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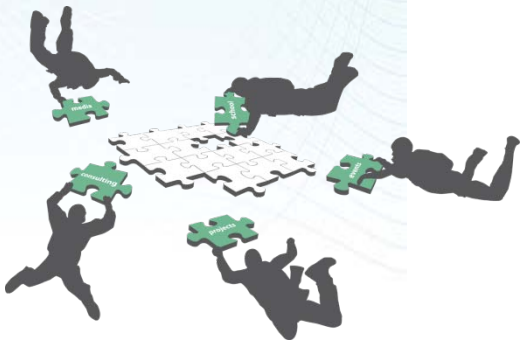
Semantic Web in der Medienindustrie

Ökonomische Implikationen der Metadatenbewirtschaftung am Beispiel der News-Branche

Leipzig, 6. Mai 2010



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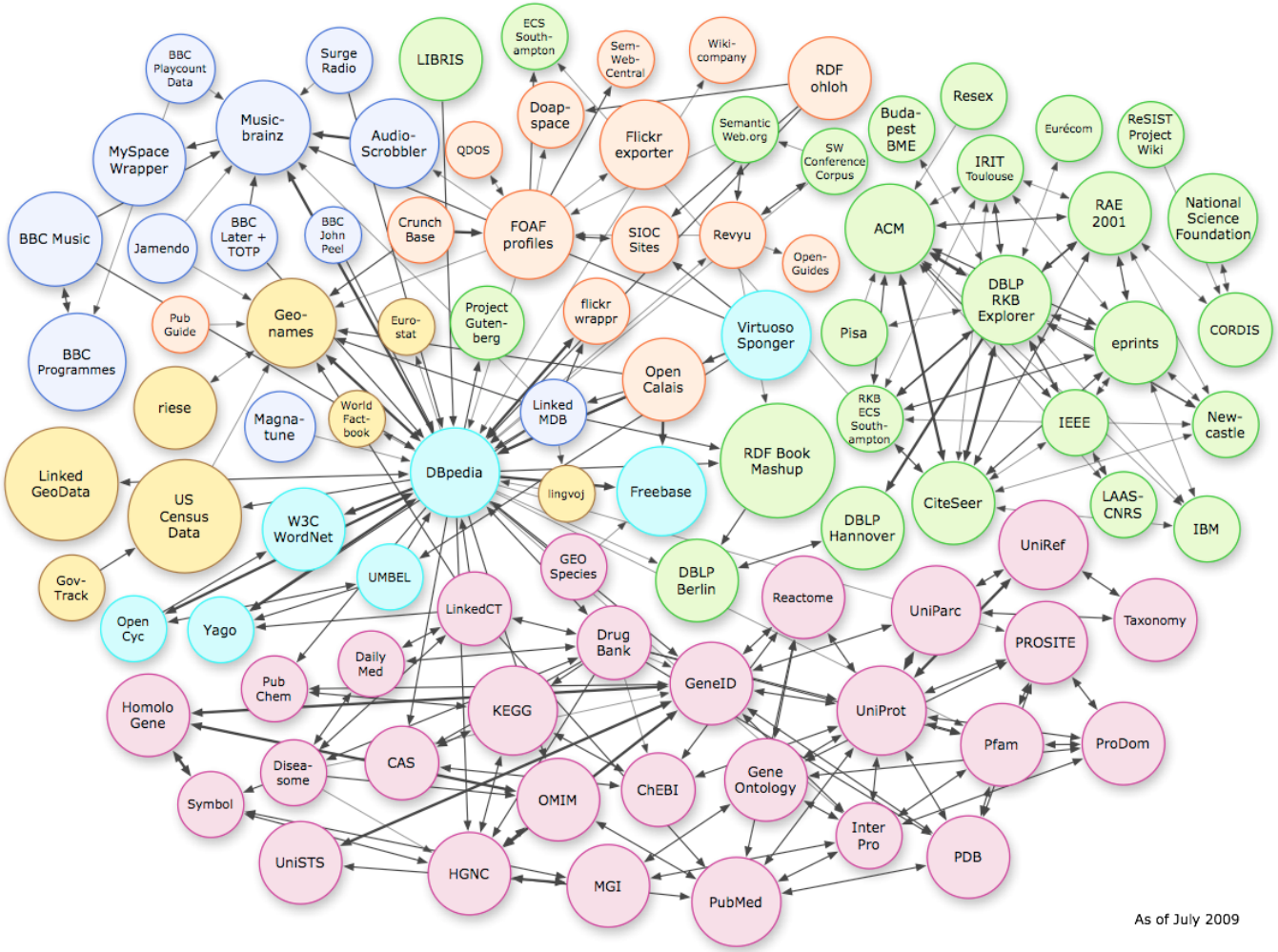
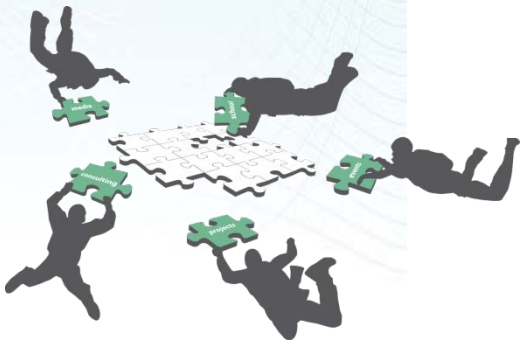
Web of Data … Ein neues Ökosystem (dzt. 5 Mrd. Fakten)





