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Media trends digest – 2008



China's first blogger 13 August

The Guardian: Isaac Mao, who is credited with writing China's first blog six years ago, talks about his battle with the 'Great Firewall' and the impact blogging has had on the country's culture.

[More](#); [Isaac Mao's blog](#)

Privacy law to hurt investigative journalism?

Could the latest Australian Law Reform Commission proposal kill-off investigative journalism? Justin Quill, a litigation and media lawyer and a director with Kelly Hazell Lawyers, writes in *The Australian* that he fears it will.

[The Australian](#); [Law Reform Commission report on privacy](#)

Nazi sex romp – is it really private?

The recent case of F1 car boss Max Mosley being 'caught' by media in compromising circumstances has raised a debate across Europe on privacy and the boundaries when it comes to publishing. Mosley won 60,000 pounds in damages for his trouble.

It's a case which underlines the changing of the rules for tabloid-style publishing. [See this link at Spiked for an opinion piece by a barrister, supporting the court decision.](#)

Doomsayers skip the fine print

Mark Day, in *The Australian*: The newspapers-are-dead doomsayers are out in force again, the most fearless being Steve Ballmer, the chief executive of Microsoft, who said in a recent interview that your morning fish-wrapper will have left the stage within 10 years.

[More](#)

UK freelancers must register as "data controllers"

European Journalism Centre: Freelance journalists in Britain have been warned they are breaking the law and could be fined thousands of pounds unless they register with the Information Commissioner's Office as a "data controller". The UK Press Gazette has learned that the ICO has begun approaching freelancers, urging them to register – because the personal information they collect in their day-to-day work is covered by the Data Protection Act. Under the law, anyone electronically processing data such as contact details is required to hand over any information about a named person if that person requests it – but lawyers have said most of the information gathered by journalists is exempt. The [National Union of Journalists](#) has reminded its freelance members of the need to register – and has said the fine for failing to do so could be as high as £5,000 (6,355.36

EUR). Staff journalists are not required to sign up, because the company that employs them should already be on the ICO's database.

[UK Press Gazette](#)

E-paper – one designer's vision

Designer [Mayo Nissen](#) developed this vision of the newspaper for 2015, for the Guardian in the UK. Employing e-paper, its display is intended to show anything from headlines to the full story, depending on how far it is unrolled.

[Link](#)

Kindle to get competitor

Germany's Deutsche Telekom is developing a portable e-reader that could be competition for Amazon's Kindle. They are currently planning a test run with a few dozen of prototypes in Berlin. Pictures of the product, whose code name is "News4me", have not been revealed yet.

Peter Möckel, head of Deutsche Telekom's R&D department, said the "company sees a market in the gap between mobile phones and laptops."

[CrunchGear](#)

25 years of covers

The *Washington Post* has put together a gallery of magazine covers featuring entertainer Madonna over 25 years. Worth a look to see how an image can change for an audience and its time.

[Link](#)

Building good site maps

Jakob Nielsen has released a report (at US\$74) offering guidelines on how to build useful site maps.

The spiel says: Users go to site maps if they are lost, frustrated, or looking for specific details on a crowded site. A site map's main benefit is to give users an overview of the site's areas in a single glance by dedicating an entire page to a visualization of the information architecture. If designed well, this overview can include several levels of hierarchy, and yet not get so big that users lose their ability to grasp the map as a whole.

[More](#)

News Corp insight

News Corp's recent release of its first quarter earnings was provided as a webcast and supplies a fascinating insight into the business.

[Click here to listen to the one-hour audio presentation](#)



Online Publishers Assn headlines (USA) 10 August

Olympics broadcasters still stuck on web 1.0

As the Summer Games begin, NBC is anticipating a breakthrough year with 3600 hours of coverage across platforms, including streaming video online and mobile reports. NBC called it a "billion-dollar research lab" and planned a new measurement system to find out who's watching what when. News.com's Ina Fried reports that Microsoft partnered with NBC on a video player using Silverlight technology (as opposed to Flash), which will let people watch up to four video streams at once, as well as picture-in-picture viewing. But in order to watch the streams on NBCOlympics.com, you'll need Microsoft Vista, which should upset Mac and Linux users. Plus, critics say that NBC is not letting the videos spread through embedding. "They are being really a Web 1.0 company in a lot of ways," Jupiter's Emily Riley told ClickZ. "They're not leveraging Hulu for example. I think that they might not get the reach they could if they offered it in a more Web 2.0 fashion."

Branded content beats portals in ad effectiveness

If people trust a content site, there's a good chance that trust will transfer over to the advertisers on that site. That's the finding from a recent OPA study leveraging Dynamic Logic's MarketNorms data, which compared the ad effectiveness of "branded content" sites with portals and ad networks. The branded content sites scored especially well in two key segments: brand favorability and purchase intent. For example, ads on branded content sites had 29% better brand favorability than on all online ads measured, with purchase intent up 20%. And purchase intent is even higher, up 24%, among affluent households. Plus, rich media, video and sponsorships all performed better.

