

Day 2, Panel 2: Strategic positioning in the new media environment

Moderator:

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Panelists:

Neil Thurman, City University – London and **Jack Herbert**, Cambridge Publishers, Ltd.

David Domingo, University of Iowa

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Richard Stevens, Southern Methodist University and **Maggie Rivas-Rodriguez**, University of Texas at Austin

Alex Avila, University of Texas at Austin

Mark Tremayne: Either all the papers have something to do with communicators trying to connect with audiences in some successful or in some cases profitable ways. And so we've called this panel Strategic Position in the Media Environment and without further ado I'd like to introduce the first paper by Neil Thurman and Jack Herbert, who is, Jack is here to present the paper. They're from City University in London and the paper is called *Newspapers' e-business models: A survey of attitudes and practice at UK news websites*.

Jack Herbert: Hello. In this talk I'd like to take a look at the role of paid content in online news sites in the UK. My study was conducted with Neil Thurman who is, unfortunately, unable to be here. It's especially unfortunate for me because I have to stand up and give this on my own now.

[audience laughter]

The study was based on the series of interviews conducted with the editors and managing editors of most of the main British news sites. All of the sites surveyed charged for at least 1 form on online content but we found a significant amount of divergence in the manner and extent of such charging.

The purpose of our analysis, we split online newspaper content into a number of categories. For each type of content, I'll show you the results of our study. News content was free on all of the selected online newspapers except the Financial Times' FT.com. Interviewer responses indicated a widespread consensus that it was

2007 – International Symposium on Online Journalism

impossible to charge for general news content because it is freely available elsewhere on the internet.

When we conducted the study FT.com was charging for the vast majority of its financial news content. It's main advantage over other UK online newspapers is that its news content is not available in such depth from such reliable source elsewhere on the internet for free. Overall it seems online newspapers didn't feel able to charge for news content unless they provided something unique and valuable.

News content attracts the most traffic and in a strong advertising market it was felt more appropriate for most online newspapers to leave it free. Although charging for columnist content was slightly more common, it was only found that 3 out of the 12 selected newspapers. The management of the Independent.co.uk felt that their columnist content was unique enough to justify subscription charging. They felt they might have more to lose than most newspapers by offering this content for free because they believed that many people buy their printed paper just for the columnists. When they started charging for this online, they experienced a good early take up of subscriptions and also found that 20 to 30% of people who bought a single story went on to buy a full subscription.

TheDailyMail.co.uk has bundled subscription package was similar. Although this seems to be an area that they were still experimenting with. Although most of the selected newspapers do not currently charge for this content, it was an area that a number of other interviewees were also considering.

Columnist content is viewed by many newspapers as the most unique content they offer and more appropriate for charging than news. As well as generating revenue directly, charging for this content was justified by the Independent and others as a way of protecting print revenue.

As shown in this table, charging for archived content and old news was more widespread than charging for latest news and columnist content. Advertisers are generally more interested in new content, which is most visible and attracts the highest number of users. By charging for the long tail of older content, newspapers are supplementing advertising revenue in a less risky way than charging for new content.

Because archived charging was a very small business, at times online, the website decided to make a lot of that archive available for free on the website. This move was intended to improve the service to users and make the site more visible to search engines. Using the old content to attract traffic rather than generate revenue directly.

Where archive content was charged for, it tended to be relatively expensive. A single article download from the archive of Times online or Independent.co.uk cost 1 pound, which is more than the price of the printed newspaper. Although the prices are high, revenues from archive charging still seem to be marginal, which might explain why many newspapers still don't choose to charge for this.

Almost all of the selected online newspapers offered a digital edition. An electronic version of the printed newspaper that retains the look and feel of the printed newspaper. These digital editions were seen by some respondents as being

2007 – International Symposium on Online Journalism

attractive source of revenue. In most cases they are cheap to produce, being by products of the print newspaper's production system.

Digital editions are also cost effective in terms of distribution. The Financial Times have an international user base so even though they have presses in other countries, distributing print newspapers to all of their overseas readers would be expensive. They reduce these costs by offering a digital edition.

Although they're cheap to produce and have a market, responses suggested they only provided a marginal revenue stream. Many interviewees felt they are currently an imperfect technology. However there was a certain level of optimism that something more attractive and flexible would be created in the future. Despite the doubts, providing a digital edition appears to be an easy way of generating small amounts of additional online revenue.

Most of the selected online newspapers offered some form of email news alerts but Guardian Unlimited was alone in offering a paid for email service, a news roundup called The Wrap. Other newspapers offering email alerts had chosen to leave them free in order to maximize circulation and sell advertising. One of the DailyMail.co.uk predicted the email services and alerts would become very lucrative areas of content for them.

