2006 – International Symposium on Online Journalism

Day 2, Panel 1: International Perspectives on Online Journalism

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Panelists:
Guillermo Franco, Editor, ElTiempo.com, Colombia

Vincent Maher, Director, New Media Lab, Rhodes University, South Africa

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MAGGIE RIVAS RODRIGUEZ: Good morning. My name's Maggie Rivas Rodriguez, and I teach journalism here at the University of Texas at Austin, and I'm very glad to be part of the online symposium.

I normally cover basic reporting and covering the U.S. Latino community, and I also have a special interest in this symposium, because I just finished a paper with a colleague who was a former webmaster for a project that we've... that I've been working on for the last seven years. We've been doing an oral history project of Latinos and Latinas of the World War II generation. And as part of that, we've printed eight issues of a newspaper. And this was the last one we did; we finally stopped because that's all I was doing, was working on the newspaper. But this one was a hundred and twelve pages.

Well, as part of that, from the very beginning, we've had a website. So all of the stories that came out on the newspaper came out on the website. We never printed more than five thousand issues - copies of each issue, because it was - we had an in-kind donation from two newspapers, the Austin-American Statesman and the San Antonio Express News. So we mailed out a bunch of issues, and I would take them to conferences, but never more than five thousand copies.

Well, in the last year or so, copies - stories that have been there for years have received attention from people in places like Belgium; we had an email from a man in Belgium inquiring about one of our veterans that had been interviewed for the project, and it turned out that he was able to connect the man's daughter... the man had fathered a daughter in Belgium during World War II, and had not known her father. So, we just developed a thing... and then there's another case of a man in California who was able to locate his biological father in Arizona.

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So, the point of the research that we're doing is how the Internet has an extension way beyond the print, and how for particular people, it's had... the inventory of having this would never have had the reach... not only the reach, but beyond that, the timeliness, because it would have just been one issue, and then that would have been forgotten. So, it's a really special piece of research for me.

But I'm really honored to be here, and I'd like to introduce each one of these one by one, of our panelists, and what I'll do is, they'll have about ten to fifteen minutes to give a little bit of their perspectives, and then we'll open it up to questions. So, our first panelist is Guillermo Franco, who is from Colombia. He's, right now, a Nieman Fellow at Harvard, and he's worked at Casa Editorial El Tiempo, and he's been the publisher of El Tiempo, and ElTiempo.com, and - these newspapers are the most widely-read papers, and you can see the biographical information that we have in the program. Guillermo?

GUILLERMO FRANCO: Thank you very much. Thank you very much to Rosental, for inviting me, again, to mangle the English language. [laughter]

I would like to say that - this is the preliminary result of our research. We are going to complete all of our research, maybe, one month. But right now, we can see some interesting trends. These are the results from the online research.

We have the answer for "pick the leader of the websites, Internet units, or newspaper dot-coms of Latin America." We have to get more information about Central America, for example, but I think we have one month to get that information. Here, there is a list of some newspapers that provided us information. We have some newspapers. We have information of... in Spanish, we say ["Jevia"], Latin American newspaper group, that includes fourteen newspapers of Latin America. Each one a leader of the market. And we think we have enough information.

I'm going to focus, I'm going to concentrate, in newspaper dot-coms. What I thought in - I was here in 2004, and I presented the result of our first research, the state of the new... the online journalism in Latin America, 2004. What we found in 2004: first, the people who work in the newspaper dot-coms are very young people, with age between twenty and thirty years old. They earn less than their print media counterparts. And their print colleagues saw them as being at a lower professional level. The focus of their activity are the writing and editing, not creating multimedia content.

Most of the Internet departments or newspaper dot-com units are very small units... were very small units in 2004. Let's see some graphics. Sixty-eight percent of Latin American newspaper dot-coms were operated with eight or fewer journalists in 2004. Very small units. It represents maybe ten percent of the total newsroom. Only ten percent - just to highlight some information for the surveys we did - only ten percent of the newspaper online operation in Latin America update their content twenty-four hours a day.

