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## Tony Blair is the most popular entry in the online version of *Who's Who*

- Tony Blair more popular than Gordon Brown in *Who's Who*
- Robert Maxwell is the most popular name in *Who Was Who*
- Top ten names are a mix of politicians, entrepreneurs a rock star and a domestic goddess

[www.ukwhoswho.com](http://www.ukwhoswho.com)

He may no longer be Prime Minister, but Tony Blair's name heads the list of the most searched-for entries in the online edition of *Who's Who* over the past 12 months. His successor at no 10, Gordon Brown, trails behind in second place. David Cameron is sixth on list, beaten by London Mayor Boris Johnson. Margaret Thatcher is still in the public's mind, as the tenth most searched-for name.

Since January 2008, the ten most searched-for names in the online edition of *Who's Who* are:

1. Tony Blair
2. Gordon Brown
3. Mick Jagger
4. Nigella Lawson
5. Alan Sugar
6. Boris Johnson
7. David Cameron
8. Tony Benn
9. Richard Branson
10. Margaret Thatcher

In *Who Was Who*, the entry for media mogul Robert Maxwell is the most read, leaving Winston Churchill in second place. The ten most read entries in *Who Was Who* since January 2008 are:

1. Robert Maxwell
2. Winston Churchill
3. Henry Bonham Carter
4. Florence Nightingale
5. Douglas Bader
6. Barbara Cartland
7. Mary Whitehouse
8. Jessie Pope
9. Ian Fleming
10. Robert Aagaard

The list of names is revealed today (8th December) by the publishers, Oxford University Press (OUP). OUP took over publication of the online resources in December 2007. A&C Black, publishers of *Who's Who* since 1897, continues to edit and publish the print version – the instantly recognisable big, red book. OUP are also publishers of the multi-award winning *Oxford Dictionary of National Biography*.

Amongst the most frequent users of the resource are public libraries and the BBC. MLA consortium usage has increased dramatically over the past year, more than trebling since February. More than 30 of the top 50 users are library services, with Westminster and Essex public library authorities appearing in the top 10. Indeed 44% of public library authorities subscribe to *Who's Who*, allowing library members free access to the resource both in the library and at home.

Michael Lightowlers at Marylebone Library comments: "Who's Who has consistently been one of our most popular online reference resources, and the OUP's version has offered huge improvements in usability over what was available before, and the link to ODNB is a real bonus, too".

Other frequent users include the Foreign and Commonwealth Office, the National Archives and the *Daily Telegraph*.

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**For further information about the online edition of *Who's Who*,  
please contact Lucy Chavasse at Colman Getty**

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#### **Notes to Editors:**

- On Monday 8th December 2008 almost 1000 names will be added to *Who's Who* including Barack Obama, Daniel Craig, David Gilmour and Sophie Raworth. Around 1,000 new entries are added annually
- *Who's Who 2009* and *Who Was Who* in print and online are available from Monday 8th December 2008. The book costs £200. The print-and-online edition (for individual customers) costs £295, and online-only access is available to institutions by annual subscription, all from [www.ukwhoswho.com](http://www.ukwhoswho.com)
- Press access to online versions of both *Who's Who* and the *Oxford Dictionary of National Biography* is available on request through Colman Getty

- Oxford University Press has been the publisher of the online versions of *Who's Who* and *Who Was Who* since December 2007. A&C Black, publishers of *Who's Who* since 1897, continue to edit the work and to publish it in print
- As part of the Reference Online initiative, launched in 2006 by the MLA and OUP, 142 public library authorities in England joined together for the first time to share the cost of a national licence for a range of OUP's online resources. Libraries can now also subscribe to *Who's Who* as an optional resource, as part of this agreement
- *Who's Who 2009* online contains over 33,000 entries, with nearly 90,000 entries from *Who Was Who*. The entries are short autobiographies of living noteworthy and influential individuals, from all walks of life, worldwide. There is a wealth of personal information for each entry including full name, titles, birth date, death date, family history, education, honours, career history, personal interests, clubs, publications or other creative works, and contact details
- The first edition of *Who's Who* was published in 1849. Then a compact, 250-page volume (one tenth the size of the 2008 edition), it consisted of an almanac followed by thirty-nine lists of ranks and appointments and the names of those holding them
- Since its launch, *Who's Who* has consolidated its status of supreme national importance proving to be invaluable as a research tool and a unique way of measuring social change. During the Second World War, Winston Churchill personally intervened to ensure its publication and full circulation was not affected by the paper shortage. *Who's Who* is still to this day the definitive reference book relied upon by academics, researchers, business, people, government officials and charities, as well as the casual browser
- Oxford University Press (OUP) is a department of the University of Oxford, and the world's largest university press. In addition to publishing over 4,600 new books each year and over 180 journals, OUP is a major provider of online information to libraries and individuals worldwide
- The *Oxford Dictionary of National Biography* (ODNB) is published in print (63 million words in 60 volumes) and online at [www.oxforddnb.com](http://www.oxforddnb.com). The online version currently includes over 56,000 biographies of people who died in or before 2004. No living person is included