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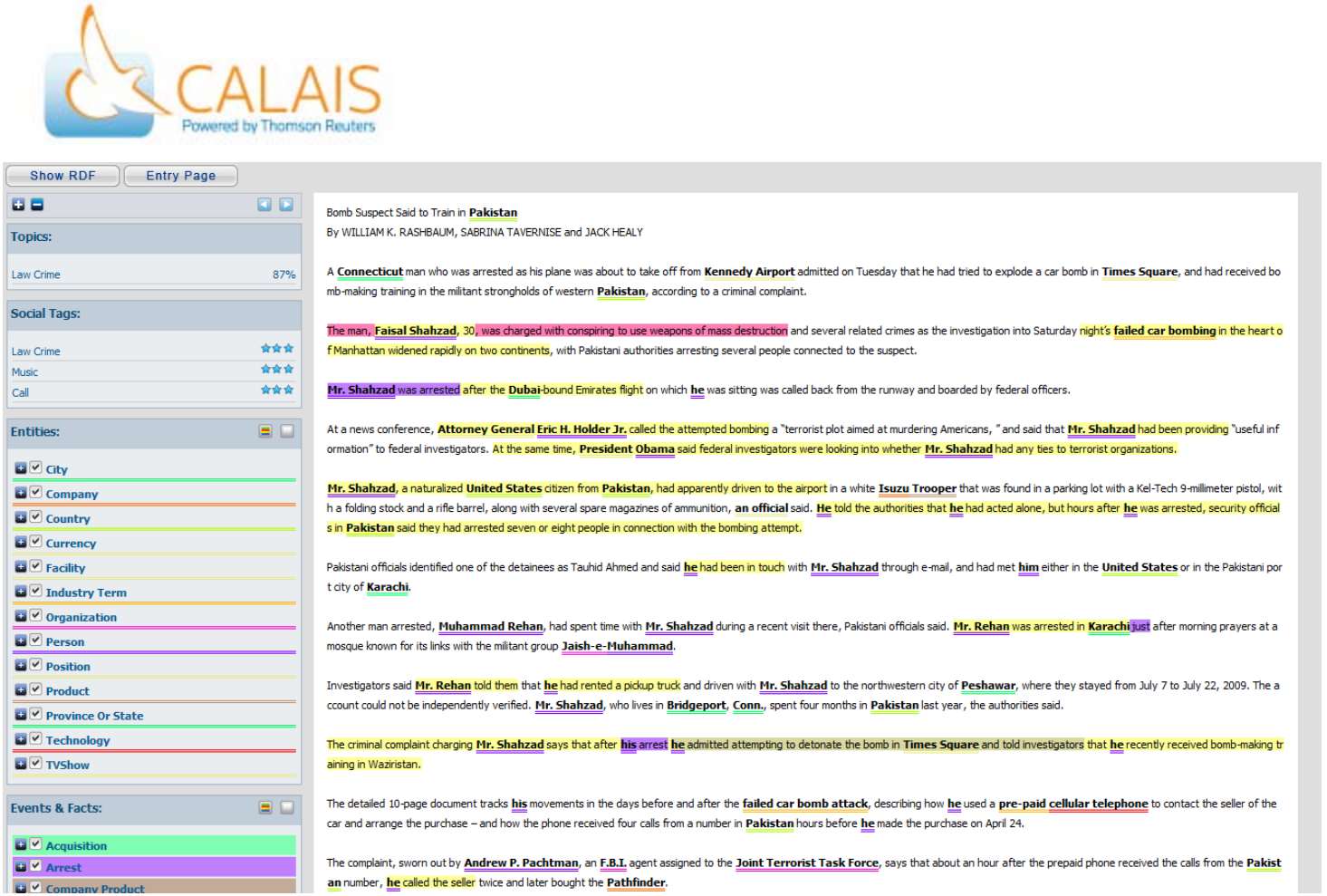
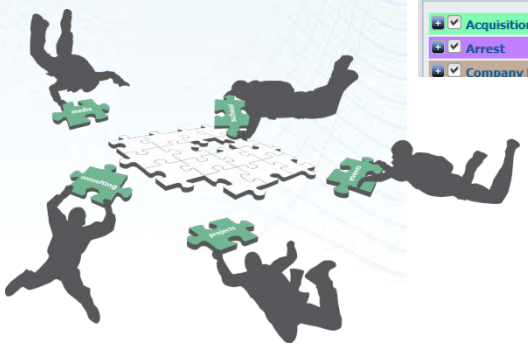
Thomson Reuters - OpenCalais





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The New York Times -- Open Data

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Schwarzenegger, Arnold

http://data.nytimes.com/14617014108767015613

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skos:definition - en	Updated Sept. 25, 2009 Arnold Schwarzenegger, the governor of California, is facing the most difficult period of his political career. His approval rating is in the 30s, his state is broke and in May California voters soundly rejected five of six ballot measures designed to keep the state solvent through the rest of the year. The ballot rejection dealt a severe setback to the state's fragile fiscal structure and to Governor Schwarzenegger and the state legislators who cobbled together the measures as part of a last-minute budget deal passed in February.
skos:inScheme	http://data.nytimes.com/elements/nytd_per
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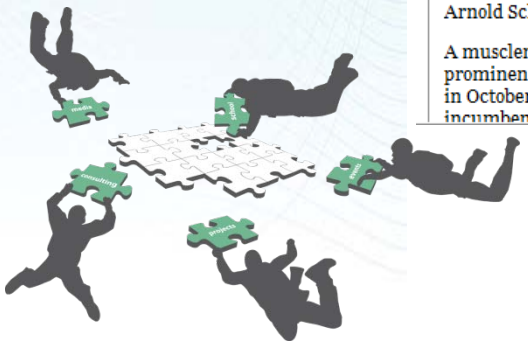
The New York Times Topics



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BBC Music Beta

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MGMT

Formed December 2002.

MOST PLAYED ON BBC RADIO 1

SUPPORTED BY

BBC introducing...

WE SUPPORT UNSIGNED, UNDISCOVERED AND UNDER THE RADAR MUSICIANS.

Watch MGMT videos »

Biography

MGMT (officially pronounced em-gee-em-tee, but colloquially pronounced 'Management') is an American band based in Brooklyn, New York, consisting of Ben Goldwasser and Andrew VanWyngarden. Formed at Wesleyan University and originally with Cantora Records, they signed with Columbia Records and Red Ink in 2006.

On October 5, 2007, Spin.com named MGMT "Artist of the Day". On November 14, 2007, Rolling Stone pegged MGMT as a top 10 "Artist to Watch" in 2008. The band was named 9th in the BBC's

Latest Tracks Played On The BBC

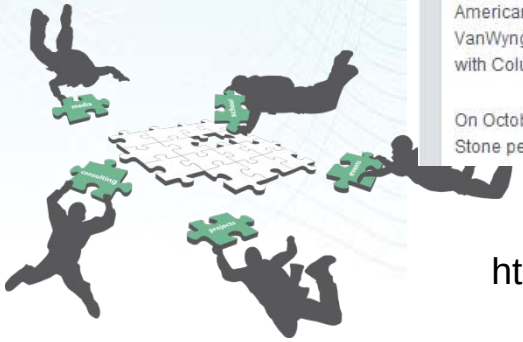
Time To Pretend
BBC Radio 1 | Matt Edmondson Blagging BGT and finding A1

