

## Movin' on up

16/08/2008 02:49 by *En ambos mundos*

There are strange things afoot! (Well, perhaps not "strange," and certainly not just at the [Circle K](#).) In the coming weeks, upon visiting [www.feedburner.com](http://www.feedburner.com), selected publishers will have the opportunity to sign in using their [Google Account](#) and experience FeedBurner, now as part of the Google. If you are among these merry few who migrate early you won't see many changes at first. In fact, you might find yourself saying, "my, it's awfully quiet in here. Almost&hellip;too quiet." (But it may look a bit Googlier around the edges.) Your feeds should continue to hum along as they did before, and all of your settings will be yours to manage through your new or existing Google account. This is the same shiny Google account you use to sign into other services at Google. Following on the footsteps of this account migration, FeedBurner will start to look and feel more like a set of Google services, and we will be completing much tighter integration into other Google services such as Google AdSense. (If you are a feed advertiser, don't worry: we have some happy surprises coming for you as well, and if you are an advertiser who is not yet a feed advertiser, you too shall be blessed with good fortune.) As part of this Google Account migration, we will need to make a few process changes for our API partners. Effective immediately, the FeedBurner [Management API](#) will only be available for existing FeedBurner partners and those Google partners who currently have access to other Google AdSense APIs. The [Awareness API](#) will continue to work exactly as it did before, noting that once you migrate to a Google account, you will have to use your Google account credentials IF you use the authenticated API. If, going forward, you do not want to sign in with a Google account, you can always [take your feeds with you](#) by redirecting your subscribers back to your source. Migration will ultimately be here for everybody, including all you MyBrand folks who are [master of your domain](#).

Source: [Burning Questions - The FeedBurner Weblog](#)