P	Roxxy	Atlanta GA
Oct 20 2006	8:00P	Hard Rock	Orlando FL
Oct 21 2006	8:00P	Parker Playhouse	FL Lauderdale FL
Oct 22 2006	8:00P	Tampa Bay PAC	Tampa FL
Oct 26 2006	8:00P	TLA	Philadelphia PA
Oct 27 2006	8:00P	Town Hall	New York NY
Oct 28 2006	8:00P	Berklee	Boston MA
Oct 29 2006	8:00P	Egg	Albany NY
Nov 2 2006	8:00P	The Vic	Chicago IL
Nov 3 2006	8:00P	Southern Theater	Columbus OH
Nov 4 2006	8:00P	Winter Garden Theater	Toronto
Nov 5 2006	8:00P	Commodore	Vancouver

**Figure 1-3:** Comedians share a laugh and their gigs on MySpace.

➤ **Politicians:** Just as the music community quickly realized that the MySpace community is a powerful way to get the word out about their latest CD, the political world is quickly realizing the value of the millions of potential voters as well. From local mayors to presidential candidates, MySpace is quickly becoming a hotbed for the nation's hottest topics. Take a look at Chapter 15 for some more insight on the political side of MySpace and what it means to you.

That list just scratches the surface of the variety of profiles you'll see on MySpace. We've also seen profiles set up for television shows, individual concerts, pets, dance clubs, restaurants, recording studios, cities, music venues, promotional companies, and other Web sites. We've even seen a profile registered for the jukebox at one of our favorite pubs. In short, anytime someone has information they want to share with a big audience, be it individual personality traits or promotion for a product or event, MySpace is becoming the first stop for getting the word out.

## The allure of MySpace

MySpace was certainly not the first social networking Web site. You can argue that the idea of social networking on the Internet goes back to when people started putting together mailing lists from their e-mail accounts so they could send mass messages to friends and family — like those tear-jerking stories or

adorable pictures of kittens that came with instructions demanding the message be passed on or true love would not be within reach. Because MySpace wasn't the first social-networking tool on the Internet, it makes us wonder why it's become the most popular networking site. We have a few theories:

- ✓ **Artist-friendly tools:** The biggest thing MySpace offered to users that other social-networking sites didn't was the ability for musicians to store music tracks on the site and share them with fans. As musicians signed up to take advantage of the service, they publicized their new resource to their fans. These fans, looking to stay connected to their favorite groups or to a cool music scene, followed the artists to MySpace and began inviting *their* friends. The site took off from there.
- ✓ **Search tools and categories:** MySpace includes the opportunity to include your personal interests and hobbies on your profile. The site also lets you add any schools you've attended, businesses you've worked for, or industries you follow onto your page. All these points of contact make it easier for people to filter through to find current friends, old contacts, or other users with shared interests to add to their own Friend Lists. See Chapter 4 for more info about finding friends on MySpace.
- ✓ **The dating scene:** The second wave of MySpace users was dominated by young adults, many of which were single and looking for a way to meet other singles. MySpace offers the opportunity to set up a profile that lets the world know you're on the dating scene and open to contact from interested individuals. (Of course, later waves of users were filled with people who were in relationships and not interested in propositions from strangers.) MySpace also offers means to filter out those contacts. See Chapter 2 for more information on setting up a profile that meets your goals on MySpace.
- ✓ **Many services collected in one site:** Before MySpace, there were sites for social networking, sharing photos, posting music files, showing video, starting a Web diary, sending out event invitations, keeping an appointment calendar, and sending and receiving messages. MySpace collected all those services under one site. MySpace has become a one-stop shop for the things most people like to do on the Web.
- ✓ **Customizable pages:** Although you could load tons of information about yourself on other social-networking sites, you couldn't do much to change the way your personal page looked. You were stuck with the same white/silver/blue look that everyone used. MySpace opened up their pages to modification so people could customize the look, and now those pages are designed with help from editing tools or good old-fashioned *HTML* (short for *HyperText Markup Language*, the language used to design Web pages). A MySpace user can change his or her page from the boring white/silver/blue to one with a cool background photo, individualized text fonts, and a customized pointer — all without needing any programming experience — as shown in Figure 1-4. After all, this is your "Space," and if you'll be having company over, it had best resemble your personality and your style. Skip to Chapter 12 if you want to know more about tricking out your MySpace page.