[OPA web](#)

Benton headlines

YAHOO TO MAKE TARGETED ADS OPTIONAL

[SOURCE: Washington Post, AUTHOR: Peter Whoriskey]

Internet giant Yahoo is set to announce that it will allow users to shut off targeted advertising on its Web sites, a move that comes as a congressional committee continues to air concerns about consumer privacy. Last week, the House Commerce Committee asked Yahoo and 32 other Internet companies to provide more information about the surfing data they collect from Web users and how the data are used to customize advertising. As many media companies struggle to make money from their Web sites, members of Congress and the industry appear to be in the early stages of a high-stakes negotiation over what kind of advertising ought to be allowed. While Yahoo's new policy may make it harder for the company to make money from ads -- targeted pitches generally fetch higher prices -- company officials said offering more privacy options could attract more users.

<http://benton.org/node/15960>

FASTER, HIGHER, STRONGER -- AND DIGITAL

[SOURCE: USAToday, AUTHOR: Bruce Horovitz, Laura Petrecca, Theresa Howard]

Millions of Americans will watch the Olympics but never turn on a TV set. The Beijing Games will be the first Olympics in which a chunk of viewers — up to 5% — will watch their Olympic coverage via personal computers or mobile phones, estimates Dean DeBiase, CEO of TNS Media, which measures media outlets globally. And those viewers are the coveted trendsetting ones marketers want to reach. The best place to reach them: social media. Some 73% of Americans who have Internet access viewed video online in May, according to a recent Nielsen study. More than 154 million Americans will watch online videos this year, up 12% from last year, according to eMarketer's latest report. More than one in three mobile phone owners have video-capable cellphones, Nielsen reports. More than 147 million people worldwide now participate in a social network via their mobile phones, eMarketer reports. Here's how savvy Olympic marketers will digitally tap in: digital games; blogging; sharing videos; sharing ideas digitally; snatching search terms; and advertising in cabs.

<http://benton.org/node/15958>

BROADCASTER USURPS NEWSPAPERS, ONLINE POISED TO DOMINATE

[SOURCE: MediaDailyNews, AUTHOR: Joe Mandese]

Despite broader issues in the overall economy, the media industry continues to be among the fastest growing industrial sectors in America. Long-term secular shifts, however, are altering the role of some major media and forms of advertising and marketing services. Long the dominant U.S. advertising platform, has fallen behind broadcast TV this year, which itself is poised to be usurped by the Internet within the next three years. This year, Veronis Suhler Stevenson estimates that traditional media operators will account for nearly half (49.5%) of the \$86 billion Americans will spend advertising and accessing content online. That share is up from less than a third (29.1%) in 2002, and is projected to take a dominant position by 2011 when pure-play Internet operators will account for less than half of all Internet revenues. The migration of media operators mirrors that of major advertisers who have been slashing traditional media budgets and shifting a greater share of their total marketing spending online, and into alternative forms of marketing.

<http://benton.org/node/15878>

QUESTIONING THE COMING INTERNET CLOG

[SOURCE: TelephonyOnline, AUTHOR: Ed Gubbins]

One of the nation's top authorities on global Internet traffic growth says his latest data show no reason to fear network capacity shortages, as traffic growth may even be slightly decelerating. Updating data collected from Internet exchanges around the world, professor Andrew Odlyzko, director of the University of Minnesota's Interdisciplinary Digital Technology Center, reported late last week that Internet traffic rates in the US and globally are continuing to grow at a rate between 50% and 60% (largely unchanged from recent years) -- rapid growth that nonetheless belies dire predictions of an escalation that would clog today's networks. Among the factors limiting Internet traffic growth, Odlyzko said, are the pace of broadband deployment, which he said is "not that fast" in some countries, including the US.

<http://benton.org/node/15875>

WIFI NEARING TAKEOFF

[SOURCE: Washington Post, AUTHOR: Sholnn Freeman]

Wireless Internet access is about to move out of coffee shops and airport lounges and into airplanes. After years of talking about what customers wanted and waiting for new technology, Delta Air Lines said it will begin offering broadband Internet service on domestic flights as early as October. Delta is trying to outmaneuver rival JetBlue, known for outfitting planes with satellite TV, and American Airlines, which is planning to launch Internet service later this year. Other airlines, including Continental, Southwest and Virgin America, are planning tests or have them underway. Yesterday's announcement makes Delta the first large U.S. airline to commit its main fleet of jets

to a technology that lets passengers surf the Net while flying. The service will be available for a \$9.95 flat fee on flights of three hours or less, and \$12.95 on longer flights.