Most of the selected newspapers offered a number of different alerts on specific topics. Dividing email services into categories in this way reduced the circulation of each email but offers advertisers a focused user group, which is more attractive to do. Overall, email was one of the revenue areas that newspaper managers were most excited about. However, only the Guardian charges and this is for only one of their many email services. Advertisers are also enthusiastic about this product and newspapers might be able to reap great revenues by leaving them free.

Some online newspapers saw much more potential for content charging on mobile devices than on the web because, unlike the internet, there is a strong tradition of paying for mobile content. Despite the consensus that there is great potential, some, like the Independent.co.uk, were finding these services difficult to commercialize because mobile operators keep the lion's share of the content fees. For most of the respondents, mobile services were currently an incidental part of the business, one that they were keeping a very close eye on. If newspapers find a solid model for commercializing mobile services, more content might be offered exclusively in this way.

This is our last area of content, which is games, and whether to charge for these is an issue that split interviewees. Half of the selected newspapers charge for things like crosswords and about half leave them free. Offering free games can be a very effective way of attracting regular traffic onto a newspaper website particularly if customers are loyal to that particular newspaper's crossword or game. In contrast, others to chose for these games. Although in Times Online's case at least the revenue is marginal. However, the amount of extra revenue might be less significant than cannibalization issues. Crosswords and other games are significant part of the purchasing decision for many print customers so offering them for free on the internet might harm print sales.

This study showed the UK online newspaper market exhibits some of the same experimental characteristics found in similar studies as the U.S. However we've also

2007 – International Symposium on Online Journalism

found some consistency in the type of content UK online newspapers are charging for. None of them charged their most popular area of content, general interest news. It seems clear that the availability of this content for free elsewhere on the internet makes it very difficult to charge. Therefore without significant change in the market, news will remain universally free.

This also seems to be the case for archived content, which is equally generic and a potential source of extra traffic. Most newspapers don't charge for this content as some of them do, like Times Online, seem to be moving towards a free archive model.

Equally, email alerts, which usually just news stories delivered in a different way, generally left free to maximize traffic and advertising.

Online newspapers can charge for what is most unique to them, rather than what is most popular. The Independent has its star columnists, the Times has its crosswords, the Financial Times has its business news and analysis but the principle remains the same. As it is not available elsewhere, newspapers feel able to charge for it. In many cases this content is a major selling point of the print newspaper so charging online is also seen as a way of protecting print revenues from cannibalization. In fact, charging for online access seems to make more sense than withdrawing the content from the local site altogether because it minimizes potential damage to print revenues while also extracting online revenues that might be otherwise unavailable.

Thank you very much.

[audience applause]

Mark Tremayne: Our next paper is by David Domingo, University of Iowa, *Four dimensions of journalistic convergence: A preliminary approach to current media trends at Spain*.

David Domingo: Well, as you can see this, I will be talking about Spain.

Rosental Calmon Alves: We can't hear you. You need to put that on your shirt.

David Domingo: Okay. Yes. So I am presenting a very preliminary work of a team of 25 researchers from Spanish universities and I'm the one who is here because I was the one who was closer to the venue. And taking the opportunity that I am teaching this year and some following years in Iowa. I will be showing you, as you were, the ones who are here yesterday in the morning and in the afternoon, you saw very different attitudes towards convergence in the media in the U.S. and elsewhere and basically what we are asking ourselves is what's going on in Spain. And doing some literature review, you realize that convergence means many, many different things depending on who you are asking.

So the first thing we tried to do is tried to put together all this different meanings of convergence into an integrated grid of dimensions and basically we ended up thinking that this four dimensions could cover more or less all the things that the media and the academy are looking into when discussing about convergence. And we can look into integrated production, which is usually the main topic we are

2007 – International Symposium on Online Journalism

discussing. If we put together everyone in the same newsroom, how to make collaborations between different source of media and journalists.

But also there's a lot of talk about multiskilling the professionals and the journalists that takes the camera and also writes the paper story and also takes audio for the web and produces different kinds of products for the same story in different media. And another thing we should be to looking into is this multiplatform delivery, not necessarily connected to the journalists but rather more it has the technological challenge of how to deal with lots of content you are producing and managing to distribute them wisely to different audiences that have difference devices.

And in the end we have another dimension that it's not usually put into the convergence discussion but in the last year I would say that has come up as very important discussion and it's very connected to convergence because convergence is all about blurring, the blurring of different separated skills and media and active audience is actually about the blurring between the professional and his or her audience.

Therefore we dared to think about these last dimension as part of this process. And one of the advantages of doing this, of looking into different dimensions, is that we think that as researchers we shouldn't take convergence as something positive in itself. We should think of convergence as a trend that is happening and the outcome of it will depend on how each media company explores these different dimensions and some companies will just explore one, others will explore the 4 and some of them will be successful in 1 of these dimensions and they will fail in others or they're explorations will let them realize that there's not point of converging us as discussions were telling to us yesterday.

