

2004—International Symposium on Online Journalism

Friday—Panel 1: Online Journalism in Asia, Europe and Latin America

What is different and how does it compare with the U.S.?

Panelists:

Lorraine Branham, director, School of Journalism, UT Austin (moderator and discussant)

Manuel Gago, professor, University of Santiago de Compostela, Spain

Ari Heinonen, professor of New Media Journalism, University of Tampere, Finland.

Guillermo Franco, editor, ElTiempo.com, Colombia.

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MAKOTO OTA: So this is our (inaudible) website. This is very different from the ordinary website, but (inaudible) by the HTML and this is for your (inaudible) professional basketball team and each has so many uses on here. Here's a news or pictures over each (inaudible) and we have updates for the games here, or database around here. And I'd like to explain (inaudible) works. We update continuously our articles whenever available. Like (inaudible) or web log. And we created distribution center in March 2000, which enabled to publish articles online on 24/7 basis. We have same articles of the newspapers and online and some articles and some materials purchased for features, such as women or automobiles. And we report some kind of news and send it to senior reporter, called the captain and they send the edited article to editors or distribution center and editors are choosing articles to put on the paper and the distribution center is snatching the articles from the editor and to put on the website, on their decision, on their own decision. And such edited articles are going to proofreading department to fact checking or grammar correcting or something like that.

So, then, those articles are getting back to the editor and the distribution center and the editors are (inaudible) on paper and distribution center puts on the website or cell phone or (inaudible) and so on. So, Japanese markets have huge competition in recent days but our main competitors are other papers, such as **Asahi or Mainichi or Nikkei**. But not so much with Yahoo News in Japan, because. This is Yahoo News in Japan. There's so many headlines over there and we provide our articles to Yahoo News. So here's our news. Uh-oh. (inaudible) so many from Yahoo Japan. Yahoo News in Japan.

So, because our - Yahoo News gathers so many traffic. Maybe 200 medium page view, per day so it is not our competitor because very different between ours and theirs. So, it is the end of my presentation and as my (inaudible) said, my program is (inaudible). We are almost entirely depend on advertisement revenue but it is very small portion of advertisement market in Japan. So, we don't have much money now so we are (inaudible) our department. We are called (inaudible) department. We are making so huge red ink so this is why your (inaudible) is trying to make other revenue sources, such as selling articles online (inaudible) or to try push harder on the cell phone internet.

So another program for us is - in Japan (inaudible) is prevailing now but we don't have video content such as CNN or TV stations but Japanese consumers are asking us to provide some video movies but we don't have any sources. We have a TV station (inaudible) TV stations but TV stations are holding their video content within them, so it is very hard for us to get video content. So, (inaudible) for Japanese Internet. Thank you very much.

AUDIENCE: Thank you, Makoto.

2004—International Symposium on Online Journalism

AUDIENCE QUESTION: ...company owns television stations. Can't they just take it?

MAKOTO OTA: Because they – they also think video content is very popular content among the Japanese people so that's why they don't want to sell or give up their content.

GUILLERMO FRANCO: Thank you very much. First, let me apologize for my sloppy English. Yesterday I was in Wal-Mart and I bought an English clothes and the first lesson suggest to me "when you are blocked," just say "you can't see in this light." And as you can see in this light I'm going to talk about (inaudible) in America Latina.

If you ask an America Latina for information about human rights violation, you have many information, a lot of information. If you are for how many people died in Columbia, in Columbia's (inaudible), you have a lot of information. How many extensions we have of illegal crops, you have very information that we have. But ask me about the media in America Latina – we don't have a good information.

Then, we are have a different approach to this presentation. The source of information are first we make an (inaudible) in Latin America, (inaudible), and second from the medicines of the world -- to the foundation for the ? very American – journalists. We are for support on Grupo – de America. Grupo – de America is an association of Latin American newspapers. It includes 14 newspapers ---. They are leaders in their markets. Then if you have this kind of sample, it's a good sample because they are leader in their market. But we have more, no.

We are for ? information for ? American journalists. This is our foundation of Garcia Marquez. Do you Garcia Marquez, no? He is a writer and a journalist, no? The foundation promotes continuing education of journalists from -Iber American countries. And we ask for help in Inter American Press Association. They provide us contacts. Essentially, contacts with people in Latin America.

The survey was decided by (inaudible) and myself and we're surveyed by more than seventy leaders of websites, of Internet units or newspaper.coms. This is the newspaper answer all of our ---. Let me say something. We have seventy answers, maybe (inaudible)for newspapers, no.? And it includes 14 papers from ALAN and that's a change for Latin American newspapers, no. They are leaders in their market. We cannot get information. They didn't answer the survey.

What topics we did include in the survey? First, payroll, second, profile of online journalists, training, content, reporting cycle and revenues. It was 14 questions, no. ? 68% of the dotcoms is run by 8 or fewer journalists. There is small units, various more units, no. And normally, by roll represents between 5 and 10% of the total newsrooms.