Flash Delirium
BBC Radio 1 | Edith Bowman 01/05/2010

Electric Feel
BBC 6 Music | Chris Hawkins 01/05/2010

Kids
BBC 6 Music | Shaun Keaveny 28/04/2010

Song for Dan Treacy
BBC 6 Music | Gideon Coe 20/04/2010



http://www.bbc.co.uk/music/artists/c485632c-b784-4ee9-8ea1-c5fb365681fc

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Angela Merkel

Angela Merkel

Type: Person
Name: Angela Merkel (Angela Dorothea Merkel)
Title: Federal Chancellor
Organization: Federal Government of Germany
Date Of Birth: 17/07/1954
Place Of Birth: Hamburg
Nationality: Germany
Fact Sheet: Biography for Angela Merkel

Marc O'Polo®
Spring Summer 2010

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Three killed in Greece protests

At least three people have been killed in the Greek capital as protesters set fire to a bank during a general strike over planned austerity measures.The fire brigade said three bodies were found inside the bank in Athens. Another building is also on ... [Published 24 mins ago by BBC]

Entities: Greece, Athens, PEPPER SPRAY, General Strike

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Brian Mulroney

Canadian-German arms dealer gets 8 yrs in jai

AUGSBURG - A German court Wednesday sentenced a Canadian-German arms dealer, who was a key player in a party funding scandal that helped propel Chancellor **Angela Merkel** to power, to eight years in prison.Karlheinz Schreiber, 76, who holds dual Canadian ... [Published 29 mins ago by Maktoob Business]

Entities: Karlheinz Schreiber, Brian Mulroney, Angela Merkel

Tweets about Angela Merkel

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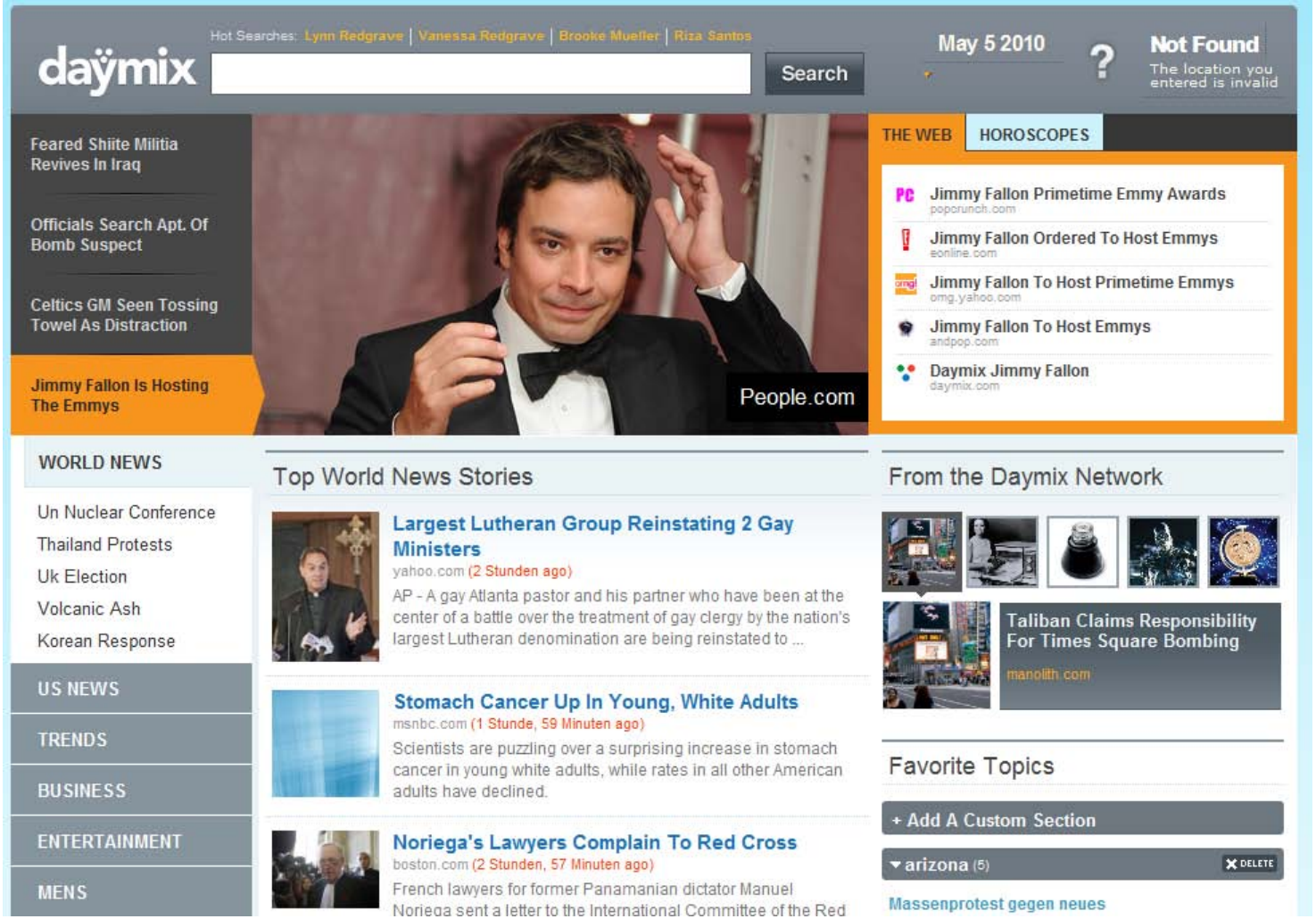

