

# Think Sideways

*Because the audience is  
up to something...*



# Is there a future for radio?

Yes



No



# Can it survive in isolation?



Yes



No



**Thank You!**

**Questions?**



# Actually there's no future for radio...

- ◆ ...in analogue isolation
- ◆ But a HUGE future for audio on several platforms, especially when they mutually interact



# Hurrah for Disruptive Thinking

- ◆ **Countless business would have died without disruptive thinking.**
  - **Light**
  - **Telephony**
  - **Photography**
  - ***Why not broadcasting?***





# Car Makers

- ◆ Toyota – Cost
- ◆ Tap creativity from suppliers through creative friction.
- ◆ Long term relationships
- ◆ Encourages collaboration & conversations
- ◆ Quick problem solving
- ◆ GM – Price
- ◆ Top down total design.
- ◆ No incentive to share ideas– GM will share them with your cheaper competitors.



# Why am I concerned about radio?



**Something's wrong  
with my radio...**



**It plays the same 5  
songs over and over**

# Changes



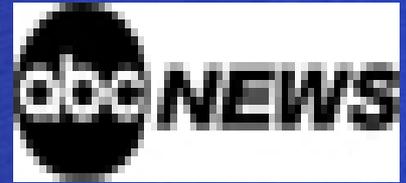
- ◆ The World is changing through the influence of all kinds of media...



# US Radio Payola Scandals

By BRIAN ROSS

Feb. 9, 2006 — Hundreds of radio stations are under investigation by the Federal Communications Commission in the payola scandal rocking the music industry, ABC has learned.



# Great Resources

[www.stateofthenewsmedia.org/2006/index.asp](http://www.stateofthenewsmedia.org/2006/index.asp)

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PROJECT FOR EXCELLENCE IN JOURNALISM

## THE STATE OF THE NEWS MEDIA 2006

AN ANNUAL REPORT ON AMERICAN JOURNALISM

	<b>Radio</b>	Search Report <input type="text"/>	<b>Go</b>
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**Chapters**

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### Intro

Technology is turning what we once thought of as radio into something broader — listening.

And listening will increasingly occur across a range of devices, from computers to PDAs and cell phones, from satellite receivers to new high- definition radios.

The strategies of programmers for winning audiences and revenue in this new landscape for the moment range the gamut — everything from ultra-niche programming to the broad eclecticism of letting computers randomly select music from all formats at once.

We even see competing trends in ownership. While some companies continue to consolidate, at least one major player in radio is moving to break in two.

As all this occurs, several questions that might have been inconceivable just a few years ago are now worth asking.

Will traditional or "terrestrial" radio fade as new technologies replace it? Or will all the old media merely be supplemented by the new, with each commanding less of people's time? If that occurs, what will it mean about the resources of radio newsgathering if there are fewer people listening, or listening for less time each day? The answers may be profoundly influenced by new ways of measuring audiences that could topple the traditional foundation upon which radio advertising rates and economics are built.

Already radio news has changed from something that was once heavily local and widely available to something that exists largely on select stations specifically formatted for



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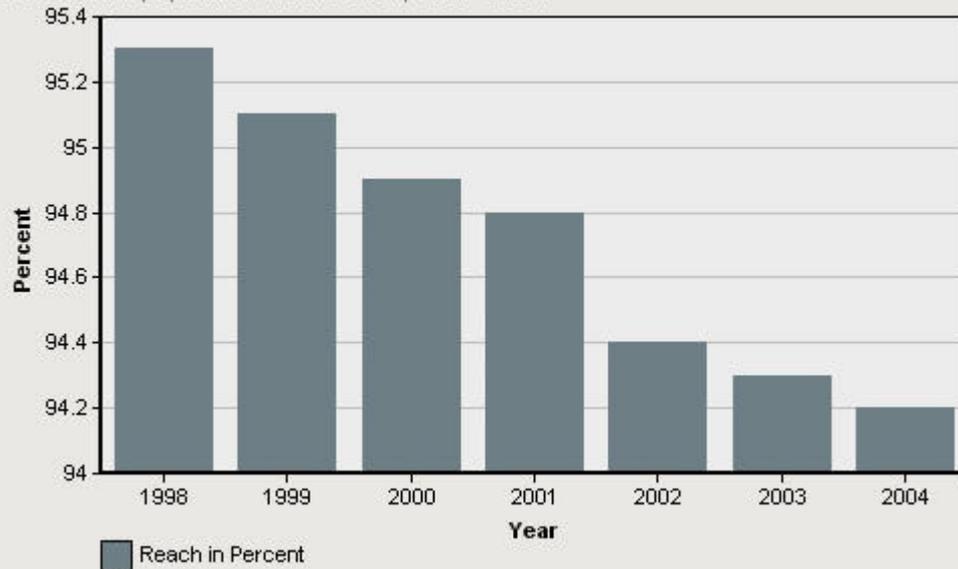
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# Great Resources

[www.stateofthenewsmedia.org/2006/index.asp](http://www.stateofthenewsmedia.org/2006/index.asp)

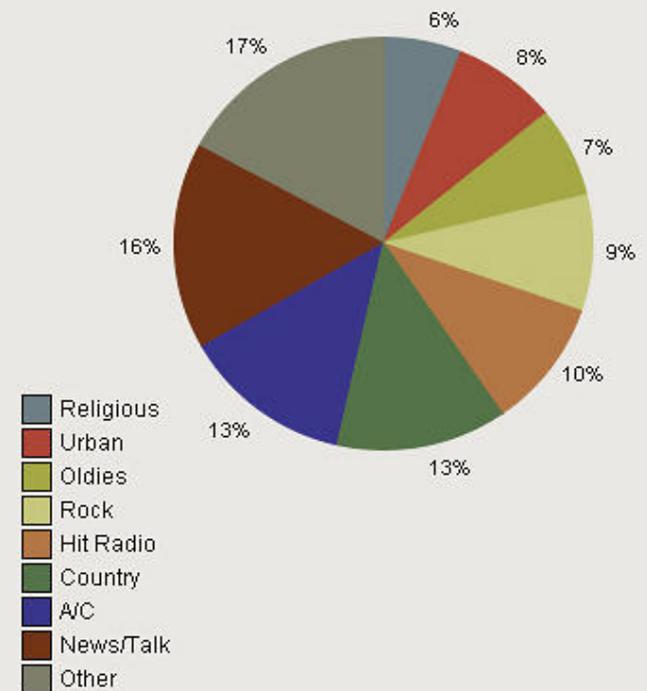
## Radio Reach

Percent of the population 12 and older, 1998 - 2004



## What Radio Formats People Listen To, 2004

Percent of the population 12 and older, 2004



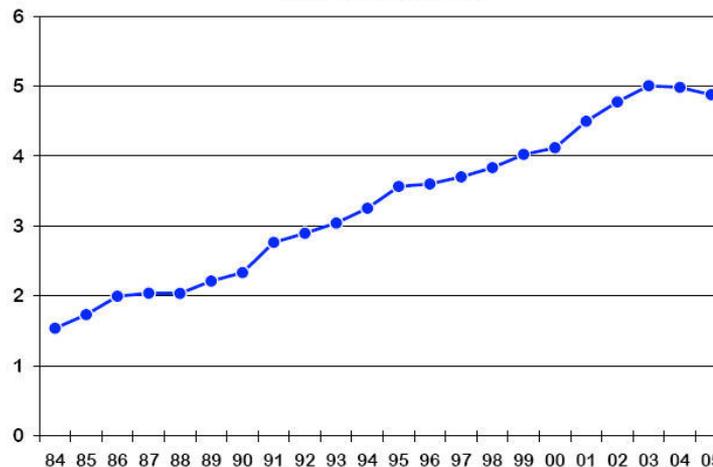
Source: Arbitron

\* Figures in chart have been rounded.

**INTERIM REPORT 4**

**AN HISTORIC LOSS  
OF MOMENTUM**

**Public Radio's Share**  
(M-S 6a-12m Persons 12+)  
Arbitron Nationwide



**Graph 3**

After decades of growth, public radio's share has not increased since 2003. Its loss of upward share momentum suggests a decreased ability by its programming to compete.

<http://www.rrconline.org/reports/pdf/>

**INTERIM REPORT 4**

**AN HISTORIC LOSS  
OF MOMENTUM**

**As less US citizens listened to radio,  
relatively more listened to public radio.**

**But that growth has stalled at a mere 5% of  
all radio listening and is now declining...**

**Has it become unsustainable already?**

# Trapped By Routine

- ◆ The world is changing though the influence of several kinds of cheap, ubiquitous communication....
- ◆ The problem is not “new” media, it’s the legacy of the old that refuses to sign-off!



# Trapped By Routine Excuses

- ◆ *Haven't got time for the future, I am on the air in an hour.*
- ◆ *I don't have extra time/money to experiment*
- ◆ *The suits upstairs will figure it out?*
- ◆ *I don't know/care who listens*
- ◆ *It's so much easier to do nothing*

# Delusion

- ◆ I have (had) millions of listeners



# The world is complex..



# Yet Success is Simple....

1996



1997



1998



1999



# The Simple Interface

1996

1997

1998

1999

2000

2001

2002

2003

2004

2005



# The Simple Interface

Make Yahoo! your home page Yahoo! Toolbar - Protect your PC

Finance | Music | HotJobs | **YAHOO!** | Mail | My Yahoo! | Messenger

Select Category: **Web** | Images | Video | Audio | Directory | Local | News | Shopping

Search the Web:  **Yahoo! Search** Advanced My Web Answers

**Yahoo! Music and Pepsi Smash** - Watch: The Darkness, Natasha Bedingfield, Ray J, more

Check your mail status: [Sign In](#) Free mail: [Sign Up](#)

360° Autos	Horoscopes	Movies	Real Estate
Finance	HotJobs	Music	Shopping
Games	Kids	My Yahoo!	Sports
GeoCities	Local	News	Travel
Groups	Mail	People Search	TV
Health	Maps	Personals	Yellow Pages
	Mobile	Photos	<b>All Y! Services...</b>

**Yahoo! Video Games**  
Preview The Legend of Zelda and more hot games for 2006.

**In the News** 8:09pm, Sat Jan 14

- Zawahiri said not killed in Pakistan airstrike
- Chief Saddam trial judge submits resignation
- Alito appears poised to join Supreme Court
- Iranian leader defends nucle
- Racial equality has improved
- Capsule set to bring comet
- Oscar winner Shelley Winte
- Figure Skating - NBA - NFL

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Enter City or U.S. Zip Code

Save location on this page

**Marketplace**

 Blockbuster On Unlimited dvd re your door. Start \$9.99.

30-Year mortgage rates still l as low as \$494/mo. Intro - \*Te

What's your credit score 560? it free.

