

And Now, The News

October 31, 2006

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My company was acquired today.

Friends in Cambridge: we'll be hanging out [at Border Cafe](#) tonight.

- [TechCrunch](#) ([reddit](#)): “always played second fiddle to Digg”
- [Reddit Blog](#): “you all have made it everything that it is. A number of you even stuck with us after we switched away from Lisp.”
- [E-Consultancy.com](#): “suggest[s] that we’re in a serious period of inflation, though let’s stop short of calling this a bubble.”
- [Matthew Roche](#): “the Avis Rent-a-car of the content voting sites.”
- [David Weinberger](#): ” a very very smart move by CondeNet...if they let the Reddit folks heavily influence how the service is developed.”
- [Blake Killian](#): “Conde Nast, the unlikely Disruptor.”
- [Bivings Report](#): “just sort of scratched at the surface of what might be possible if traditional publishers embrace social technologies.”
- [Digg](#): “Reddit is where you go when you need someone to explain to you why North Korea is heaven on earth and America is the devil”
- [Wired News](#): Users can also append negative votes to stories that are of poor quality or that fail to capture their interest.”
- [Mark Pilgrim](#): “a new form of online scam in which you make all the content, and we keep all the money.”
- [Media Wire Daily](#): “a clear sign that Charles Townsend is making sure that Conde’s digital dick is solid enough to swing with the big boys.”
- [Matthew Ingram](#): “No word so far on whether the rumoured price of \$65-million has any relationship to reality”
- [Gawker](#): “merging with the ickle kiddies ... the Nasties decided they needed more of that Reddit magic.”
- [GigaOm](#): “Reddit received 16 percent of about 300 votes cast, following Boing Boing and Gawker.”

- [Valleywag](#): I went to their Boston pad, we played some video games.”
- [Webomatica](#): “digg gone through a Craigslist filter.”
- [Slashdot](#): “the great big Web 2.0 bubble continues to inflate towards the popping point”
- [The Register](#): “the price is many heaps smaller than the \$150m that Kevin Rose reportedly wants for Digg”
- [Joey DeVilla](#): “I see that Aaron’s been keeping track of what they’ve written about the acquisition on his blog.”
- [ReadWriteWeb](#): “Reddit is another to have been extensively profiled by [us].
- [Press Release](#): “Reddit achieves our objectives on both counts, and we are confident that other companies will find Reddit to be a partner that can bring tremendous value to their Web efforts.”
- [Marketing Shift](#): “The obvious question to ask is if Conde Nast will allow Reddit’s rankings to remain neutral and not benefit the company’s properties.”
- [CNET](#) / [MEDIaweek](#)