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We asked them about their perception. We showed the following sentences that describe the perception of the print journalists about the online journalists. "Their level is lower than ours." "They are the future." "I want to know more about online journalism." "They are going to cannibalize us." "The Internet scene is nothing but temporary hype." You can see the results in 2004. "In terms of online journalist training, what is your online team's greatest need?" "I would like to learn how to create multimedia content." Seventy percent. "And how to write for Internet." Seventy percent. Sixty percent of the newspapers didn't sell Internet ads or minimal income related to total advertising. Here is what we found... what we have found in 2006. Again... maybe in two years in the United States is a long time period. But in Latin America, when we talk about one hundred years of solitude, we are talking about just one hundred seconds.

Again, in 2006, we found that none of the Latin American paper online operations consider reporting to be the focus of their journalists' activities. We just repost content. We repost content for the all media. Essentially. Remember, in 2004, only ten percent of the newspaper online operation in Latin America update their content twenty-four hours a day. Now, we found that forty-seven percent update twenty-four hours a day... or say. They say, "We update twenty-four hours a day." We have to believe that.

Let's compare... you can see the last star. The portion of the revenues. In 2004, seventy-nine percent of the newspaper dot-coms responded - that responded to the survey - said that the income they receive support the operations. Right now, the answer is sixty-one percent. Maybe the business is improving. Maybe. Just to support operations. "How do you see," we asked, "how do you see the Internet advertising market?" Sixty-six percent said, "It's not good enough, but it grows rapidly." The newspaper owners of the newspaper dot-coms see good business opportunities.

The evolution of the age of the people in online operations... we can see that newspaper dot-com units have hired older people. Not just young people, but older people. It's good, because it's people with experience. Especially a written text. But... we asked new things in our survey. And we found that the newspaper dot-coms understand what does it mean or what is the importance of the web to the future of the newspapers. And we asked, for example, how is the web used to improve the print edition? Some newspaper [inaudible] from Chile used the information of his website to decide how to organize, or how to publish, on the print side. It's a good experience.

We asked about their reasons to offer interaction to their readers. Sixty-three percent said to increase their credibility. And twenty-one percent said just to measure the audiences. Eleven percent said to improve the citizen participation, and five percent said to give the user more involvement. Describe, in terms of traffic and volume, the content generated by the user. Seventy-nine percent said the content generated by the user is very important, very significant. In terms of traffic.

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The perception about the technologies that allow the user to generate content. Seventy-four percent said "they are a journalist revolution." We don't have to define "citizen journalists..." we saw yesterday that. We talked about, we asked about blogs. And just thirty-seven percent of websites in Latin America, of newspaper websites, have incorporated blogs. It's not good. It's a very small piece. Why haven't you incorporated blogs? Forty-two percent say, "We don't have the technology." But let me mention this... the piece of the pie that says, twenty-five percent, "We don't have means to control." That answer is very relevant in Latin America. Some newspapers think we have to control the information. We can assume that. We live in a print age, when we try to control everything we publish. And blogs is quite different. But difficulty is, we don't have the means to control. What is the means, what is the meaning of, "we don't have the means to control." We have to see that answer.

Related with that answer, we asked, "Are your blogs edited?" Seventy-one percent said, "Yes. we edited blogs." Let me mention, for example, the experience of ElTiempo.com. We have a very aggressive strategy about blogs. We don't have the resources to control, to clean, to... well, eliminate content. But we took the risk. We took the risk, for just everything. This discussion is in Spanish, but I have the translation. "Do you have any system or structure to eliminate comments in blogs or forums?" Sixty-eight percent said, "Yes, we have them." Remember the question about the control? We asked, "By command of your organization, have you ever had to eliminate comments in a blog or forum?" I think it's not related, just with war or something like that... sometimes, it's related with political opinions of some people who criticize the newspaper, sometimes. "Do you reuse blog and forum content in your print edition?" Seventy-nine percent say, "Yes, we use that content." Again, the most important part in this chart is this twenty-five percent. It's very relevant in Latin America. We don't have a strong tradition in democracy. And... twenty-five percent of the blogs related to political that's good, it's good in our country. For example, in ElTiempo.com, we offer to each candidate to the presidency, a blog. Without edition, without conditions.