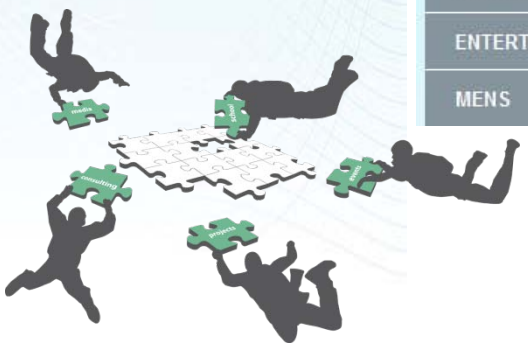

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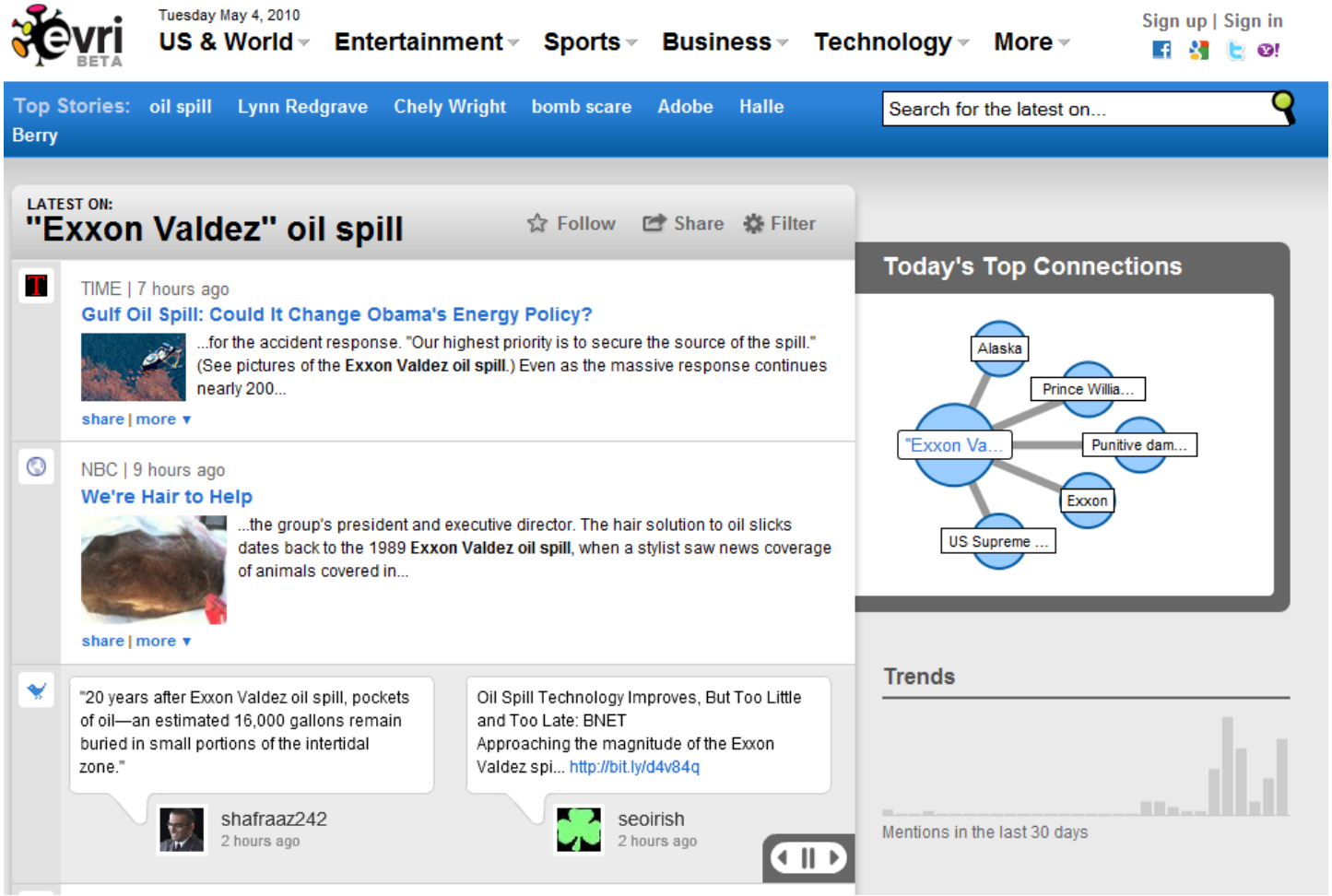

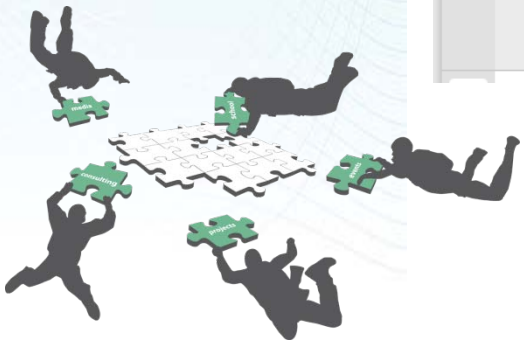

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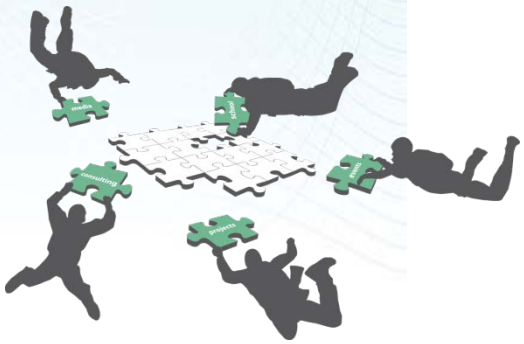
Alle nutzen Semantic Web Standards für die Datenintegration und Wissensrepräsentation!

Eine sozialwissenschaftliche Interpretation.



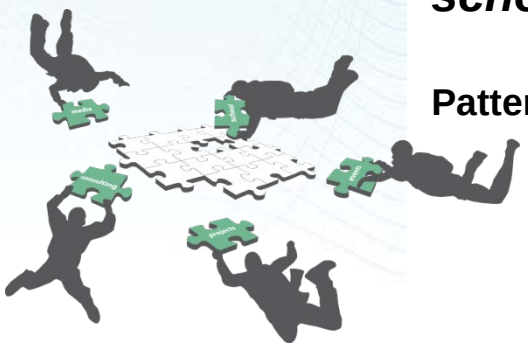
Medientransformation?

„Newspapers, newsmagazines and television news are losing young consumers and are building business models that do not include them. ***Younger audiences have tuned out. [They] have shifted to online sources [or] have turned away from news altogether.*** In the short term, this will not pose much of a problem to the news industry (offline or online), but it is a ***major long-term concern***."

Ahlers 2006, S. 48 – The International Journal of Press & Politics

"The sharp decline in newspaper circulation in the past decade, and the continuing drop in television news viewing, coincides with, and relates to, the emergence of the **Internet *as a medium of news, entertainment, work, and schooling***."