Yahoo! DSL - Starting at \$14. fast DSL for the price of dial-u

**Yahoo! Widgets**  
Keep the stuff that matters on your desktop.  
Choose from 1,000s of Widgets:  
• Get Live Weather  
• Display Your Photos  
• Access Your Calendar  
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Web Hosting	Sell Online	Personal Website	Downloads
Domain Names	Search Listings	Live NCAA Audio	HotJobs

**Entertainment** [More Entertainment](#)

 **Idol Fever**

- Watch interviews with 'Idol' stars Carrie & Bo
- Pamela Anderson takes on Colonel Sanders
- 'Baywatch' star David Hasselhoff files for divorce
- Axl Rose sues Beverly Hills auto dealer

**Buzz Log - What the world is searching for** [More Buzz](#)

 **Hunky Bachelor**

Still secretly in love with 'The Bachelor'? Guilty pleasures abound in our reality TV wrapup. [More...](#)

**Popular Reality TV Searches**

1. The Bachelor	3. Dancing With the Stars
2. Celebrity Fit Club	4. Skating With Celebrities

J.P.Marks@gmail.com

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# Google Mar 2006



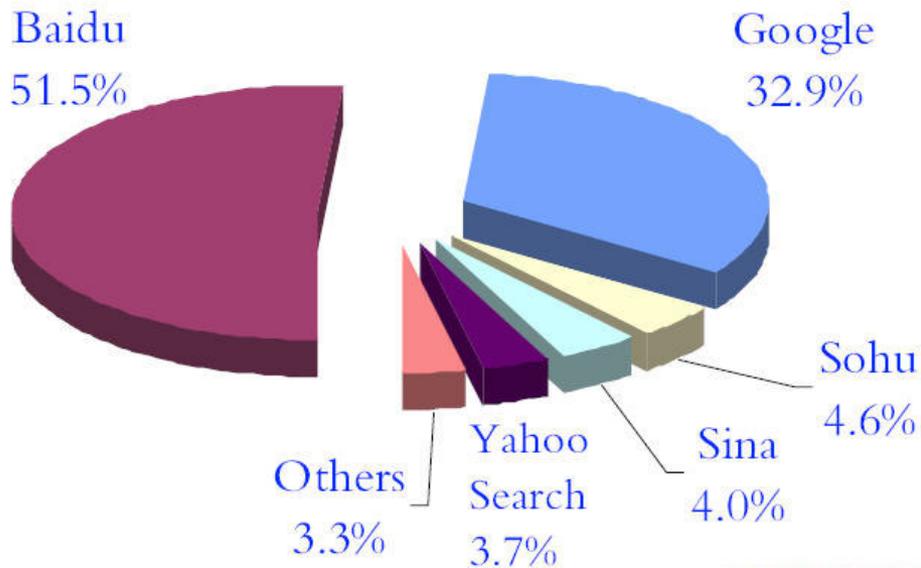
As of January 2006, Google has indexed  
9.7 billion web pages,  
+ 1.3 billion images,  
+ 1 billion Usenet messages  
= over 12 billion items

**Over 200 million searches a day**  
**100 regional Googles...**



# Not No.1 in China

## Market Share (Beijing)



Blogs, vlogs, wikis still fighting for credibility. No-one cares how many web pages there are now.



Currently tracking 27.5 million sites and 2 billion links.

[Member Sign In](#) [Sign Up](#) [Help](#) [About](#)



[Search](#) [Tags](#) [Blog Finder](#) [Explore](#)



Search 27.5 million blogs for the latest on: [Options](#)

**SEARCH**

Top Searches  
"Mohammed Cartoon"  
Grammy  
Songbird  
Zillow  
"Sly Stone"  
[More in Search >>](#)

Hot Tags  
Islam  
Bush  
Cartoons  
thursday thirteen  
mohammed cartoon  
[More in Tags >>](#)

Featured Blog [Add Yours!](#)  
**AMERICANA SIMPLICISSIMA**  
By michel cahier, Tagged America, New World, USA...  
  
[More in Blog Finder >>](#)

# New Search Engines



For broadband users



Enter your video search here:

Use at least 3 words in your query

safe  unfiltered

Add a [blinkx.tv](#) search box to your website  
Make your content available in [blinkx.tv](#)

[about blinkx.tv](#) :: [www.blinkx.com](#) :: [feedback@blinkx.com](#)



Blinkx - Microsoft Internet Explorer

Adres <http://emea-search.blinkx.com/BlinkxTV/ls.jsp?q=africa+debt&dc> Ga naar

Bestand Bewerken Beeld Snagit Koppelingen ABC Art Norton Internet Security

Google Search Web AutoFill Options Norton Antivirus

**blinkx** BETA TV

Pages: 1 2 3 4 5

TV search for broadband users ? Help

Sort by: Relevance Date

Sorted by: Relevance

Refine Search:

Click on a blue video title to access the video for that result

Go to main page

africa debt

Use at least 3 words

Create Smart Folder

What are smart folders?

safe unfiltered

All Video

web video

BBC NEWS

ITN

SKY

FOX NEWS

CNN

Bloomberg

REUTERS

REVS.TV

C-SPAN.org

C-SPAN2

MSNBC News

NBC

abc

CBS.com

HBO

ESPN

The CW Network

movies

Entertainment

**CNN 17:30 04/06/2005 [full video]** [subscription site](#)

in the country house the family enterprise but the company back in the cooking oil industry in East Africa these stories and more coming up on this edition of Inside Africa the debt welcome Kabul was the denying that Africa is suffering from an image problem all that's what Tanzanian president of

**CNN** CNN 17:30 04/06/2005 [www.cnn.com](http://www.cnn.com)

**'Mr. And Mrs. Smith' Premieres**

great." Jolie was much more forthcoming with her opinion on the Washington meeting Tuesday (June 7) between U.S. President Bush and British Prime Minister Tony Blair regarding debt relief in Africa. The two world leaders said they were close to a deal that would cancel 100 percent of Africa's debt.

**REUTERS** 8/06/2005 [www.reuters.com](http://www.reuters.com)

**MSNBC News 07:00 07/06/2005**

To get from the industrialized nations a major new commitment of aid to africa and debt forgiveness for countris in africa. President bush making clear well in advance that the U.S. Is willing to help but not as much as prime minister blair wants and blair is saying in interviews today that he

**MSNBC News 07:00 07/06/2005** [www.msnbc.com](http://www.msnbc.com)

**CNN 07:30 20/02/2005 [full video]** [subscription site](#)

those sub-Saharan Africa's debt which is something most of them ninety five billion dollars the Iraqi debt write off who represents almost half of the total debts of sub-Saharan Africa and by the way all of the sub-Saharan African countries are not included in that depicts initiative and therefore

**CNN** CNN 07:30 20/02/2005 [www.cnn.com](http://www.cnn.com)

**BBC News: Bush 'to pledge Africa aid cash'**

a ofthe V of the victims of pouring cold water on Green Tony Blair temporary leader of the world's richest countries club arrived here desperate for agreement with George Bush about a transforming deal for Africa at the corner Blair world and Africa is watching too this is the Sudanese television

**BBC NEWS** 17:46 07/06/2005 [news.bbc.co.uk](http://news.bbc.co.uk)

**CNN 17:30 19/02/2005 [full video]** [subscription site](#)

at those sub-Saharan Africa's debt which is something most of them ninety five billion dollars it killed the Iraqi debt write off who represents almost half of the total debts of sub-Saharan Africa and by the way all of the sub-Saharan African countries are not included in that depicts initiative

**CNN** CNN 17:30 19/02/2005 [www.cnn.com](http://www.cnn.com)

**Sky News 21:30 07/06/2005**

and one in six children died before the eighty five Britain hopes that extra money from the world's wealthiest countries would not wipe out

Gereed Internet

VerdictOnCars

 All Radio

LIVE (365).COM

BBC RADIO

n p r

 Voice of America

 Gereed

# Context as important as content

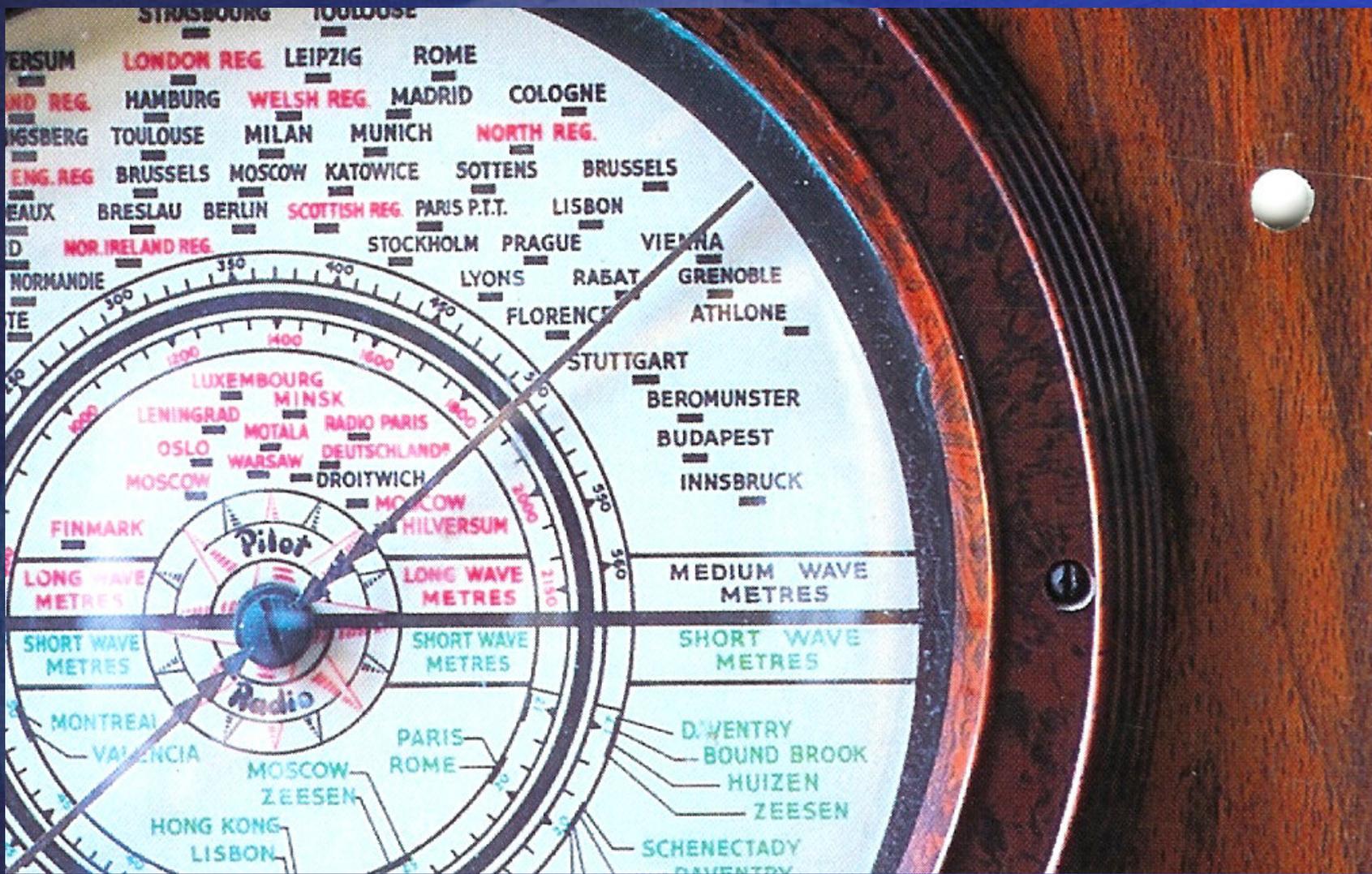


Suranga Chandratillake

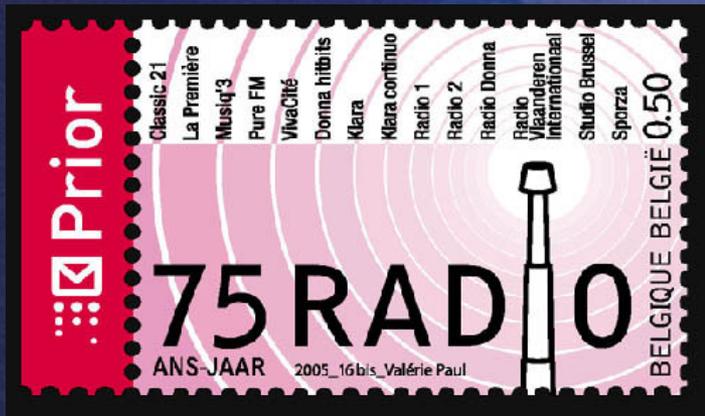
# And where are the radio search engines?