<http://benton.org/node/15885>

NEW FEARS ARISE ON OLYMPIC PRESS FREEDOMS

[SOURCE: Associated Press, AUTHOR: Dikki Sinn]

The beating of two Japanese journalists by police in western China drew an official apology Tuesday, but Beijing also set new obstacles for news outlets wanting to report from Tiananmen Square in the latest sign of trouble for reporters covering the Olympics. The International Olympic Committee, which last week only partially succeeded in getting China to unblock some Internet sites after journalists raised a furor, said it would look into the new rules that require reporters to make appointments to do reports at Tiananmen.

<http://benton.org/node/15871>

AD SPENDING FORECAST TO SHIFT MORE TO DIRECT MARKETING

[SOURCE: USA Today, AUTHOR: David Lieberman]

Consumers will foot more of the bill for the media they want over the next five years as advertisers shift their spending from traditional media to direct marketing, according to the latest edition of private-equity firm Veronis Suhler Stevenson's Communications Industry Forecast. The annual report, a fixture on the desks of many media executives, should cheer video game and cable and satellite TV companies and Internet service providers (ISPs). But it could complicate efforts by ad-dependent broadcast TV and radio stations, consumer magazines, and especially newspaper companies to characterize their current struggles as a temporary blip in an anemic economy. "You could call (2008) a tipping point," with consumers poised for the first time to spend more on media than advertisers will, says James Rutherford, VSS managing director.

<http://benton.org/node/15847>

MEDIA OUTLETS ARE STILL SEEKING A CAMPAIGN BOUNCE OF THEIR OWN

[SOURCE: New York Times, AUTHOR: Brian Stelter, Richard Perez-Pena]

Capitalizing on the interest in this year's election has been hot or miss for mainstream news media. Cable news ratings are up as are the views of their online video. But media companies are struggling to translate campaign coverage into repeat readers, viewers -- and revenue. Televised debates and magazine covers with candidates on the front cover over temporary bumps, but no long term gains. Broadcast television newscasts are still losing viewers. The Pew Internet and American Life Project estimates that 17 percent of Americans now learn about the campaign via the Internet on a typical day -- more than double the number that did back in 2004.

<http://benton.org/node/15799>

MUSIC INDUSTRY 'SHOULD EMBRACE ILLEGAL WEBSITES'

[SOURCE: Financial Times, AUTHOR: Andrew Edgecliffe-Johnson]

The music industry should embrace illegal file-sharing websites, according to a study of Radiohead's last album release that found huge numbers of people downloaded it illegally even though the band allowed fans to pay little or nothing for it. "Rights-holders should be aware that these non-traditional venues are stubbornly entrenched, incredibly popular and will never go away," said Eric Garland, co-author of the study, which concluded there was strong brand loyalty to controversial "torrent" and peer-to-peer services. Radiohead's release of *In Rainbows* on a pay-what-you-want basis last October generated enormous traffic to the band's own website and intense speculation about how much fans had paid. He urged record companies to study the outcome and accept that file-sharing sites were here to stay. "It's time to stop swimming against the tide of what people want," he said.

<http://benton.org/node/15793>

NEWSPAPERS COULD BE BARGAINS, BUT FEW ARE BUYING

[SOURCE: New York Times, AUTHOR: Richard Perez-Pena]

Who wants to buy a newspaper? No, not just today's -- the whole company. While all publicly traded newspaper companies have seen their share prices fall in the last year -- drops of 50 to 70 percent are commonplace -- some have tumbled so far that any number of bargain hunters could snap up a controlling interest, despite the credit squeeze. But they haven't. The weak economy and tight credit market have slowed buying in all sorts of media, but the drop-off is especially pronounced in newspapers. Experts say the lack of interest reflects a sharp shift in the last year toward a more pessimistic long-term view of the industry. The loss of ads has accelerated, and few expect a rebound even when the economy recovers.

<http://benton.org/node/15794>

ONE FIFTH OF MARKETERS BUY ADVERTISING FOR NEWS COVERAGE

[SOURCE: WebProNews, AUTHOR: Jason Lee Miller]

One in five senior American marketers polled said they had bought advertising in return for a news story about their company or product, according to a survey sponsored by PRWeek and Manning Selvage & Lee.

implicit/nonverbal agreement with a reporter or editor for favorable coverage of their company or product in return for buying advertising. One in 12 provided valuable gifts in exchange for coverage.

<http://benton.org/node/15772>

AS PAPERS CUT, TRIBUNE UPDATES TV NEWS

[SOURCE: Wall Street Journal, AUTHOR: Sam Schechner]

Tribune Company is slashing staff and space at newspapers across the country. But in another old-media business -- local television news -- it's moving in the opposite direction. Nearly half of Tribune's 23 broadcast stations are expanding or launching local news operations, many of them hiring staff as a result. The biggest investment is in KSWB-TV in San Diego, which has hired a staff of nearly 50 to produce the station's first in-house news broadcasts in nearly three years.

