



CBS Botschafter: Prof. Dr. Munirpallam Venkatamaran von der Indiana University auf Stippvisite am Rhein | **Kölle es e Jeföhl:** Oberbürgermeister Fritz Schrama über engagierte CBS Studenten auf der Internationalen Tourismus Börse in Berlin | **Höher, weiter Master:** CBS Absolvent Christian Schmitz auf Erfolgskurs am Londoner King´s College | **Zimmer frei:** Zwischen "Ringen" und "Kwartier Lateng" - moderne Studentenapartments in der Kölner Innentadt | **Lauf, Forrest, lauf!** Ein Blick hinter die Kulissen des CBS Assessment Day | **Media Trends:** Video Journalismus, digitales Fernsehen und die Zukunft des Web Publishing | **Erfolg durch Dialog:** Mobile Marketing unter der Lupe - eine Studie von Proximity, Ericsson und der CBS | **Harte Faust:** Über den Namensgeber der CBS-Adresse | **Gestatten, CBS:** Die Cologne Business School stellt sich vor - an Tagen der offenen Tür und auf Messen in ganz Deutschland | **Pantoffelheld:** St. Gallen auf Filzsohlen - ein Lesetipp von CBS Bibliothekar Markus Müller

Media Trends

Sketching the Future of Digital Media. Written by Paul Murschetz, media lecturer at CBS, and Ulrich Leschak

There is no secret: Web 3.0, Internet television, PlayStation 3, mobile phones as web terminals, Blu-ray and HD DVD, and TVs with full HD will be key media technology trends in 2007 (see, Consumer Electronics Show in Las Vegas 2007). And there are many more.

The CBS-module "Media Trends" will shed light on the future of the media. The module sessions will provide a comprehensive introduction to the rapidly developing worlds of the media, how they work, the kinds of influence they exert and the debates they inspire and provoke. Paul Murschetz, Professor for media management at CBS, will moderate discussions around latest trends in the sector, assisted by four renowned guest lecturers to visit the School for this module in upcoming summer term 2007.

Guido Vogt, a free-lancing video journalist, will start with presenting a one-day interactive student workshop for video journalism, including the operation of cameras, editing, and production. The course outlines the strengths and weaknesses that one person with a small camera, a microphone and a computer has over a traditional TV crew. Applied methodology will be critical readings and discussions on current news, digital storytelling and a case study on VJ management. Media industry opportunities and practices will also be addressed. In addition to the practical applications of the course, students will discuss the impact of video-journalism on broadcast journalism in general.

Eric Karstens, author of "Fernsehen Digital – Eine Einführung" (VS Verlag 2006), will talk about current challenges for TV channel operators with a view to the market opportunities in Germany. He claims that in contrast to the tendency in quite a number of other industries, European media companies are looking to secure and expand their business through both diversification into new fields and vertical integration of their value chains. Their business models seem to follow those of US entertainment conglomerations.

Which factors contribute to the erosion of business models of conventional players? How can TV channel operators react to these challenges, and what are the limiting conditions? Which new competitors are entering the market?

Ulrich Leschak, a distinct champion in the field of digital marketing, has authored the following teaser on his module contribution to the future of web publishing.

The future of online publishing (by Ulrich Leschak)

By the end of the nineties when everybody was wildly enthusiastic about the World Wide Web as the information superhighway of the new economy more thoughtful people came up with the slogan: Content is king!

Yes, of course, what else? Until last year we all were convinced that valuable content is the most important thing a website can offer to its audience - be it a striking bargain, a long sought after piece of music, a rare book or the news. Most of the international magazines hired online editors to produce this precious content, provided befitting offices, computers and budgets and tried to make this new economy a new business - with more or less success.

But from last year on the term Web 2.0 made the headlines. King Content was going to get dispossessed: "user-generated content" became the new king. Good bye to highly trained editors and their well paid know-how.

In its last issue of the year 2006 TIME Magazine elected all Internet users "person of the year" - in one word: You. Wikipedia is just the best known example for that.

"We're looking at an explosion of productivity and innovation, and it's just getting started, as millions of minds that would otherwise have drowned in obscurity get backhauled into the global

intellectual economy" the TIME cover story introduces us to the advantages of Web 2.0.

Today - the argument goes - the matured users of the web have become tired of "of pre-digested news" and are ready to balance their diet "with raw feeds from Baghdad and Boston and Beijing" and - not to forget - next door. Consequently online communities started to produce content on their own: hints about favourable holiday destinations, clear cut words about overpriced insurance con-



tracts, political statements, critical remarks on penny stocks, recommendations on digital cameras, cell-phones and so on... Meanwhile already 31% of European Internet users rely on fellow on-liners while shopping on the web. Just 30% believe in newspapers and only slender 15% in TV commercials (iBusiness, December 16, 2006, p. 4).