"Do you have columnists that only publish in the website?" Seventy-four percent said, "Yes. We have... ah, just online columnists." "Do you offer the possibility of comment on the articles?" Seventy-four percent offered the possibility to comment the articles. The most simple way to communicate with their readers is the email address of the writers. We asked, "Do you publish the email addresses of those who write the articles?" Look at this... look at the answer. Just thirty-two percent say "seldom," twenty say "always," twenty-six "most of the time..." I have some question about that answer. Because it's the most simple way to communicate with the readers. "Do you publish photos and articles sent by your users on a regular basis?" It's good! Forty-six percent say, "Yes, we publish." We saw that, for example, yesterday.

Classifieds. "Do you publish your print classified ads on the web?" Seventy-nine percent say "Yes." Can ads be ordered by your website?" Look at the answer. "Both

print and the web," Sixty-eight percent. Is there joint classified ad sales for print and the web in your company?" Sixty-two percent said "Yes." That is because, I assume, there is a strategy related with Internet and print edition to sell ads. The name of this chart could be "The newspaper owners are blind." [laughter] "Do you see the Internet as a threat to the classified ad business in the print edition?" Sixty-eight percent say no! It's not a threat! But we asked later, with... yes! We asked later with some names in mind. Craigslist and Google. Google is everywhere. Maybe Craigslist is here, in America, but it's in Mexico, Buenos Aires, Sao Paulo. But Google is everywhere. Then, we asked, "Do you see a threat?" Again. Sixty-two percent say, "Very dangerous!" [laughter] Wow. Very dangerous!

A reaction for the online ads. Sixty-eight percent said, "They will be significant at any time in the next five years." Sixteen percent, "They are already significant." "Are you implement any time of news information system?" Seventy-nine percent say "Yes." Remember, in 2004, sixty-one percent already have adopt some model for user registration. This is important because we can get... we can obtain demographical information to sell ads. E-commerce. "Does your site have any e-commerce operation?" Sixty-three percent say, "Yes, we have." But it's in the small business. You see the numbers. Just ten percent say, "Yes. Two hundred fifty [thousand to a] million dollars." It's not a big number. But, because... in Latin America, it's a big number.

"What kind of product or service do you offer using your website?" Electronic device, the first one, home and garden, health and fitness, health and beauty, travel, CDs/DVDs, next bar is tickets, to the movies, gifts, clothes and shoes, beverage... and other products editorials. Essentially, the product that the newspaper dot-coms offer are tickets to the movies and other editorial products, different from books... Like newspaper subscriptions, magazine subscriptions. Their most-selling products: editorial products and CD/DVD and books are the most-selling products. "Where are the barriers?" "Here in our region," forty-two percent. "Around the world, especially in the United States," twenty-five percent. And "in our country," seventeen percent. This is wireless and mobile.

"Do you create," we asked, "Do you create content for cell phones, [inaudible], PDA?" And here are the answers. It's a very good answer. "Do you have plans to invest in your newspaper dot-com operation?" Sixty-eight percent, "Yes, we are going to hire journalists." Forty-two percent say, "Yes, we are going to hire people to sell, to sell ads." [Inaudible] percent, "To hire people for marketing department." Thirty-two percent said, "We are going to hire people for... engineers, information technology... engineers and scientists." Eleven percent say, "No, we are not going to invest." [laughter.]