<http://benton.org/node/15748>

HP, INTEL, YAHOO STUDY WAYS TO MAKE WEB A UTILITY

[SOURCE: Reuters, AUTHOR: Eric Auchard]

Hewlett-Packard, Intel and Yahoo are teaming up on a research project to help turn Web services into reliable, everyday utilities. The companies are joining forces with academic researchers in Asia, Europe and the United States to create an experimental network that lets researchers test "cloud-computing" projects -- Web-wide services that can reach billions of users at once. Their goal is to promote open collaboration among industry, academic and government researchers by removing financial and logistical barriers to working on hugely computer-intensive, Internet-wide projects. Founding members of the consortium said they aim to create a level playing field for individual researchers and organizations of all sizes to conduct research on software, network management and the hardware needed to deliver Web-wide services as billions of computer and phone users come online.

<http://benton.org/node/15653>

MORE PEOPLE WATCHING PRIMETIME "TV" ONLINE

[SOURCE: Broadcasting&Cable, AUTHOR: John Eggerton]

According to a new study by Integrated Media Measurement, the appetite for primetime network TV online is growing, with 20% of respondents saying they watch some primetime TV programming online. Of those 20%, about one-half watch shows they missed or have already seen, while the other half are watching shows as they become available and "appear to be beginning to use the computer as a substitute for the television set."

<http://benton.org/node/15640>

ONLINE DISPLAY MARKET IS BEING OVERHYPED

[SOURCE: AdAge, AUTHOR: Abbey Klaassen]

The inconvenient truth is that for all its new-media spin, display advertising is "old" media -- a commercial message to be placed next to editorial or entertainment content. And we know by now that measured-media growth has pretty much ground to a halt as marketers continue to increase their dollars in unmeasured disciplines such as web development, public relations and database marketing at the expense of paid advertising. Most of the top 100 advertisers that wield the big budgets are still primarily TV and print spenders. For all its glory, the Internet still has not proven itself capable of being a primary branding medium. Most ads online are response-based and work best for brand marketers when they complement a branding campaign in other media.

<http://benton.org/node/15585>

THE CHANGING NEWSROOM

[SOURCE: Project for Excellence in Journalism, AUTHOR:]

The American daily newspaper of 2008 has fewer pages than three years ago, the paper stock is thinner, and the stories are shorter. There is less foreign and national news, less space devoted to science, the arts, features and a range of specialized subjects. Business coverage is either packaged in an increasingly thin stand-alone section or collapsed into another part of the paper. The crossword puzzle has shrunk, the TV listings and stock tables may have disappeared, but coverage of some local issues has strengthened and investigative reporting remains highly valued. The newsroom staff producing the paper is also smaller, younger, more tech-savvy, and more oriented to serving the demands of both print and the web. The staff also is under greater pressure, has less institutional memory, less knowledge of the community, of how to gather news and the history of individual beats. There are fewer editors to catch mistakes. Despite an image of decline, more people today in more places read the content produced in the newsrooms of American daily newspapers than at any time in years. But revenues are tumbling. The editors expect the financial picture only to worsen, and they have little confidence that they know what their papers will look like in five years.

<http://benton.org/node/15605>

Media jobs 13 August

Director of Marketing & Comms, Aust Petroleum Production & Exploration Assn, Canberra. apepa.com.au

Media officer, NSW Rural Fire Service, Sydney. www.jobs.nsw.gov.au

Check sub, *Manly Daily*. edcareers@cng.newsltd.com.au

Financial journo with TV/current affairs experience, Kaplan Professional, Sydney. careers@kaplan.edu.au

Marketing Comms Manager, News, Sydney. ref TT1600 jobs@newsltd.com.au

Journalist/associate producer, ABC TV international, Melbourne. Rania Zaydan on (03) 9626 1952.

Presenter/producer, ABC radio, Tamworth NSW. Huw Drury on (02) 8333 2408.

National reporter -- rural, ABC radio, Perth. Edwina Farley on (03) 9626 1146.

Production assistant, SBS, Sydney. Thang Ngo on (02) 9430 2805.

Exec producer, Norwegian language program, SBS radio, Sydney. Anna Schinella on (02) 9430 2797.

Cadet journalist, *Naracoorte Herald*, SA. www.naracoorteherald.com.au

Journalist, *Centralian Advocate*, Alice Springs. morrisonglenn@ntn.newsltd.com.au

Media & Comms manager, property industry, Melbourne. ref 3B/44785 Sarah Piper (03) 9623 6714.

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