Profile of the online journalists: Most of the journalists at the doctoms and the newspaper in Latin America are age between 20 and 30, young people, very young people. There are perceptions about the online journalist. I ask the following question. Which of those following sentences do you seem best describe the perception of the print journalists about the online journalist? They are the future, The Internet thins is nothing but temporary hype. I want to know more about online journalists. They are going to cannibalize us. They are just bunch of nerds. Their level is lower than ours, no. What do you think? We are the future, yes? No.

2004—International Symposium on Online Journalism

Most of the newspaper dot com leader in Latin America believe online journalist are seen as a lower level than their colleagues of the print edition. Is not good.

How would you describe the focus of journalism activity oriented to our reporting, toward editing and writing, toward audio and video, no, creation of multi-media product, balance between all the previous functions, no? Incredible. None of the Latin American paper's dotcoms consider reporting as a focus of a journalist's activity. The vast majority believe the focus is text writing and editing, no. And a small part, very small part think is the generation of multi-media content, no.

Let me say something. We have information about newspaper, about another website and general print, no. Website plus online. We are going to provide to you a dot PDF file with a Spanish and English version this July, More than a half of the newspaper dot coms journalism Latin American doesn't have educational background in online journalists, no. No. Normally the education is provided by course seminars, no. A little part is provided by undergraduate or post graduate programs, no. And the quality of that program is not good. It's very bad. And the online journalists know that. Ok.

In terms of online journalists, what is your online team's greatest need, no. First, I would like develop multimedia products But in the second place is I would like to write for the Internet, no.

Now, another topic – content. 78% say they don't rewrite text from the print edition. Normally, repurpose content, no. Also, 99% say they edit International wires they receive. The section where the dot com concentrate the largest amount of ungenerated content are breaking news, everywhere, breaking news, entertainment, sports, technology news.

We ask do print journalists generate content for the online edition in the real time, no. We ask this because we conclude another question about media convergence, no. And after we did this answer we seen there is a lot of confusion in Latin America about, no, media convergence. Nobody knows what is this. Only 14% of the newsroom at newspapers generate real time content for the online edition as a part of the company policies, no. 9% does it out of their own initiative, 63% just does it occasionally, where 14% doesn't do it, no.

Yeah, so, no, another symptom of confusion in convergence media topic. That the print edition withhold information to the online edition, 55% mentioned existing of some type of content withhold regarding the print edition. It's not good. It's, no.

Do you use audio or video, no? 43% of the Latin America paper dot com say they use audio and video, no, but as separate resources not as a part multi-media product, no. The reporting cycle. You talk about, here in the United States, about the 24/7 cycle, no. I'm afraid in our country, in our continent we talk about office hours cycle.

61% in Latin America a day between 16 and 20 hours. It's a low number, a low grade, no. And that's high quality in the weekends and holiday is not good, it's worse, no.

As you can see in the slide, weekends and holidays, no. But 78% said update every time they need, no, obviously, no.

2004—International Symposium on Online Journalism

If you compare with websites, without paid additions, no, they update less, 80% revenue of the Latin American paper dot com have discussed the issue of charging for the content. 61% have already adopt some use of registration. Maybe they are going to charge the content, no. Revenues. no. You think all of your online operations is enough to support itself. Surprise. 39% say, "yes." Very strange, very strange, no. 62% said, "no, it's not enough." 50% of the paper doesn't sell Internet ads or report a minimum income related to advertisement, no. Is something is strange because ? to the ? no. Where is the money, no? 10% of newspaper report revenues for sales of their content to their user, such as archives or databases, no.

Only one newspaper reported the classified ads as an important source of the income. They represent 40% of total revenue, no. Yes, yes. Just 25% of the newspaper reported online services related revenue and only one of them say give a percent significant income. Not just 25% report significant revenue due to subscription to the print editions submit through the Internet. This is important. 60% of the newspaper report come from licensed content to the ?. We have for example, in Latin America in our sample, no.

Let me show you this here and not good enough but let me explain, don't worry, no. Do you remember the element of story from (inaudible) university. ...that paper tried to describe where we are now,... no, and this part you can see what you can do with the text, no. You increase the complexity of the content, no. The content is not the same complexity to the develop one text or multimedia product. Then in this part we are concentrated in text but we write text, we write content, hyperlink context, include the slideshow, something like that, no.

Here you can see database, audio video, no. Database information the user is more complex, no. We are here, no. Here. I am not sure we are lonely. Content on the web is still written by the (inaudible). Thank you very much.

PANEL LEADER: We're going to have an abbreviated question and answer period. And if you all, if you have a question, if you could go up to the mic that way we'll make sure that our Internet users will be able to hear the questions, all the very interesting presentations. Anybody? Do you mind going up to the microphone.

AUDIENCE QUESTION: My question is for any of the professors. And do one of you want to put sources of revenue you have mentioned is the series of content. The question is simple. Who are the purchasers, you know who are the buyers? I mean, people like accountants but don't like to spend the money and some people use to accountant if it's free but don't like to spend the money. Who are the actual buyers of news, archives, etc.

GUILLERMO FRANCO: Who is buying content in online newspapers? Well, it's a good question. The most detailed model in the Spanish El Pais, which include 90% of as we know, as these are private data from business, no?

(remaining portion of this panel discussion is unavailable at this time.)