

Mouse-keteer

Guess what? Britney Spears wants to conquer the Web, too.

WHO'S THE MOST POPULAR person online? Right now it's teen pop star Britney Spears by a landslide. She's the fifth most popular search term according to Searchterms.com—above Yahoo!, chat, eBay, porn, and *Playboy* (the next celebrity on the list is hottie Jennifer Lopez, down at No. 19). Despite so much Web presence, the ever-bubbly 17-year-old launched The Official Britney Spears Website (www.britneyspears.com), Aug. 30. ENTERTAINMENT WEEKLY spoke with Spears about her favorite sites, lofty cyberplans, and those pesky rumors of fake nude photos. —James Oliver Cury

ON HER FIRST TIME ONLINE

One of the producers that I work with, Eric Foster White, had a little laptop computer. And when I was first recording at his house, I would send e-mails to my friends back in Louisiana in between recording my songs. That was about two years ago. Now when I go online, it's usually when I'm putting makeup on in the venue that we're going to play that night.

ON FAN SITES

One time I wanted to go online and chat with some of the people that were saying all of this silly stuff like "She's 28." I just wanted to pop 'em and say, "Hey, it really is me." Because people were pretending they were me in chat rooms! And everyone was like, "That's not Britney. Tell me when your birthday is. Tell me what your favorite color is."

ON HER PLANS FOR BRITNEYSPEARS.COM

My mom will run some parts of the website, answer some of the fan mail. But I'll answer some mail too, because I want it to be me instead of like those [fakes] I was telling you about. [We] found these old family photos, and even some old home videos. My mom's trying to put up the stuff. Mostly videos of me at home

when I was little, riding a go-cart or jumping on a trampoline; maybe some *Star Search*. I'm going to write as many captions as I

can, because when I'm not touring, I kind of want to stay fresh in my fans' minds. We'll also have a store with shirts, posters, magnets, pocketbooks, [limited edition] watches, and logo-type stuff. Oh, and teddy bears.



BABY ONE MORE CLICK Fans can now get Spear-ed online

ON FAN INTERACTIVITY Another thing I think is neat is that fans [will be able to] send in their photos, maybe ones they took at shows or autograph signings. And that way they can be on the websites as well, like "Britney meets her fans." You'll also be able to send an e-mail from my website and it will look like personalized stationery.

ON HER SONG "E-MAIL MY HEART"

Eric, the guy I first recorded with, wrote it because we were playing on the computer at his house. He thought it was so funny that before we did any recording, we would run to the computer and see if we had any e-mail. The person I was e-mailing was just a friend, but [Eric] took it to a new level. He thought it would be a neat song since all the kids nowadays are so into computers. And there are e-mail romances. But I just don't think I have enough time.

ON CHATS

I did several [chats] with America Online and several with Disney and some for radio stations. But they're all pretty much the same. I'm not talking to the fan; I'm talking to a guy who asks me questions and types in my answers for me. And the questions are often the same: What's my favorite color ("It used to be baby blue, but now I've gotten into the pinks more"), my favorite food ("ice cream, pasta"), do I have a boyfriend? ("No.")

ON NUDIE-PIC RUMORS

I tried to look one site up but it got to a certain point where they make you pay. 'Cause I wanted to see what they'd done. I thought it was funny, to be honest. I know they don't have any pictures of me, so it doesn't really matter. But I did want to see what bodies they had. ■

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