- ✔ **Sharing with a huge audience:** Marketers want to get the word out about their products to as many people as they can. Filmmakers, comedians, and even politicians know their success hinges on getting as many eyes and ears on their work as possible. Individuals who have a message they want to share with the masses know it's better to share it once with a lot of people than many times with small groups. With millions of users, MySpace has built the audience for any of these user types. As the MySpace audience grows, so will the number of people who use MySpace to express themselves and build an audience.
- ✔ **Hanging out and keeping up with your friends:** Although it's last on our list, the notion of just having a place where you can keep in touch and keep up with your friends shouldn't be discounted as a small part of MySpace's popularity. Humans are social animals. In an age where we all find ourselves strapped for time, MySpace provides a forum where we can contact and stay in touch with our friends or make new friends from any computer hooked to the Internet at any time of day. Being on MySpace is being part of an in-crowd.



For all the reasons people join MySpace, there are as many reasons that MySpace haters don't join. The popular ones we've heard are they don't have the time to spend on the site or the site is just for kids. We'd argue the latter reason is incorrect, and recent research shows that an increasing number of MySpacers (almost a majority, in fact) are over the age of 25. Admittedly, we haven't found any medical professional who has listed having a MySpace profile as a basic life necessity alongside food, water, and shelter. So if all our reasons for joining aren't enough to entice you, you should be able to live a full life without MySpace.

**Figure 1-4:**  
MySpace  
pages  
can be  
customized  
for your own  
look.



## The Nuts and Bolts of MySpace

MySpace is a one-stop shop for a lot of services offered on other Web sites. When you begin to peel off the layers of the MySpace site, you quickly discover there's a lot going on at [www.myspace.com](http://www.myspace.com). After you get signed up at MySpace, you have access to many tools — such as these:



- ✓ **Web building:** At its foundation, the MySpace service is a basic Web-building tool that lets you create your own site and customize it to your liking. Rather than having to start from scratch with HTML or Web-building software, you just fill in the blanks at MySpace to create your page. See Chapter 2 for more info about building your MySpace page from the ground up.
- ✓ **Online photo album:** Along with your profile picture that appears on your MySpace profile page, you can upload other photos that are viewable by other MySpace members (or, if you choose, by your friends only), as shown in Figure 1-5. Similar to a worldwide yearbook, this photo album is the first place someone will go to see what you look like. Jump to Chapter 10 for more guidance on using the MySpace photo tools.
- ✓ **Blog:** MySpace provides a built-in tool for starting your own Web diary, better known online as a blog. *Blogs*, short for Web logs, are online journals where users record thoughts or report on events. MySpace allows you to make your blog publicly viewable or viewable only to a select audience. You can even mark individual entries as private if you wish. We cover blogging in-depth in Chapter 6.
- ✓ **Video hosting:** MySpace added a tool for hosting and sharing short video clips. You can find more information on how to add and view videos in Chapter 11.