Patterson 2007, S. 23 – Joan Shorenstein Center, Harvard University



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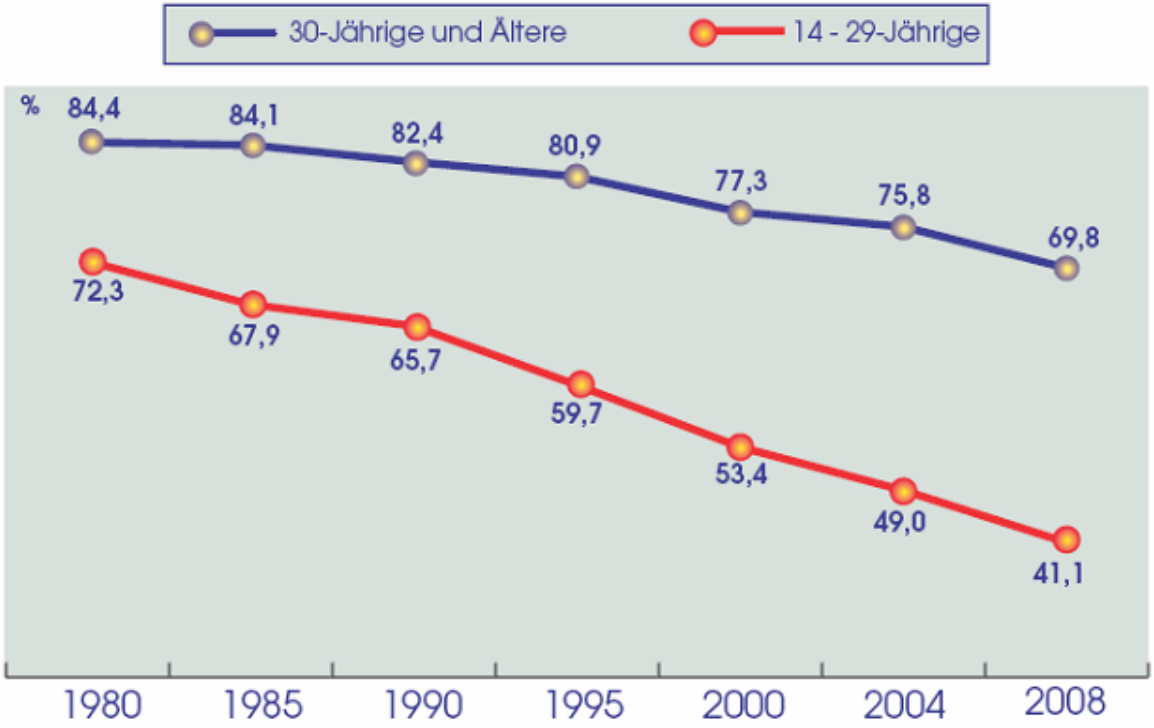
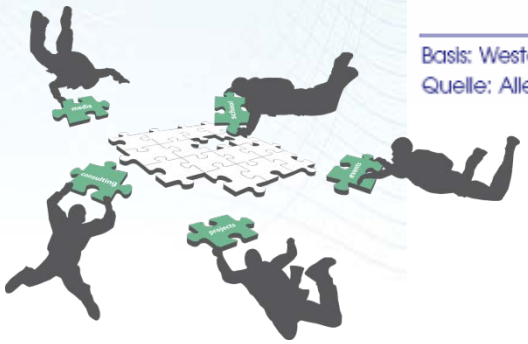
Reichweitenentwicklung von Tageszeitung

Es haben am Tag vor dem Interview ('gestern') eine Tageszeitung*) gelesen –



Basis: Westdeutschland, Bevölkerung ab 14 Jahre *) Regionale Abo-Tageszeitungen, Bild, Reg. Kaufzeitungen, Überregionale Tageszeitungen (LpN)
Quelle: Allensbacher Markt- und Werbeträgeranalysen, AWA '80 bis AWA 2008 © IfD-Allensbach



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Sozialisationseffekte schlagen durch!

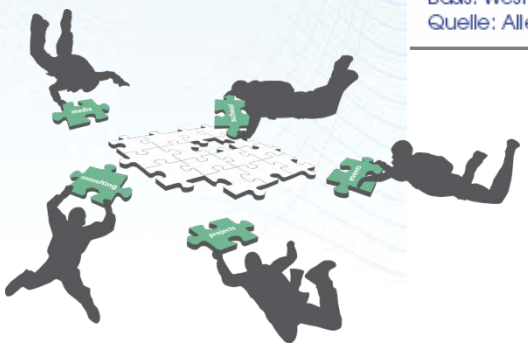
Anteil der Leser regionaler Tageszeitungen

	Bevölkerung ab 14 Jahre	14- bis 19-Jährige	20- bis 29-Jährige	30- bis 39-Jährige	40- bis 49-Jährige	50- bis 59-Jährige	60-Jährige und Ältere
	%	%	%	%	%	%	%
1980	68,9	53,4	61,4	72,1	72,8	74,8	73,6
1989	65,8	49,1	56,5	67,4	72,4	72,3	71,0
2000	61,8	35,1	45,1	55,8	65,7	70,1	73,3
2008	54,7	26,3	29,4	45,5	53,7	65,6	73,0

*) täglich oder fast täglich

Basis: Westdeutschland; Bevölkerung ab 14 Jahre
Quelle: Allensbacher Markt- und Werbeträgeranalysen, AWA 1980 - 2008