So we're trying to avoid the deterministic perspective just by, we don't believe that full convergence in all these dimensions is what every media should be doing. We just want to know what are they doing and how are they doing? But I have to tell you, I don't have many answers today. We, I, what I can show you is mainly our first picture of what's happening in Spain and the lots of questions we are deriving from this first picture and that's what we will be working on in the next two years.

We took a sample of 58 Spanish media companies that only know they account for over 200 media outlets because most of them have print and television and web and so on. We selected companies that were exploring convergence in some way. So we left out those who were not exploring convergence. We might look at them after a while to see why are they are not doing that but we wanted to see what's happening in the ones who are exploring convergence. And we wanted to see if there were difference between local and regional media and national in the biggest media groups.

And researchers, these 25 researchers, had the same code sheet to parameterize all these different dimensions and basically we relied on corporate information, our own knowledge about this media and interviews with news editors when necessary to clarify some details. And this is the overall picture from the 28 media groups, the ones, the top rating or the most attractive dimension, this multiplatform delivery as you see followed by integrated production and multiskilled professionals. And actually active audience, it's still quite a rare thing. And then the fact is that as you see there's several media doing several things at the same time. They, most of the media were exploring 2 or more convergence dimensions at the same time.

2007 – International Symposium on Online Journalism

In the integrated production, the main point is that most of the media were staying in collaboration or coordination efforts. Very few went to these integration in 1 multimedia newsroom phase, as you can see here. Collaboration is the most popular experience but it's still the most of them, most of the media are not thinking about this at all. And then the fact is that local and regional media were the ones that were developing this mostly. National media were, had very clearly separated newsrooms, very few collaboration and that's also the case with multiskilled professionals.

In local media you found especially these media multiskilling journalists working for different media at the same time but also issue multiskilling so 1 journalist should be able to cover any story with no specialization and they were also having to be responsible of technical multiskilling, which is shooting a video, editing it and putting it online, just like an example. And more, even as you will see here, the total cases were quite a few but media is the most usual case of multiskilling so journalists working for several media outlets and this was also the case again mainly in local media. And the fact was that only two or three companies were actually offering training for this journalists. So they were supposed to be multiskilled learning by doing.

If we move on to the third and most popular form of convergence, the multiplatform deliver, the fact is here is the list of different options we looked for. And automatic repurposing was the most popular. So you see that here there were options where we expected to have, to find journalists doing their repurposing of the materials and even coordinating the production for multiple media at the same time. But the fact is that automatic repurposing, so no journalists involved, it's just the work of the web developers basically to plug in different media content into databases and sharing it for mobile devices, web devices, TV, digital TV and so on.

And in the case of the active audience, mainly the web and that's pretty obvious to expect that. Concentrate the active audience services, very few newspapers or televisions were actually using content produced by the audience to publish it. And the fact is that if you look at, in here, the orange column, market columns are based on comments enabling the audience to comment on the work of journalists. That was more popular than the users being allowed to produce content themselves. Photos maybe is the only user generated content that it's quite popular in the Spanish websites.

And one important point is that this active audience initiatives and the dimension of multiplatform delivery were most developed in national media compared to the case of multiskilling and newsroom integration that were more developed in the local and regional media. So this data suggests, I wouldn't say conclusions but rather questions if we've think that, if we look at the fact that local media to develop integration and multiskilling and national media tend to develop more multiplatform and active audience, we might draw a hypothesis that local media that have smaller staffs, they are more willing to explore the benefits, mainly in the economical benefits of integration and multiskilling. So the business side of convergence seems to play a big part in here. National media seem to be more able to develop forms of convergence that are more technologically driven. They have more money to invest in the develop of technological systems that allow to blur this different platforms and distribute content among them. And also to engage the audience to participate.

2007 – International Symposium on Online Journalism

And all in all, I hope that I have persuaded you that this model of four dimensions might be useful in terms of analyzing a phenomenon that it's by definition diverse. And our very, very preliminary conclusion is that the Spanish media are being very modest and very cautious in terms of how to develop convergence. They are not taking it to very far and most of the initiatives are not challenging existing routines and values. They are just fitting in and they don't push farther than what's established media culture will allow without starting to be resisting the change.

Obviously now the next step is going deeper into case studies, interview people, stay in the newsrooms to see how these experiments are developing and, obviously, try to have a perspective, an historical perspective in each of these cases to see how things move on, how things develop over time. So I, that's our challenge and I will appreciate any comment or any suggestion regarding this. Thank you very much.

[audience applause]

Mark Tremayne: Thank you. Our next paper, *Press clipping and other information services: Legal analysis and perspectives*, by Loreto Corredoira.