In the first survey, we asked about convergence. But everybody has a different idea about convergence. In this edition, we changed the question, and we asked, "Do you have any plans to integrate the online operation with print operation?" "Yes," [inaudible], percent. We have to follow the New York Times. Twenty-eight percent

say, "Yes, in the mid-term." And eleven percent say, "Yes, in the long term." That's all we have. OK.

[applause.]

MAGGIE RIVAS RODRIGUEZ: Our next panelist is Vincent Maher. He's the director of the New Media Lab, at the Rhodes University School of Journalism and Media Studies, and he's the online editor of Grocott's Mail online, South Africa's oldest independent newspaper. Thank you, Vincent.

VINCENT MAHER: [responding to a question] No, but some supplementary material is. [...] OK. My presentation is called, "Squeezing Blood from the Stone." [laughter]

In South Africa, we operate in a narrow-band environment. We have significantly more bandwidth than in most other places in Africa, but it is still... is predominantly a very small part that we use. We have one embassy cable connecting us to the rest of the world. So, just from this map, you can see where we're we located, with the southern tip of the continent. This is a map of the country's provincial regions. This is the area that Johannesburg is in, which is the major commercial center. Cape Town is down here, another commercial center, and also the center of our tourism industry. Where we're located is roughly over here, which is approximately nine hours' drive either way. So, we're pretty much in the middle of nowhere; we're in the town of Grahamstown; there's approximately a population of a hundred and twenty thousand, of which probably forty thousand of those people are economically active.

Just to give you some statistics, we have nine provinces and eleven national languages in our country. We have two and a half to three million users online. Our press freedom is constitutionally protected. And we have an outgoing telecommunications monopoly, and recently revised legislation governing media convergence. So, what you see is the gradual adoption of broadband services, primarily ADSL. Of the Internet usage, less than ten percent of that is ADSL. And this is primarily due to high costs and slow service delivery from the telecoms monopoly up to now. The average middle income salary is between 1500 and 3000 dollars per month, and the 512K home ADSL is approximately a hundred dollars. I'm obviously doing currency conversions, so... I think the RAND value is about six to eight hundred RANDs.

Our nation united during a fairly peaceful transition between apartheid and democracy in 1994; as you can see, there's Nelson Mandela casting his vote. But the legacy is one that has left us with a severe economic divide. This is an area in Johannesburg, it's part of an area called Santon, it's called Alexandria; you can see that there is abject poverty in this environment. It's something that'll be fairly familiar to people from the South: houses built from little bits of whatever can be found. And, within the same area, we have Santon, which is our commercial center. Now, these two areas are separated by approximately two hundred meters, OK? So you can walk across the highway from here to here. Now, this divide is also a digital

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one. So it places significant pressure on the conflict between media economies and our need for cultural diversity on the South African Web.

And this is where we come in. We've been in operation since 1995, and our focus has been primarily on teaching journalists how to do multimedia reporting, and feeding the local media companies. So the main feeder for technological management here, in the local media industry, Rhodes Center for Media Innovation, we supply a vision for our industry that uses technology with no boundaries. So we have the freedom to experiment with emerging business models, and feed these findings back into our industry. So our objectives, in both a social development and pedagogical sense, are to highlight the ways in which the media and technology can help alleviate the social divisions left from apartheid.

Now, some of the key points that I'm going to talk about today are from our strategy from the... for the coming three years. I'm going to draw examples from Grocott's Mail, which is the oldest independent newspaper in South Africa, and we bought it two years ago to use it as a training paper for our journalists, our student journalists. I was going to take you, quickly, through what it looks like. At the moment, we have graduation on, so we have this Grad Shout Out thing, but that's normally where we feature our multimedia stories. We have op-ed, front and center, on this website. Everything can be commented on; the comments are unmoderated. Everything can be ranked, in terms of... like, whatever... like, personal user tastes. We have visualizations like this that show we're using Web 2.0 style tags for our content, and the size of these bubbles indicates the amount of content within a particular tag. And if you click on it, it fills with multimedia, video, photos, op-ed, and so on by that particular tag. And I will just show you our multimedia special reports.

