



ANEM Workshop Report **“Improvement of Performance by Using Internet and Online Media”**

Contributing to build capacities of its member stations, on April 28, 2010, ANEM prepared, organized and facilitated the second workshop in Belgrade Media Center, titled “Improvement of Performance by Using Internet and Online Media”, supported by USAID and IREX Serbia. The main goal of this workshop was to enable ANEM local and regional member stations to acquire information from competent speakers on the importance of the use of Internet and online media in increasing their audience share, their profits and thus their better positioning on the media market. Guests – panelists at the workshop were: **Sinisa Rogic**, CEO of INBOX company for web design and development of Internet applications, **Jelena Surculija**, MA, expert for the new media, **Vladimir Novakovic**, CEO and Editor of the RTV B92 website, **Tomislav Damnjanovic**, Director of A-Media, Company for Marketing, Sales, Production and Consulting, **Jovan Protic**, CEO of the company “Ringier Online” and **Uros Ignjacevic**, General Manager of the media company “Trident Media Group”. The workshop was also attended by Slobodan Kremenjak, Krana Savovic and Branko Bukvic from the Law office “Zivkovic & Samardzic”, Anja Ivanova from Marketing and Sales Company “A-media” and Jana Zaric from the BETA news agency, as well as the representatives of the donor society: Ivana Bjelic and Vladan Nikolic from IREX Serbia and Miroslav Jankovic from the OSCE Mission to Serbia.

23 representatives of 18 ANEM radio and TV stations attended the workshop: Radio Boom 93, from Pozarevac; Radio 021, from Novi Sad; Radio City, from Nis; Radio Ozon, from Cacak; Radio Ema from Bujanovac; Radio Kontakt +, from Kosovska Mitrovica; Radio Sport Plus, from Piro; TV Cacak, from Cacak; Novosadska TV, from Novi Sad; Radio Bus, from Kovin; TV Alfa, from Uzice; RTV Panon, from Subotica; Radio Em, from Knazevac; Radio Far, from Alibunar; Radio Kikinda, from Kikinda; RTV VK from Kikinda, Kikinda; TV Niska, from Nis and RTV Prima from Bajina Basta.

In the first part of the workshop, ANEM stations had the opportunity to obtain information by competent panelists on the new online media, how to make a good web site and what was the role of civic journalism in creating news, as well as to hear the experiences and advices on the integration of TV and radio as traditional media and Internet from the editor in chief of RTV B92 website, one of the most visited sites in the country. **In the second part of the workshop**, the focus was shifted to the topics directly related to the issues of income increase. The panelists spoke about the increase of stations’ number of audience and income through online media and through the use of the Internet and social networks, as well as the advantages of Internet marketing. At the workshop, the stations were acquainted, through expert panelists’ presentations and discussion, with the major advantages of new media, how they should be used in synergy with the traditional media, what was considered a good website and what it implied, what needed to be done to attract the target groups, and therefore the advertisers, and how to use civic journalism in the creation of news; how to use new technology to improve operations and capacity of local media; how to use social networks such as Facebook and Twitter to increase number of audience and share of specific media. The stations were also given advices by expert speakers on how to increase traffic to their websites, but also what they should take into account when placing information on them.

Short review of the panelists' presentations:

Jasna Milanovic, ANEM coordinator, presented the panelists of the workshop, stressing that the new media were an important issue in the media public. She said that, with this workshop, ANEM wanted to provide as much information on various aspects available by new media, while competent speakers would convey certain knowledge to the participating stations about the online media, their use in journalism, how to integrate the traditional and new media and the benefits of new media to increase stations' revenues;

Sinisa Rogic, CEO of INBOX, explained to participating broadcasters how to create a good website and what a good web site implied. He explained the preparation process of creating of the site, defining site objectives, defining target groups, distribution of information on the site, constant update – uploading fresh information and all important aspects that made one web site visited, and therefore financially successful.

Jelena Surculija, new media expert, talked about the new media and the role of civic journalism in online media, citing that the integration of citizens in creating news was priceless, as well as the cooperation and exchange of material between the online and traditional media; she presented the importance of the use of civic journalism to improve the operation of local media, as it could provide for the exclusivity of information and compensate for usually insufficient number of journalists and their teams of local media; she provided concrete advices on how stations should use online media (the use of bloggers and comments on the website); she stressed that by using the Internet, the local media stopped being local; she also spoke about the rights and restrictions and freedom of expression in the online media.

