

Im Tal der Ahnungslosen

Wie Medien im Ausland selbstverständlicher mit dem
Internet umgehen.

Über das Verhältnis der deutschen Medien zum Internet als Kommunikationsmittel mit dem Leser im Vergleich zu ausländischen Medien



- Einige deutsche Medien versuchen sich zaghaft an neuen Kommunikations- und Informationsformen im Internet.
- Andere kommen über Alibi-Versuche nicht hinaus.

Das Internet anno 2008: nicht mehr nur das Medium um einfach alten Zeitungsinhalt digital reinzuschauen.

Yet another revolution

~~Web 2.0~~

Schlagwort für dieses Internet: Web 2.0.

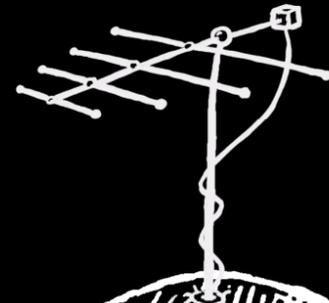
Dank Hype ein totes Wort. Nehmen wir lieber ...

Yet another revolution

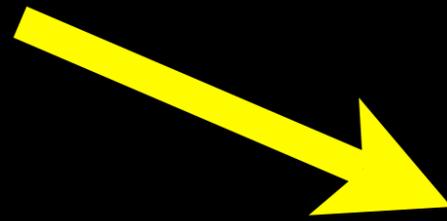
Everynet

Omnipräsentes Internet. Wir sind überall davon umgeben. Auf zahllosen Geräten.

Everynet



Vielen Quellen



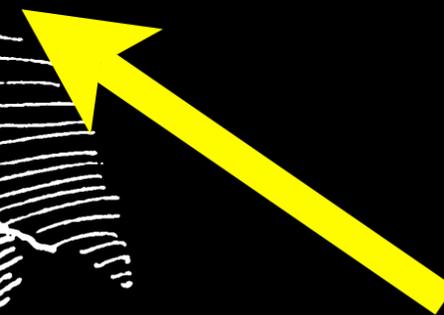
Zu jeder Zeit



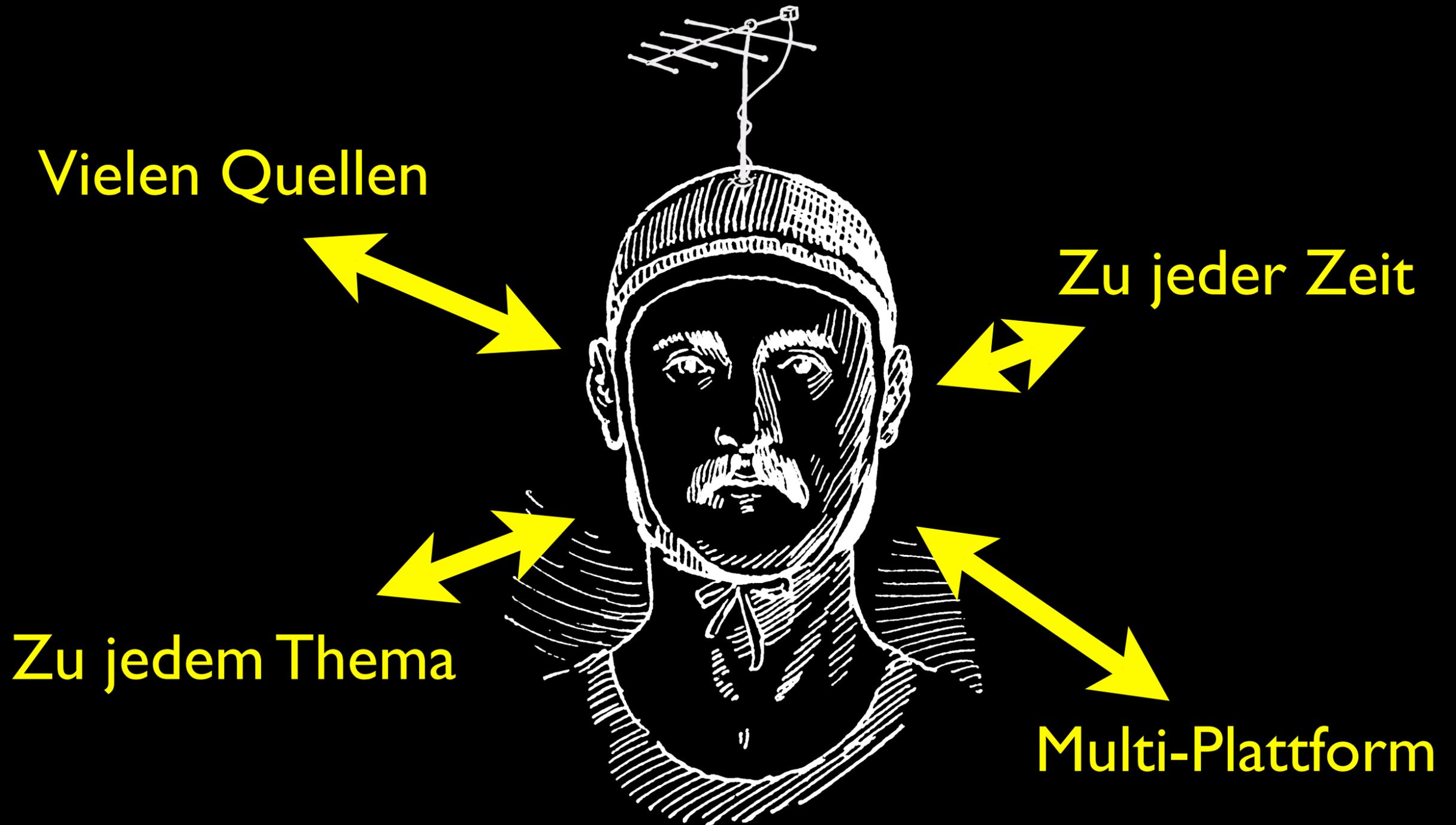
Zu jedem Thema



Multi-Plattform



Everynet



Der Empfänger kann dank der neuen Plattformen auch zum Sender werden.
Viele Plattformen sind billig bzw. kostenlos: blogger.com, twitter.com, Facebook, YouTube, MySpace etc... pp.

Wie stellen sich Medien aus Sicht eines Users dar?

Medien im Everynet

Ich habe nur begrenzt Zeit!

Warum sollte ich
ausgerechnet **euch** lesen/
hören/sehen?



Medien im Everynet

Weil ihr Spaß macht?

Weil ihr mir was erklären könnt?

Weil ich euch vertraue?

Weil ihr grad da seid, wenn ich euch brauche?

Weil ich merke, dass ihr mich wahrnimmt?



Medien stehen in Konkurrenz.

Das Sender -> Empfänger-Verhältnis mutiert zum Kunden <-> Dienstleistungs-Verhältnis.

Medien im Everynet

Charakter

Wer bist du?

Plattform

Bist du immer und überall für mich da?

Aktion + Reaktion

Hörst du mich?

Beispiel Süddeutsche.de

Was hat mir die **Süddeutsche** zu sagen?

Anekdote mit Theveßen/ZDF und Kistner/SZ. Haben am Vortag über neuen Doping-Artikel von Kistner (Wiener Blutlabor) diskutiert. Als Beispiel für das geringe öffentliche Interesse: Artikel wäre nur auf Seite 3 des Sportteils abgedruckt und nicht auf sueddeutsche.de gewesen.

Falsch.

Zufällig postete zeitgleich ein allesaussersport-Leser im Blog einen Link zum Artikel. Beleg wie „unauffindbar“ Artikel bei sueddeutsche.de sind und selbst der Autor nicht Bescheid wusste.

Süddeutsche Zeitung Sport-Seite

Donnerstagabend, 22h20

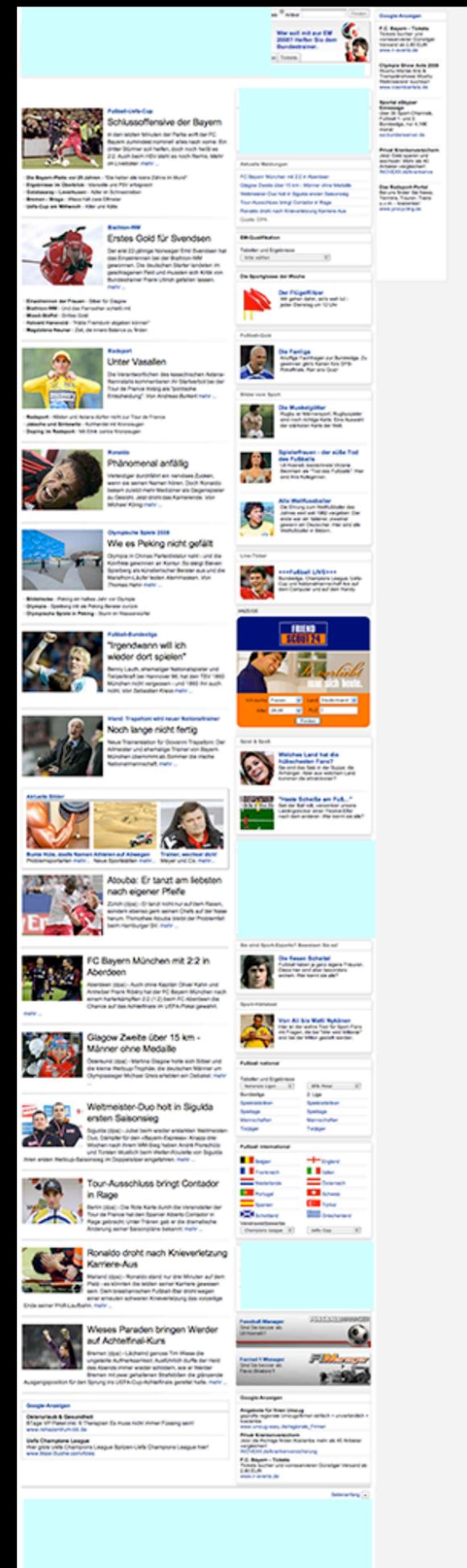
Anderthalb Stunden nach
Ende des UEFA-Cup-Spiels
Aberdeen – Bayern

The screenshot shows the sports section of the Süddeutsche Zeitung website. The main headline is 'FC Bayern München mit 2:2 in Aberdeen', reporting on a recent UEFA Cup match. Other prominent articles include 'Glasgow Zelte über 15 km - Männer ohne Medaille' and 'Weltmeister-Duo holt in Sigüda ersten Saisonieg'. The page is organized into several columns with various sports news, including football, tennis, and general sports updates. A sidebar on the right contains a 'SPORT' menu and a 'Sueddeutsche.de' logo. The footer includes copyright information for the Süddeutsche Zeitung.