Loreto Corredoira y Alfonso: Thank you. Good afternoon, everybody. Thank you Mark and Rosental for your conference and Amy for your help. As you can see on this outlet, my paper examines the legal framework of copyrighting relation to the spread of press clipping businesses and activities with the development of detail or online journalism. It looks especially at the international law and the dissertation in the European Union.

The case of press clipping presents a fascinating debate between the rights of office of information and also the rights of editors and authors. The copyright is legal framework, a framework that establish certain exclusive rights over a work. A copyright that for many laypeople is identified with property rights over, I should say with tangible goods, can in fact be understood in two ways. It can be seen as facilitating the user conception of information of journalistic goods and also it can also be seen as an impediment to open access to information. These two positions are not reconcilable. Though the topic is really very complex.

In order to understand the topic, first we will look at the state of the press clipping, particularly in Europe, and we see that the following developments. First, many newspapers are not just distributed through network only by they own companies but also through third parties over the internet and other newspaper abstracting services. Some of these services are free while others are paid subscriptions. And two, since the digitalization of newspapers contents, the abstracting and press clipping companies have dramatically increased their business activities since they can offer the content with little effort.

Without trying to categorize media or derivative services, it is understood that portals or search engines or news webs on clipping services are all different. Moreover, within the activities of press clipping, there are different services such as alerts, emails, abstract revolution papers so what I want to say is that to all different services we might apply different legal frameworks. Here I will show quickly very examples of abstracting. For example this is Madrid web portals like this. This is very familiar email alert. Web news scrolls. So now if you want to continue my metaphor, for a certain clientele of newspapers are readers who read several papers and overall institution of businesses, it becomes much easier to read a report or

2007 – International Symposium on Online Journalism

abstract than to read the newspaper itself. If you forgive the metaphor, I personally consider that this like vitamin complex for those who cannot or do not want to eat right. So this tendency not only is legal, 'cause it's legal, but also generates other information businesses. And that is why it's really interesting.

From a legal standpoint, which the paper develop more freely, the situation or story can be described as follow; international law, you have their writing that whole that the state may establish exceptions or limitations to this crucial right of reproduction and public distribution with the aim or purpose of journalistic information. News narratives are considered to be a success in the right of [inaudible] and obstructing in the international realm. In other words, are consider exceptions to the reproduction and exclusive distribution in countries such as the United Kingdom, France, Germany, Denmark and, of course, Spain.

In other countries, you know the case such as Belgium, Google News has had to take from the Google new page the news from Copy Press. The editors are successful in Belgium after it lost a case in the Belgium courts ruling on September, 2006.

The Berne Convention, among the points introduced in 1971, relates to the press we will look 3 little aspects. One is related to the protection of news of the day and press information, what they call items, mere items of press. And according to article 2, the protection of this convention shall not apply to news of the day or to miscellaneous facts having the character of mere item of press information. This declaration contained in the report of the intellectual property conference held in Stockholm in 1967 emphasized that the news and the [inaudible] as such are not protected. But that is the key of the question. The articles of journalistic or journalistic works reporting news are protected to the standard they are literary works. So that is the interpretation that has been included in the test of many countries. The journalist works are just another literary work.

To the right to fail use of quotes, the convention does not set a limit to quotes. It is inferred that these point must be determined on a case by case, let's see a case by case basis with certain general criteria establish such as the fail use or the purpose use of the quotation. But fail use means in journalist quotation, of course that means this is expression very legal for usual purpose use indicates that the quotes should be used for the purpose for analysis, criticism, or commentary.

And the third point is the use of periodicals and journalistic collections and here we come to one of the points, maybe interest starts the most even though the solution is not freely apparent. While the test of, I think I have the test of the Berne Convention but if not, here it is. It's along a very confused article in some view. But the point is that in should be matter for legislation of the countries of the Union to permit the reproduction by the press. So really the test of the convention is very flexible to manage, to much flexible. And actually [inaudible] in stop at the mercy of the internal law in its state.

Now we look at the more international agreement. Probably some of you are familiar with it, which is the WIPO Copyright Treaty and the World Trade Organization agreement they call TRIPS, related to the international, intellectual property of rights. I will briefly comment these two provisions because they might point out solutions to the confused between [inaudible] and all the press [inaudible] services.

2007 – International Symposium on Online Journalism

The reproduction right, as you can read this provision directly applies to the right of reproduction which exists and when you can be really except is that accept that also in the detail environment. And it has some exceptions as opposed to the previous article. The article 10 contains the three established tests that which I am underline. To know if it is legal to do some kind of quotes, this create [inaudible] applied to this issue on what [inaudible] the press [inaudible] or the press clipping businesses and finally the definitive test will be this two criteria. You can use, you can reproduce another information new if you are not harming the legitimate interests of the media or you are not doing a conflict with a normal expectation of the work.