**Figure 1-5:**  
Our  
acquisitions  
editor  
shows off  
photos  
on his  
MySpace  
page.





- ✔ **Calendar:** Tired of carrying around your old calendar book? MySpace provides a fully customizable calendar tool that allows you to enter plans and appointments. You can then choose to share your calendar with friends or keep it private. We cover calendar functions in detail in Chapter 8.
- ✔ **Address book:** Need a place to store the e-mail addresses and MySpace usernames of your closest friends? MySpace's Address Book tool keeps track of that important information. For more information on the Address Book, see Chapter 5.
- ✔ **Send and receive messages:** Your MySpace account comes with a mailbox similar to an e-mailbox where other MySpace users can send you messages or get replies from you. We cover MySpace messaging in Chapter 5.
- ✔ **Post a bulletin:** You share a Bulletin Space (as shown in Figure 1-6) with all your MySpace friends that you add to your profile. The bulletin option is a good way to get a message to all your friends at once. We cover bulletins in Chapter 5.
- ✔ **Post an event and invite your friends:** Although you can share your personal calendar with your friends, you can share information about a happening with the entire MySpace population by entering it as an event. You can filter the events page by location or time frame to find just the events going on in a certain area during a certain time. After you post an event, you can follow up by inviting your MySpace friends or other contacts that don't use MySpace to the event. We cover the details of the event calendar and invites in Chapter 8.

**Figure 1-6:**  
The bulletin  
board  
shows  
messages  
shared by  
your friends.

Post Bulletin		Show Bulletins I've Posted	
Listing 1-10 of 24		1 2 3 of 3	Next >
From	Date	Subject	
 Tom	Sep 28, 2006 7:04 PM	check out this video, this can't be real	
 Hup	Sep 28, 2006 2:12 PM	IMAX Extravaganza - tonight at 7:30. Basooo yahi	
 Joy	Sep 28, 2006 12:41 PM	too funny....are you guilty?	
 Hup	Sep 27, 2006 10:08 AM	Some "IMAX Extravaganza" behind-the-scenes action	
 Hup	Sep 27, 2006 7:00 AM	A scandalous XBOX at the IMAX test drive video...	
 Hup			

- ✓ **Chat with other users:** MySpace provides a forum for posting comments on specific topics to a bulletin board or taking part in live chat in an online chat room. Chapter 9 covers both these features in detail.
- ✓ **Leave comments:** MySpace offers the chance for your friends to comment on your profile, blog entries, or photos. You can do the same for your friends. We like to think of these comments as the online equivalent of yearbook autographs. They're usually brief notes offering kudos or a greeting. There's more info about comments in Chapter 5.
- ✓ **Update your mood and status:** Just when you thought that doing daily updates on what you're up to was enough, now you can literally update your mood and your current status at any given point of time. You want instant gratification, you got it — check out Chapter 5 for more details on how to keep your MySpace friends in the loop at all times.
- ✓ **Post a classified ad:** MySpace offers a classified ads forum where you can search for a job, a service, an item, or a date, as shown in Figure 1-7. You can also offer something for sale. The classifieds pages are divided by geographic region centered around the big cities in the MySpace world. Check out Chapter 9 for more info on the Classifieds section.

**Figure 1-7:**  
MySpace  
classifieds  
help you  
find a job  
or sell  
unwanted  
items.

Classifieds: Boston

Post ad | My ads

Change City

Search Classifieds:

JOBS

▼

JOBS (all)

accounting / finance  
administrative / office  
architecture / engineering  
art / design / media  
biotech / science  
business / management  
customer service  
education  
government  
human resources  
internet engineering  
legal  
marketing / pr / advertising  
medical / health  
nonprofit sector  
retail / food / hospitality  
sales / business dev  
skilled trade / craft  
software / qa / dba  
systems / networking  
technical support  
tv / film / video  
web design  
writing / editing  
other

MUSICIAN EXCHANGE (all)

positions and openings  
instruments for sale  
instruments wanted

MYSpace FRIENDS (all)

activities

HOUSING & RENTALS (all)

apartments / housing  
real estate for sale  
roommates  
sublets / temporary  
vacation rentals  
housing swap  
housing wanted  
parking / storage  
office / commercial

SERVICES (all)

automotive  
computer  
creative  
event  
financial  
household  
labor/move  
legal  
lessons  
real estate  
skilled trade  
small business ads  
therapeutic

FILMMAKERS (all)

crew needed  
equipment  
services  
locations

CASTING CALLS (all)