Screenshot zeigt Startseite des Sportteils von sueddeutsche.de, Do. 14.2.2008

Süddeutsche Zeitung Sport-Seite

– Navigationselemente



Navigation aus dem Screenshot genommen (hellblaue Flächen)

Süddeutsche Zeitung Sport-Seite

– Navigationselemente

– Werbung

The image shows a screenshot of the Süddeutsche Zeitung sports page. The layout is organized into several columns and sections. At the top, there are navigation elements and a search bar. The main content area is filled with various sports news articles, each accompanied by a small image and a headline. The articles cover a wide range of sports, including football (soccer), tennis, and other athletic events. On the right side, there is a sidebar with additional information, including a table of contents or a list of related articles. The overall design is clean and professional, typical of a major newspaper's website.

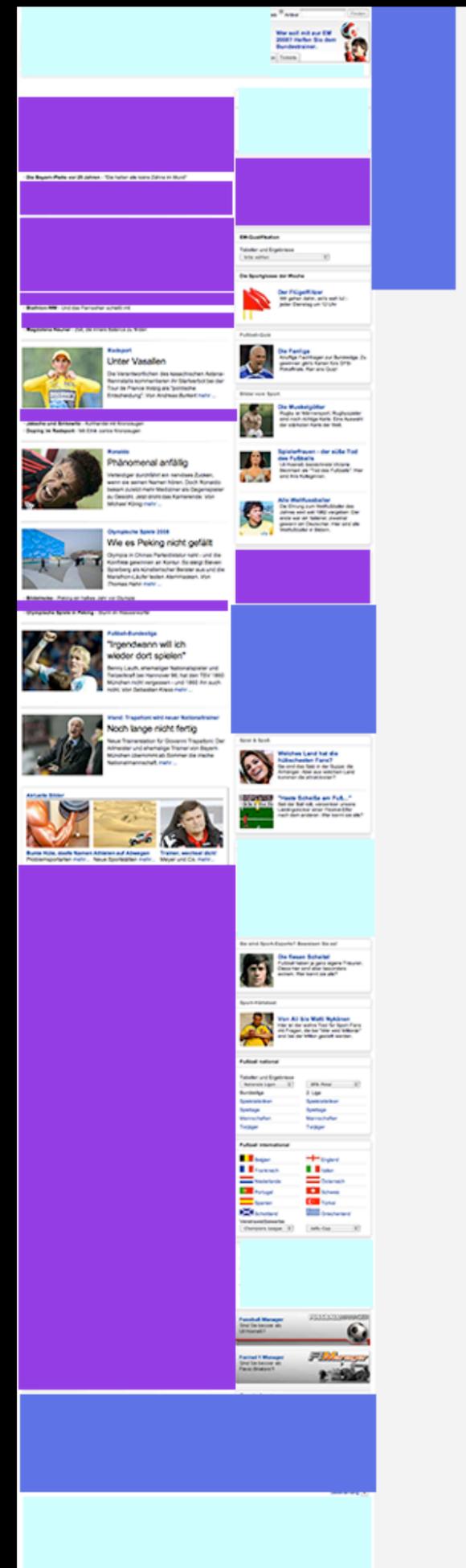
Werbung (Banner etc...) raus.

Süddeutsche Zeitung Sport-Seite

– Navigationselemente

– Werbung

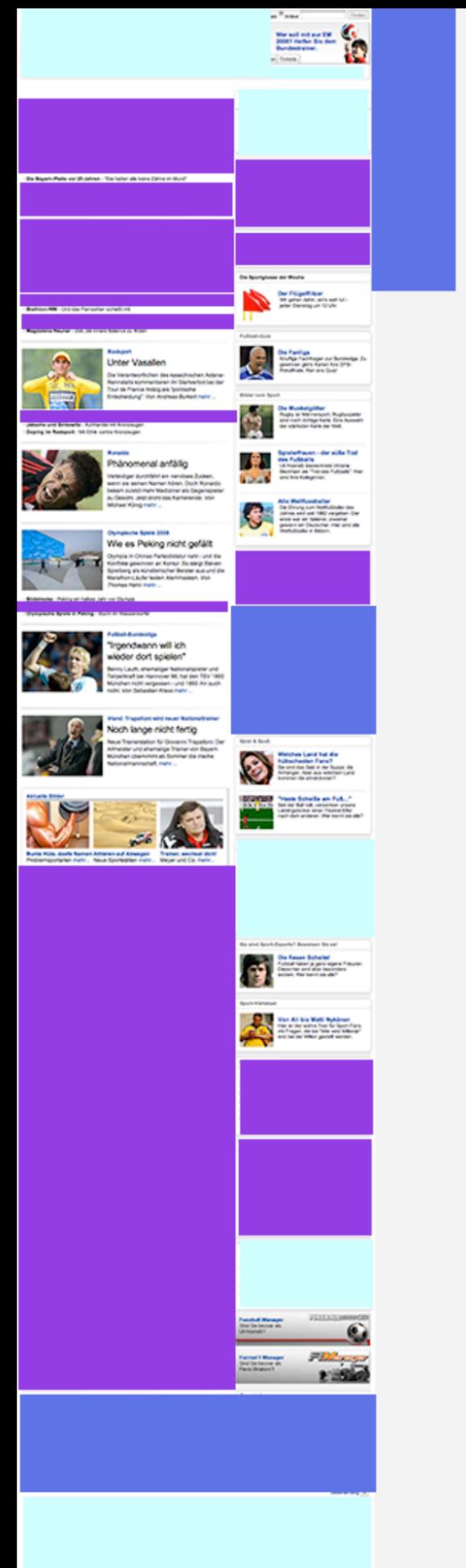
– Agenturmaterial



Nicht selbstgeschriebene Inhalte (Agenturmeldungen) raus.

Süddeutsche Zeitung Sport-Seite

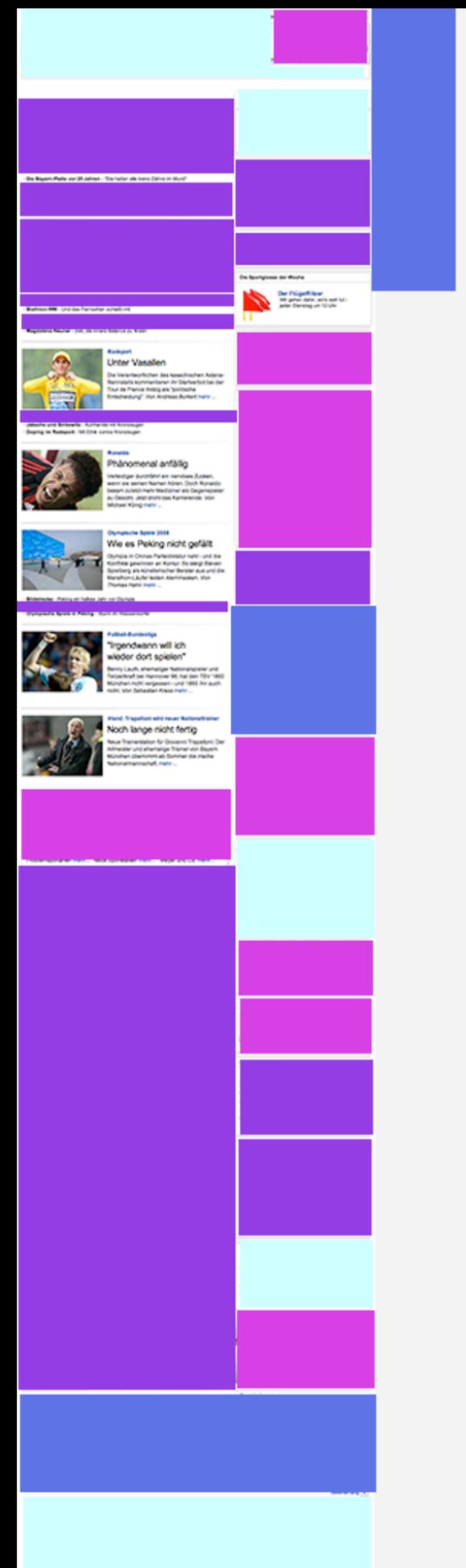
- Navigationselemente
- Werbung
- Agenturmaterial
- Statistiken, Daten



Tabellen, Statistiken, Ergebnisdienste raus

Süddeutsche Zeitung Sport-Seite

- Navigationselemente
- Werbung
- Agenturmaterial
- Statistiken, Daten
- Bildgalerien, Quiz, Spiele



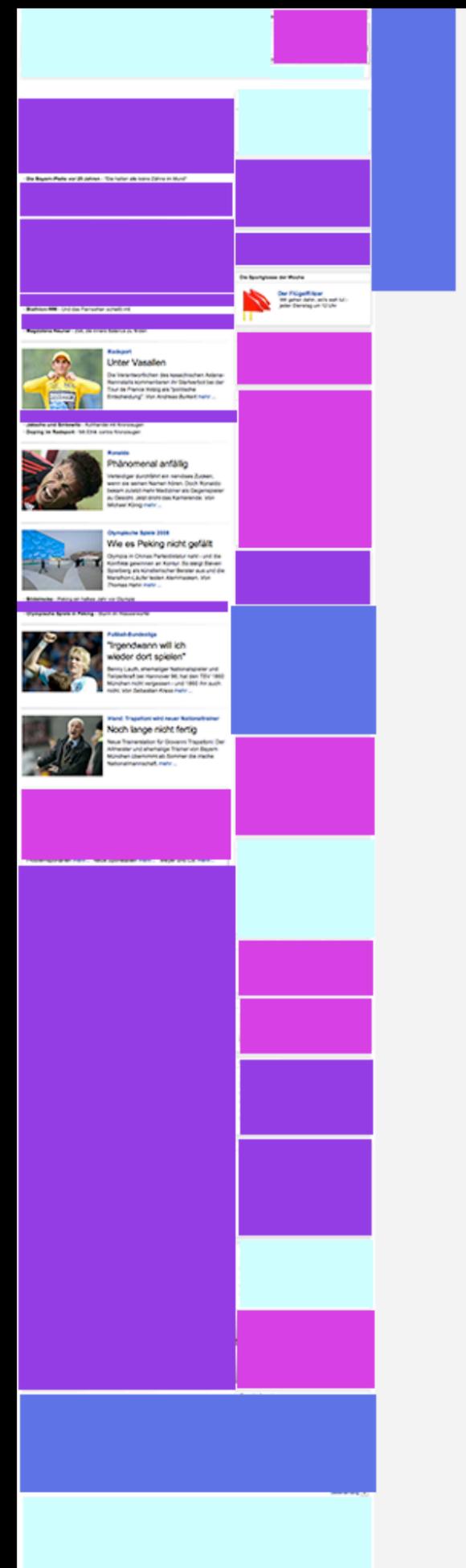
Und jetzt „Spielkram“ raus: Bildgalerien, Quiz, Spiele.