So in the European Union, I go quick. In Europe we have the directive 2001 applied to the copyright in the information society which maintains the principle of minimalism by which it permits the monopolistic situation over the expectation of our work by authors or by editors. And even though it quickly opens the field of exceptions. European countries, as we will see, have similar laws but certainly have not come to a complete harmonization of copyright law.

The directive does not deduct exactly what press abstract should be considered but it differentiates two types of works in newspapers or in media. The first time it the articles on current economic, political, or religious topics and the second one are the works or subject matter in connection with the report with the current reports. So in the 1st case, the condition of use of this work, does not cover the copyright. I mean you can use this kind of articles if they don't carry the copyright and the second kind of newspaper or newspaper news or piece, you can use even though it has the copyright if that source or an author are indicated.

So here I have, you have in the papers or in I think I will stop here, that's the consequence of the directive because between the difference 25 countries of the [inaudible] Union, the final legal framework is different in each country so we can see here six, seven countries in which the press review or abstract is legal. I mean it's an activity permitted and some kind of prohibited use of that kind.

I finally today in conclusions and we have really to focus on some risk that's are clear. The first will be that the abstracts are worrying that they got newspapers maybe this distribute without any kind of remuneration. And those, they are tempted or completely limit or broke or reproduction in the market. Under the 3 of [inaudible], readerships and circulation, it is clear that intention they feel to close all the market. I think that the, what is initially seen as good, given the readers go to the readers, the final [inaudible] users, etc., has a great talent. That the growth of possible competitors, that they develop those niche markets and span a culture of the initial producer.

So looking in conclusion, looking at another risk would be one problem could be bad news for the periodicals as the client want a press information without news. That couldn't happen. To, it could also be bad news for all that the business owners as they see the [inaudible] of incentive in the growths and investment will disinvest in public growths, concentrating the work in private goods. So as a consequence, we'll lower the value of the newspapers which will be bad for all our society.

And the most severe which will not happen in America and the European case could happen in political international contents where this is only one or two sources of information. All in markets without plurality of information.

2007 – International Symposium on Online Journalism

And [inaudible], there are solutions for a better scenario for leaders and for press which can be described as follow. Possibilities, it's possible to maintain the quality of periodicals. Develop agreement with the editorial staff over the expectation of the publishes articles and materials. Contract with the reliable service, information services so that there is just compensation. To change the model in the editorial businesses so that the periodicals and the writer services serve the table, that the allotment of the digital periodicals and increasing tendency in internet. I think that the clipping services and broadcast monitoring services can contract with the editorial businesses and this facilitate the use of the contents in formats already detailed for a price.

Or, even better, that the medium itself create this aided services for the new reader or types of readers and they develop more services. They should incorporate for example into their websites' [inaudible] better devices, growing grouping of news, email alerts, they will quickly and easily provide the services that third parties now do.

And, finally, allow and accept that this third parties are leading by the exception of the copyright and that they are part of the market and consider that they are adding value to the periodical, giving it more notoriety and publicity. In any case, it's not desirable that the periodicals disappear, even for the only reason that there will not be added value in the right services.

Thank you.

[audience applause]

Mark Tremayne: Thank you. Our next paper, by Richard Stevens at Southern Methodist University and Maggie Rivas-Rodriguez of UT Austin, *Making history useful: Web 2.0 and the U.S. Latino & Latina World War II oral history project web site*.

Richard Stevens: Okay, is this working? Okay, great. I realize that Alex and are standing between us and lunch so I'm going to briefly run through this paper and hopefully the parts that we don't get to or don't go into detail will be consumed in the long tale, which is the actual paper hosted on the conference website. So kind of keep that coming.

This was a paper that was talking about news culture but also mire culture. We, and I say we, Maggie, who is a professor here at Texas, has been the director of a website called The U.S. Latino and Latina World War II Oral History Project, which is a project that captures the experiences of Latinos and Latinas that were served in World War II and were influenced by that period. I'm going to show you a little bit about that but I'm going to keep that short. And I was the web designer for that project and so this kind of delves into some things that we have found that were interesting around that project when we were going through a redesign.

A couple of concepts that we want to talk about. Oh, that's great.

[audience laughter]

That have to do with what we're looking at. The first, of course, is the long tale which isn't showing here but if you go to the Longtale.com, you'll be able to see the

2007 – International Symposium on Online Journalism

graphic that didn't translate from the Mac to the PC. Which is a colloquial term that talks about power law distributions. It's a way in which we're starting to take statistics and show why it is that firms like Amazon and Netflix that do not have a lot of shelf space can become more profitable in the long run in that long tale of distribution beating out Blockbuster and Barnes and Noble and the brick and mortar companies. There have been a lot of applications of this concept, the idea of moving from a mass culture model to whatever it is that we're going to be calling what's coming next.