FOR SALE (all)

baby / kids / toys  
barter  
books  
bicycles  
boats  
cds / dvds / vhs  
clothing  
collectibles  
computers  
electronics and cameras  
free  
furniture  
garage sale  
general  
health and personal care  
home and garden  
jewelry and watches  
musical instruments  
office  
sports and outdoors  
tickets  
tools  
video games

CARS FOR SALE (all)

autos / trucks  
motorcycles  
auto parts

ITEMS WANTED (all)

baby / kids / toys  
barter  
books

## Is MySpace Safe?

MySpace has garnered more than its fair share of public and media attention — partially for its amazing rise in popularity and use, and partially because some online bad guys have used the site to perpetrate crimes. The most common

stories have revolved around adults that use MySpace to contact underage users with propositions of sex. Such stories have been rampant enough that some parents and schools have labeled MySpace as a source of problems and worked to keep young users away from the service.

It'd be unfair for us to not address these problems in this book. In fact, throughout the book we offer examples of how the various MySpace tools can potentially leave a profile open to unwanted contact. We also explain how you can set up your profile to prevent unwanted contact. There's a lot of information in Chapter 3 specifically on how to secure your MySpace site from the online bad guys out there. If MySpace security is an immediate concern of yours, we recommend you jump to that chapter.



Our answer to the question “Is MySpace safe?” is a reserved “yes.” We think MySpace is safe the same way an automobile is safe if you use your seat belt, drive in good conditions, and follow the rules of the road. If you don't buckle your safety belt, drive on bald tires, and push your speed over the legal limit, you're asking for trouble. The same thing happens on MySpace if you build a profile that potentially attracts unsavory individuals. Remember, think of MySpace as an online party — although most partygoers are just out for a good time with their friends, there are others who show up looking for trouble. Use common sense and commit to being safe. We cover how to tweak your profile to prevent attention from unwanted guests in Chapter 2 and how to stay safe on MySpace in Chapter 3.

As you work your way through this book and gather tips and techniques for keeping a MySpace profile secure, keep a few general comments in mind:

✓ **MySpace is a reflection of the real world.** In one of our favorite articles about MySpace, the journalist likened the site to a shopping mall. A shopping mall attracts visitors of all ages and all walks of life. Teens gather for social reasons. Adults handling specific errands are mixed in. People working in the mall are trying to get you to buy things. Also sprinkled in this crowd, however, are a small number of people up to no good, like shoplifting or making illicit contact with teenagers.

MySpace is a reflection of what's going on in our figurative shopping mall. The main difference between the real world and the MySpace world is that the Internet offers an anonymity that you can't achieve in the real world. Adults can pose as teenagers online to make initial contact.

Just as a parent wouldn't send a teenager to a shopping mall alone without preparing them to handle any bad situation they encounter, a parent shouldn't let a teenager navigate MySpace without similar advice. MySpace maintains a good set of tips for users and parents of teenage users on how to address safety concerns. Go to [www1.myspace.com/misc/safetyTips.html](http://www1.myspace.com/misc/safetyTips.html) for insight on managing your profile or a teenager's profile for maximum security.





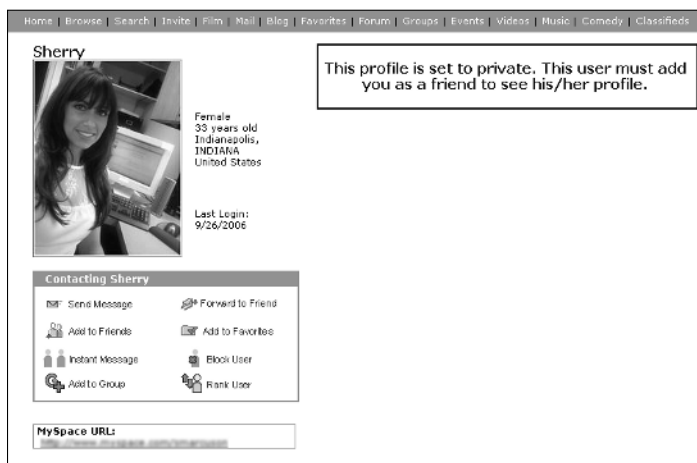
- ✔ **Think before you post.** If you have a public profile, remember that what you put on your MySpace site is viewable not only by your friends, but also by those MySpace outlaws, your colleagues, classmates, potential employers, and other people you might not want to share certain information with.