© IfD-Allensbach



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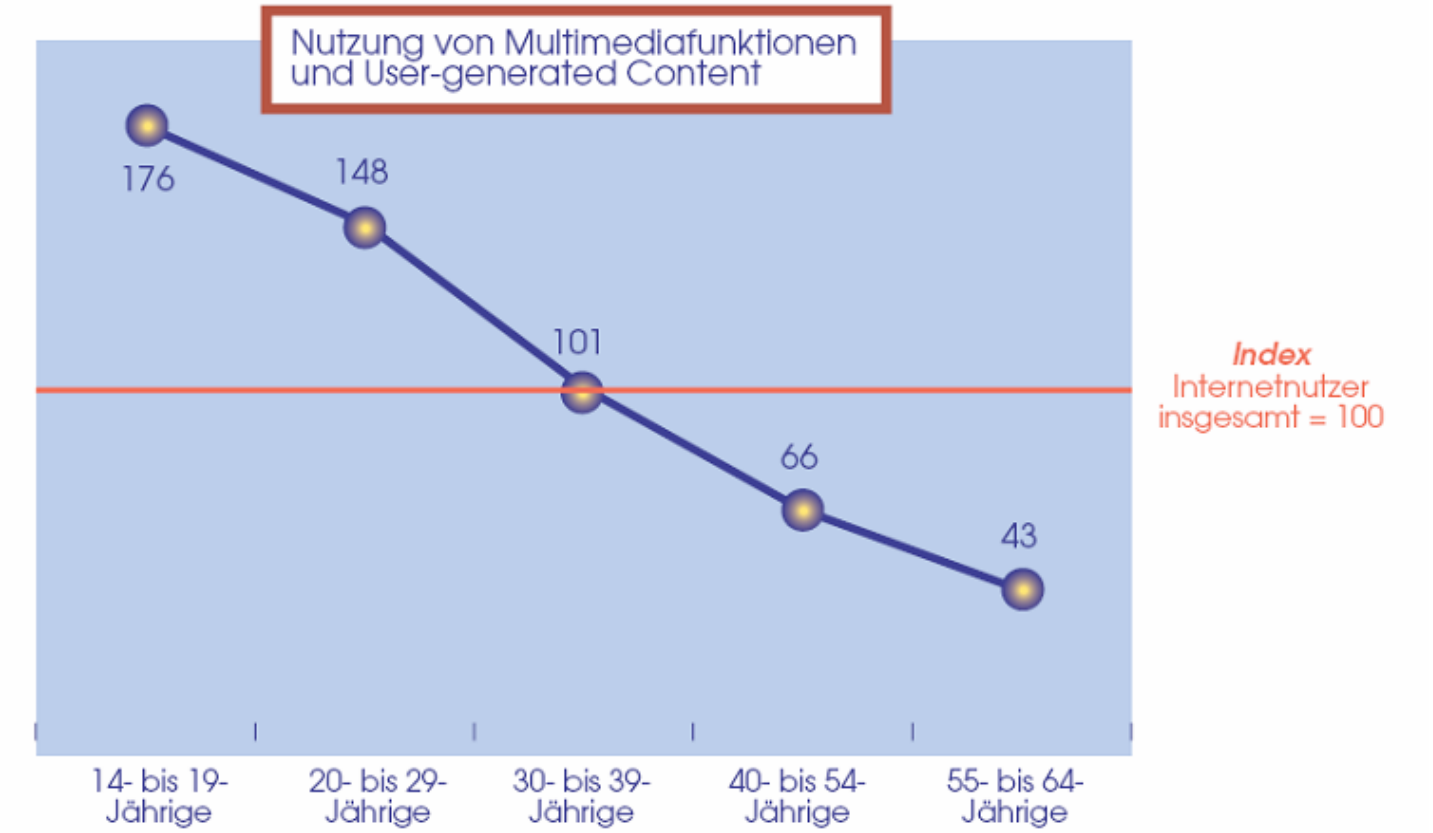
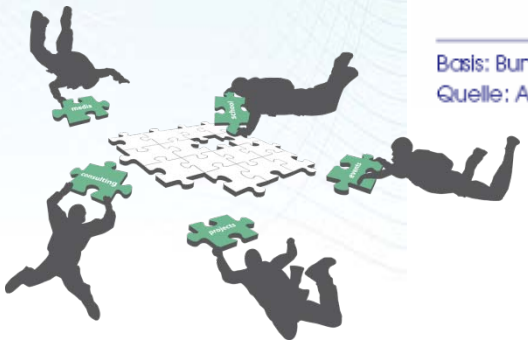
Generationsspezifische Nutzungsmuster für Multimedia & User-generated Content



Basis: Bundesrepublik Deutschland, Bevölkerung 14 - 64 Jahre, Internetnutzer
Quelle: Allensbacher Computer und Technik-Analyse, ACTA 2008



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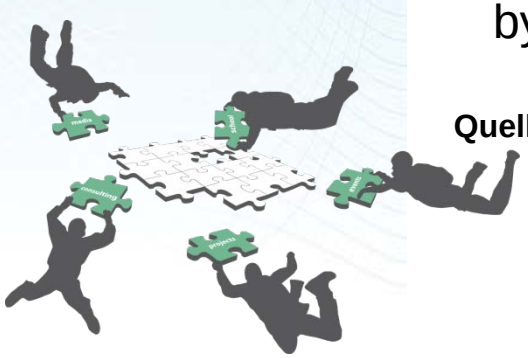
Associated Press - A new model for news

- Consumers are having trouble keeping up or finding resolution in the news.
- Consumers exhibited news fatigue as they attempted to navigate an information stream that mostly dishes up recycled headlines and updates.
- Consumers talked about “working their news” as they tried to uncover the depth of news and the resolution of stories they desired.
- Consumers wanted to “work their news” on their own, putting together their news by producing it (at least in part) by themselves.

Quelle: AP (2008). A New Model for News.



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Herausforderungen für Medienunternehmen

