

US newspaper hopes to wring ad dollars from widgets

By breaking up pieces of USA Today's daily output and allowing users to pick and choose how and when they access them, the newspaper is making it possible for Web users to consume or certain parts of it, and not necessarily on the newspaper's own site and without buying a printed copy of the newspaper.

USA Today is plunging into a hot new Internet technology, offering users the ability to install "widgets" on their blogs and personal Web pages that contain news updates and other information from the newspaper

Widgets are a Web accessory that people are using in rapidly growing numbers to jazz up their home pages, blogs and profiles on social networking platforms like Facebook or MySpace. Users of Microsoft's (Nasdaq: MSFT) new Vista operating system can also put widgets on the desktop of their computers.

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