Süddeutsche Zeitung Sport-Seite

4 Sportarten
(Fußball, Biathlon, Olympia,
Radsport)

14 Links zu originären Sport-
Content auf zirka 20% des
Inhaltsbereiches.

80% Crap



Der Inhalt der übrige bleibt (originärer Inhalt von SZ-Autoren) macht schätzungsweise nur noch 20% des Screenshots aus. 80% Crap.

Crap

...lerfrauen - der süße Tod des Fußballs

zurück vorheriges Bild Bild 1 von 15

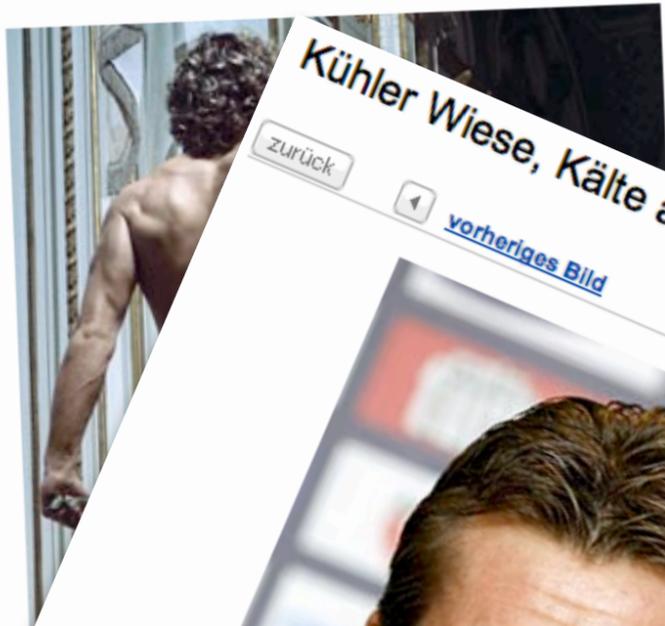


Alena Seredova konnte Gianluigi Buffon bisher nicht überzeugen. Immerhin wurde der Torhüter von Juventus...

zurück vorheriges Bild

Die Muskelgötter

zurück vorheriges Bild Bild 2 von 18 nächstes Bild



Kühler Wiese, Kälte am Bosphorus

zurück vorheriges Bild Bild 19 von 20 nächstes Bild



Und so kann sich Trainer Michael Skibbe nach dem 0:0 über eine Ausgangsposition für das Rückspiel am kommenden Donnerstag freuen. Foto: dpa

zurück vorheriges Bild

Breite Schultern, stramme Schenkel

zurück vorheriges Bild Bild 6 von 8 nächstes Bild



Stabile Größen

zurück vorheriges Bild Bild 13 von 14 nächstes Bild



...det sich immer noch die Mannschaft von Trainer Hans Meyer. ...er davon, dass er eventuell bald seine Arbeitsstelle verlieren ...m 1:1 zu Hause gegen Rostock sagte der Nürnberger Trainer: "Es ...ste der Welt, dass bei fünf Spielen in drei Wochen eine Situation ...n, bei der ich Ende Februar nicht mehr Trainer bin." Hans Meyer ist ... Situation gut einschätzen kann.

zurück vorheriges Bild Bild 13 von 14 nächstes Bild

man die Kleid...
er mehr?
chstes Bild

Die Süddeutsche ist gefürchtet für ihre **Bildgalerien**. Es ist erstaunlich wieviel Energie die SZ in der Generierung der Bildgalerien steckt, vorallem wenn man es mit der Zahl der eigentlichen Artikel vergleicht. Nur in Deutschland finden Bildgalerien derart massiv Anwendung (nicht vergleichbar mit den i.d.R. hochwertigeren Diashows der NY Times). **Zum Vergleich nun andere Inhaltsseiten: NY Times.**

NY Times Sport-Seite

Donnerstagabend, 22h45

Normaler Sport-Tag

12 Sportarten

The image shows a screenshot of the New York Times Sports page layout. The main headline is "The Top Steroids Investigator Is a Silent Presence" by Jeff Leach and Michael S. Schmidt. Below it is a photo of Jeff Novitsky. To the right, there are several smaller articles with redaction boxes covering their content. The layout includes a top navigation bar, a main article column, and a right-hand sidebar with various sports-related sections like "GOAL", "Slap Shot", "The Quad", and "The Fifth Down". The bottom of the page features a "Sports Columnists" section.

Normaler Sport-Tag. Tophthema: Verhörung vom Baseball-Star Roger Clemens (wg. Dopings)

Keine Spiele oder Quiz. Kein Bildgalerie-Nonsens.

Häufig anzutreffen: Interaktive Grafiken, Videos oder Audios.

Guardian Sport-Seite

Donnerstagnabend, 23h 15

UEFA-Cup-Tag

13 Sportarten



Ein Spiel, 1x You Tube. Verlinkung auf eigene Blogs und Podcasts.

Schlußresümee:

NY Times und Guardian wollen mir den Sport zeigen.

Aber was zum Teufel will die SZ?

Was für ein Charakter soll sie haben?

Charakter-Köpfe? Wer seid Ihr?

SPIEGEL Online

fpf/all/sid/doa

kna/dpa/sid

fpf/sid

goe/ap/reuters

Von Jörg Schallenberg

„mailto:spon_sport@spiegel.de“ anzeigen

Go fuck yourself

Süddeutsche

Von Andreas Burkert

Von Thomas Hahn

Guardian

Press refresh for the latest update and, heck, why not email paul.doyle@guardian.co.uk with your inanities and profanities?

Paul Doyle
Thursday February 14, 2008
guardian.co.uk

„Why not email me?“

Personalisierung der Autoren. Beispiel **SPIEGELonline**: Namenskürzel. Verlinkte eMail-Adresse unter „Jörg Schallenberg“ = generische Adresse der SPon-Redaktion. Wie kommt so eine eMail-Adresse bei einem kontaktsuchenden Leser an?

sueddeutsche.de: voll ausgeschriebene Autorennamen, aber keine eMail-Adresse.

Guardian: persönliche eMail-Adresse von Paul Doyle, sogar mit der Aufforderung „why not email me?“

Was für ein Unterschied in der Ansprache des Leser!

Charakter-Köpfe? Wer seid Ihr?



Podcast

Series: **Football Weekly**

Football Weekly: the Manchester derby and Newcastle's woes

James Richardson and the pod discuss the tribute to the Busby Babes and the final of the African Cup of Nations

James Richardson, guardian.co.uk, Monday February 11 2008

Weekly podcast: the Manchester d
Feb 11 2008

00:00 39:58

Subscribe via iTunes Download mp3 Podcast feed URL

James Richardson is joined by pod regulars Sean Ingle, Barry Glendenning and Kevin McCarra to chew over: why the Chelsea-Liverpool match was a terrible advert for the Premier League, Newcastle's slide towards the relegation places; how City put one over United in the Manchester derby, and how fans plan to protest at the Premier League's proposal to go global.

Paul Doyle is live from Ghana on the climax to the African Cup Of Nations, Sid Lowe reports on Real Madrid's seven-goal thriller in La Liga, Raphael Honigstein has the latest from the Bundesliga and James reveals yet another 18-year-old star to debut in Serie A.

To discuss today's episode on our blog [click here](#).

Artikel

News

Yakubu goes awol while Egypt cruise to decider against Lions

Paul Doyle in Accra
Friday February 8, 2008
[The Guardian](#)

Everton's record signing, Yakubu Ayegbeni, is facing an £80,000 fine from his club after failing to report back from the African Cup of Nations. The £11m striker was due on Merseyside on Wednesday after Nigeria's quarter-final defeat in Ghana. David Moyes, the manager, has failed to locate the striker despite repeated attempts to contact him and will take a hardline stance, beginning with the fine of two weeks' wages. Yakubu's Nigerian team-mate Joseph Yobo has returned.

Blog/Kolumne

blogs.guardian.co.uk/sport > Paul Doyle

Vogts deplumes Super Eagles

After sending Nigeria packing, the hosts' party started early and looks unlikely to stop

February 3, 2008 9:38 PM

Paul Doyle

Berti Vogts came close to concocting a winning formula and Nigeria came close to pooping their biggest rivals' party. But, in the end, Vogts's plan unravelled just as it seemed certain to succeed and the Super Eagles fly home knowing they could have evicted their hosts.

Vogts began with a 4-3-2-1 formation that blunted the Black Stars. The midfield trio marshalled by Obi John Mikel left Michael Essien and Anthony Annan chasing air. Further forward, the zest and dazzle of Ikechukwu Uche and, in particular, Peter Odemwingie tormented a Ghanaian defence made to seem stodgy and Ayegbeni Yakubu offered a powerful and intelligent pivot.

With their defence comfortably containing the maladroit Junior Agogo and Asamoah Gyan, the Super Eagles were superior in every sector of the game.

Liveblogging

Uefa Cup, round of 32, first leg

Aberdeen 2-2 Bayern Munich

Press refresh for the latest update and, heck, why not email paul.doyle@guardian.co.uk with your inanities and profanities?

Paul Doyle
Thursday February 14, 2008
guardian.co.uk

Preamble:
[GU hack wrestles with clichéd instinct. Loses emphatically] Yep, it's impossible to preview this match without referring to the 1983 match-up between the same sides. Aberdeen won that 3-2 on aggregate and went on to beat Real Madrid in the Cup Winners' Cup final. Shortly after that victory manager Alex Ferguson left the club, never to be heard of again.

Aberdeen: Langfield, Maybury, Diamond, Considine, Mair, Nicholson, Walker, Severin, Aluko, Mackie, Miller.
Subs: Soutar, Lovell, Touzani, Daniel Smith, Maguire, Bus, De Visscher.



Paul Doyle. Chief Sports Writer des Guardians.