Vladimir Novakovic, CEO and editor in chief of RTV B92 website, spoke about the importance of integration of TV, radio and the Internet, from the experience of B92; he also said that the web site of RTV B92 was usually the main source of information for both radio and TV; he talked about the importance of maintaining interaction with citizens, the use of social networks such as Facebook and Twitter for gathering information, the integration of video and textual data and formats, as well as audio and video formats, the use of new platforms such as mobile version of the web site, about the importance of timely posting information on the web site, the need to moderate any content coming to a particular web site. He pointed out that the presence of multimedia on the B92 web site significantly contributed to its recognition and to shifting resources of companies that had traditionally invested in the old media to web site, too, which therefore become a new source of income; he advised present stations to integrate different media in order to meet the desires of the audience.

Tomislav Damnjanovic, CEO of A-media, Marketing, Sales and Consulting Company, talked about the use of Internet and social networks to increase audience share; through dynamic presentation, he provided stations with useful information on the importance of social networks, particularly Facebook and Twitter, for spreading the impact of particular media; moreover, by increasing the number of members of particular groups that shared the same interest through these networks, the stations could acquire the necessary data about their public, which enabled them to adjust their offer to those interests and needs to attract more audience, which also contributed to their better audience share results; also very important is a good positioning on Internet, which allowed for greater number of visitors, therefore advertisers and better income opportunities through online advertising.

Jovan Protic, CEO of "Ringier online", talked about the web site as an additional source of income, stressing that the Internet edition should not replace traditional media, rather to compensate for losses due to changing of consumers' habits; he provided stations with examples of different ways of collecting money on the Internet like via banner advertising, contextual advertising, contextual banners, sponsorship of certain page or full web site, video

advertising, text messaging services, integration of e-commerce solutions into the web site, sponsored links, public relations and newsletters with advertising messages. He believes that big media web sites can help the local media to increase the number of visits to their sites through the exchange of content with a link to the local site.

Uros Ignjacevic, CEO of the media company “Trident Media Group”, informed the stations about the aspects and advantages of Internet marketing; he presented a comparative analysis of the significance of the Internet market in Serbia and the region; stressed the importance to promote open market, with more successful players, to introduce the industry standards as well as monitoring and continuous market research, as well as to educate, not just clients and customers, but also sales personnel and media planners, about the benefits of the Internet and online advertising; he considers it necessary to use the experiences from the region and recognize a real success.

Taking part in the discussion, **Slobodan Kremenjak, ANEM lawyer from the law office “Zivkovic&Samardzic”**, explained to attendees that all legal rules applying to the traditional media also applied to new media in terms of placed contents; he also said that the moderation of information and materials submitted to a website by its users and visitors was also necessary, while the particular attention needed to be paid to the use of photographs from the Internet, as it was the most frequent grounds for litigation.

All panelists prepared their Power Point presentations for the workshop and ANEM web site, available at the end of this report.

Conclusions of the workshop:

- It is necessary to use the Internet and new (online) media to further develop the traditional (offline) media;
- The integration of offline and online media is important, which enables provide of complete information, available at any time and as long as the audience needs it; web sites are the right place for combination of audio/visual and textual contents;
- The new media are an important source of information for traditional media, because they always have fresh news provided by fast and instant exchange of information, which journalists of radio and TV stations can further investigate and shape in the form of news or story;
- Civic journalism can be very important for the media as it contributes to their exclusivity and fast informing of the public, while local media can also compensate for the usually insufficient number of journalists and their teams;
- Media Web sites may contribute to the increase in audience number, through the placement of short information as a "teaser", which will then refer their visitors to the particular radio or TV station, where they will receive complete information;
- Media sites need to attract as many visitors, which would also have an effect on the better revenue opportunities and their increase; this is achieved by placement of short, reliable, exclusive and prompt information and by building a good image and confidence of the public / visitors;
- To properly use the potentials of the web sites as additional sources of income of the media, it is necessary to have trained members of staff who are acquainted with the various types and tools of online marketing;
- By using the Internet, local media go beyond the boundaries of their local environment, they become international; therefore it is important that the information and content on the website are in compliance with the regulations that apply to offline media and with professional standards and principles;
- Moderation of comments, blogs, information and materials that visitors post is very important for media web sites, as they are also public media that bear the responsibility for the published contents;

- With the proper use of advantages of new media, as well as their integration with traditional media, the stations can increase audience number of their stations, and thus improve their position on the market, attract new clients/advertisers, gain additional resources, and thus achieve better sustainability;