

## **File from CD**

### **File Michael\_Scott\_Moore.wmv**

My name is Michael Scott Moore, and (inaudible) journalist. I work in Berlin as a journalist on Fulbright, I got Fulbright (inaudible) I'm a freelancer. I work for Spiegel-Online, which means I can tell you the truth. [laughter]

What we do online is – I said it was sort of (inaudible), and that's true, there aren't any other news organizations in Europe with a significant online presence. Le Monde for example doesn't have a news site. But it will. The figure it does already I think (inaudible). But our main competition is from Deutsche Welle, which is all listing German news in English (inaudible) English radio and English TV, a lot like the BBC.

But you'll see more of this, that's the point. Spiegel-Online didn't come about that way, but more and more foreign, to me, news organizations are going to start putting up websites like Spiegel-Online's, or like BBC's or like (inaudible) 24, in order to have a presence and an influence in English. And the reason for that is that English is the new Latin. That's partly because of the Internet, and partly because of historical reasons.

So there are some trends that this leads to. Including its citizen journalism, blogs, on the scene reports, citizens' photographs, if you want to have your say in the BBC for example, then call them and just say what you think. That's part of the (inaudible), too. That's towards the same phenomenon. People want to know what happens, and they want to say what they think about that. Overall I think that's good, but it creates a (inaudible) of confusion as well as...

Another trend driving the pace of news is that you can get your news on the phone. That's a simple enough thing. But it is interesting that Spiegel Mode, that is in English just matched this year, and it's hugely popular, ad space is already sold out, and we didn't have to do it. It was a software function. Somewhere on our website there is this little feed for phones, and we didn't need to add anyone in our newsgroup to start reporting wireless to people's phones. That means, people can get news even (inaudible, too much noise.)

So the Internet is driving print, or let's say, journalism turned to a broadcast mode. And it had a little (inaudible, too much noise). But the third trend, which is just (inaudible) might head in the direction of Second Life. Which is not just Web 2.0.

And one publisher that's standing sort of on forefront in doing a sort of original newspaper that you can read in Second Life is Axel Springer. So Spiegel-Online may be ahead of them in the English language web, but the deutsche Bild-Zeitung is ahead of everyone in this regard. They do something called the AvaStar, which is a gossip sheet for Second Life. So all of those avatars and all of those fake characters that move along in this website have a gossip sheet. Whatever they're doing might turn up in this Axel Springer newspaper, which the characters can pick up and read and look at in English. So Bild-Zeitung devotes editorial staff to producing a gossip sheet about people who don't even exist. [laughter] And this might be the future.

So, the reason that's interesting is that it is possible that in 10 years the Internet will be in ways we won't even recognize. Secondly, reading and just watching videos may not be the thing. We may all have little avatars that wander around in virtual worlds and who knows where.