The screenshot shows the PodShow podcast network website. At the top left is the PodShow logo with the tagline "podcast network". To the right is a "Featured Podcasts" tab. Below this is a grid of 24 podcast thumbnails, including "The Rock and Roll Geek Show", "THE SKINNY ON SPORTS", "DAILY SOURCE CODES", "Daddy cast", "Gillmor Gang", "ACCIDENT HASH", "Fly With Me", "sound seeing tours", "Yeast Radio", "Digital Flotsam .org", "tartan podcast", "The Scene Zine", "in over your head", "EXTRA SUPER ACTION SHOW", "bandtrax .net", and "ROCK AND ROLL GEEKS INDIE CAST". At the bottom of the grid are logos for "podsafe music network", "Podcast Alley", "indiepodder", and "CastBlaster". Below the grid, the text "Check out this PodShow podcast!" is displayed in blue and green.





**Great shows, lousy interface**



# Wavelength?



Word Air Traffic Controller.



RADIO 538

PROGRAMMA'S

MUSIC & CHARTS

EVENTS

ENTERTAINMENT

MOBILE

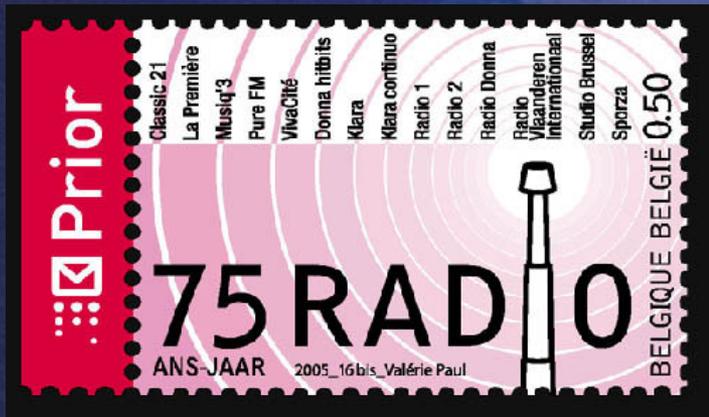
STUDIE & CARRIÈRE

RADIO 538



# RADIO 538 IBIZA WEEK

WIN ELK PROGRAMMA EEN REIS NAAR IBIZA



# Frequencies?



Where is the electronic programme guide for live radio? Will DAB ever get the same “look and feel” as the iPod?



# I hope so! *And fast....*



### iTunes 6

The best digital jukebox and #1 music download store.



#### Music Videos + TV Shows

Shop for them 24/7. Watch them at home. Take them on the road. Buy high-quality, ad-free music videos and TV shows for just \$1.99, sync them to the new iPod and go.

Browse and buy more than 2,000 music videos, plus your favorite ABC and Disney shows, including *Lost* and *Desperate Housewives*.

#### iTunes 6

Import your CDs and download music, videos, podcasts and audiobooks, then sync, share and stream.

#### Give Music

Buy and send music and videos as gifts to anyone with an email address. Buy Music Cards and gift certificates.

#### Customer Reviews

Post your own customer reviews and ratings, and read what other fans have to say about music on iTunes.

# I hope so! And fast....



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The best digital jukebox and #1 music download store.



**Free Download**  
For Mac and Windows

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# iPod + iTunes

For Mac and Windows

Now **NEW 4.9** with Podcasting



The best digital jukebox, with the #1 music download store inside.

Setting a new milestone for the digital music business, the iTunes Music Store has sold more than 430 million songs, providing music fans with the best music download experience on Mac or PC. Now iTunes offers even more ways to discover and enjoy music.



# In two days, 1 million subscriptions

# July 2005

# What is podcasting?

- ◆ It is the electronic programme guide for radio.
- ◆ A free audio subscription service.
- ◆ You choose your favourite programmes from a list on the web.
- ◆ The latest edition is then always on your i-Pod.



# Benchmark after 18 months?

- ◆ About 10,000 podcasts.
- ◆ Simple production software appearing.
- ◆ BBC, NPR, Radio Sweden, Denmarks Radio, Dutch public broadcasting reporting encouraging results.



**radiocast.nl**  
het luisteraanbod van de Publieke Omroep

Selecteer op terug naar de f

titel  zender  omroep  genre

**Giel**

 Hoogtepunten uit de ochtendshow van Giel Beelen.

**Datum:** 31-01-06  
**Aantal keren gedownload:** 14709  
**Website:** Naar de website

[download](#)  
[abonneer](#)  
[speel af](#)

# Podcasters – Now have a cause!



**Zoeken** [Printen](#)

**1. Zoeken op**

Zoeken op alle zoektermen (EN)  
 Zoeken op één van de zoektermen (OF)

**2. Rubrieken**

Actueel  Over Buma/Stemra  
 Lid worden  Uw webaccount  
 Muziek gebruik

**Geen resultaten gevonden**

## PODCASTEN: EEN HANDLEIDING VOOR PARTICULIEREN

### ***Ik wil muziek gebruiken in mijn podcast. Wat moet ik doen?***

Bent u een particulier, dan moet u auteursrechtelijke toestemming verkrijgen bij Buma/Stemra (zie [www.bumastemra.nl](http://www.bumastemra.nl)) en bij de maatschappij die het muziekstuk dat u wilt gebruiken heeft uitgegeven.

### ***Hoe weet ik welke maatschappij dat is?***

Als u een cd heeft, kijkt u op het hoesje. Daar staat de maatschappij op vermeld.

Als u een track heeft gedownload via, bijvoorbeeld iTunes, kunt u op die site vinden welke platenmaatschappij u moet hebben. Daarnaast kunt u altijd zoeken op internet naar de site van de uitvoerende artiest, die meestal beheerd wordt door de betreffende platenmaatschappij. Via onze ledenlijst kunt u zien hoe u in contact komt met deze maatschappij.

### ***Ik kan de maatschappij met geen mogelijkheid vinden. Wat nu?***

Als u er echt niet uitkomt, stuurt u een mailtje naar [info@nvpi.nl](mailto:info@nvpi.nl).

### ***Wat gebeurt er als ik geen toestemming vraag?***

Als u muziek aanbiedt zonder dat daar toestemming voor is, handelt u onrechtmatig.

De wet maakt het de rechthebbenden mogelijk een schadevergoeding te eisen.

*Aan deze tekst kunnen geen rechten worden ontleend.*

# Popecasting



The 'Oude Kerk' (Old Church) in Amsterdam

## CI#73 - Soundseeing Tour of the Old Church in Amsterdam's Red Light District

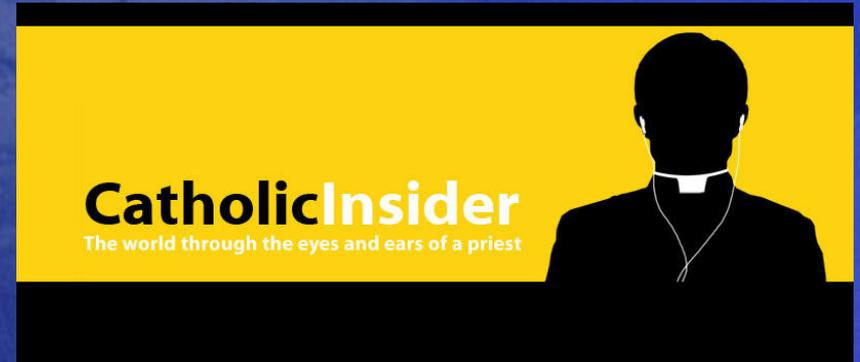
Join me as I visit the beautiful Old Church in the heart of Amsterdam. An age-old oasis of peace and beauty in the busy heart of the capital's Red Light District...

- [English website about the 'Oude Kerk' in Amsterdam](#)

Fr. Roderick



- [Direct link to the show](#)
- [Subscribe to the feed](#)
- [Subscribe with iTunes](#)

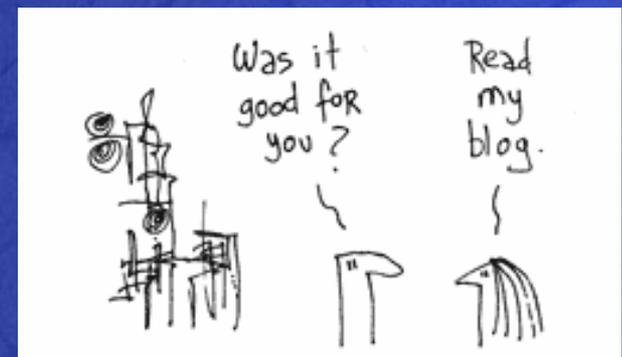




**But no  
coordinated  
effort by (intl)  
broadcasters  
to be part of  
i-Tunes,  
Google, etc.**

# Podcasts cannot

- ◆ Deliver breaking news...on demand to device not streaming
- ◆ be used like a blog. Finite number of hours for listening.
- ◆ Not as easy to scan what you want and send that bit to someone else. I scan 80 blogs, listen to 1 or 2 podcasts per day.



# Podcasting still niche?

- ◆ Biased (now) towards younger males.
- ◆ Tech savvy to work out how to do it
- ◆ 1% podcasts have 100,000 downloads per show. Most have more people making it than listening...
- ◆ Producer pays for the bandwidth!!

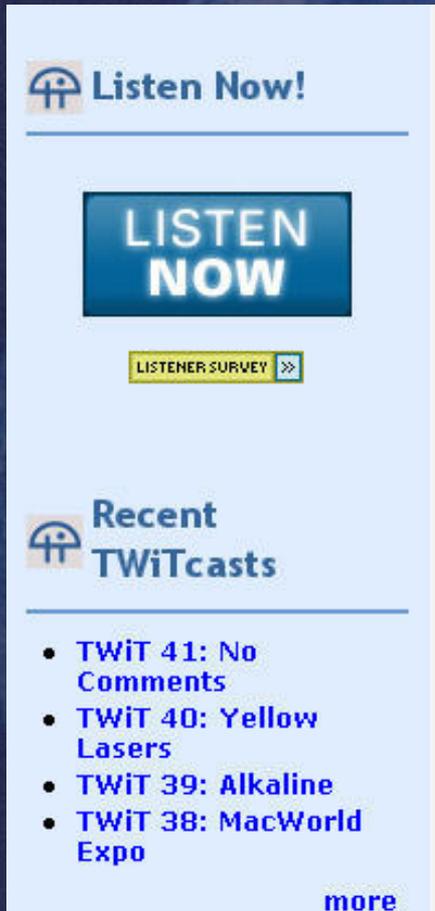


# The Extremes

- ◆ “Everyone is their own broadcaster. Give them equipment and they will make their own shows. *Nope...*
- ◆ Broadcasting will remain the way it is for my lifetime. *This is an out-of-business model*



# Some results after 18 months



The screenshot shows a mobile application interface for podcast listening. At the top, there is a "Listen Now!" button with a speaker icon. Below it is a large "LISTEN NOW" button. A "LISTENER SURVEY" button is also visible. The section is titled "Recent TWiTcasts" and lists four items:

- TWiT 41: No Comments
- TWiT 40: Yellow Lasers
- TWiT 39: Alkaline
- TWiT 38: MacWorld Expo

A "more" link is located at the bottom right of the list.