This website is produced by my students; I have six students, they operate this website as, essentially, a full-time professional part of their final year of New Media. It's a bit slow; like I said, we've got some narrow band going there. At the moment, we're producing... this website's been live for a month and half now; we're producing one multimedia story every two days. Our goal is, within the next quarter, to get it to daily. And I'll just show you what it's... what one of these things looks like.

I've tried to eliminate the use of big Flash interfaces for this multimedia; I've tried to use HTML as much as possible. So we have, for instance, the primary features are an audio slideshow, a text story, additional audio and video over there. Something's happening there that's quite interesting... Useful links, and so on. OK.... Whatever... I'm gonna carry on with, with the other thing. Ah, this happens too, sometimes. Hello? Having a little bit of a click problem here... All right, let me just kill that and go forward again. Sorry about this delay. All right. So.

The lessons and the points in our strategy, firstly, are that citizen journalism cannot be separated from its potential impact on socioeconomic development in our particular context. We've integrated citizen journalism directly into the publishing workflow; we do not distinguish between a citizen journalist and a regular journalist.

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Firstly, we don't really know who our print journalists are, because they come from a pool of writing students within the university. So they could be anyone. And we're starting a program to do training in under-mediated and poorer areas. And in a second phase, to start offering payment for content. Which means that we can achieve new levels of media diversity; we have opportunities for education in these underprivileged areas. And our plan is to produce media in African languages that's written by them, and then instead of publishing it online, taking it back to print and producing a weekly free-sheet of the content. So... and from an economic point of view, this really does present new and very significant income streams for people who are currently unemployed.

The second point is that - and we've heard this a lot in an industry saturated with wire-copy - multimedia, for us, is the most promising value-add for our audiences. It's our most popular service. And, interestingly enough, we train six journalism students to do this in two weeks, using free software. So our attitude was, let's not get caught like a rabbit in the headlights with this multimedia thing. Multimedia can be easy, let's just get on and do it. Obviously, they had three years of experience in journalism, but none of them had ever produced a video before. So we used Microsoft Moviemaker or whatever, and we use whatever tools are available to us. And this model really worked, because there are no other sources for this type of content. You cannot get it anywhere, because this community is really small. No one else is writing about it. The third point is that experimentation is very important. We need to restructure... it's a problem we have with our current media industry, is that developers are very hard to access. They're there, but they're busy with a thousand and one maintenance requests, they're busy revising phase three point five point nine A, they don't have time to do anything really quickly. Now what we did is we just cut all the red tape, in terms of development, so what we found is that doling out Web 2.0-style services really increases our audience's experience of customer loyalty.

But we really need to be able to do this quickly. We need to be able to deploy within a two- or three-day time frame, not two or three months. And this... as the organization gets better, I guess you'll know that getting developers to do something in two days is often harder than getting them to do something right now, if you go and stand with them. But the point is that, actually, putting it through the bureaucratic process often takes too much time.

The fourth point is that open-source software can be used very effectively to produce community news publications. Our print newsroom runs on Linux, it runs on Open Office; pretty much all the software there is open source and free. And, within our online environment, while we still use Windows, our server applications all are using open-source software. So we've cut a huge amount of licensing costs, simply by choosing the right kinds of technology for our needs. And also, in this particular context, we're actually building open-source software. So we have a platform called Digital Newsroom; it's an internal management system that we use for our publications.

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And we've just received funding from [inaudible], which is a Dutch institute, to convert this into an ASP solution for local community media in South Africa. So the idea is that they will go to an ISP, they'll sign up, and they'll have newsroom workflow systems, they'll have the knowledge management systems, the web publishing tools, the template management systems, all of that will become available to them immediately at, essentially, the cost of an ISP account. So that's, you know, what, ten dollars a month or something like that.