Findability

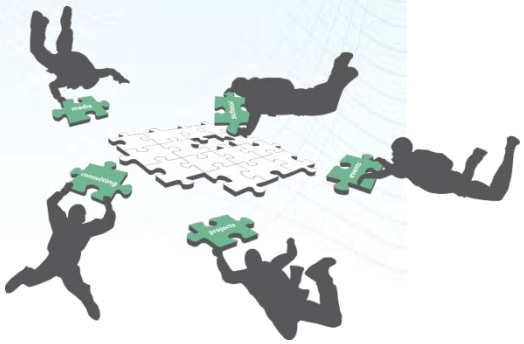
Customization

Datenintegration

Servicediversifikation

Geschäftsmodelldiversifikation

Vertrauensbewirtschaftung



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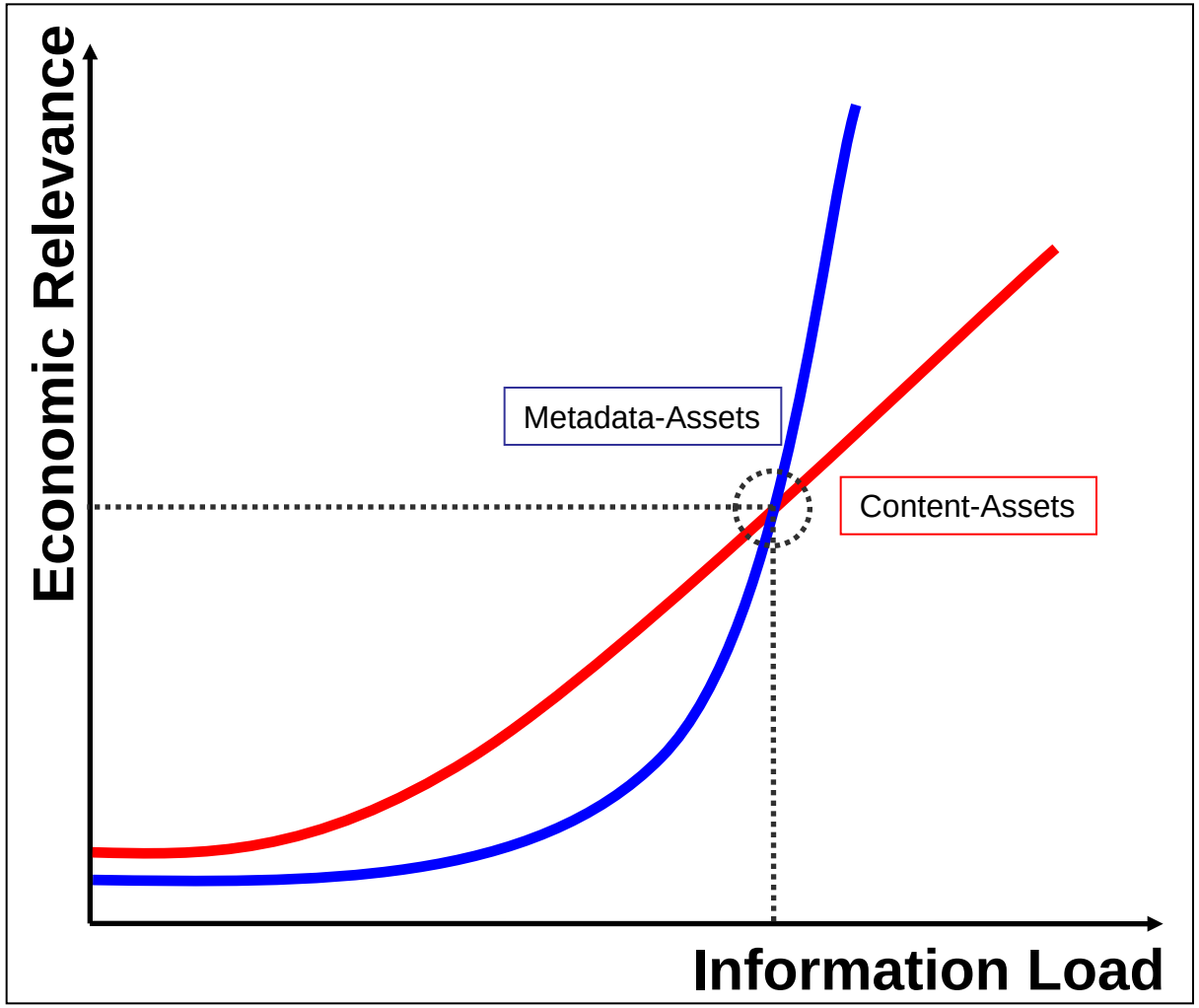
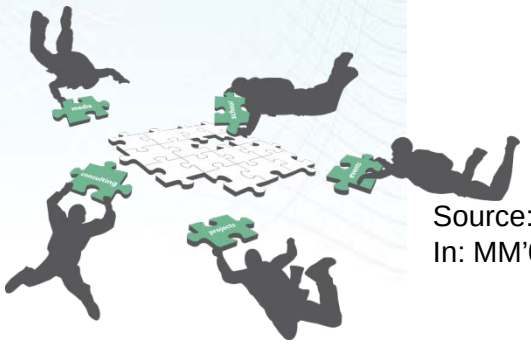
Metadata Shift





Source: Haase, Kenneth (2004). Context for Semantic Metadata.
In: MM'04, October 10–16, 2004, New York, New York, USA. ACM

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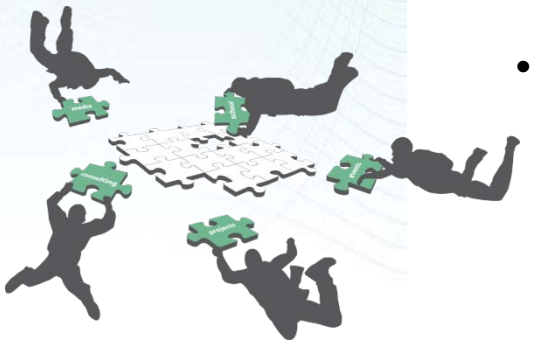
Semantic Web: Ökonomische Implikationen – Metadaten Ökonomik

- Mit zunehmender Informationsmenge steigt der ökonomische Wert einheitlich strukturierter Metadaten.
- Semantische Metadaten werden durch das Interoperabilitätskriterium zu Netzwerkgütern → Economies of Scale & Scope.
- Interoperable Metadaten eröffnen die Möglichkeiten einer Markt-basierten und einer Ressourcen-basierten Diversifikation.
- Semantische Interoperabilität erodiert die „Stickyness-Philosophie von Webseiten → Widget Economy / Apps!
- Der Paradigmenshift im Contentvertrieb geht von „Must Carry“ zu „Must Be Findable“.
- Die Kapitalisierung von Metadatenassets bedarf der intelligenten Kopplung von offenen und geschlossenen Lizenzmodellen.



The New York Times – Paid Content

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The New York Times Announces Paid Content Plans For 2011

by Robin Wauters on Jan 20, 2010 75 Comments Like Buzz 66 285 retweet

The New York Times Company announced this morning that it will be introducing a paid, metered model for NYTimes.com at the beginning of 2011.

The publisher will offer users free access to an unspecified set number of articles per month and then charge users once they exceed that number.

The New York Times says this will enable NYTimes.com to create a second revenue stream while still preserving its advertising business, for which digital now makes up about a quarter of its total advertising revenues. In addition, the company says, it will also provide the "necessary flexibility to keep an appropriate ratio between free and paid content and stay connected to a search-driven Web".