- ◆ Shake out already starting
- ◆ “podfading” affecting some people “being original is a lot of work”
- ◆ Most have only a few hundred listeners. Top shows, like TWiT, have 233,000 downloads PER show, using 1 GB of bandwidth.

# Some results after 18 months

**BBC**

Download and Podcast Trial figures - December 2005

	Programme	Monthly downloads
1	Best of Movies (Radio 1)	446,809
2	Today 8.10 Interview (Radio 4)	413,492
3	Documentary Archive (World Service)	211,593
4	From Our Own Correspondent (Radio 4)	179,696
5	In Our Time (Radio 4)	145,588
6	Mark Kermode's Film Reviews (Five Live)	99,947
7	Chris Evans - The Best Bits (Radio 2)	70,355
8	Go Digital (World Service)	59,957
9	Fighting Talk (Five Live)	41,287
10	Sportsworld (Five Live)	38,827
11	Talking 6 Music (6 Music)	17,527
12	File on 4 (Radio 4)	13,347
13	Big Toe Clippings (BBC 7)	11,729
14	Rooze Haftom (Persian)	6,489
15	TX UnLtd (1Xtra)	4,564
16	Film Café (Asian Network)	4,335
17	The Weekender (Radio Northampton)	3,194
18	Letter to Gaelic Learners (Radio nan Gaidheal)	2,796
19	In Business (Radio 4)	Off-air
20	The Rumour Mill (Five Live)	Off-air

# Some results after 18 months

**SR** WEBBRADIO OM SR NYHETER: [Berlusconi fälld av granskningsnämnd](#)  SÖ

P1 P2 P3 P4 EKOT RADIOSPORTEN ALLA KANALER PROGRAM & TABLÄR

Sveriges Radio P2 A - Ö Klassiskt och nutida Jazz Folk- och världsmusik Mix Om musik SR International

Mozart i P2 SR Mozart

## Mozart i P2

Jubileumsåret 2006

[Mozart i P2 - hem](#)  
[Lyssna på Mozartdagen](#)  
[Poddradio](#)  
[Spellistor P2](#)

[SR Mozart](#)

Kontakta oss:  
[m Mozart@sr.se](mailto:m Mozart@sr.se)



Sveriges Radio är först i världen med operaprogram som poddradio.

### About Swedish Radio's Mozart podradio

[Get podradio xml links](#)

Swedish Radio broadens its platforms for radio broadcasting by launching 25 hours of podcast with music by Mozart performed by Swedish artists. The first series of pod programmes will feature historical recordings from the Royal Opera House, Stockholm recorded during the 1940th and 1950th. The release date is on Mozart's birthday Friday 27 January.

[Get podradio xml links](#)

[Utskriftsvänligt format](#)  
[Tillbaka](#)

**27**  
januari  
1756

### Mozartalmanackan

**Vardagar 11.45-12.00**  
**söndagar 10.45-11.00**  
[Läs mer](#)

Lyssna:

- [Måndag](#)
- [Tisdag](#)
- [Onsdag](#)
- [Torsdag](#)
- [Fredag](#)
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- [Söndag](#)

# Some results after 18 months

The screenshot shows the SR International website for English content. At the top, there is a navigation bar with the SR logo, a speaker icon, and links for WEBBRADIO, OM SR, and NYHETER: [Allt färre går på bio](#). A search bar with the text 'SÖK' is on the right. Below this is a menu with options: P1, P2, P3, P4, EKOT, RADIOSPORTEN, ALLA KANALER, and PROGRAM & TABLÅER. The main header area includes 'SR International - Radio Sweden' and a language selection dropdown set to 'Choose a language'. Below the header, the page is titled 'English -- Engelska'. On the left, there are two main sections: 'TIMES AND FREQUENCIES' with links to [Stockholm \(Changes!\)](#), [DRM Tests](#), [Europe, Africa, Mid East](#), [North America](#), [Asia and Pacific](#), and [Get a Schedule](#); and 'PROGRAMS' with links to [Our Programs](#), [Inside Sweden](#), [Literary 5 \(NEW\)](#), [Spectrum](#), and [edge](#). The central content area is titled 'News' and lists several articles: [Far-Right Swedish Party Publishes Mohammed Cartoons](#), [No "Social Tourism" from New EU Member States](#), [Jobless Rate Unchanged](#), [Armenian Visit to Sweden](#), [Conscript Shot Dead During Drill](#), [SAS Back in the Black](#), and [Thursday's Weather](#). A link to [News page](#) is also present. Below the news list is the heading 'Radio Sweden Thursday'. On the right side, there are four buttons: 'DAILY PROGRAM', 'DOWLOAD', 'INSIDE SWEDEN', and 'DOWLOAD'. Below these buttons is a note: 'You need the Real Player to listen'. At the bottom right, there is a logo for 'SR Mozart'.

“40,000 downloads a month”

# **I-pod popularity 2006**

- ◆ **Sold 14 million iPods last quarter 2005**
- ◆ **= 100 per minute. That means they've now sold over 42 million iPods**
- ◆ **“We have sold over 1 billion songs on iTunes”.**
- ◆ **Our market share— 83%.**
- ◆ **Apple launched video October 12th - sold over 9 million videos.**
- ◆ **Just added sports from ABC and ESPN**
- ◆ **Chrysler- first American manufacture to offer iPod integration. “Over 40% of the cars sold in 2006 will offer iPod integration.”**

# Co-Creation

## ◆ Apple, Nike

The screenshot shows the AppleInsider website interface. At the top, the site name "AppleInsider" is on the left, and the stock price "AAPL: 34.13 (0.00)" is on the right. A search bar is located below the stock price. The navigation menu includes "Home", "News", "Archives", "Polls", "Anonymous Mailer", "Submit Story", "Forums", "Chat", "Search", "Advertising", "Contact Us", and "Free Magazines". A prominent orange banner reads "Donate now at USAfreedomcc". The main content area is dated "Monday, December 22, 2003" and features the article "Apple preparing low-cost iPods for market" by Kasper Jade, published at 12:00 PM EST. The article text discusses the success of the iPod and rumors of a \$100 model. An advertisement for "IQ QUEST" is partially visible on the right side of the article. The Windows taskbar at the bottom shows the "start" button and several open applications: "Inbox - Microsoft Ou...", "Main Catalog - Nelso...", and "palma".



# "Multimedia isn't new, it's now"



Mobile



DVB-X



Internet

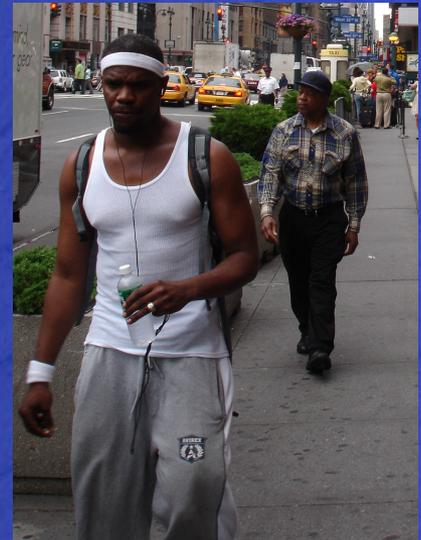
# Technology enables new sorts of conversations....



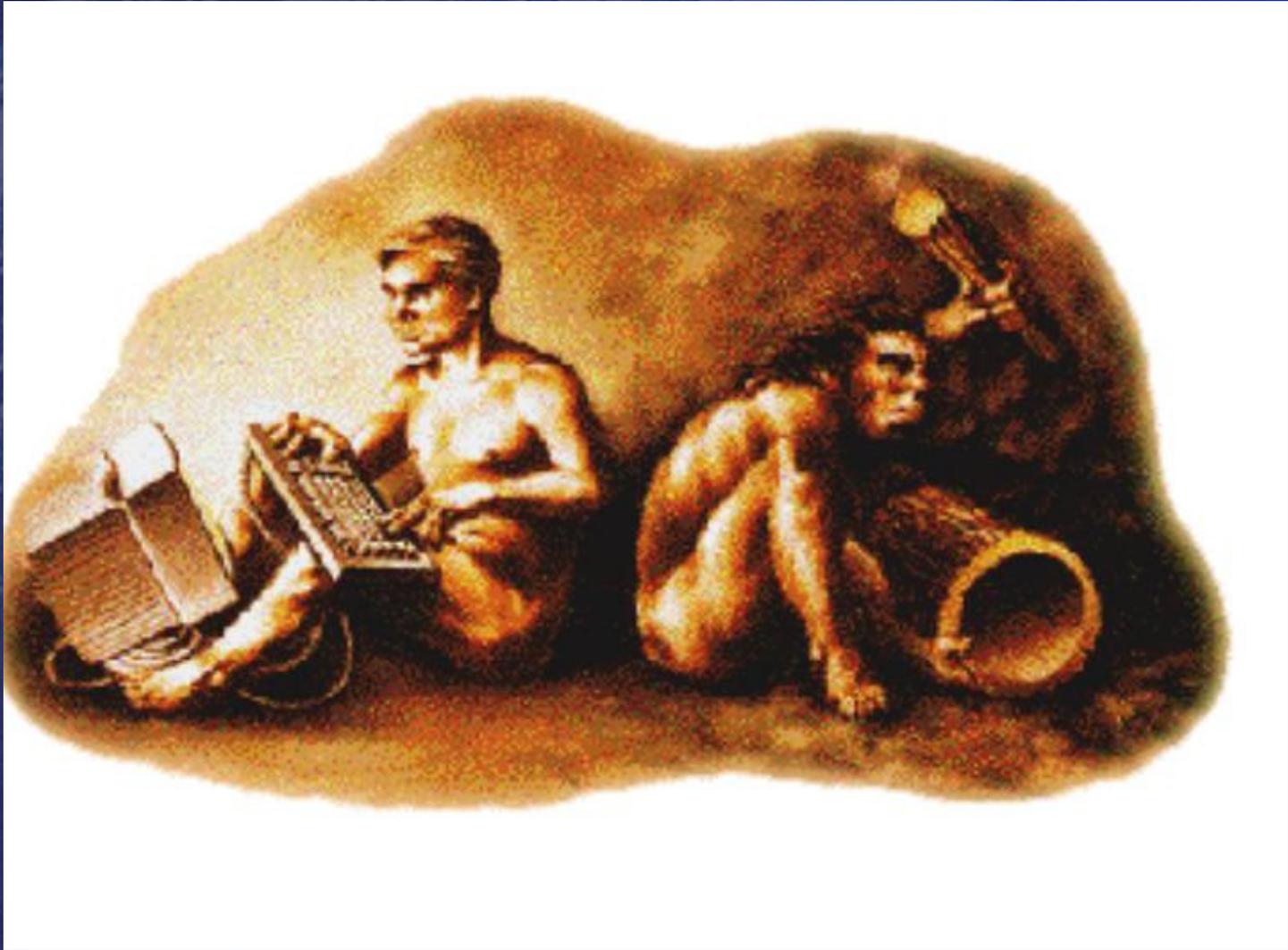
**Myth-**

**People want to  
interact with your  
TV/Radio station**

***no, they want to  
interact with their  
friends with content  
from your station***



# Rise of Social Media

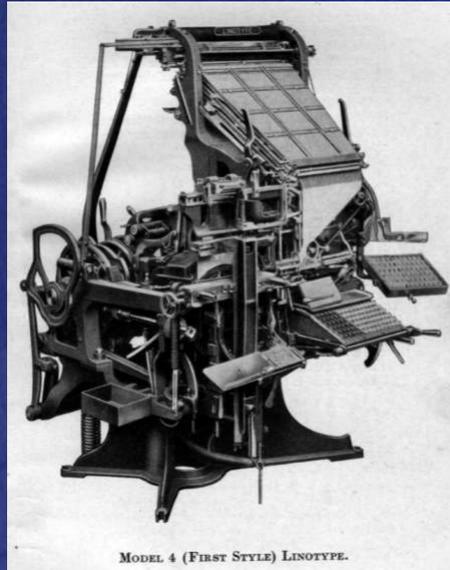


# Cost & Speed of Publishing

Copying

Linotype

IT publishing



# History of the Web

- ◆ 1994: Browse (DoubleClick, Akamai)
- ◆ 1999: Search
- ◆ 2004: Pod/vidcast (Adsense, BitTorrent)
- ◆ 2006: Community. Folksonomy (Tagging)