Before you post that photo of yourself at the beach in your supersmall bikini or your blog rant about your co-workers, think about who might see it and how they might react. If the outcome might be negative, it's best that you don't add the content to your MySpace page. Always remember, not only can your friends see those pictures, so can your family members, current co-workers, and future employers.



- ✔ **Change your profile to change your results.** Be sure to get a good grasp on all the safety tools available to you and realize that almost everything you put on your own MySpace page can be changed or erased at any time. You can limit the people who can view your site to your Friend List by setting your profile to Private, as shown in Figure 1-8. You can also block certain users from accessing your page. In short, you can completely change your MySpace page at any time if you feel that it's attracting the wrong element. Chapter 3 covers the main techniques for limiting your audience, whereas Chapter 2 explains how to edit your profile.
- ✔ **Ignoring is an option.** Your MySpace Mail is the only way MySpace users who are not your friends can contact you. As with your standard e-mail, the most effective way to resist unwanted contact is to simply ignore it. Deleting unwanted messages without responding usually sends the message that you don't want to talk to the user. If unwanted contact keeps coming from the same source, you can then block the user and report him or her to MySpace customer service. Chapter 3 has the details on handling those steps.

**Figure 1-8:**  
Setting  
your profile  
to Private  
limits  
access to  
your site to  
only your  
friends.



## Keeping an eye on your kids' MySpace pages

Although MySpace offers plenty of tools and advice on keeping kids safe while using MySpace, you can't rely on the site to handle all possible problem users. If your child uses MySpace, we recommend you get your kid's MySpace URL (Uniform Resource Locator) and regularly check the profile. You can even sign on to get your own MySpace ID so you can check the photo album. If your child has a private profile, send a Friend Request — and *insist* that you be added to the Friend List so you can view the page; otherwise (if it comes to a power struggle), no MySpace. Keep an eye on who's

leaving comments, what your kids are putting in their blogs, and what messages they're sending with their pages. You can even check out the pages of some of their "friends." You might even find your kid has a second profile that you didn't know about. MySpace is a very public forum. Remember the old online rule that e-mail is about as "private" as a postcard? MySpace is even less private. Although we certainly believe your son or daughter has a right to keep his or her private thoughts private, MySpace isn't an effective venue for storing *any* information one wants to keep private.

## *The MySpace Developer Platform*

MySpace first became extremely popular due to many different circumstances — one of the major ones being complete customization. In the early days of MySpace your profile was basically a blank canvas, and what you added to it was only limited by your knowledge paired with your amount of available free time. Back when MySpace first started, there were many users who even developed certain applications that made MySpace more useful, more efficient, or just plain more fun to use, and MySpace became an even better place to hang out online. But, as time moved on, more and more users hopped onto the MySpace bandwagon. With legitimate users and a huge new audience came those who began to take advantage of MySpace's openness with spam and other types of intentionally harmful exploits. This eventually led to MySpace's decision to block most of the ability to create the types of applications that many were enjoying legitimately.

Up until lately this was still MySpace's stance on the community having the power to create and distribute their own applications across the MySpace network — but, that's now all about to change with the creation of the MySpace Developer Platform (MDP). The MDP will once again put some of the power back into the hands of the MySpace community by allowing them to once again develop, integrate, and distribute applications that could potentially connect directly to MySpace's millions of members.

For MySpace, this is a perfect way to get back some of the creativity and community involvement that was present in the earlier days, while still being able to control and protect the MySpace network from potentially harmful applications.

For more information on the MySpace Developer Platform, head over to `developer.myspace.com` and jump right in.