Through 2010, NYT will be building a new online infrastructure designed to provide consumers with a

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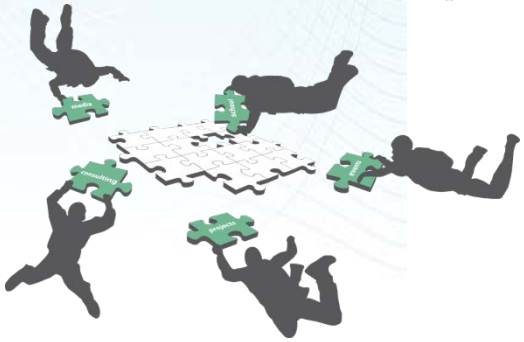

http://techcrunch.com/2010/01/20/new-york-times-metered-model-2011/

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t.pellegrini@semantic-web.at

Transformationseffekte

1. Die Segmentierung der Nutzergruppen macht es schwieriger die einzelnen Zielgruppen zu erreichen bzw. gezielt Angebote zu unterbreiten.
   → **Interaktions-, Transaktions- & Distributionsdiversifikation**

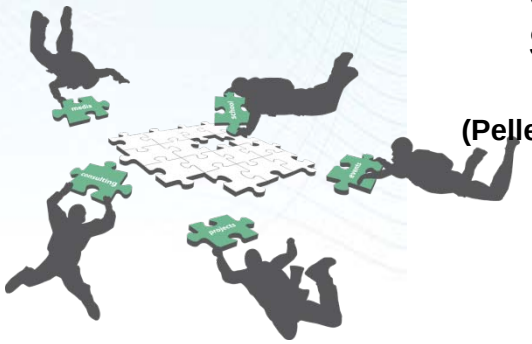
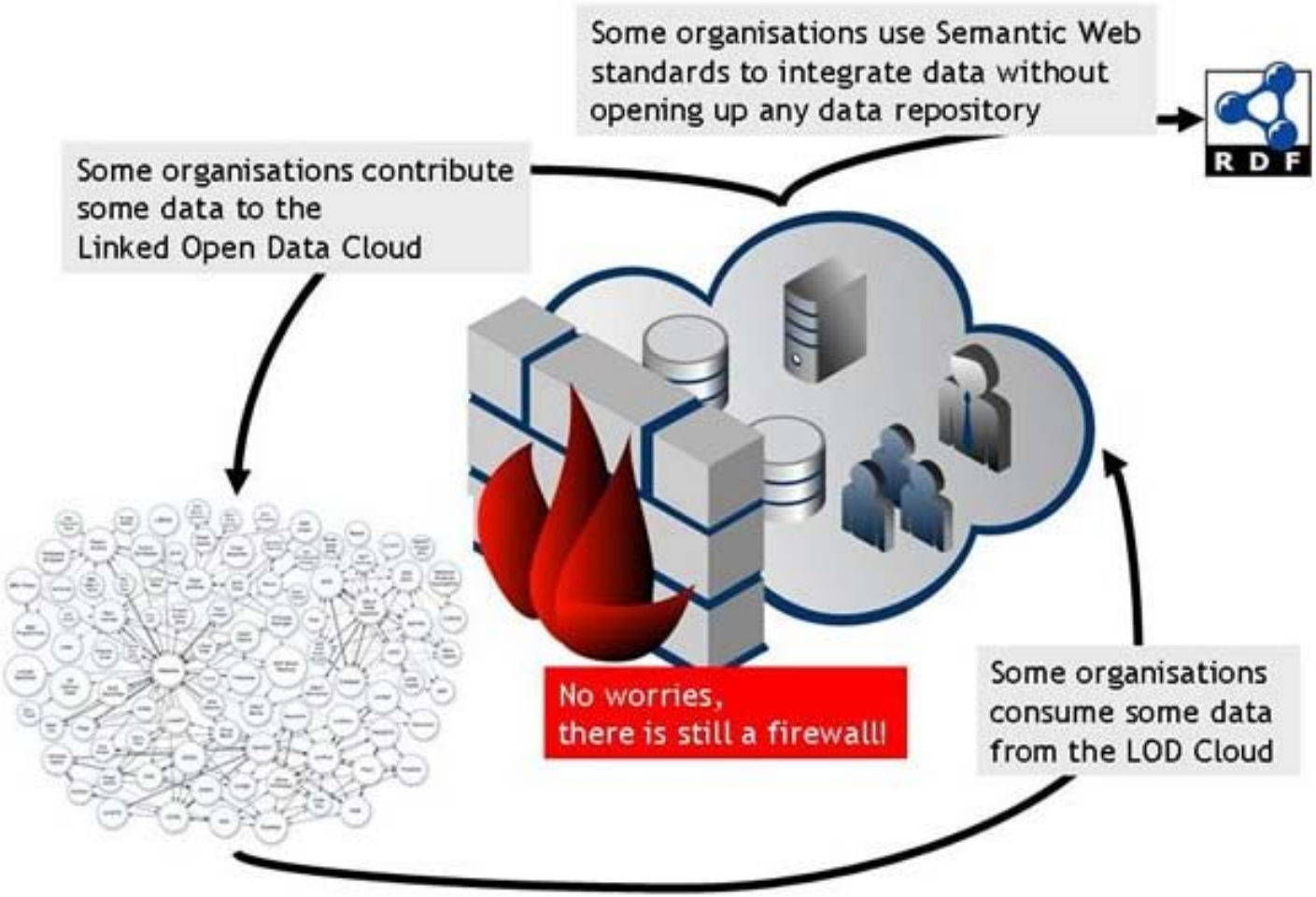
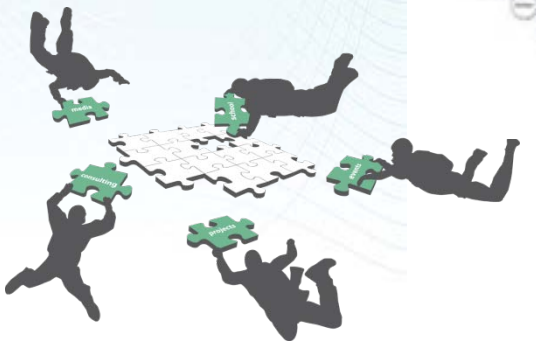
2. Die Nutzung ist stärker anlass- und themengetrieben und weniger durch traditionelle Muster geprägt. → **Enttraditionalisierung**

3. Hardware-Investitionen und kostenlose Alternativen kannibalisieren Geld- und Zeitressourcen. → **Budgetkonflikte**

4. Dies führt zu schärferer Selektionsleistung und lässt den Nutzwertanspruch an Information steigen. → **Konsumpragmatismus**

5. Darin ist auch ein wesentlicher Treiber für den Trend zum Selbstservice zu erkennen, der es besonders „professional consumers“ ermöglicht ihre Informationsbedarfe zu befriedigen. → **Selfservice**

(Pellegrini et al. 2010)



Linked Data Flows