Now the fifth point is that online can act as a powerful marketing tool for traditional media. This may sound like a bit of a weird concept [laughs], you know, given where we've been in the last day, but when we set up this website, the board sat me down and said to me, "You will cannibalize our readers; our print readers are very important, from an advertising point of view. So either you do one of two things: you charge money for content, or you cut our content down, and you use maybe a third of it." So what I said is, essentially, "I don't want your long story. So we'll take your content, but we'll use the first two paragraphs." Right?

And, surprisingly enough, we've increased our print readership by eight percent in the first quarter of having this website live. Which is a very [laughs] bizarre scenario. And we're teasing the new stories, and our readers love it, because they're really not interested in detail. They don't care. Right? They want to know the first two paragraphs, and we say, "Go buy the newspaper if you want more depth and analysis. And, by the way, watch our multimedia special reports on this stuff, so that you can see the actual people speaking about it, rather than reading the text."

Now, we have a few other initiatives we cover. We have a national arts festival, which is the biggest arts festival... it's actually the second-largest arts festival in the world. It happens in our town once a year. So we did coverage of that; our students produced a twenty-page newspaper daily for the ten days of the festival and websites and all sorts of things. We also convinced seven political party leaders to blog the last five days of our local government elections, about a month ago. And we have a variety of other things. We have Highway Africa, which is a big journalism and technology conference. So just to talk about the future of our medium... we're hosting the 2010 soccer World Cup, we expect a lot of infrastructural advantages from this. Our new convergence legislation has opened up a lot of possibilities for VOIP, IPTV and wireless broadband - and we've seen trials now of... we have four television broadcast channels, and those are currently being broadcast on cell phones. They're doing trials to do cell phone broadcasting, particularly of sporting events, in a pay-per-view, micro-payment type environment. We have a new telecommunications operator opening quite soon, so we're probably going to start seeing competitive bandwidth charges for the media.

One of the problems the media face right now is that bandwidth costs a lot of money. Some of the websites actually are saying, "We're not going to run big photographs. Because it just costs too much money to serve them." We're lucky, in our case, because we don't pay for bandwidth, because we're part of a university, so, you know, we have a lot of benefits there. And we'll see increased ITT use gradually,

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with the economic development. Our economy is the strongest it's been in twenty years at the moment. I also predict that mobile devices are going to become the dominant revenue-generator for online news in Africa, through micro-payments and a variety of interactive services.

So, to come to my conclusion, I think the common strand through our work - and we have to do this, but we also want to, because we're an academic institution - is to try and inculcate a lot of critical reflection in the work that our students do, and the people that we interact with. And, to us, journalism has never been as important for society as it is now. And I'll tell you why. Because we're balancing on the cusp of a social formation that may well surrender our critical faculties to a farm of machines - blindly, in the name of technological progress. We must not forget that algorithms that aggregate, assimilate, populate, personalize, and reiterate are powerful ideological parasites. They claw their way about the network which we continually imbed our culture, with no heart and no sense of social good - no sense of discursive multiplicity that makes the public sphere a productive space for power relations. The inevitable agenda-setting contest between the media producers and the media aggregators will be the site where critical thinking fights its final battle with journalist-set assumptions.

So these are some of our perspectives; some of them are generalizable, some of them are not. And I really appreciate the time that you've given me here today. Thank you very much.

[applause]

MAGGIE RIVAS RODRIGUEZ: Our next speaker is Paula Jung, who is a visiting professor [inaudible].

PAULA JUNG: Good morning. It's a pleasure for me to be here today, participating in this symposium. I would like to thank Professor Rosental Alves for this opportunity, and for having me as a visiting scholar in the School for Journalism.

So my panel is about online journalism in Brazil. I have a lot of information, but I have to go so fast. And... so, I'm going to present, first of all, some information about behavior of Brazilians on the Internet. But I have to say that there isn't an official source with the current number of total Internet users in Brazil. We estimated 32 million Internet... million people in the Internet. This number includes how many Brazilians had accessed the Internet from home, and other locations like work, school, and in the last three months of 2005. This represents almost 24 percent of the population. So the number of human users, active users, is 13.2 million.