And there have been some discussions about whether or not there are media implications for this. In other words, if shelf space is what keeps, is the big defining element that keeps mass media and mass culture companies from making the long tale work, what is the shelf space metaphor for us? So and it kind of goes through this.

The second thing that we want to talk about is the search economy. And this is basically just acknowledging and understanding that most people on the web are searching for material. We are, we of course do have the New York Times on the web and we do have authoritative sources where people go to get information but most of the time when we are looking for personal or what we call minor culture searches, we are coming and pulling them from search engines and places like that to get to the information. We're not necessarily going to authoritative positions first.

And in this, and this was something that was coming out of the conference yesterday and even this morning, there is a growing sense that relevance, personal relevance is the new language for this medium. That, you know, when we're seeking things, they have to be relevant to us and we have to be able to find them in ways in which make sense to us and this kind of informs web 2.0 development, e-commerce, information distribution. That's kind of the growing language concerns.

So let's talk a little bit about Maggie's project. The, this project grew out of an oral history project that Maggie had recruited some students to work on and received some funding for. Basically this is an accounting of the experiences of people that served in our greatest war that we like to talk about in our culture and yet often had some rather unfortunate experiences, both during that time and after, because of being of a different ethnicity and race. This website is up and available as part of our UT library system. I just want to show you really briefly what we're talking about. These narratives are actually oral histories recorded in different multimedia projects, different media, where each of these people tell their story at length. And then we had journalism students that would go through and kind of build profile stories, capture some of the materials where you can kind of hear from their own mouths what it was like to go abroad and serve our country and then come home and not receive necessarily the warmest of welcomes that some of their other fellow servicemen had.

Well, this project, the first part of it was to produce a newspaper. Maggie came from the newspaper world and that's what she was trying to do. She put together a newspaper and gave students some practical experience doing that, which then she'd mail out to people who had expressed an interest in the project. She would take it to journalism conventions and pass it out. But the long and short key of this phase of that was that never were there more than 5,000 of these papers ever in circulation. And certainly they were localized to this university and kind of the surrounding interest areas. We weren't seeing a whole lot of national and

2007 – International Symposium on Online Journalism

international appeal. Well, pretty quickly we decided that this content was just too valuable to leave there so we started putting it on the web and capturing different aspects of it. Every one of these interviews is videotaped so we saw the opportunity to have both the video and the audio and the actual content there.

And what we have found is since we started doing that is we've been kind of keeping up with how people are using it is that the post distribution use of our content has been much higher than the original distribution. In other words, more people have encountered this content online than in the original form that it was put together in. And that's not terribly surprising for those that kind of follow how media develop but one of the other things we want to talk about and dig down into is the fact that they were a lot of unexpected uses of this content that were, went far and beyond the original authors' and producers' intentions.

This content has been used in programs to advance cultural awareness. It's been used as classroom resources. It's been used in World War II records archive enhancements. People making documentaries have asked for this information. But the use that I wanted to talk about today was a very personal type of use that came up in a couple of cases that we featured in the paper. I'm not going to go into all the details but I will talk about briefly what we're saying. Where we had at least two examples of people coming to us, years after these stories were put up, and saying, "I just found this story after I've been searching for somebody for years. I think that might be my biological father." And we would have these cases that would eventually lead to these reunions of families from people that don't even speak the same language, much less live on the same continent that happened because of the pursuit of information found through search engines, found through alternative ways of getting to our information.

So we looked at these cases and we kind of dug down into them, talking to the people about their search experience, how do they come across this, whatever avenues had they pursued, and ultimately how that, how they found us in the first place and then we just kind of recorded that. And what we largely found was that these were people that there was 0% chance that they were going to come across that print product. There was very little chance that they were ever going to hear about us or this project or that this content existed. What saved us or what brought our, us to these peoples' attention was the higher scoring Google index and the search engines as people were looking for specific people, specific events and features in our content that were leading them to the information that they were looking for.

So kind of chopping this off and getting a little bit quicker through this, in the long tale of the long tale is broken down into three ascendant forces that we want to keep central in our minds when we're having the discussion about what's going on here. Oh, that next graphic is not going to come up either. The democratizing tools of production, lowering the transaction costs of consumption and connecting consumers to drive demand to niche material, now this is a very specific type of material that is only of internet to small groups but that's what the long tale is all about. These connections that we're talking about occurred exclusively, yeah I didn't think so, in the long tale. I'll have to interpret. You'll have to imagine with me with your mental browsers what this is going to look like, right?

With the long tale distribution, talking about what is it that normally keeps information from being accessible in these moments? What is it, in effect, that stops

2007 – International Symposium on Online Journalism

content from moving or attention from moving from that mass media moment, the short tale, into the longer tale of distribution? And in this case what we've seen a lot of problems with are archives. There was a lot of coverage of our content, as Maggie was producing this, and those were not the stories that people were finding. Ours was the material people were finding. A lot of times because, as that content would go into archives, it's very common for national newspapers to give content away for 7 to 14 days and then put it into an archive and Google isn't always good about getting in and finding all the details and bringing it up to the top.