The possible consequences of that development might one day be called "digital Maoism", cautions computer scientist Jaron Lanier in his essay written for "The Edge": "The problem is ... a new online collectivism that is nothing less than a resurgence of the idea that the collective is all-wise... This idea has had dreadful consequences when thrust upon us from the extreme Right or the extreme Left in various historical periods."

But it's going on. "Swarm intelligence" became the new buzzword, bestseller (Der Schwarm, Frank Schätzing, 2004) and blockbuster "The Well dinosaur" (2008 by Ridley Scott - says Wikipedia) and Internet pioneer Howard Rheingold started to talk about so-called "smart mobs". Today not only few companies get scared through nonchalant remarks on their products and services by bloggers who don't care as much about their comments as the most "unscrupulous" merchant might do about his offers.

The comprehensible reaction of many marketing departments is that they start their very own blogs trying to straighten things out. Shortly after, the same activists that provoked this defense strategy accuse them of: FAKE! »

» Who has the time to read all these countless blogs? How often do you for instance find really useful contributions in weblogs, forums, newsgroups etc.? And how often do you read on and on and on and find nothing but blabber and smoke?

I think we should treat the Web-2.0-Rush with some reserve. There aren't so many people who are able to produce worthwhile content and willing to share it with the rest of the world - for free.

The situation resembles a little the time when desk-top publishing came up in the middle of the eighties. PCs and above all

MACs with adequate software became affordable and seemed to turn everyone who had a power outlet into a typesetter. People with enough passion to tinker opened up desk-top studios and used five type faces on only one page just because the drop-down menu offered it. As we know it's not that easy: Those who have eyes and taste notice the difference between designers and debutants.

So the best that "You" can do to turn Web 2.0 into something really useful is to invest more reason! Let's check critically what can be found out there in blog-land. Let's write the smartest blogs contribu-

tions imaginable ourselves. Let's start with smarter eMails - full of imaginative content, with correct spelling and full of interesting content. And don't forget: It's all about you! ■

- ▶▶ www.leschak.com
- ▶▶ www.ibusiness.de
- ▶▶ www.edge.org
- ▶▶ www.jaronlanier.com
- ▶▶ www.rheingold.com
- ▶▶ www.smartmobs.com
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Erfolg durch Dialog

Mobile Marketing ist als Dialogmarketingkanal sehr erfolgreich. Das ist das zentrale Ergebnis einer repräsentativen Studie von Proximity mit Unterstützung von Ericsson und der CBS, bei der 5.350 Unternehmen in Deutschland, Österreich und der Schweiz befragt wurden.



Das Mobiltelefon ist heute das wichtigste Kommunikationsmittel. Mit der zunehmenden Verbreitung von GPRS- und UMTS-Geräten wird seine Bedeutung weiter wachsen.

Mobile Marketing bezeichnet Marketingmaßnahmen unter Verwendung von Funktechnologien (wie zum Beispiel Mobilfunk, Wireless LAN oder Bluetooth) und zukünftig auch DVB-H in Verbindung mit mobilen Endgeräten. Ziel ist es, nachhaltige Kundenbeziehungen aufzubauen und dabei die Erlaubnis einzuholen, dem Kunden möglichst maßgeschneiderte Angebote zu unterbreiten, die ihm sein mobiles Leben vereinfachen.

Zurzeit sind die Anwender von Mobile Marketing insgesamt sehr zufrieden. Der Studie der BBDO-Tochter Proximity zufolge haben knapp drei Viertel der befragten Unternehmen ihre Ziele erreicht oder sogar übertroffen. Am erfolgreichsten nutzt die Automobilbranche Mobile Marketing - vor allem in den Entwicklungsabschnitten Kaufinteresse und Kauf, in

denen sich laut Befragung als Dialogmaßnahme besonders Gewinnspiele eignen. Auch die Akteure in den Bereichen Financial Services, Kommunikation, Media und Entertainment können zufrieden sein. In den Branchen Konsumgüter, Food, Travel and Transportation hingegen blieben die Ergebnisse hinter den Erwartungen zurück. Hier setzen auch noch nicht viele Unternehmen auf Mobile Marketing - bei den Konsumgüterherstellern in Deutschland beispielsweise lediglich elf Prozent. Der Einsatz von SMS und Internet ermöglicht es den Werbe-

treibenden, beispielsweise über Klick-Raten und das Zählen von SMS-Botschaften den Erfolg ihrer Kampagnen zu messen. Allerdings richtet sich Mobile Marketing bisher hauptsächlich an junge Kunden. 76 Prozent der Aktivitäten zielen laut Studie auf die 10- bis 29jährigen. 21 Prozent adressieren die Altersgruppe zwischen 30 und 39 Jahren. Über 50jährige werden von den Unternehmen bisher kaum über diesen Werbekanal angesprochen. ■

▶▶ www.proximity.de



Am erfolgreichsten wird der mobile Werbekanal in der Automobilbranche eingesetzt.



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