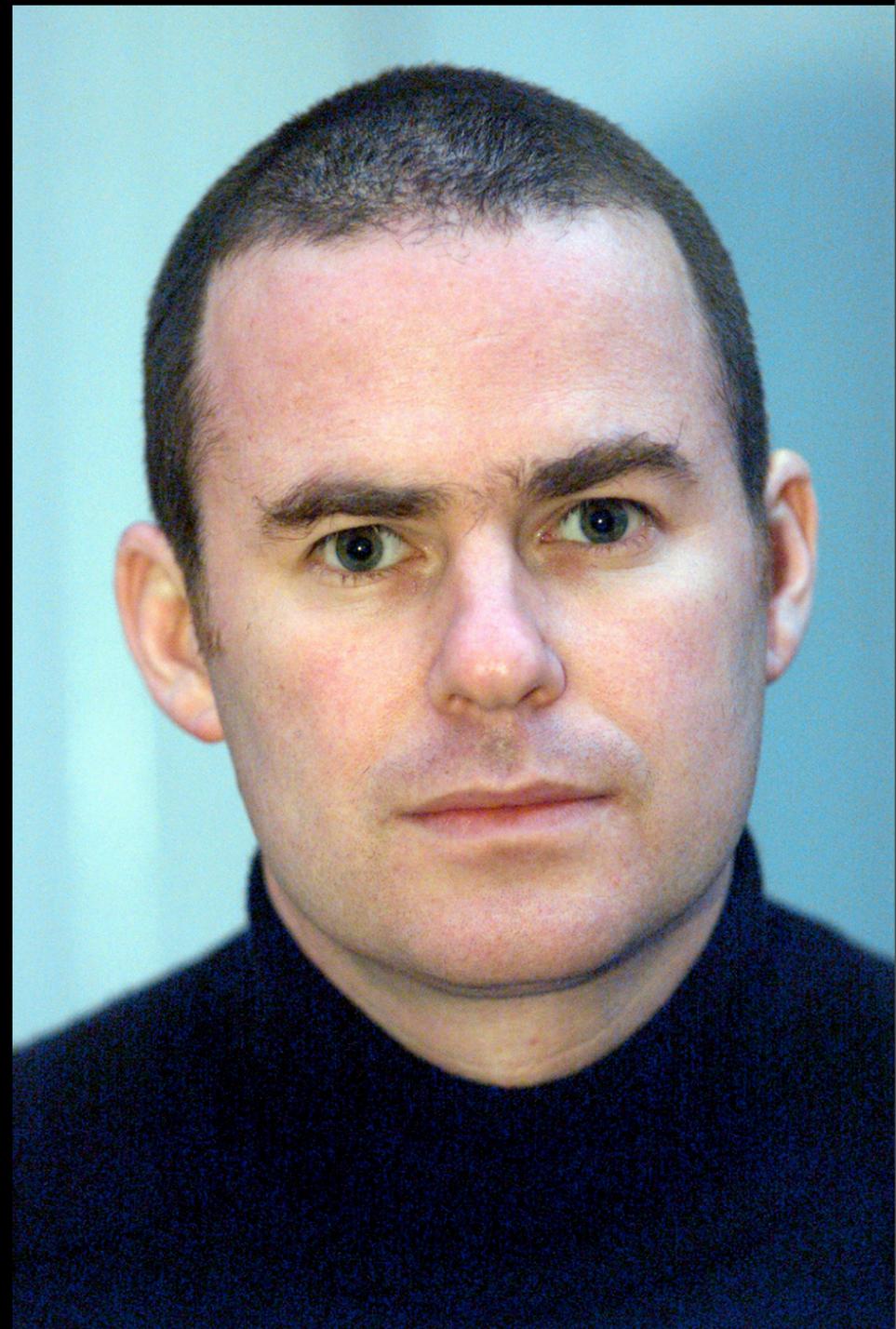
Auf „allen“ Kanälen. Paul Doyle hat was zu sagen und er tut das auf verschiedenen Art und Weisen. Auf verschiedenen Plattformen und in verschiedenen Tonalitäten und Fallhöhen.

Der Autor wird für den Leser greifbar, bekommt Profil, „Gesicht“, eine Stimme.

The Guardian

*Mentally we're not tied to be
print forever*

Simon Waldman – Director of Digital Publishing
Guardian Newspapers Ltd



Der Guardian hat sich von der Zeitung mental losgelöst. Im Zentrum steht der Inhalt und nicht das Medium.

Quelle: Youtube-Videos von Waldmans Rede auf der Medienwoche, Berlin, 30.8.2007

Das nicht exakte Skript der Rede: <http://www.simonwaldman.net/blog/2007/09/04/web-20-a-threat-or-opportunity-for-newspapers/>

The Guardian

29 Blogs + 11 Podcasts

Verbreiterung des
Themenspektrums

Profilierung der Autoren

Reaktionen auf Leser

The screenshot displays a grid of content feeds under the heading "Latest headlines...". Each feed includes a title, a list of article headlines, and a "WEB FEED" button. The feeds are organized into several categories:

- news blog**: How racist is Britain?, Iran bans five websites, Should auld acquaintance be forgot?, Alfredo Reinado: the last interview?, Guantánamo Six: justice or show trials?
- comment is free**: Freezer burn, Military inaction, Building a failed state?, More cartoons, please, Goodbye to all that #2
- arts&entertainment**: Noises off: Honk if you're a Spacey fan!, Mistresses is a tame affair, New women's worlds in fantasy, Leave it out! This Minder remake is a bit dodgy, Catch of the day: Is the British music industry racist?
- technology**: Internet sex auction sparks paternity row, Bottom up is not enough, even for Wikipedia, Yahoo writes a letter to Microsoft, sends it to shareholders, Jack Asks: is Gmail coming up blank in IE7?, YouChoose: voice unrecognition, flipping Shuttles and WoW vs pr0n
- games**: Cloverfield is Half-Life, Chatterbox Thursday, To gamesbloggers, with love, PS3 hits the magic million in UK, Hangmen offer glimpse at mobile gaming to come
- organgrinder**: Watch with ... a simpler menu and seasonal ingredients, Live blog: Ramsay's Kitchen Nightmares USA, BBC3 relaunch: How was it for you?, Will your favourite US shows be back after the strike?, Convergence seminar: how do we tackle the UK's digital divide?
- mortarboard**: Fear of debt breeds inequality, Can a sabbatical benefit a school?, Should a university be allowed to go bust?, Home schooling: Should we take the plunge?, A-levels: Never mind the Conrads, here's Sharon Osbourne
- podcasts**: 'People still equate it to chopping off hands', 'It's got to be done sensitively', 'It's just a very happy accident', 'Her party rejected the report within minutes', 'Obama needs the support of working class Democrats'
- greenslade**: Tribune axes 500 newspaper jobs, World award for British photographer, Banking on libel victories in Britain, Papers without DVDs? It will never work..., New York Daily News to go full-colour
- allotment**: Like lovers do, Lunar tics
- lostinshowbiz**: Celebrity Mum of the Year - every vote counts, David Beckham's new nickname is preternaturally cool, Bad time to rent in NY, good time to buy in LA, celebrity-watchers say, SPOILER ALERT: Michael Jackson's Caucasian children may not have been created using his sperm
- askjack**: Gmail just gives a blank page in IE7, Windows can no longer find an external hard drive, Removing ContentSafer, Out of tune iTunes on Windows -- playback is distorted, A Mac switcher wants access to his Windows clip-art
- travelog**: Max, 19, hits the road, America - more hassle than it's worth?, Out you go, Bondi - as Australian as budgie smugglers, The kindness of strangers
- sportblog**: Football Weekly Extra, England run out of hope in New Zealand, McGeechan has the pedigree to lead the Lions again, Talking Horses, Captain Marvel, frisbee golf and the Dwain Chambers circus
- word of mouth**: Valentine's day - domestic prowess, Ask Allegra: tips on slow cooking, Ale, fellow, well kept, Working lunch - say cheese

Viele Themenfelder die nicht in der Zeitung vorkamen oder nicht ausreichend Platz fanden, haben im Onlineauftritt eine Heimat gefunden.

Medien im Everynet

Charakter

Wer bist du?

Plattform

Bist du immer und überall für mich da?

Aktion + Reaktion

Hörst du mich?

Am Beispiel des Guardians: er zeigt uns Charakter und ist auf vielen Plattformen zuhause.
Wie sieht es mit der Einbindung des Lesers aus?

The Guardian

Richard Williams, 12.2.2008
über die Reaktionen auf die
Premier League-Pläne

*„The bloggers' response has been an impressive exercise in informed debate and the league's chief executive could spend an hour no more effectively this week than in sitting down and working his way through them. He would find a wealth, not of incoherent rage – well, some of that, too – but of calm, rational analysis of his proposal by people to whom the consequences would mean a great deal: **the ordinary fans.**”*



Richard Williams

Scudamore's foreign venture attracts bloggers and maggots

After Richard Scudamore's announcement, the blogs came into their own as evidence of popular feeling

February 12, 2008 1:05 AM

Richard Scudamore won't give up. Did we imagine he would? Although the chorus of revulsion that greeted his proposals to send the Premier League on a world tour echoed through the weekend, it succeeded only in drawing further expressions of confidence from its chief executive. "This is not purely about money, not at all," he protested. "This is about taking the league forward, recognising that you can't stand still. Nobody can stand still." His recent travels around his member clubs have obviously failed to expose him to the sight of the Newcastle United defence, then.

On the radio, on what used to be called the terraces, in the pub and around the water cooler, conversations were monopolised by the possible implications of Scudamore's announcement. It was a time, too, when the blogs came into their own as evidence of popular feeling and a forum for discussion.

There have been times, I must admit, when dipping into the offerings of the blogging community reminded me of the time my parents went off on holiday leaving food in the fridge and the instruction to do something about a dead rabbit left lying in the woodshed. Preoccupied with pursuits of a teenage nature, I forgot about the rabbit until the day before they returned. On picking up the creature, it became obvious that half of its corpse had been eaten away by thousands of wriggling white maggots.

This week, however, was different. The bloggers' response has been an impressive exercise in informed debate and the league's chief executive could spend an hour no more effectively this week than in sitting down and working his way through them. He would find a wealth, not of incoherent rage - well, some of that, too - but of calm, rational analysis of his proposal by people to whom the consequences would mean a great deal: the ordinary fans.

All sorts of shades of opinion have been represented, by no means all critical. The positive responses tended to come, as one might expect, from places where exiled fans would be overjoyed at the chance of seeing their teams in person. But there has been evidence of a wider perspective, as well. From Chicago, ddeluca posted this thought: "Brazil sends players all over the world as top leagues globalise ... and wins 1994 and 2002 World Cups. France liberally and aggressively integrates a burgeoning immigrant community into its national team ... and wins 1998 World Cup. Germany brings in an untested coach who has played all over Europe and lives in America ... he integrates American coaching methods and unexpectedly takes Germany to the 2006 World Cup semi-finals. As the world continues to change, innovative global thinking certainly seems to get results in football."

Naturally such thoughts drew plenty of flak (was getting Germany, three times world champions, to the last four in 2006 really such a remarkable feat?). The vast majority of bloggers lined themselves up against the proposals, which is hardly surprising, and not only because people who feel angry about something tend to be the most frequent bloggers. A majority of football fans, it seems, really do share an instinctive detestation of the idea of league fixtures being played abroad.

