



Premium reviews and analysis  
for premium content users

Issue 37 :: December 2006  
[www.vivaVIP.com](http://www.vivaVIP.com)



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Cyberlives and info trends

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Keen to be seen at Online  
Information 2006

### Insight

Get a (second) life

### Insider

What users say when vendors aren't  
listening (or are they?)

### Tap the Wire

News from the field... and what it means

### Focus On

The Big Three in controlled comparison

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New Products: Xinhua Finance helps launch think tank on Chinese market indicators; Spark database opens up detail on Russian companies; Global Insight enables desktop modelling; Risk management through Experian-Interfax offering; Thomson Financial introduces sector-based indicators; Tomorrow's News Today puts readers ahead of the curve.

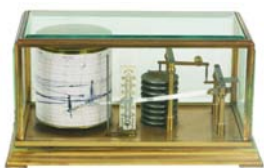
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"The Winner Takes All"  
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**digbig**

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## Log In

By Pam Foster



When I heard that Reuters had linked up with the 3-D online world *Second Life* I realised that maybe this was going to be something big. When the *Financial Times* (*Get a Second Life*, by James Harking, 17 November 2007) and *The Sunday Times Magazine* (*Life in the Unreal World*, by Dominic Rushe, 10 December 2006) both recently published features on *Second Life*, I realised that it was already big. I was especially fascinated to learn that the library and information community is very active in this virtual world. For example, libraries have purchased two land masses (Info Island and Info Island II), built several libraries and created services. The library management and software company Talis has spearheaded the development of Cybrary City, which provides services to *Second Life* residents and to librarians. Who better to explain all this than Jill Hurst-Wahl, an information consultant in the Real World and avatar Jillianna Suisei in *Second Life*. Her item *Why Second Life Matters* explains it all. Who knows, after reading it you too may be tempted to adopt a new persona and presence in this online world.

VIP's comparative review of the Factiva, LexisNexis and Thomson Business Intelligence news services, first published a couple of years ago, attracted a lot of attention. Since then, many of you have requested that I return to the 'Big Three' for an update. I'm very pleased to tell you that this month's issue does just that. Not all features can be compared but, wherever possible, I've attempted to draw comparisons between them in order to assist you decide which service better suits your needs. Of course, one of the valuable advantages of working with the VIP and FreePint communities is their willingness to provide feedback and over the last few months you've had plenty to say on each of the three services. I've gathered this feedback together – *The Big Three: VIP and FreePint communities have their say* – which you can find in the *Insider* section of this issue.

The annual Online Information event provides a wonderful opportunity for me to meet with you face-to-face and I'd like to thank all of you who took the time to stop by the FreePint stand for a chat and tell me what you'd like to see included in future *VIPs*. I have some exciting issues planned for the New Year and I'll be bringing you news of these very soon. In the meantime, this is the last *VIP* of the year and I'd like to take the opportunity to wish you all a very happy and peaceful 2007.

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Editor, VIP

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