# WIKIPEDIA

## English

*The Free Encyclopedia*

913 000+ articles

## Deutsch

*Die freie Enzyklopädie*

340 000+ Artikel

## Français

*L'encyclopédie libre*

221 000+ articles

## 日本語

フリー百科事典

172 000+ 記事

## Polski

*Wolna Encyklopedia*

161 000+ haseł

## Italiano

*L'enciclopedia libera*

131 000+ articoli

## Svenska

*Den fria encyklopedin*

127 000+ artiklar

## Nederlands

*De vrije encyclopedie*

121 000+ artikelen

## Português

*A enciclopédia livre*

94 000+ artigos

## Español

*La enciclopedia libre*

85 000+ artículos





WIKIPEDIA  
The Free Encyclopedia

Your continued donations keep Wikipedia running!

## Main Page

From Wikipedia, the free encyclopedia

Welcome to [Wikipedia](#), the free encyclopedia that [anyone can edit](#).

In this English version, started in 2001, we are currently working on [963,010](#) articles.

[Wikipedia FAQs](#) - [Categories](#) - [A-Z](#) - [Portals](#) - [Ask a question](#) - [Site news](#) - [Donations](#)  
[Culture](#) | [Geography](#) | [History](#) | [Mathematics](#) | [People](#) | [Science](#) | [Society](#) | [Technology](#)

### Navigation

- [Main Page](#)
- [Community Portal](#)
- [Current events](#)
- [Recent changes](#)
- [Random article](#)
- [Help](#)
- [Contact Wikipedia](#)
- [Donations](#)

### Search




### Toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Printable version](#)
- [Permanent link](#)
- [Cite this article](#)

### Today's featured article



**Mount St. Helens** is an active [stratovolcano](#) in [Skamania County, Washington](#), in the [Pacific Northwest](#) region of the [United States](#). It was named for British diplomat [Lord St Helens](#) who was a friend of [George Vancouver](#), an explorer who made a survey of the area in the late 18th century. It is the only currently active volcano in the [Continental United States](#). It is most famous for the catastrophic eruption on [May 18, 1980](#). That eruption was the most deadly and economically destructive volcanic eruption in the history of the United States. Fifty-seven people were killed and 200 homes, 47 bridges, 15 miles (24 km) of railways and 185 miles (300 km) of highway were destroyed in a massive [debris avalanche](#). Like most other volcanoes in the Cascade Range, St. Helens is a great cone of rubble consisting of [lava](#) rock interlayered with [ash](#), [pumice](#) and other deposits. [\(more...\)](#)

Recently featured: [Sydney Riot of 1879](#) – [Sino-German cooperation](#) – [Hurricane Dennis](#)

[Archive](#) – [By email](#) – [More featured articles...](#)

### Selected anniversaries

**February 9: Ashurah** in [Shi'a Islam](#) (2006)

- 474 - As the seven-year old [Leo II](#) was deemed too young to rule, his father [Zeno](#) was [crowned](#) as the co-emperor of the [Byzantine Empire](#).
- 1895 - **Volleyball** *(pictured)* was invented at a YMCA in [Holyoke, Massachusetts](#).
- 1943 - **World War II**: The **Battle of Guadalcanal** in the [Solomon Islands](#) ended, giving the [Allied forces](#) a key victory in the [Pacific War](#) over the [Japanese military](#).
- 1950 - **Red scare**: Senator [Joseph McCarthy](#) accused the [U.S. State Department](#) of being filled with [communists](#).
- 1960 - [Joanne Woodward](#) was honored with the first star on the [Hollywood Walk of Fame](#).



Recent days: [February 8](#) – [February 7](#) – [February 6](#)

[Archive](#) – [By email](#) – [More anniversaries](#)

### In the news

- The first African case of the deadly [Bird Flu](#) is reported in [Nigeria](#).
- The [Tripoli Agreement](#) is signed, ending the [Chadian-Sudanese conflict](#).
- A virtual tie between [Óscar Arias](#) and [Ottón Solís](#) prompts a manual recount in the [Costa Rican presidential election](#).
- Islamic cleric [Abu Hamza al-Masri](#) is jailed by a [British](#) court for seven years after being found guilty of [inciting murder](#) and [race hate](#).
- [Stephen Harper](#) is sworn in as the 22nd [Prime Minister of Canada](#). Several of his [cabinet](#) selections prompt controversy.



[Wikinews](#) – [Recent deaths](#) – [More current events...](#)

### Did you know...

From Wikipedia's newest articles:

...that [Weingarten Abbey](#), a [Benedictine monastery](#) near [Ravensburg, Germany](#), which was founded in [1056](#), was once one of the richest [monasteries](#) in Southern Germany?



...that the [Dewan Rakyat](#) is prohibited from discussing the repeal of certain articles of the [Constitution of Malaysia](#)?

...that [scientific transliteration](#), a method used in linguistics to transliterate [Slavic languages](#) from the [Cyrillic](#) to the [Latin alphabet](#), was first standardized over a century ago based on the [Croatian alphabet](#)?

...that the [Islamic Republic of Iran Railways](#) add about 500 km of new track each year to their network with planned links to [Iraq](#), [Pakistan](#), and [Afghanistan](#)?

...that the [Ampulex wasp](#) can disable a [cockroach's escape reflex](#), and use the roach to feed its larva?

# 960,000 articles just in English



article discussion view source history

## Broadcasters

### Table of contents [hide]

- 1 Aim of this Broadcasters Tsunami Response Subsite
- 2 Navigation
- 3 UNESCO to aid Aceh broadcasters
- 4 Dart Center to Hold Conference April 15th
  - 4.1 Dart Report on Tsunami Coverage
- 5 European Commission Tsunami Disaster Website
- 6 ITU Secretary-General says readiness to use radio was lacking
- 7 Support from Broadcasting Unions in the World
  - 7.1 Overall Coordination Role by Asia Pacific Broadcasting Union
    - 7.1.1 Equipment Donations
    - 7.1.2 ABU TV Programmes Appeal
  - 7.2 Commonwealth Broadcasting Association
  - 7.3 European Broadcasting Union
- 8 Journalists & Trauma
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- 9 Tsunami Scams
- 10 National Geographic Call for Tsunami Footage
  - 10.1 About National Geographic Television & Film

#### navigation

- Main Page
- Community portal
- Current events
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#### search

#### toolbox

- What links here
- Related changes
- Special pages



- India
- Indonesia
- Sri Lanka
- Thailand

#### Resources:

- Further Links
- Technology for New Stations

#### Disclaimer

- Wiki's main page

[ edit ]

## Aim of this Broadcasters Tsunami Response Subsite

Hello, thanks for your continued interest.

Last month, Monday March 28th 2005, news came of another major earthquake in the region of Indonesia. The main part of this wiki and the Tsunami weblog <http://tsunamihelp.blogspot.com/> will update you on the news of the aftermath. This Broadcasters wiki will concentrate on keeping you up to date on how various organisations around the world have reacted to help **broadcasters** affected by the December 26th Earthquake and Tsunami, as well as the material damage caused by the earthquake on March 28th 2005.

Earthquake and Tsunami damage has put many smaller stations in the Indian Ocean region off the air and rebuilding work has only really just started. It would appear that media (both radio and TV) responded better during the earthquake on March 28th, but full response systems won't be in place until later in the year. During the March tsunami alert, the following All India Radio stations were noted with special broadcasts throughout the night.

Chennai 4920, 720 kHz Hyderabad 4800, 738 kHz Port Blair 4760 kHz Visakhapatnam 927 kHz Vijayawada 837 kHz

The 8.7 magnitude quake struck just after 11 pm local time on March 28th about 90 kilometres off Sumatra's western coast, and just north of Nias Island. The quake hasn't produced the kind of tsunamis that killed tens-of-thousands in the region in December. Thailand and Sri Lanka both issued tsunami warnings, but they were recalled shortly afterwards. The International Red Cross in Geneva said all their terrestrial mobile phone systems went down immediately following the quake and so they weren't able to talk to anyone in Indonesia. Early reports on [Radio Australia <http://www.abc.net.au/ra/>] said at least 80 per cent of all multi-storey buildings in the island's main city, Gunung Sitoli, have been destroyed and that thousands of people have been trapped under the rubble.

Over one-third of those killed by the Indian Ocean tsunami were children; 1 million more were injured or have lost family. There is clearly a role for broadcasters aiming to educate in the

# Even WikiPod?



# Public broadcasters are losing their “public” monopoly



# Lunatic Legislation

- ◆ People get news through many platforms.
- ◆ There cannot be one legislation for radio, another for cable, another for newspapers and none for the Internet.
- ◆ Major re-thinks starts in Europe

The screenshot shows the DR website interface from 2005. The top navigation bar includes 'DR', 'forside', 'nyheder', 'tv', 'radio', 'om DR', 'oversigt', and a search box. The main header features the 'dr.dk' logo and a user profile for 'Dolph & Wulff' with the text 'Argghhhhhhhhhhh!!!!'. The 'Oversigt' section lists 'Kanaler og Programmer' (DR1, DR2, P1, P2, P3, P4, Tekst-tv, Mobil) and 'Udvalgte sektioner' (Sport, Børn, Unge, Musik, Bøger, Film, Forbrug, Mad, Satire, Spil, Undervisning, Videnskab+IT, DR Netbutik). The 'Nyheder' section, dated 22.11.2005 21:23, features a headline about a parent suing a soldier and a photo of a man speaking. Below this are tabs for 'HØR NETRADIO', 'SE NET-TV', 'FLERE NYHEDER', 'SPORTEN', and 'VEJRET'. The 'HØR NETRADIO' section lists various radio channels like DR Barometer, DR Soft, DR BoogieRadio, DR Jazz, DR Hip Hop, DR Klassisk, DR Sport, and DR Rock. The 'Mit område' section shows local news for København with timestamps and headlines. The 'Aktuelt' section includes a link to 'Ørnen - se tidligere afsnit' and a 'dr.dk/spil' link.

