

# [Evan Williams about Twitter](#)

Excellent [interview](#) of [Evan Williams](#) by [Mike Arrington](#).

- [Twitter \(company profile\)](#) just bought [Summize \(company profile\)](#) and now redirected it to [Twitter Search](#). I fell in love with Summize and think this is a VERY good move for Twitter. The deal was most stock and some cash. The Summize-CEO left, the rest of the team relocates to San Francisco. Most of the Summize-Staff are Ex-AOL people.
- Twitter recently raised \$15M in a Series C.
- Twitter thinks about Premium-Models for commercial use and about monetization of Twitter Search with Contextual Ads (the latter could turn out to be BIG since search can generate very high CPMs)
- I like Evan Williams very much and would love to meet him. His style is cool. Pyra was cool, Twitter is even cooler :-).
- Conclusion: Twitter seems to become BIG

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