A favourite among a number of sophisticated responses came from the

Überstzung: Die Reaktionen der Blogger war eine beeindruckend gutinformierte Diskussion und der Ligavorsitzende hätte in dieser Woche seine Zeit nicht effizienter nutzen können als eine Stunde lang den Diskurs durchzulesen. Es war reich nicht an Wut – okay, einige wütende Reaktionen gab es – aber an ruhiger und rationaler Analyse seines Vorschlages von den Menschen die von den Konsequenzen seines Vorschlages direkt betroffen sind: den normalen Fans.

Ich, der Leser

„ordinary fans” = „ordinary readers”



Der Ligachef kann etwas dazu lernen, wenn er den gewöhnlichen Fans zuhört.

Übertragbar auf: Zeitungen, Fernsehen, Politiker etc... können etwas dazu lernen, wenn sie auf die gewöhnlichen Lesern hören.

Ich, der Leser

Comment is free

„Why are we launching it now? Because it's obvious to us that our major competition for opinion and debate is moving online, and **unless we move with it, we're failing our journalists and future generations of readers.** We need to expand and deepen the debate which takes place every day in our newspapers and for which we have an unrivalled reputation.”

Georgina Henry, Guardian, März 2006
Zum Start von „Comment is free...”

comment is free...

Home This week Contributors Subjects A-Z Editors' blog Blogging the Qur'an Steve Bell About us Audio Webfeeds

Blog

Nagging question
Sarah Wildman Feb 14 08, 11:00pm: Should unmarried women in their 30s settle for the nearest available guy, even if it means entering into a loveless relationship?
Comments (13)

Freezer burn
Daniel Koffler Feb 14 08, 10:00pm: **US elections 2008:** Hillary Clinton's plan to solve the subprime mortgage fiasco is the worst proposal to come along in decades
Comments (12)

Military inaction
Ian Williams Feb 14 08, 09:00pm: The attempted assassination of Timor-Leste prime minister Jose Ramos Horta - and the failure of police to intervene - shows the need for dedicated UN forces
Comments (5)

Building a failed state?
John Hilary Feb 14 08, 08:30pm: Donor dogma is threatening the prospects of reconstruction in Afghanistan and other countries alike
Comments (6)

More cartoons, please
Faisal al Yafai Feb 14 08, 08:00pm: Offence is good, but it's important to keep things fresh. Here's how the Danes could have done it better
Comments (66)

Goodbye to all that #2
Robin Morgan Feb 14 08

Editors' picks


A peaceful message by Matt Kenyon

The wisdom of crowds
Michael Tomasky: US elections 2008: Barack Obama's critics say his campaign has become a cult of personality, but what's wrong with a little optimism?
Comments (42)

The unwinnable war
Conor Foley: Afghanistan deserves the best chance of peace it can get, even if that means recognising the Taliban won't go away
Comments (52)

Love is all you need
Kate Johnson: Valentine's Day is the most unromantic day of the year, when big planned gestures are used to mask big problems
Comments (127)

Goodbye to all that #2
Robin Morgan: US elections 2008: The women's movement must condemn the sexist attacks on Hillary Clinton and unite to support her candidacy

Zitat: Warum starten wir jetzt? Weil es für uns offensichtlich ist, dass der Wettbewerb um Meinung und Debatte Richtung Internet geht und solange wir uns der Entwicklung nicht folgen, verraten wir unsere Journalisten und zukünftige Leser. Wir müssen die Debatte die tagtäglich in unseren Zeitungsseiten stattfindet und unsere Reputation ausmachen, ausweiten und vertiefen.

Quelle: http://commentisfree.guardian.co.uk/georgina_henry/2006/03/welcome_to_comment_is_free.htm

Ich, der Leser

Die deutsche Antwort

[sueddeutsche.de](http://www.sueddeutsche.de)

[...] Oft anonym [...] von keiner Sachkenntnis getrübt [...] pöbeln nach Gutsherrenart [...] getrieben von der Lust an Entrüstung.

[Wir] müssen uns die Kräfte des freien Meinungsmarktes als äußerst destruktiv vorstellen.

Inquisitoren in eigener Sache [...] Querulanten [...] Leute mit seltsamen Präferenzen [...] Freizeitaktivisten mit ein bisschen Schaum vor dem Mund.

Bernd Graff
Ressortleiter Kultur in
„Die neue Idiotiae“, 7.12.2007

Der Guardian will den Diskurs mit dem Leser mitgestalten. Wie anders sieht aber die Reaktion in Deutschland aus. Aus einem Artikel vom Kulturchef der SZ.

Quelle: <http://www.sueddeutsche.de/computer/artikel/211/146869/30/>

Ich, der Leser

Die deutsche Antwort

[sueddeutsche.de](https://www.sueddeutsche.de)

Kommentare

Wir wollen die Qualität der Nutzerdiskussionen stärker moderieren. Bitte haben Sie deshalb Verständnis, dass wir die Kommentare ab 19 Uhr bis 8 Uhr des Folgetages einfrieren. In dieser Zeit können keine Kommentare geschrieben werden. Dieser "Freeze" gilt auch für Wochenenden (Freitag 19 Uhr bis Montag 8 Uhr) und für Feiertage.

Hochklappen der Bürgersteige nach 19 Uhr.

Folgerichtig will man Diskurs außerhalb der „Ladenöffnungszeiten“ nicht haben.

Man wird den Leserreaktionen nicht Herr.

Community, das unbekannte Wesen

sueddeutsche.de

Kommentare

Wir wollen die Qualität der Nutzerdiskussionen stärker moderieren. Bitte haben Sie deshalb Verständnis, dass wir die Kommentare ab 19 Uhr bis 8 Uhr des Folgetages einfrieren. In dieser Zeit können keine Kommentare geschrieben werden. Dieser "Freeze" gilt auch für Wochenenden (Freitag 19 Uhr bis Montag 8 Uhr) und für Feiertage.

Manifestation des Unverständnis für das Funktionieren von Communities

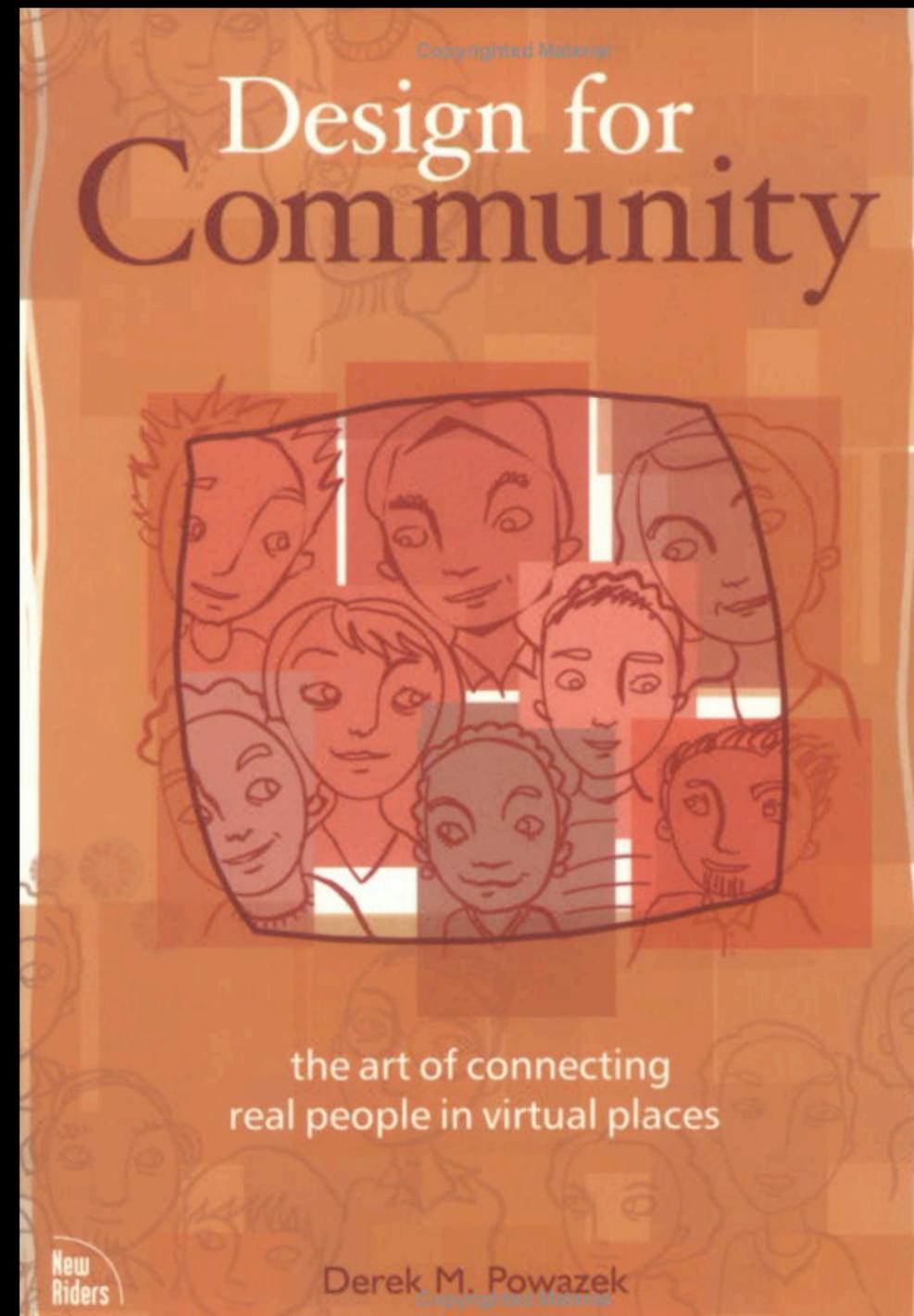
Communities sollten organisch wachsen.

Communities müssen gepflegt werden.

Es ist eine Bankrotterklärung. Es zeigt wie wenig man sich Gedanken um das Aufbauen und Führen einer Community gemacht hat und stattdessen einfach nur Textfelder unter die Artikel geklatscht hat.

Community, das unbekannte Wesen

Was haben die deutschen
Medienhäuser seit 2001
gemacht?



Dieses Nicht-Wissen ist unerträglich, da es eines der Grundthemen seit Anbeginn von Communities ist.

Dieses Buch – das ich nicht Standardwerk nennen würde – hat schon 2001 prototypisch anhand von knapp einem Dutzend Fallbeispiele regulierende Mechanismen von Communities diskutiert. Seit 2001!

Medien im Everynet

Charakter

Wer bist du?

Plattform

Bist du immer und überall für mich da?

Aktion + Reaktion

Hörst du mich?

Damit haben wir die drei Elemente für Medienauftritte im „Everynet“ zusammen.
Es gibt kein Idealrezept und die großen ausländischen Medienhäuser haben im Ausland ihr ihre eigenen Rezepte gefunden.