# Broadcast Evolution

Gathering & Crafting



Active (On-Line) Archive

On Demand Search

Transmission



# Changes

- ◆ (Public) Broadcasters re-examining their role in society



# Information as a public good

- ◆ **Media independent of direct state and market control has become a compelling issue in today's world.**
- ◆ **Trust has become the core issue.**
- ◆ **Citizenship versus consumerism**



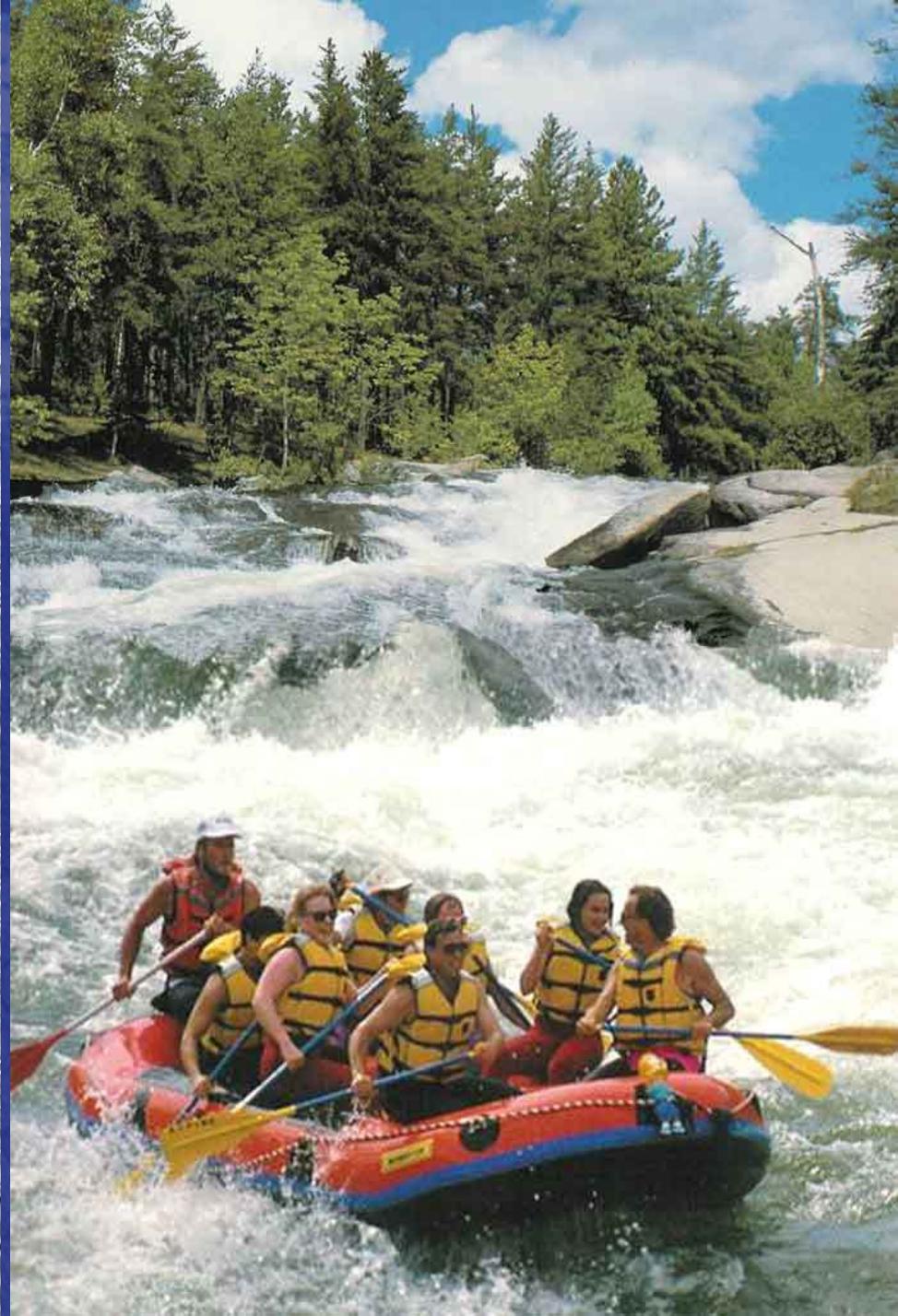
**Broadcasters**

**Now**

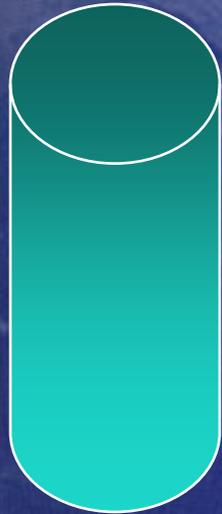
# Broadcast – Pipeline Assumptions

- ◆ Hire scholars/presenters/journalists
- ◆ Put them in a building, isolated from market pressures
- ◆ They make programmes.
- ◆ Delivered to passive, waiting consumers
- ◆ Only accessible when on air





# The Future is all about.....



The old becomes  
part of the new



.....building sustainable conversations  
within communities.

# Great Ideas to Watch



# Ebay



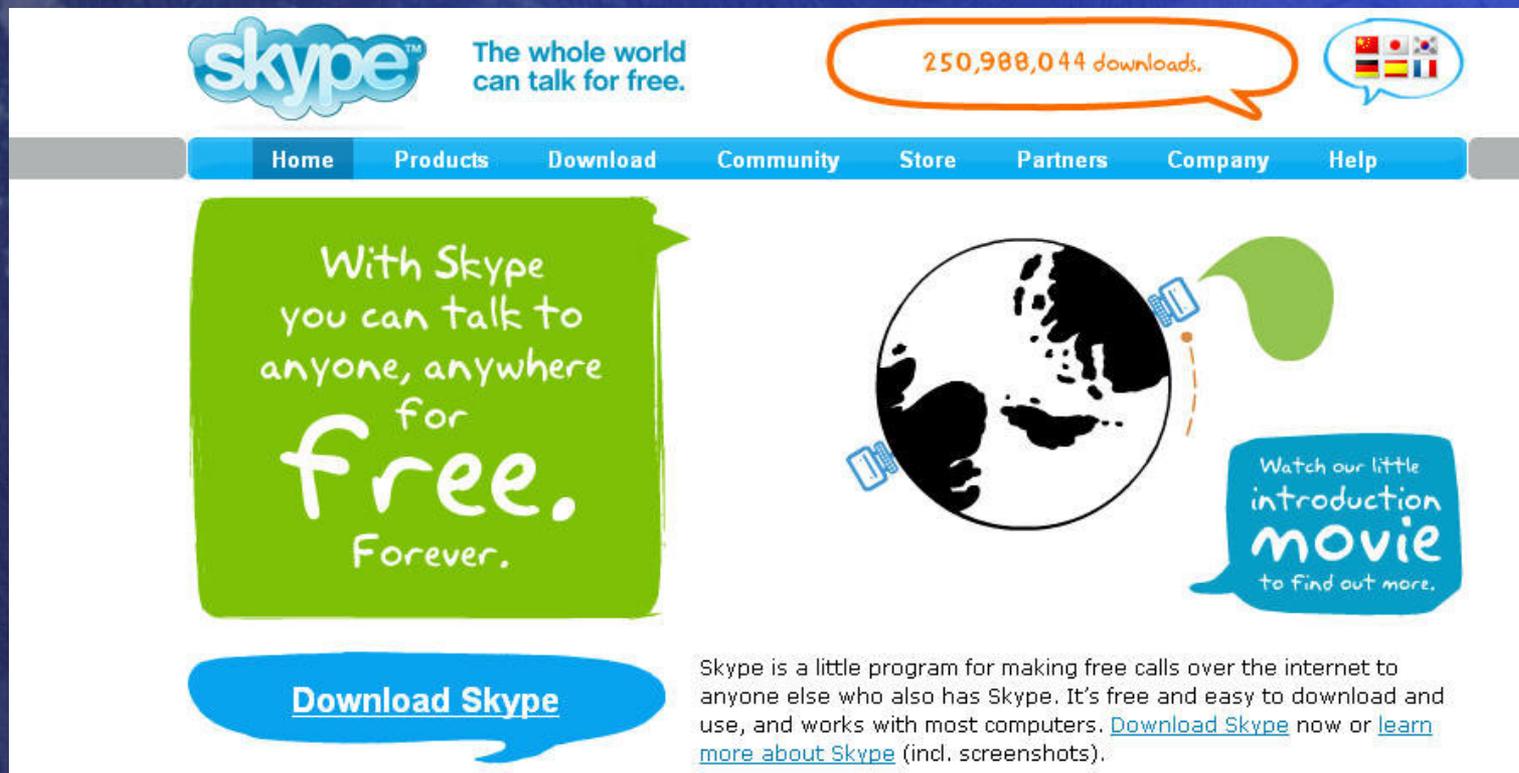
- ◆ 60 million people bid, bought or listed in 2004
- ◆ Bought Skype for US\$4 billion
- ◆ Net revenue US\$ 1 billion
- ◆ 180,000 full-time “staff”, 88,000 in Europe.

*The future is millions of markets of dozens,  
not dozens of markets of millions.*

**Joe Kraus, Jotspot**

# Voice Over IP

- Skype 50 million registered users, 250 million downloads, and is adding more than 155,000 new users per day.
- Professional uses being developed - for broadcasters.
- 3G phones - for radio correspondents?



The screenshot shows the Skype website homepage. At the top left is the Skype logo with the tagline "The whole world can talk for free." To the right, a large orange speech bubble contains the text "250,988,044 downloads." Next to it is a smaller speech bubble with flags from several countries. Below the header is a navigation bar with links for Home, Products, Download, Community, Store, Partners, Company, and Help. The main content area features a large green speech bubble on the left with the text "With Skype you can talk to anyone, anywhere for free. Forever." To the right is a graphic of a globe with two mobile phones connected by a dashed line, and a blue speech bubble below it that says "Watch our little introduction movie to find out more." At the bottom left is a blue button that says "Download Skype". At the bottom right is a paragraph of text describing Skype as a free program for making calls over the internet.

skype™ The whole world can talk for free.

250,988,044 downloads.

Home Products Download Community Store Partners Company Help

With Skype you can talk to anyone, anywhere for free. Forever.

Watch our little introduction movie to find out more.

[Download Skype](#)

Skype is a little program for making free calls over the internet to anyone else who also has Skype. It's free and easy to download and use, and works with most computers. [Download Skype](#) now or [learn more about Skype](#) (incl. screenshots).



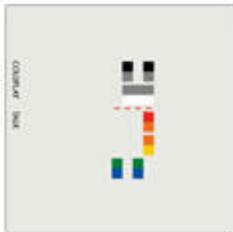
## Win a conversation with COLDPLAY

To celebrate the launch of Coldplay's new single Talk we thought we would give one lucky Skype friend the opportunity to ummm... talk to the band over Skype.

### How?

Simply click on the Skype Coldplay button to leave a message and your Skype Name. The band will have a listen and whoever leaves them the best or most interesting message will win a call with Coldplay over Skype.