In February 2006, now, Brazilians are surfing is spending on an average of 18 hours on the Internet. Becoming the first country where home navigation exceeds Japan and U.S. Portal searching, communities have the biggest reaching among domestic Brazilian users. Almost 20 percent of Brazilians Internets access the sites. So, where Brazilians surf on the net. I have some numbers. From home, 20... ah, 54 percent.

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From work, 31 percent. At school, university, 14 percent. Two... 21.2 million people have computers with Internet access at home. This represents 16 percent of the population. Despite being a new communication medium, the Internet has become very popular in Brazil. Forty-five percent of users are daily users.

Here I have information about the type of connection. Dial-up connections is still the most used in Brazil, because of the low cost. And 67 percent use dial-up, and 32 percent use broadband. But active broadband users from home are increasing: 7.4 million in December 2005. It represents almost two percent of population. But it's increasing. The broadband user corresponds to 70 percent of all the Internet connections.

So what Brazilians do on the Internet... a lot of things, but... I have to do that, to say that, they read the news, national news, ah, 46 percent... read the news, international, 39 percent. And I would think is, they read the online newspapers, 36 percent. The number of Brazilian readers of online news increase every year. In 2006, you have 6.7 million online readers. The growth was 26 percent larger than the Internet connections itself. And another thing about Brazil, that the new sites correspond to 55.9 percent of the Internet universe. The news, including the news web portals, had an increase of 24.4 percent in twelve months.

Here I have some information about a brief history of online journalism in Brazil, that is starting in 1995 with the arrival of Journal de Brazil on the Internet. Rosental was there. And I have a lot of information that, in 1996, Brazil, one hundred thousand of Internet users [inaudible] of the most important portals, Universe OnLine, is us, Zaz Terra, and BOL. 2000, you had broadband emerge. And 2002, beginning of wireless connections.

And some information about the advertising. The advertising of the main portals has grown, the last two years. The year of 2006 shows an increase that is equivalent to 1.7 percent of the total of the investment in advertising market in the country. About the access... in Brazil, you pay for access, dial-up or broadband, you have to choose. And also, you have to choose a supplier of content. And paid or free, but of course, not so many are free. And the system is payment is related to phone companies' privatizations. So the concentration of Brazil's Internet is shared among the media groups, foreign companies and multinationals. Also you have the competition with the international news or other portals.

This one in here this gives us a sense of how it works, look at you can look at the unique audience and the webpage views. When you consider the international news web portals, there is a huge competition. And in rank you have, of course, Google, then Yahoo, and third MSN. But I can you can see UOL and Terra are managing well this situation. You can observe here the numbers. So the Universe OnLine is the most important portal. With more than 1 million paid subscribers, and 7 million visitors per month. The UOL is the biggest content portal and paid Internet service provider in Latin America. UOL also gathers the world's largest content in Portuguese language. The most-widely read online newspaper is Folha Sao Paulo. You can access

from UOL portal, and it's free to audience. The second widely-read online newspaper, just to know, is O Globo, and the third one is Estado de Sao Paulo.

About blogging In 2006 it was a time of blogs and photologs in Brazil. They [inaudible] themselves as interactive media of course, and also became a tool for the online newspapers. Some online newspapers, for example Folha, Estado and O Globo, created blogs to have more public participation, and they are doing a good job, I think. Because more than six percent of the heavy users, the home active users of the Internet, reads blogs, a month.

Here I have an example of a famous blog in Brazil. This blog is considered an example in the current online journalism in Brazil, mainly in politics. A recognized journalist for his work in print newspapers, today Ricardo Noblat has the link of his blog. In one of the most important portals in the Internet, which is Estado de Sao Paolo. Noblat's blog has been incorporating into estado.com.br, after a while working the new media. Noblat is again in the traditional media through his blog. "Traditional" media online newspaper. Last year his blog was mentioned several times in Brazil because some politic aspects. And, for the journalists, for Ricardo Noblat, the most distinguishing feature of a blog not his blog is not about the unique visitors, but the reputation, and I think he's doing a good job in Brazil.