BBC

Blogs zur Transparenz

BBC SPORT EDITORS' BLOG
Behind the scenes at BBC Sport

[< PREVIOUS](#) | [MAIN](#) |

 **Our live FA Cup ties (22)**
by [Paul Armstrong](#) | 14 Feb 08, 11:02 AM

We've reached that stage of the three-weekly cycle which accompanies the FA Cup here in Match of the Day blogland: I appear online to explain the rationale behind our choice of live FA Cup ties, and then receive brickbats for our having picked all the wrong games!

We've already received one rant by post about our opting for Manchester United v Arsenal as our Saturday teatime live game. A tie between the two leading teams in this season's Premier League, the most successful duo in Premier League and FA Cup history, with the country's two top goalscorers, longest serving managers and leading contenders for player of the season did rather jump out of the draw at us, it's true.

I'm reminded of [Basil's](#) famous line picturing a 'Mastermind' appearance by his wife - "Sybil Fawltly: specialist subject, the bleeding obvious".

Not that being predictable necessarily means you're wrong. In due course, the audience figures should show that this was the tie which the greatest number of people in the country wanted to watch. In fact, it may well be the biggest TV audience for club football this season.

Blogs für die kleinen Stücke

BBC SPORT Test Match Special
The blog from the boundary

LATEST ENTRY

 **Series draw boosts self-belief (6)**
by [Rosalie Birch](#) | 13 Feb 08, 11:40 AM

Drawing a one-day series against Australia in Australia is something we can all be proud of, but we now know that we have the ability to go that one step further.

We started well, [winning the first game](#) at the Melbourne Cricket Ground and forcing Australia to put in a very strong performance to beat us in the second.

Then, after rain washed out the third game, going 2-1 up after [a superb win at the Sydney Cricket Ground](#) put us in a position we've not been used to in the past - a position from which we could nail a series against the World Cup holders.

[Continue reading "Series draw boosts self-belief"](#)

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[Permalink](#) | [Comments \(6\)](#)

RECENT ENTRIES

 **Up in the air as England**
[... \(10\)](#)

BBC benutzt Blogs zur Transparenz, also Darstellung von Vorgängen innerhalb der BBC (warum wurden bestimmte Spiele zur TV-Übertragung ausgewählt) oder für kleine Stücke die nicht die Fallhöhe „richtigen“ Beiträgen in Funk und Fernsehen haben.

BBC

606 – Die Radiosendung

Liveblogging

Last Updated: Thursday, 14 February 2008, 22:13 GMT
E-mail this to a friend Printable version

Live - Uefa Cup

As it happened Photos Uefa scores Club extras

THURSDAY RESULTS:

Aberdeen **2-2** Bayern Munich
Bolton **1-0** Atletico Madrid
Slavia Prague **1-2** Tottenham

GOALFLASHES AND MAJOR INCIDENTS (all times GMT)

To get involved use **606** or text us your views & comments on **81111**. (Not all contributions can be used)

606: DEBATE
Your thoughts on the action

By Sam Lyon

2211: That's it from me folks - once again you've all been bootiful. Like me, you've turned down numerous offers of dates, drinks and dinner on this Valentine's Day to watch the footy and banter with your faceless mates while doing so. Legends one and all. I'll catch you next time.

"Epic from Bolton, simply epic."
Jonny via text

2205 - PLAYER-RATER
Tottenham strikers Robbie Keane and Dimitar Berbatov lead the way on your player-rater, but Slavia keeper Vaniak's rating of 6.29 is ridiculous - the boy didn't put a foot wrong and made three or four super saves. Get it sorted people.

And you can also have your say on Bolton's fabulous win over Atletico don't forget.

2201: Spurs striker Robbie Keane gives his honest assessment: "We wanted to finish it off tonight and for an hour we were brilliant and looked like doing so. Then we took our foot off the pedal and let them back in which is not good enough. Still, a win's a win."

SMS

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606 Sport

606 FOOTBALL PHONE-IN

After the footie on Saturday, Sunday and Wednesday evenings

606 COMMENT CREATE DEBATE

The UK's top football phone-in

Listen again: Sat | Sun | Wed

ON THE PROGRAMME

606 hits the big screen
On Wednesdays watch 606 with Tim Lovejoy on your digital TV by pressing the red button 10pm.

CLYDESDALE BANK
SCOTTISH PREMIER LEAGUE

1 DUNDEE 21.24
2 CELTIC 21.18
3 RANGERS 21.15
4 MOTHERWELL 21.12
5 ABERDEEN 21.11
6 FALGIRK 21.10
7 INVERNESS CT 21.09
8 HIBERNIAN 21.08
9 ST MIRREN 21.07
10 HEARTS 21.06
11 KILMARNOCK 21.05
12 QUEEN'S 21.04

22:58:56 [Commentary, clearing the way for George Burley to be the new Scotland? Come on Arsenal fans, let's not be arrogant - we were well beaten last night.] John, Reporter

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Digital television viewers can now watch the programme by pressing the red button and see Tim presenting the show as well as our text and video highlights, news and sport updates.

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- Dr Kermode on There Will Be Blood
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INTERVIEW ARCHIVE | Audio Help

FREE DOWNLOADS

- 606: The football phone-in
- Daily Mayo
- 5 live Football Daily
- Fighting Talk
- Matt Dawson's 6 Nations Diary

606 – Das Forum

BBC SPORT HAVE YOUR SAY

UK version International version About the versions Low graphics Help

Last Updated: Thursday, 1 February 2007, 12:53 GMT

606 - Comment, Create, Debate

The Have Your Say page has been replaced with the new 606 site which is the place for you to comment, create and debate on every sport.

Editors' blog
Talk to the bosses about BBC Sport services

COMMENTS AND QUERIES

- Contact us
- About our site
- Serving different audiences
- Send a comment
- Frequently asked questions

Fun and Games
Question of Sport
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Select

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WEATHER
Sport feeds

Beispiel Partizipation.

- User kann im Web liveblogging von Fußballspielen verfolgen und per SMS/eMail seinen Kommentar zum Autor schicken
 - User kann per SMS/eMail ans BBC-Fußballforum „606“ schreiben
 - User kann sich per eMail/SMS/Telefon an der Radio-Talkshow „606“ (3x pro Woche, 23-24h) beteiligen.
- Die BBC versucht als den Zuschauer/Leser/Zuhörer überall einzufangen.

NY Times

Rundum-Versorgung

Blogs für die kleinen Stücke

Liveblogging

GOAL

Soccer news, features and discussion from around the world and the Web.



- Soccer's Most Lamentable Knee
- Goal RSS Feed | Atom

[Go to the Goal Blog »](#)

Slap Shot

The Times's hockey blog provides news and discussion from around the N.H.L.

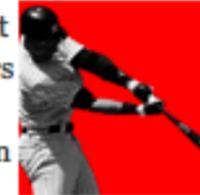


- Simon Returns, but Where?
- Slap Shot RSS Feed | Atom

[Go to the Slap Shot Blog »](#)

Bats

Today is the day that pitchers and catchers report for spring training. Check in on the Mets and Yankees.



- U-Turn or Bump in the Road?
- Not Must-See TV for Yankees
- Bats RSS Feed | Atom

[Go to the Bats Blog »](#)

BATS BLOG

First Step to One-Name Status

By BEN SHPIGEL 3:16 PM ET

Time stopped at the Mets' training facility when Johan Santana pitched off a mound near the team's spring training clubhouse on Thursday.



The Quad

The Quad takes you deep into the heart of college basketball season leading up to that magical month, March.



- Start Getting Your Brackets Ready
- The Quad RSS Feed | Atom

[Go to The Quad Blog »](#)

The Fifth Down

Analysis and discussion of the Giants' Super Bowl victory and off-season news from around the N.F.L.



- Different Standards
- Fifth Down RSS Feed | Atom

[Go to The Fifth Down Blog »](#)

NY Times

„Richtige Blogs“!

MOST POPULAR

E-MAILED BLOGGED SEARCHED

1. [For Clinton, Ohio and Texas Emerge as Key States to Win](#)
2. [Obama's Lead in Delegates Shifts Focus of Campaign](#)
3. [When Reality Bites](#)
4. [Mortgage Crisis Spreads Beyond Subprime Loans](#)
5. [With a Surge, Obama Makes His Case](#)
6. [At Harvard, a Proposal to Publish Free on Web](#)
7. [Making \(Some\) Progress in Iraq](#)
8. [Obama and McCain Sweep 3 Primaries](#)
9. [A Flawed Feminist Test](#)
10. [Senate Votes to Ban Harsh Interrogations](#)

[Go to Complete List »](#)

About the Bloggers

Tyler Kepner

Kepner has covered the Yankees for The New York Times since 2002. He joined The Times in 2000 as the Mets beat writer. A native of Philadelphia and a graduate of Vanderbilt University, Kepner has also covered the Angels for the Riverside Press-Enterprise in California and the Mariners for the Seattle Post-Intelligencer. He lives in Connecticut with his wife and their three children.



Ben Shpigel

Ben Shpigel has covered the Mets for The Times since 2005. Before then, he was a staff writer for the Dallas Morning News for two years. He also worked at The News Journal in Wilmington, Del., and for the Atlanta Journal-Constitution. Shpigel received a bachelor's degree in English and journalism from Emory University and a master's degree in journalism from Columbia University. He and his wife, Rebecca, live in Manhattan.



Jack Curry

Jack Curry has covered baseball for the The New York Times for 18 seasons. Since 1998, he has served as the newspaper's national baseball writer. Before that, Curry covered the Yankees from 1991-1997. He was also the beat writer for the New Jersey Nets' 1990-1991 season and covered college basketball, college football and wrote for the Metro section. Born in Jersey City, N.J., Curry graduated from Fordham University. He and his wife, Pamela, live in New Jersey.



Joe Lapointe

Joe Lapointe joined The New York Times as a sports reporter in 1989. But his baseball coverage started in 1975 when he was a copy editor at the Chicago Sun-Times editing Cubs and White Sox stories, and spending afternoons at Wrigley Field. He moved to The Detroit Free Press in 1978 covering the Tigers, including the 1984 World Series championship team. Lapointe, who worked as an usher in Detroit's Tiger Stadium in the 1960s, loves ballparks and keeps a model of Tiger Stadium on his desk.