The long and short of it is that when you are looking at, you know, your page rank, news sources consistently are ranked below blogs and are consistently ranked below personal pages because of this archiving problem. In fact, Google knows this and that is why often when you put in a search term they will have that first little section that pops up, that special section that says "find this topic in the news". It's because they know if they don't do that the news sources are probably in a lot of cases going to be down around link 100. And below you're going to get all the blog information first.

So largely this was something that we were looking at as a, as kind of a concern of ours is that how these archives often disrupt the long tale of information. High relevance, especially when we're talking about something that is culturally relevant or personally relevant, excuse me, like this type of content, you always need to make sure that you have some kind of extended access.

Oh, wow, let's just end it right here by saying that archives, when we were redesigning this site and we were given the opportunity to reformat how things are stored and how things are archived, we very much because of some of these examples decided not to do anything that was going to disrupt the way in which people had access to content. Yesterday Julie Webber was talking about some things at My San Antonio and she was making that distinction between news content, which gets archived and very relevant personal information that does not and I'm sure for some people thinking about our content being different than yours, that might be a good distinction to keep in mind.

It is still a journalist's job to filter information. And when Walter Lippmann talked about one of our priestly duties being to sort out that, you know, that big gossip mill of information and turn it into news, that function of our job is more important than ever. The more information that there is, the more need we have to sift through it. But we need to make sure that we're not too arrogant in this process. Understand that we do not know all of the eventual uses of information. We don't know all of the eventual connection points between things. Locking things away into archives sometimes assumes that the context, the connections are kind of authoritative and final and that is one way in which we're kind of arguing that we need to rethink some of that.

Mainly what we're saying is that while we are pursuing our short tale profits, we need to make sure that we are not sabotaging our long tale use as other people find better ways to use the contents that we produced.

And I'm going to stop it there.

[audience applause]

2007 – International Symposium on Online Journalism

Mark Tremayne: Thank you, Rick. We have not forgotten about lunch. It's coming soon. The one person standing between us and lunch is Alex Avila.

Alex Avila: Give me that power!

Mark Tremayne: Of this university. His paper, *Exploring a new radio audience: A study of early adopters of Latino podcast media.*

Alex Avila: I will pull it up since nobody pulled it up for me. Okay, and then the, in terms of full disclosure I do have to tell you that I wear two hats. I'm a full-time journalist as well as a part-time academic now and I work at a, I work at a NPR program called Latino USA. And I'm fine when I talk about the podcasts and it's important because we've talked a lot, you've heard a lot of talk about blogging. And but there's not been a lot of talk about podcasting and it's important because a lot of the information out there shows that in terms of your regular bloggers, it's about the same size audience as your podcasters. It's similar also, I think, the data shows to people who do online dating, actually. But when I talk about podcasting, I think it's helpful to talk about definitions. And I have to explain this a lot. I mean this is a knowledgeable crowd but for the millions out there on the web, as Rosental says, a podcast is a converged medium that combines audio and now it's combining video with the internet and with portable media devices.

And the iPod had a lot to do with it and we'll talk a little bit about that. We're kind of timed here. It's a personal audio player introduced by Apple Computers using MP3 technology. Then RSS, rich site summary, also known as really simply syndication. It's an XML program for sharing internet content. It's the technology that is driving blogs and that's appropriate because podcasts really was known in the beginning as an audio blog. And so for a podcast to exist, you got to have a content provider, somebody producing the content and the audience which you've got to be able to reach, which the internet gives us, access to software and technical tools to accept this. And all this had been out there on the web essentially growing over the years making an environment that podcasts could come up.

And I'll give you a brief history. Apple Computers introduced the iPod in 2001. About a little less than 3 years after that the unit sales of, unit meaning quarterly sales that iPod, that Apple tracks, they were selling about a million iPods a quarter and so around that time podcasting started to emerge and then we've got a little history about who the podfathers are and if you want to know more about that read the paper. And so iPods continued to grow. In fiscal year 2006 there were 39 million units sold over Christmas. Last Christmas alone 21 million iPods were sold. But that's sort of different from podcasting. Podcasting itself grew from less a thousand programs in 2004 to today there are probably close to 100,000 podcasts available. And all major public radio entities podcast in some shape or form. So that's the basic history.

Now let me talk about my producer's hat now. I work for a program, I'm the senior producer for Latino USA. It's a national public radio program. It's also distributed by the National Federation of Community Broadcasters who get about 400,000 weekly listeners. The majority of our audience is white but that's probably in terms of an NPR program, that's the lowest. We've got the most diverse NPR program out there on the public radio system. And that's because the majority of NPR listeners in this country are white. And so it's an older audience, it's college educated, it's fairly well to do.

