

SEARCH ENGINES & PUBLISHING

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ANITRA Medienprojekte

- Consulting to media companies since 1982
- Interests
 - Hybrid mass media (TV + paper, etc.)
 - Hybrid professional media (CC papers, Web innovation, etc.)
 - Hybridization technologies
 - own patents
 - content + technology
- FP3, FP4, FP5, FP6 active participation @ all levels
- 3 FP „media“ projects completed, 1 still running

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Search engines in publishing

- A **threat** and an **opportunity**
- Search engines as a tool
- Search engines as a subject
- Promotion & dissemination of search technology
- Building communities
- Use **European** innovation?

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Challenges

- Overall: viable business models for EU technology
- Critical:
 - User-generated content:
 - motivating the right contributors & other community management
 - other social engineering
 - Language problems
 - Select right market segment
 - Dealing with US & Asian competition

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Proposed contribution

- **Integrate search engine in legacy media**
 - Mass market (TV, paper)
 - Professional market (Controlled-circulation hybrid publications e.g. in IPR, general technology)
 - Concrete pilot
- **Supporting action**
 - Platform for dissemination and policy issues
 - Legacy media
 - Distributed workshops

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Thank you

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