Popular Tags

Alex Rodriguez Andy Pettitte Andy Phillips Barry Bonds Billy Wagner Brian Cashman Carl Pavano carlos beltran carlos delgado Chien Ming Wang Daisuke Matsuzaka David Ortiz David Wright Derek Jeter Doug Mientkiewicz George Steinbrenner hank aaron Indians Jason Giambi Joba Chamberlain **Joe Torre** John Maine Johnny Damon Jorge Posada jose reyes Jose Valentin lastings milledge Mariano Rivera **Mets** Mike Mussina mike pelfrey Moises Alou oliver perez omar minaya orlando hernandez Paul Lo Duca Pedro Martinez Phil Hughes phillies pitching playoffs **Red Sox** rockies roger clemens shawn green steroids tom glavine willie randolph World Series **Yankees**

Blogroll

- [Amazin' Stories](#)
Steve Popper's Mets Blog for the Bergen Record
- [Baseball Musings Blog](#)
By David Pinto
- [Baseball Prospectus](#)
- [Baseball Race](#)
Animated View of Division and Wild Card Races
- [Baseball Reference](#)
Extensive Statistics and History
- [Bergen Record Yankees Blog](#)
By Pete Caldera
- [Bobby's Way](#)
Blog by Bobby Valentine, Manager of The Chiba Lotte Marines in Japan
- [C.J. Nitkowski's Blog](#)
American Pitcher for the Softbank Hawks in Japan
- [Extra Bases](#)
The Boston Globe's Red Sox Blog
- [N.Y. Daily News Mets Blog](#)
By Adam Rubin
- [N.Y. Daily News Yankees Blog](#)
By Mark Feinsand
- [N.Y. Post Mets Blog](#)
By Mark Hale
- [N.Y. Post Yankees Blog](#)
By George King
- [New York Mets Official Team Site](#)
- [New York Yankees Official Team Site](#)
- [Newsday's Yankees Blog](#)
By Kat O'Brien
- [Nomaas.org](#)
Humorous Yankees Fan Blog
- [On the Mets Beat](#)
Newsday's Mets Blog
- [SportsPages.com](#)
Links to Sports Sections of Major Papers
- [The Baseball Cube](#)
Online Historical Baseball Almanac
- [The Hardball Times](#)
- [The LoHud Mets Blog](#)
By John Delcos of the Journal News
- [The LoHud Yankees Blog](#)
By Peter Abraham of the Journal News
- [The Modern Spectator](#)
Sports Blog of Distinction
- [WFAN Yankees Blog](#)
By Sweeny Murti

Die Blogs der NY Times „fühlen“ sich sogar wie Blogs an: Autoren-Profil, Blogroll (= Linkliste), populäre Schlagwörter („Tags“)

NY Times

„At the democratic extreme, blogs are a nightmare vision of a publishing house's "slush pile" come to life. At the elite end, the dozen or so best-known sites, they are an intensified version of insider journalism. If you don't get quite enough sass, attitude or instant conclusions from the rest of the news media, you can always find more at the leading blogs. But in between are thousands of sites that offer real-time eyewitness testimony from people doing almost anything that some other person might find interesting: training as a surgeon, looking for oil in Siberia, fighting in Iraq.” – James Fallows in der NY Times, 16.5.2004

”My respect for blogs as a tool of journalism is not the least bit grudging, and my conviction that professional journalists should collaborate with their audience is heartfelt. That's especially true when you have an audience as educated and engaged as ours.” – Bill Keller, 2007

TECHNO FILES; The Twilight of the Information Middlemen

By JAMES FALLOWS
Published: May 16, 2004

THE newsstands at La Guardia Airport illustrate a basic problem of the "information economy." You can pay \$5 for a magazine when you walk into the terminal -- or, if you keep walking to the air shuttle gates, you can load up on free magazines. Publishers can theorize about why it makes sense to give away what they're also selling: they can attract future subscribers, and they count even the freeloading readers in their audience. But, mainly, they are struggling with the longstanding reality that it is harder to put an exact price on intellectual or creative effort than on, say, a bushel of wheat.

Information is both invaluable and impossible to value. Historically, the main way around this problem has been to pack the results of intellectual or creative effort into something tangible that can be priced and sold: a book, a seat in a theater, an hour of an expert's time. Technology causes economic chaos when it disrupts this packaging plan, as is now happening in the music industry. Ten years ago, if you wanted to play a song, you had to buy a CD or a tape. Now, thanks to downloaded MP3 files, you don't -- and the chaos is all the worse because the same young audience that would otherwise be buying the most CD's is the quickest to adopt MP3's. Publishers must shudder as they contemplate the distant but inevitable day when "electronic paper" does the same to them, making downloaded files as convenient to read as ordinary books, magazines and newspapers are today.

But while lawyers and business officials worry about technology's effects on who will be paid, and how, for their creative efforts, the Internet's most fascinating impact has been on those who have decided not to charge for their work. I'm not referring to the open-source movement among software designers, who by creating Linux and other systems want to establish a low-cost alternative to the world of Microsoft-style commercial software. I mean the emergence of two information sources that make us collectively rich and exist only because of fairly recent changes in the Internet.

One, believe it or not, is the world of blogs. If you've been away, blogs are those essential personal Web pages where bloggers list their thoughts, include pictures or sound clips, post links to other sites -- and keep adding new thoughts. If you haven't been away, I'll acknowledge that much of the blog world inspires despair.

At the democratic extreme, blogs are a nightmare vision of a publishing house's "slush pile" come to life. At the elite end, the dozen or so best-known sites, they are an intensified

- E-MAIL
- PRINT
- SINGLE-PAGE
- SAVE
- SHARE

Übersetzung Keller: Mein Respekt für Blogs als Werkzeug für Journalismus ist nicht ein Hauch zähneknirschend. Es ist meine feste Überzeugung **das Journalisten mit ihrem Publikum zusammenarbeiten sollten**. Insbesondere wenn man ein Publikum hat, dass derart gut ausgebildet und engagiert ist, wie unseres.

Quellen:
<http://query.nytimes.com/gst/fullpage.html?res=940CE7DE163FF935A25756C0A9629C8B63>
<http://www.buzzmachine.com/2007/12/04/keller-responds/>

NY Times

Brian Stelter
Media-Redakteur NYT

blogrunner.com

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THURSDAY FEB 21, 2008



O'Reilly Apologizes For "Lynching"

Bill O'Reilly has drawn criticism for his usage of the word "lynching" when defending Michelle Obama on Tuesday. Tonight on The O'Reilly Factor, he explained those comments: "While talking to a radio caller, I said no lynching in the case. That comment off Clarence was a victim of a high tech lynching. He said that on may remember. I'm sorry if that statement offended not my intention. Context is everything."

See the full explanation:



TV Decoder

AUTHOR:

Brian Stelter

February 21, 2008, 4:15 pm

News Or Nancy Grace? Headline News Viewers Have Voted With Their Remotes

By BRIAN STELTER



Nancy Grace, left, and Glenn Beck, right, have boosted the ratings for Headline News. (CNN)

Three years after the attorney-turned-television-personality Nancy Grace helped Headline News reinvent its prime time line-up, the verdict is in: viewers prefer views to news, at least at night.

blogrunner News at Blog Speed.

BUSINESS



POLITICS



POLITICS



BlogRunner > The Annotated New York Times

The New York Times



The New York Times... Remixed.

Retail Stores and Trade

Chug-a-Lugging Aphrodisiacs

CINTRA WILSON 16 hours ago
Like a porn star with too many memoirs, Victoria's secrets are pretty much overexposed at this point.
2 posts in last 6 hours, 5 total.

Computers and the Internet

If You Can't Let Go, Twitter

MICHELLE SLATALLA 20 hours ago
The group-messaging application still hasn't broken into the mainstream or become a to-die-for tool for the youngest early adopters.
2 posts in last 6 hours, 8 total.

Women

A Flawed Feminist Test

MAUREEN DOWD 1 day ago
As a possible first Madame President, Hillary Clinton is a flawed science experiment because you can't take Bill Clinton out of the equation.
2 posts in last 6 hours, 16 total.

Primaries

Obama's Lead in Delegates Shifts Focus of Campaign

ADAM NAGOURNEY 23 hours ago
Hillary Rodham Clinton's advisers made it clear that they were prepared to take a number of potentially incendiary steps to build up her delegate count.
2 posts in last 6 hours, 31 total.

United States Politics and Government

Eavesdropping Law Is Likely to Lapse

Topics 2,322 more >



Politics



Technology



Terrorism



Books



Iraq



Television

Popular This Week

For Clinton, Ohio and Texas Emerge as Key States to Win
PATRICK HEALY

Hate Springs Eternal
Paul Krugman

Obama's Lead in Delegates Shifts Focus of Campaign
ADAM NAGOURNEY

Obama Gets Convincing Wins in 3 States
KATE ZERNIKE

When Reality Bites
DAVID BROOKS

Continued >

Popular This Month

A President Like My Father
CAROLINE KENNEDY

Primary Choices: John McCain
The Editors

Primary Choices: Hillary Clinton
The Editors

Bloggers

CostPerNews on ... "Google Tests Video Ads on Search Results Pages" 1 hours ago

PaidContent on ... "Google Tests Video Ads on Search Results Pages" 1 hours ago

The Huffington Post on ... "Obama Gets Convincing Wins in 3 States" 2 hours ago

The Stump on ... "Knocked Off Balance, Clinton Campaign Tries to Regain Its Stride" 2 hours ago

The Electronic Frontier Foundation | Blog Posts on ... "Sticky Is Membership on Facebook? Just Try Breaking Free" 2 hours ago

Keith Burgess-Jackson on ... "More High-Tech Invitations to Take Your Mind Off Road" 2 hours ago

Consumer Law & Policy on ... "Lifeline for Whom?" 2 hours ago

Rex Hammock's Weblog on ... "If You Can't Let Go, Twitter" 2 hours ago

VentureBeat on ... "Google Tests Video Ads on Search Results Pages" 2 hours ago

Die NY Time skaut aktiv Blog-Know-How auf.

Medienblogger Brian Stelter (tvnewser.com) schreibt inzwischen Kolumnen für die NY Times.

Das Unternehmen Blogrunner versucht anhand der Indizierung von Websites angesagte Trends und Themen herauszufinden.