I also have an example of participative journalist I'm not saying citizen, because I don't want to have problems. Estado online, there is a section, called photo reporter, in which citizens can send photos to the newsroom, to cell phones, digital cameras, and other devices. And these [inaudible] one of the first Brazilian relationships with the Internet between a traditional media and a participative journalist. But they only pay for the photo reporter if the photo appears on the print newspaper, which it they sell to its agency.

Some considerations. I stop to breathe. Before I start talking about the web TVs. Brazil's online journalism is a work in progress. However, in terms of multimedia's tools, such as video and sound, it still has a long way to go. In spite of these challenges, you can also observe other types of media convergence. Three national examples of Brazilian television that are produced especially for Internet broadcast. Internet television has been able to broadcast videos in real-time, available 24 hours a day, live and on-demand. In addition, these three channels are creating their own content, which in the end gives the public more options. They are able to provide more regionalized and local coverage. There are three. You have to pay just for UOL TV. And AllTV is free access, and Terra TV is free access too.

So about TV UOL. UOL News is a journalism channel, call it interactive, and is anchored by a journalist; she used to work in television for many years. Brings daily news and analytical bulletins in real time. It also broadcasts live and on demand, the contents of Band news and Band sports channel of Open TV.

TV Terra is free to audience. Interactive Terra broadcasts TV Terra eight hours live daily, and also on-demand. The Terra news features three daily bulletins, according

to corporate audience. Distributes twenty subjects a day. They work with digital cameras, even a simple one, because so freelancer can circulate the material. They send in stories from places that rarely appear in the news covered by international agencies, international media doing that are doing the coverage.

The last one is AllTV. So, this AllTV is the first television especially for the Internet. The language follows a different concept. It remembers the style of FM radio, without definitive scripts. Planning to remain on air 24 hours, live and on-demand. Interaction process with the Internet user through webcams. There is a small video monitor; there's sound, but mainly the image doesn't have a good quality, I think, even in high-speed connections. Also, the live bulletins by web reporters and the purpose is to be global, not local. They say this.

Things to think about: the news media ah, the news web portals in Brazil are the main entrances of the majority of the online media in Brazil. So it's necessary to think deeply when writing a headline in the portal homepage. Because it determines the audience. According to and also print newspapers don't care too much about the headlines, because they have subscriptions that cover the expenses. According to [inaudible], the editor, the Jornal Terra editor, you have to ah, it's necessary balance when doing the headline for online, these portals, because public interest, the interests of the public are not the same, you have to take care of this. And also, you can see, the news coverage is very similar in some cases in Brazil online, in journalist TV, or newspaper. One of these reasons why it happens is because of the economic situation. The online newsroom, in general, has fewer journalists working - practically all sharing the same international agencies and the same source of information, without being able to produce their own content.

The last part. Some perspectives about Brazilian online journalism. I think there is interactivity. It's increasing, between blogs and online newspapers. Maybe a kind of participative journalism is beginning, is really beginning. We are also waiting for some definition about government, about the digital TV. Increase of broadband. In addition to the journalism printed matter, the online news depends on the facts, mainly at times of big coverage. Elections, world cup, and wars. The expectations for this semester in Brazil turn mainly around the sport news, because of the World Cup, [inaudible] corporate audience. And for the second semester you have the presidential election, like here. Another important trend in the media convergence between cell phones and online journalists, online newspapers, TV, and Broad/PodCasting. And also in Brazil, we have eight million cell phones. More people have access to cell phones than computer and Internet access. And they are trying to make, to work better this option. Now I'm trying to connect some No? [inaudible] No? Yeah? OK. Thank you.

[applause]