2007 – International Symposium on Online Journalism

Now podcasting sort of took off in 2005. We launched our podcasts in September of that year and in the first month we got about a thousand people downloading our podcasts each month. Today it's about 2,500. But I mean when we launched our podcasts, it was like, "Alright, we got a thousand people downloading the podcasts every month. Who are these people?" I mean a month ago we had zero, now we've got a thousand. And that's important because you ask any publisher, you ask any producer, an editor, "What's your audience?" and they can give you numbers, they can give you income levels, they can, even local television will have probably can tell you what their audience even likes. And we knew nothing, absolutely nothing about this audience.

So I put on my academic's hat and developed some research questions. I asked who is downloading the podcasts and how does this compare to the traditional radio audience? Where are they located across the country? Why do they subscribe to a podcast when you've got things like the radio broadcast, you've got online streaming available? And then do people actually listen to the podcasts that they download? And these are the theories, the mass communication theories that I was concerned with.

[inaudible] fusion of innovation is very common concept. It talks about how innovation gets distributed and you've got five categories of people. You've got the innovators, the early adopters, the early majority, the late majority and finally you have the lagger. That's a pretty well known concept and theory in mass communications. Less known is the assimilation gap but what that has to do with is his lag between actually buying a product or acquiring a product and putting it to use.

Media substitution is a concept that deals with you've only got 24 hours in a day, 7 days a week. If you're spending more time doing something then you must be spending less time doing something else. If you're more time on the internet, are you less time on television? That's the concept with that and uses and gratifications is kind of also this idea that, you know what you like and you like it. It gratifies a need and that's why you do what you do in terms of mass communication, consuming your mass communication.

So in terms of our method, we developed a survey that we put on our website that had 43 open ended questions for the most part because we didn't really know much. So we asked [laughing] just about anything we could think of and then how we directed people to take the survey is when you downloaded the podcast you got a little 12 second call out, "Go to LatinoUSA.org and take our podcast survey." Now we had 143 responses to the survey but when we had it up and we had it up the end of November and took it down the end of January, 2006. 25 people said they had never downloaded a podcast, meaning they were kind of like poking around the website, saw "take the Latino USA podcast survey" and they did. The first question, "Have you ever downloaded a podcast?" No, humph. You go, "Bye bye."

So internal NPR documents show that we had an average of 1,835 weekly downloads in the month of December, 2005. That left us a response rate of 6.43% and that's a problem. That's a problem because that's too low to really give us an accurate measure. And I'm going to talk about this in a discussion and that raises other questions in terms of this audience. But because we know nothing, we went ahead and ran the numbers that we got anyway. And what we found from those numbers

2007 – International Symposium on Online Journalism

is there was a difference between the radio audience and the podcast audience. Our radio audience was 12% Hispanic, 56% of the podcast audience was Hispanic. And then probably the most significant in terms of the demographic is the age; 63% of the radio audience is above the age of 45 whereas 70% was under the age in terms of the podcast audience. Where they located? It actually did not differ very much from the traditional radio audience. Why do they get the podcast? And we had open ended up questions and I let people put five answers. Why do you do this? And I only measured the first response and 57% of the people said some sort of a convenience related reason as why they take a podcast. And do the people actually listen to this? Because the way podcasts work is that you can set your computer to automatically download the podcasts and does that mean that you're actually listening to it? Well, in our little sample, 68% said they listen to between 80 and 100% of all the podcasts they listened to and 88% listen to the entire broadcast podcast of Latino USA instead of just picking one or two segments to listen to.

So going back to this question of the, of audience, we've got a 6.43% response rate and thinking a lot about that, I started to ask myself really how many of these automatic downloads of the podcasts are being listened to. So we go back to the assimilation gap theory where if you look at acquiring the podcasts and actually listening to the podcasts, there's a big sort of gap there. So we're applying this assimilation gap theory to the podcast audience. So if I've got 1,835 weekly downloaders, I really don't know who is listening to the podcast.

So what I was suggesting in the paper is we need some sort of online diary. There are attempts to do this. We need to de-emphasize downloads, hits and links as a measure of online based audience. And sort of think of the old Arbitron model of media diaries which would give us a much more realistic view of what this audience looks like and I'm actually going to be doing a follow up survey in the summer to try to get some more answers. And email me whatever questions you have if you want.

[audience applause]

Mark Tremayne: Thank you. We can now break for lunch.

Alex Avila: No questions? Good!

Mark Tremayne: Yeah. We, actually because we're so overtime, in lieu of questions, what I'd like you to do is, you know, during the lunch break, find the paper author that you might have a question for and we can have a bit of a discussion over lunch. And I invite you to come back for our panel sessions this afternoon.

Rosental Calmon Alves: Alright, thank you.