By clicking the call button below, you accept the [terms and conditions](#) of the competition. The competition will run until the 28th February, 2006.



Watch the video of the new single 'Talk'.



Real Player  
[High](#) | [Low](#)



Windows Media  
[High](#) | [Low](#)

 or Skype Name: [talktocoldplay](#)

### Official Coldplay stuff

Get [Official Coldplay Ringtones](#) and other official [Coldplay downloads](#) including the album X&Y, the Earls Court live version of Talk and other tracks at [coldplay.com](#).

Get up to date information on Coldplay releases, tours, exclusive competitions and more [join the official mailing list](#)

# Watch these guys



**Global Voices**  
The world is talking. Are you listening?



[HOME](#) [ABOUT](#) [FAQ](#) [FOR BLOGGERS](#) [FOR MEDIA](#) [SUGGEST](#) [RESOURCES](#) [SITE FEED](#)

[Afghanistan](#) [Albania](#) [Algeria](#) [Angola](#) [Anguilla](#) [Antigua and Barbuda](#) [Argentina](#) [Armenia](#) [Aruba](#) [Australia](#) [Austria](#) [Azerbaijan](#) [Bahamas](#) [Bahrain](#) [Bangladesh](#) [Barbados](#) [Belarus](#) [Belize](#) [Benin](#) [Bermuda](#) [Bhutan](#) [Bolivia](#) [Bonaire](#) [Bosnia Herzegovina](#) [Botswana](#) [Brazil](#) [British Virgin Islands](#) [Brunei](#) [Bulgaria](#) [Burkina Faso](#) [Burundi](#) [Cambodia](#) [Cameroon](#) [Canada](#) [Cayman Islands](#) [Chad](#) [Chile](#) [China](#) [Colombia](#) [Congo](#) [Costa Rica](#) [Cote d'Ivoire](#) [Croatia](#) [Cuba](#) [Curaçao](#) [Czech Republic](#) [D.R. of Congo](#) [Denmark](#) [Djibouti](#) [Dominica](#) [Dominican Republic](#) [Ecuador](#) [Egypt](#) [El Salvador](#) [Equatorial Guinea](#) [Eritrea](#) [Estonia](#) [Ethiopia](#) [Finland](#) [France](#) [Gabon](#) [Gambia](#) [Georgia](#) [Germany](#) [Ghana](#) [Greece](#) [Grenada](#) [Guadeloupe](#) [Guatemala](#) [Guinea](#) [Guinea-Bissau](#) [Guyana](#) [Haiti](#) [Honduras](#) [Hong Kong \(China\)](#) [Hungary](#) [India](#) [Indonesia](#) [Iran](#) [Iraq](#) [Ireland](#) [Israel](#) [Italy](#) [Jamaica](#) [Japan](#) [Jordan](#) [Kazakhstan](#) [Kenya](#) [Kuwait](#) [Kyrgyzstan](#) [Laos](#) [Latvia](#) [Lebanon](#) [Lesotho](#) [Liberia](#) [Libya](#) [Luxembourg](#) [Macau \(China\)](#) [Malawi](#) [Malaysia](#) [Mali](#) [Martinique](#) [Mauritania](#) [Mexico](#) [Mongolia](#) [Montserrat](#) [Morocco](#) [Mozambique](#) [Myanmar \(Burma\)](#) [Namibia](#) [Nepal](#) [Netherlands](#) [Nicaragua](#) [Niger](#) [Nigeria](#) [North Korea](#) [Norway](#) [Oman](#) [Pakistan](#) [Palestine](#) [Panama](#) [Paraguay](#) [Peru](#) [Philippines](#) [Poland](#) [Portugal](#) [Puerto Rico \(U.S.\)](#) [Qatar](#) [Republic of Congo](#) [Romania](#) [RUSSIA](#) [Rwanda](#) [Saint Lucia](#) [Saudi Arabia](#) [Senegal](#) [Serbia & Montenegro](#) [Sierra Leone](#) [Singapore](#) [Slovakia](#) [Slovenia](#) [Somalia](#) [Somaliland](#) [South Africa](#) [South Korea](#) [Southeast Asia](#) [Spain](#) [Sri Lanka](#) [St. Barthélemy](#) [St. Eustatius](#) [St. Maarten](#) [St. Vincent & the Grenadines](#) [St. Kitts & Nevis](#) [Sudan](#) [Suriname](#) [Swaziland](#) [Sweden](#) [Syria](#) [Taiwan \(ROC\)](#) [Tajikistan](#) [Tanzania](#) [Thailand](#) [Togo](#) [Trinidad & Tobago](#) [Tunisia](#) [Turkey](#) [Turkmenistan](#) [Turks & Caicos Isl.](#) [U.S.A.](#) [Uganda](#) [Ukraine](#) [United Arab Emirates](#) [United Kingdom](#) [Uruguay](#) [US Virgin Islands](#) [Uzbekistan](#) [VENEZUELA](#) [Vietnam](#) [Yemen](#) [Zambia](#) [Zimbabwe](#)

## GLOBAL VOICES WEBLOG

Thursday, February 9th, 2006

### Nigerian Blogs round-up



[Sub-Saharan Africa, Nigeria, Weblog](#)

The Nigerian blogosphere this week is again not unconnected to the ongoing MTN African Cup of Nations (Egypt 2006).

[Chippla](#) starts the discourse when with [this assertion](#):

"The 25th African Cup of Nations 2006 has been on in Egypt since January 20, 2006. When one looks at the teams still left in the tournament, which is currently in the quarterfinals stage, one cannot but weep about Africa's anticipated performance in the forthcoming World Cup in Germany later this year.

Of the five African nations that qualified for the World Cup 2006—Tunisia, the Ivory Coast, Ghana, Togo and Angola—only two are currently left in the tournament. Ghana, Togo and Angola simply could not make it through the first round."

## GLOBAL ROUNDUPS

February 9th, 2006

### South Asia

# [Kamla in conversation with Alan Greenfield](#) (author of [Everyware](#)) at [TalkNewsIndia](#).

### Sub-Saharan Africa Nigeria

# [Grandiose Parlour](#) points to a [bridge building project in Anhambra State in the East of Nigeria that was completed in only 60 days](#). The bridge "is 264 feet long and can carry a 3-ton vehicle. The most amazing fact is the construction was done without any heavy equipment! The only mechanized assistance came from a Chinese-made bulldozer used to grade the access road to the bridge."

### Americas

## Global Voices

seeks to amplify, curate and aggregate the global conversation online - with a focus on countries and communities outside the U.S. and Western Europe. We are committed to developing tools, institutions and relationships that will help all voices everywhere to be heard.

## Subscribe

Receive updates and daily summaries via email.

Search



# What are we saying? How do we feel?



The image shows a screenshot of the web-log.nl website. The page features a header with the logo and navigation links. A main article titled 'vandaag zijn we' (today we are) is highlighted, showing a large smiley face icon and the word 'BLIJ' (happy). Below this, a list of user updates is visible, each with a timestamp and a URL. The overall theme is about sharing mood and feelings through a web log.

**web-log.nl** DE ALLERGROOTSTE  
VAN NEDERLAND

HOME | WEBLOG AANMAKEN

**wat is een weblog?**  
Een persoonlijk logboek als website. Alles wat je meemaakt en bezighoudt deel je met de bezoekers van je site.

Wat vind jij? Wat heb je **ontdekt op het web**? Hoe ziet jouw dag eruit en welke discussies lok jij uit in de wereld van de bloggers...

**vandaag zijn we**

Is dit jouw geluksdag? Of heb je echt de balen? Elke logger kan zijn stemming op z'n eigen log zetten. In wat voor mood ben jij vandaag? Allemaal samen voelen we ons vandaag "blij".

**BLIJ**

**vers**

- 15:31 escada.web-log.nl
- 15:31 strange.web-log.nl
- 15:31 thepuck.web-log.nl
- 15:31 geertjevandenheuvel...
- 15:32 quartetta.web-log.nl
- 15:32 dieuwke.web-log.nl
- 15:32 thenextepisode.web-log.nl
- 15:32 opstage.web-log.nl

Meer updates >> Meer reacties >>

# Conversations - tagging

[Home](#) | [Tags](#) | [Groups](#) | [People](#) | [Invite](#)

Logged in as [Jonathan Marks](#) (1 new) | [Your Account](#) | [Help](#) | [Sign Out](#)

Photos: [Yours](#) | [Upload](#) | [Organize](#) | [Your Contacts](#) | [Explore](#)

flickr BETA

## Swedish television: how wrong can you get

[ADD TO FAVES](#) [ADD NOTE](#) [BLOG THIS](#) [ALL SIZES](#) [ORDER PRINTS](#)



The Swedes seem to be subjected to Jim Davidson of a Wednesday afternoon. Jim regales the gentle Swedish folk with 'hilarious' tales about darkies. I do worry about our international standing.

This photo has notes.

### Comments



[NickPiggott](#) pro says:

This translates to:  
"Laughing is good but I don't want to hear it when I'm getting

Uploaded on [February 2, 2006](#)  
by [James Cridland](#)

### James Cridland's photostream



This photo also belongs to:

### Stockholm (Set)



### Tags

- [Stockholm](#)
- [Sweden](#)
- [subtitles](#)
- [Jim Davidson](#)
- [wrong](#)

[Add a tag](#)

### Additional Information

- Some rights reserved.
- Taken with a Casio EX-S500. [More properties](#)
- Taken on [February 1, 2006](#)
- See [different sizes](#)
- Viewed 53 times.