NY Times

Rundum-Versorgung

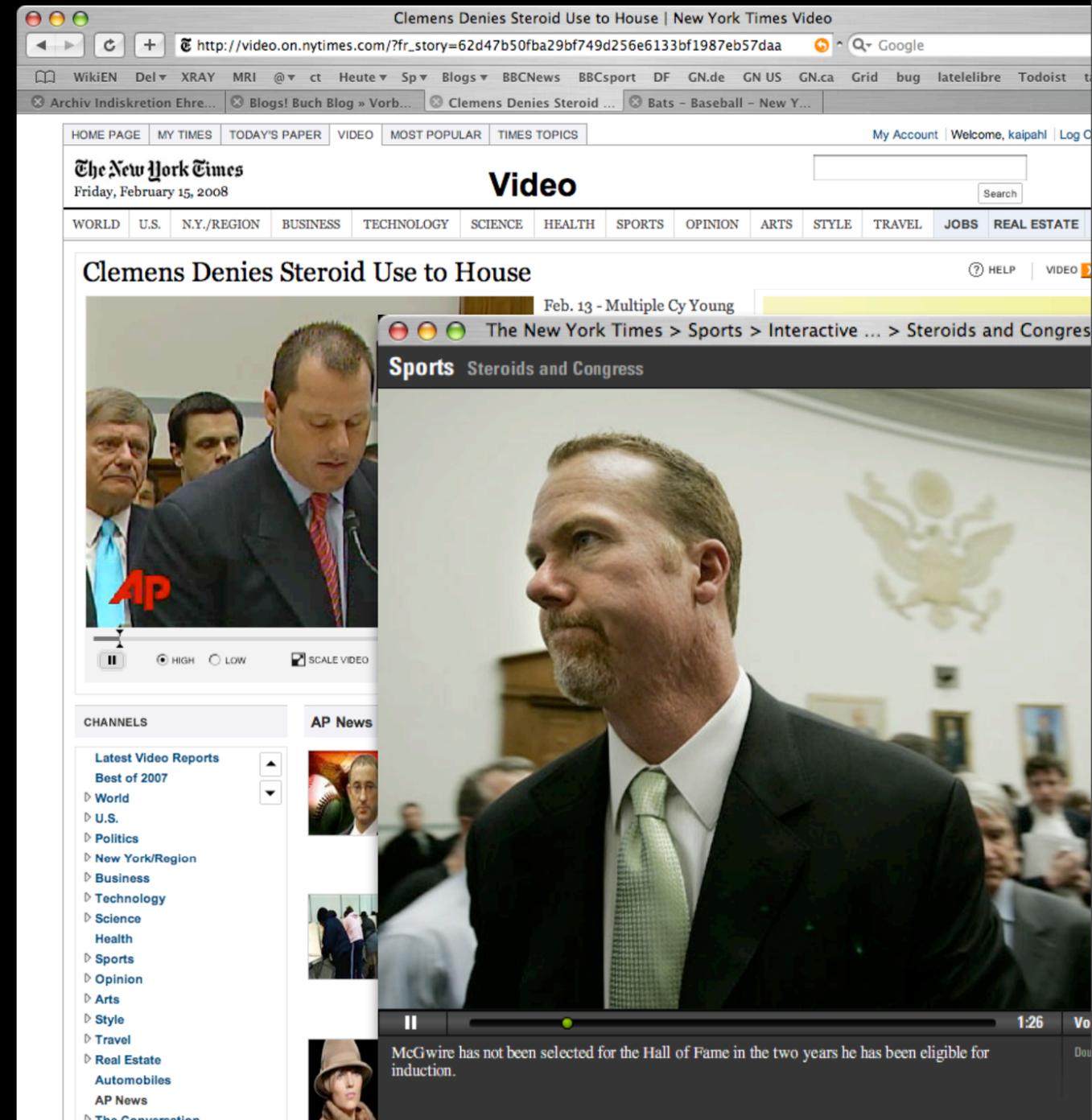
Interaktive Grafiken

Audio

Slideshow

Video

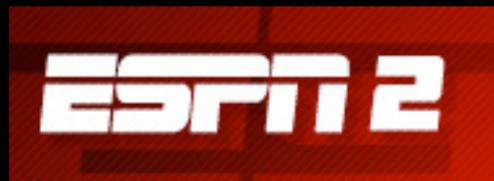
Original-Dokumente
(z.B. Gerichtsprotkoll)



Mehr als eine Zeitung.

Man beachte auch die hochwertige Aufbereitung von Slide-Shows oder Infografiken (vergleiche z.B. zoomer.de)

ESPN – Der Moloch



ESPN und seine Fernsehsender in den USA, inkl. Handy-TV und IPTV.

Sogar die traditionsreiche Sportredaktion von ABC wurde zugunsten des Labels „ESPN on ABC“ geschlossen.

ESPN – Der Moloch



Latin America

ESPN2
ESPN Brasil
ESPN+
ESPN (Latin America)

Canada

TSN
RDS
RIS
ESPN Classic Canada
NHL Network

Europe

NASN

ESPN Classic Sport (UK,
F, IT, EU)

Middle East /Africa

Orbit-ESPN
ESPN (Africa)
ESPN (Israel)

Pacific Rim

ESPN (Australia)
ESPN (New Zealand)
JSB ESPN (Japan)

Asia

ESPN Taiwan
ESPN Asia
ESPN India
ESPN Hong Kong
STAR Sports Asia
STAR Sports SE Asia
STAR Sports India
STAR Sports Hong Kong
MBC-ESPN Sports

Die Senderfamilie im Ausland.

Mit dem anstehenden Relaunch von NASN zu „ESPN Europe“ (Arbeitstitel) wird der Angriff auf Europa beginnen. Langfristig mehr als nur US-Sport.

ESPN – Der Moloch



Deutsche Version von soccernet.com

cricinfo.com

scrum.com

Attacke auch im Webbereich mit Europa-zentrischen Websites bzw. Versionen

Welche Attitüde wird ESPN nach Europa bringen?

ESPN – Die Entwicklung



Die langsame Entdeckung von Blogs

Die Umverpackung der Kolumnisten zu „Blogger“

Der Kauf von Blogs

Bestandteil von Blogs werden

ESPN und Blogs. In vier Phasen

ESPN – Die Entwicklung



Die langsame Entdeckung von Blogs

Page 2 und „The Sports Guy“
Bill Simmons

The screenshot shows the ESPN website interface from February 14, 2008. The main navigation bar includes 'ESPN', 'Fantasy', 'Sports', 'Page 2 Home', 'Sports Guy's World', and 'ESPNthemag.com'. The date 'Thursday, February 14, 2008' is displayed in the top right corner. The main content area features a large graphic titled 'CONGRESSIONAL HEARINGS REPORT CARD' with a 'REPORT CARD' overlay. The report card lists several members of Congress with grades: George Mitchell (A+), Roger Clemens (D), Andy Pettitte (A+), Rep. Dan Burton (B+), and Rep. Virginia Foxx (F). To the right, there is a section titled 'FUTURE HELMET?' featuring a red and white football helmet and the text 'It's called the Gladiator, and it's either the football helmet of the future or an oddity. Uni Watch'. Below this is a section titled 'BEHIND THE SCENES'. The central focus is the 'SPORTS GUY'S WORLD' column by Bill Simmons, which includes a photo of three men at a hearing and the headline 'Who Wants Letters?'. The article text reads: 'Forget the chocolate and flowers. Here's a Valentine's gift that keeps on giving: The Sports Guy's mammoth mailbag with thoughts on Roger Clemens, parenting, dating, "Mount Rapmore," and new plots for "24," "Prison Break" and "Lost."'. Below the article are sections for 'Super Bowl Mailbag', 'The Links', and 'From The Mag'. The 'Super Bowl Mailbag' section includes a photo of Tom Brady and the text: 'While recuperating on the couch from a nasty cold, Bill Simmons decided to go through his post-Super Bowl XLII mailbag. It's safe to say the readers' responses didn't make him feel any better.' The 'The Links' section features a photo of the NBA All-Star Game and the text: 'As he prepares to hit the Big Easy, Bill looks back at his favorite columns from NBA All-Star Weekend. FEB. 11 LINKS'. The 'From The Mag' section includes a photo of a baseball cap and the text: 'When Bill gets angry thinking about Roger...'

Blogähnliche Inhalte auf espn.com mit dem im Ton „lockeren“ Page 2 für die Hardcore-Sportler und dem Kolumnisten Bill Simmons, der lang und ausführlich über den fanstatischen letzten Wurd in Spiel 5 der NBA-Finals 1982 schreiben kann.

ESPN – Die Entwicklung



Die Umverpackung der
Kolumnisten zu „Blogger“

Contributors

 [Archive](#)
[Chat wrap: 2/8](#) 

[Bright L.A. future](#)
[Webber, Warriors reunite](#)
[Blazers don't act their age](#)

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[Chris Broussard](#)
[Ric Bucher](#)
[Chad Ford](#)
[John Hollinger](#)
[Chris Sheridan](#)
[Paul Shirley](#)
[Marc Stein](#)
[David Thorpe](#)

NBA

 **Eric Karabell**
[Manu's great, but a man to trade](#)
Updated: 2/13/08

- **Chris Broussard:** [Mavs best in West with Kidd?](#)
Updated: 2/13/08
- **John Hollinger:** [L.A. now favorites with Gasol](#)
Updated: 2/1/08

Vielsagender Etikettenschwindel: aus den Kolumnisten wurden „Blogger“

ESPN – Die Entwicklung



Der Kauf von Blogs

z.B. „TrueHoop“ von Henry Abbott im Februar 2007

„Jayski“ (Kooperation seit 2005, Kauf 2007)



The screenshot shows the TrueHoop blog page on ESPN.com. The page features a basketball graphic on the left and a navigation menu at the top right with links for "Henry's Magazine Articles", "About Henry", and "Contact". The main content area displays two articles: "Video of Isaiah Rider's 1994 Dunk Competition Victory" dated Feb 03 2006, and "The Boys of 2010" dated Feb 02 2006. The "The Boys of 2010" article includes a list of players and a bullet point describing a player. On the right side, there are sections for "Topics" (2005 Draft, 2005 Playoffs, 2006 Draft, About TrueHoop), "Special Categories" (The Playbook, The Salvatore Side of the Story, TrueHoop Video Group, Tim Donaghy, Rolling with Leandro), "Categories" (2005 Draft, 2005 Playoffs, 2006 Draft, 2006 Playoffs, 2007 Draft, 2007 Playoffs, About TrueHoop), "Subscribe" (RSS Feed), "Search This Blog" (with a search box and button), and "Recent Updates" (listing recent posts with dates and times).

Teurer Abwerbung von Sportjournalisten und Einkauf von Blogs die nun in dem Webauftritt von ESPN eingebunden sind.

ESPN – Die Entwicklung



Bestandteil von Blogs werden.

Mit Pundits
Agendasetting
betreiben

Integration von Videos.

Selber zum Gesprächsthema in Blogs werden: problemlose Einbindung von ESPN-Fernsehmaterial (Sportnachrichten, Talkshows) in Blogs. Praktisch für Blogger und ESPN ist in Blogs präsent.

Wieviel wird ESPN von dieser Aggressivität auf dem europäischen Markt transportieren?

Fazit

Medien brauchen **Profil**

Medien müssen auf **Plattformen** zugänglich sein

Medien müssen ein „**Geben und Nehmen**“
akzeptieren

Im Tal der Ahnungslosen

Kai Pahl („dogfood“) von allesaussersport.de
kai@kaipahl.de, Hamburg, 2008