

11 September as seen by online media

Never before have online media faced such a great challenge as the one posed by the terrorist attacks in the USA. Which lessons can editors and publishers learn from the tragic events? This current question will be discussed in conjunction with the «Content Summit 01» (7 to 9 November 2001 in Stadthof 11, CH-Zurich).

A press review of the special kind can now be called up on the web site www.interactivepublishing.net/september: the first hours after the devastating terrorist attacks in the USA as seen by the international online media. This case study provides an overview of headlines and images that have long since dissipated into virtual nirvana. At the same time, it shows the many different ways in which, for example, Chinese or Brazilian news pages presented the information. The collection includes screenshots from a total of 150 web sites in 28 countries. The main emphasis is placed on the internet versions of the largest print media, but the site also includes pure online publications as well as some TV sites.

The compilation entitled «September 11» goes back to an initiative of the Zurich-based Interactive Publishing GmbH, one of the organisers of the «Content Summit». The «Content Summit» has established itself as Europe's most important meeting point for providers of digital content, i.e. the trade that faced its greatest challenge on September 11. The «Content Summit 01» takes place from 7 to 9 November in Stadthof 11 in Zurich-Oerlikon. The MCH Basel Exhibition Ltd. is a co-organiser.

Discussions on the effects of journalistic work

Based on the events of September 11, the organisers of the «Content Summit 01» decided on three short-term additions

to the programme: «Lessons learned» is the title of a round table with representatives of various editors-in-chief (Thursday, 8.11.) The discussions will revolve around the lessons that 11 September can teach editorial offices and publishers for their work.

Although individual news sites collapsed under the influx of visitors after the terrorist attacks, the internet only played a marginal role as a source of information. The vast majority of people stuck to live images on television – an incentive for the «Content Summit» to discuss the true significance of the interactive media in the overall media landscape (Wednesday, 7.11.)

As the reports relating to 11 September illustrated, infographics are often more expressive than words and photos. However, they often lack precision. The last day of the «Content Summit 01» (Friday, 9.11.) therefore offers a platform for critical discussions on the phenomenon of infographics.

For further information, see **www.contentsummit.com**

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Content Summit 01**The Real-life Portal for the European Content Industry
A European Executives Summit for the Interactive Content Industry**

Content Summit is instrumental in linking cutting edge strategies, best practice and next practice in the executive conference and hands-on workshop arena with the suppliers of enabling technologies, content merchants and services on the show floor.

Content Summit provides the unique European backdrop to the many exciting challenges that the networks of leading content providers and distributors from 30+ countries live up to.

In a conversational, analytic and engaged atmosphere this convergent marketplace is defined, shaped and driven during and beyond the three-day event in Zurich/Switzerland, 7-9 November 2001.

Organized by Interactive Publishing GmbH and Messe Basel the event will focus relentlessly on great content, great attendees, and great production.

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