# backstage.bbc.co.uk

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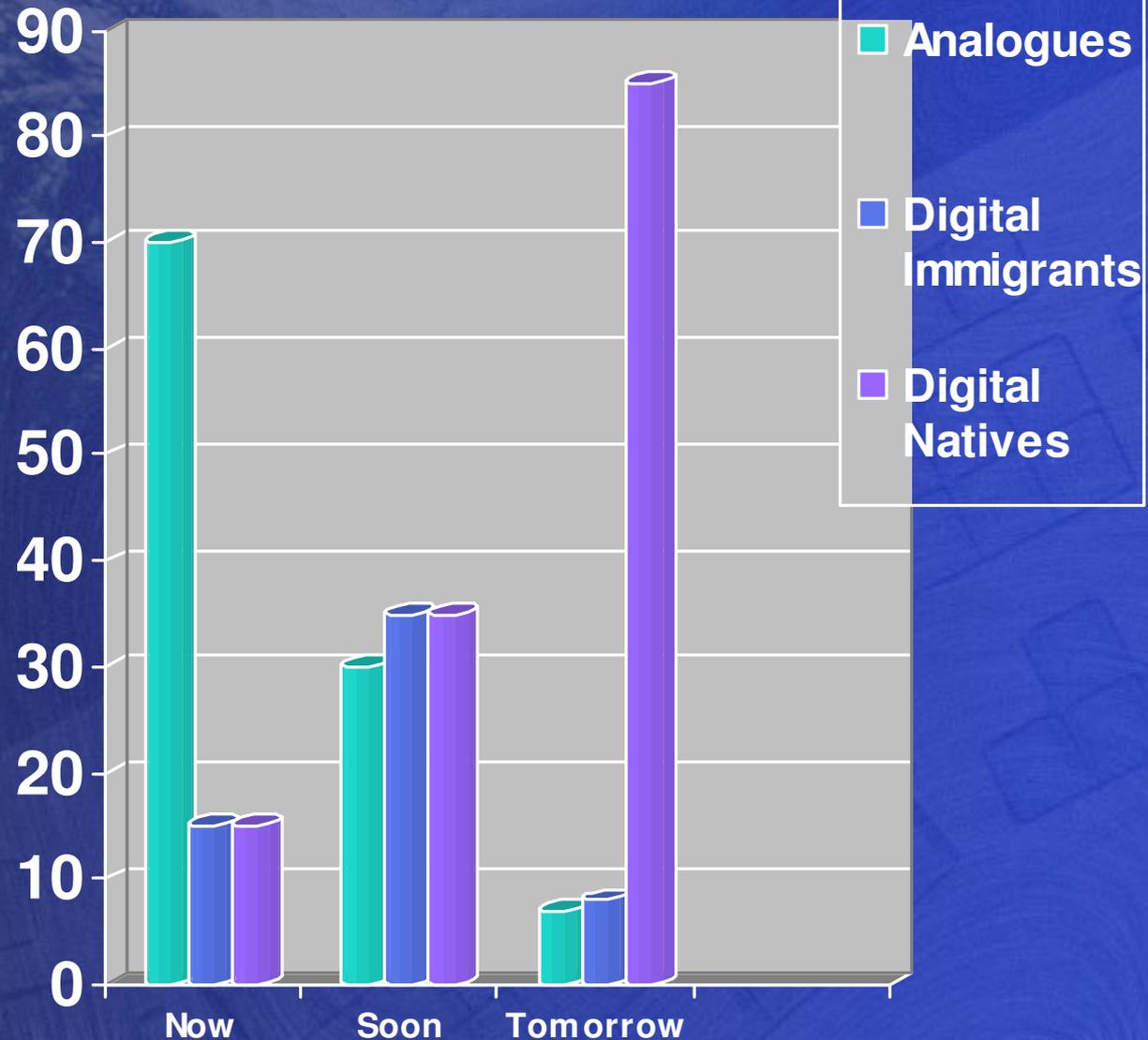
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### Latest Prototypes

[Fetch M4](#)

# How are users changing?

- ◆ Analogues (I don't know how this works. I am afraid to say I'm scared)
- ◆ Digital Immigrants (OK, I'll try it)
- ◆ Digital Natives (Is there another way?)



# EBU

- ◆ Many domestic broadcasters are taking over traditional roles from international broadcasters
- ◆ Health in Europe series 1.8 million Euro
- ◆ Turin – offered to 40 million broadband viewers through IPTV and highlights to mobile companies



# And Video...

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*now in alpha*

**Artist:** Sam Bisbee  
**Title:** Breaking

Media: MUSIC VIDEO  
Length: 3:32  
File size: 7.7 MB  
Format: Windows Media

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**Valentin Spirik**  
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 COMMENTARY

 BLOG VIDEO

 DOCUMENTARY

 VIDEO

 BLOG VIDEO

 DOCUMENTARY

 ANIMATION

 ANIMATION

 SAMPLES

 NEWS REPORT

 VIDEO

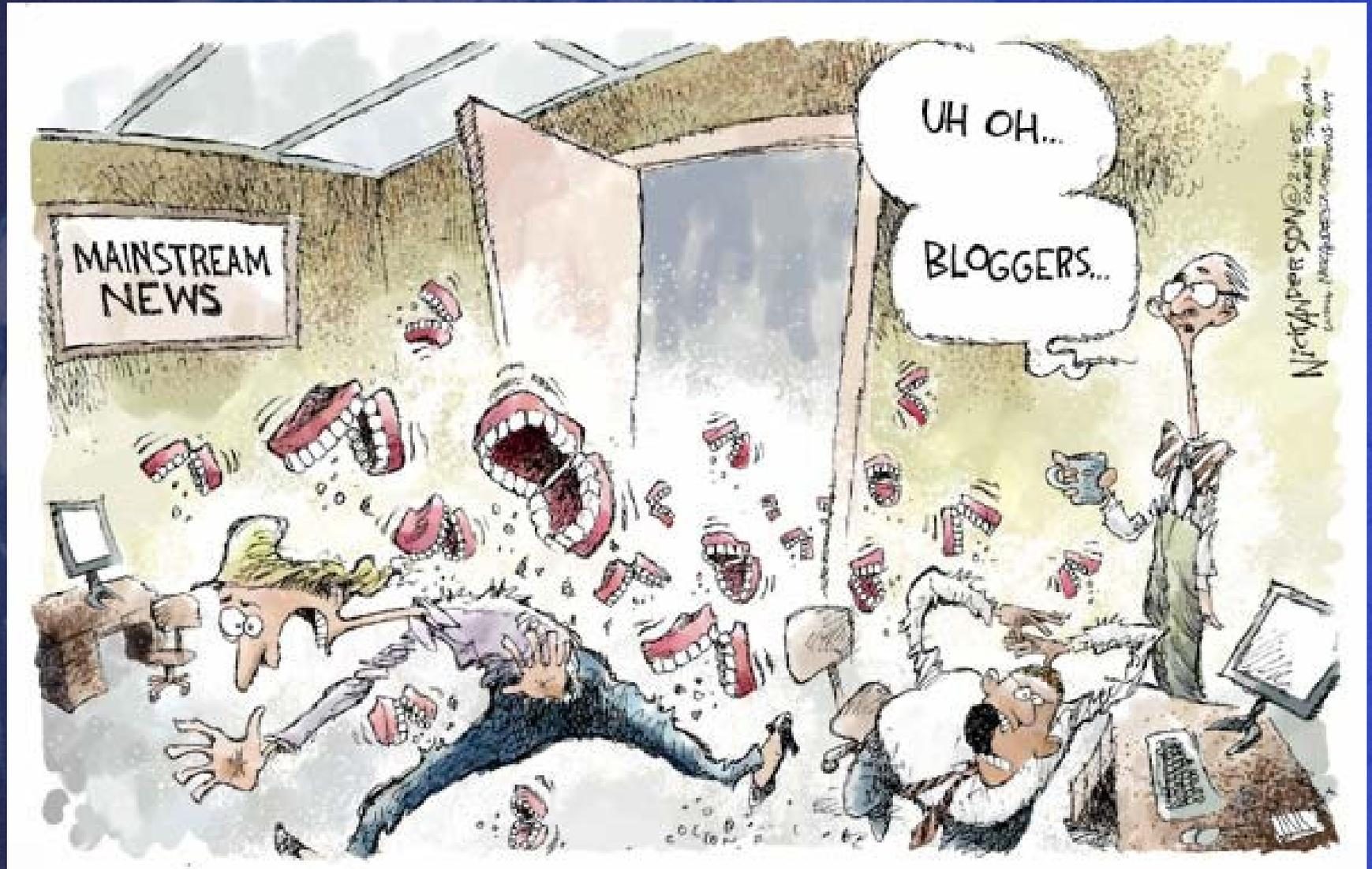
 BLOG VIDEO

 STORY

# Watch

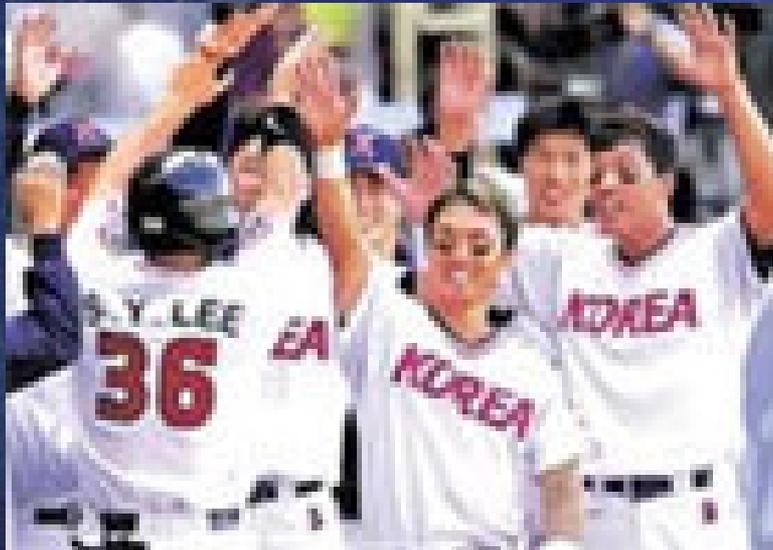
- ◆ Concepts like [www.wetpaint.com](http://www.wetpaint.com) , a combination of a wiki and a blog....great posts that you can tag and find again.
- ◆ Your technical department. Who will tell who about the great new creative tools being launched

# Bloggers



(Cartoon by Nick Anderson, The Louisville Courier-Journal)

# Over 100 Million (active) blogs?



Australia: approx 450,000

Canada: approx 700,000

China 6 million, possibly more at this stage.

France: approx 3.5 million

Germany: 300,000

India: approx 100,000

Iran: 110,000

Italy: approx 250,000

Japan: at least 5.5 million

Malaysia: approx 20,000

The Netherlands: approx 600,000

Russia: approx 400,000

United Kingdom: 2.5 million

United States: approx 30-50 million

**March 2006**

# Are bloggers independent?



# Are bloggers journalists?

- ◆ Some are, most not (2-98%)
- ◆ In UK, France, Iran, USA having influence. If someone has to resign because of a blog, mainstream media take notice.
- ◆ Some blogs good source, dangerous just to cut and paste. Usually source rulings apply.
- ◆ PROAMs often better informed than commercial or government.

# Broadcast & Military

What happens when a citizen journalist gets hurt?



# Creating Conversations Summer 2006

- ◆ MSN has contracted top footballers to write blogs during the WK in 2006
- ◆ Includes Edgar Davids, Ronaldinho de Assis Moreira (Brazil), Michael Owen (England), Gianluigi Buffon (Italy), They won't write it themselves, just share it with ghost writers.
- ◆ Looking for 10m unique visitors on the 7 weblogs.



# Some basic predictions

- ◆ Analogue MF/HF audiences anywhere will be negligible in 2010, FM in 2020.
- ◆ In less than 10 years, 80% of the European population will always be connected on line, anywhere, and with usable bandwidth for audio and video
- ◆ All major content (news, films, entertainment) will be available via this always-on network, illegally and legal.
- ◆ The music and other content will be stored on the network, or in an encrypted form on storage systems in the home/work
- ◆ Computer technology will have integrated seamlessly into other devices – including what we now term TV's, radios, VCRs.

# So how does radio progress?

- ◆ **Instead of waiting to see...**
- ◆ **Radio needs**
  - **to prepare several preferred futures in a multimedia context.**
  - **commit time and resources to get there**
  - **be seen as progressive medium, talk about the future as well as build on the past.**

# Action needed by coordinators like EBU

- ◆ As more events take on a multi-media nature and cross borders, how can EBU organise exchanges similar to Eurovision of radio's music exchanges?
- ◆ Who will help stations get their programme details into the emerging programme guides (iTunes) and stimulate open source initiatives? We do it for analogue freqs, but not for content.
- ◆ Where are the tool kits for the multimedia journalist? Where can potential producers/journalists turn to for independent advice?

# Action needed by international broadcasters

- ◆ Be platform positive!
- ◆ Coordinated efforts to get good content into directories
- ◆ Cross-media production as the core business (not if we have time we'll post it)
- ◆ And.....

# Training for cross media producers!



*Veronica opent de radioschool voor radiotalent*



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