



A Mind is a Terrible Thing to Waste

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Cinema worker loses job for online film review

By **Jemima Kiss** / **Digital Digest** 01:21pm

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A projectionist has lost his job for posting an unofficial review of the new *Fantastic Four* film on AintItCool.com. He saw the film during a preview and claims he was sacked at the request of 20th Century Fox.

Fox denies it, though the head of the cinema chain told Jesse Morrison that Fox had threatened to withdraw press and trade screenings from the Memphis cinema.

Predictably, the AintItCool community was livid. "Have I mentioned yet that 20th Century Fox can go fuck themselves?" said fellow reviewer Moriarty.

Morrison's review is [posted in full](#). It's not the most eloquent review I've read: "I just returned from a press screening of ROTSS and can mos def report that the UK guy was full of SERIOUS (as in NEVER saw the movie) shit."

One more for the web conspiracy pot anyway. ([Reuters](#))

### eBay pulls Google ads

eBay pulled its adverts from Google's AdWords service this week in protest at a party Google had planned to promote Checkout, its rival web retail system.

Google's party was scheduled for tonight during the eBay Live



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annual conference, basically protesting that users can't access Google Checkout from eBay. The party was due to be held in the Old South Meeting House, scene of the 1773 Boston Tea Party. That got eBay executives "steaming", and they promptly pulled their adverts from Google AdWords.

eBay is the largest paid search advertiser in the US and insisted the decision was unrelated to the party. Google said it had pulled the party because delegates already have lots to keep them busy. ([PC World](#))

### **The spread of widgets**

comScore published some data this week on traffic to widgets - those mini-versions of sites that appear in the sidebar of blogs or that can be added to social networking profiles. comScore estimates the global unique user number for widgets was 177.7m during April, which is not to be sniffed at. The photo tool Slide came out top with 117m users, or 13.8% of the global widget audience. RockYou had around 82m users, PictureTrail 30.6m and Photobucket 28m. Widget use is highest in North America with 81m users in April compared with 43 in Western Europe. The [Wall Street Journal](#) picked up on this later.

### **Facebook coverage of the day**

A report by [the Times](#) on Tuesday claimed Facebook had to raise emergency funding last year to cover the costs of servers to power its rapid expansion. The US venture firm Greylock Partners is thought to have invested \$25m for around 10% of the company, and that financed the new hardware this time last year.

However, Facebook told [Om Malik](#) that the story isn't accurate. They have raised \$37m and those investors have a stake, but Malik says Zuckerberg just wouldn't let any server emergency happen. "Maybe Times was paying too much attention to big problems faced by little companies that built apps for the Facebook Platform." ([Giga Om](#))

### **Social networking bribery?**

Zhike.com is building something of a following in China as a business and professional networking tool, but perhaps not for entirely the right reasons. In China "guanxi", or connections, are nurtured through "cash-stuffed envelopes at dinner tables or on the golf course". The implication is that people are trying to track down government officials that can help get a child into the right school, or get a government business loan. A local newspaper said the lawyers for Zhike has assured that the site "would be held responsible if its services led to bribery". ([Reuters](#))

### **England for sale**

Weblo users can start bidding today for England in virtual form. Weblo is a replica of the real world: NYC sold for \$20,000 and

California for \$53,000. It almost sounds like I might be able to start thinking about buying a place of my own. Shame the site looks so hanging. ([Weblo](#))

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## Comments

So - no news on who's buying facebook then?

**Posted by obiwan on June 14, 2007 2:54 PM.**

Offensive? Unsuitable? [Report this comment.](#)

Or Documentary Baze.

**Posted by nationwide on June 14, 2007 3:57 PM.**

Offensive? Unsuitable? [Report this comment.](#)

In fairness, that's not Morrison's review. This is:

<http://www.aintitcool.com/node/32936>

I don't think he's going to be offered a job with Sight and Sound any time soon, but he's a lot more articulate than they guy you've quoted. Poor man, first he gets fired, then he gets mis-quoted.

**Posted by TinRobot on June 14, 2007 4:14 PM.**

Offensive? Unsuitable? [Report this comment.](#)

By the way, the reason no one is commenting on the Kangaroo story below is because it's broken and no one can...

**Posted by Phazer on June 14, 2007 4:41 PM.**

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