

SPAIN Multimedia Richness and Variety of Business Models

RAMÓN SALAVERRÍA, JAVIER DÍAZ NOCI, XOSÉ LÓPEZ & M^a BELLA PALOMO

El País, *El Mundo* and *La Vanguardia* are three of the most important newspapers in Spain. They are national leaders in the print as well as the online market for general information paid-for newspapers. Judging from the front pages of these newspapers on 8 October 2003, all of them update frequently the news on the Web, and at the same time, keep a close reference between their print and online content. All three online newspapers also paid special attention to hypertextual, interactive and multimedia content in 2003, and increasingly do so since. This might be considered one distinctive feature of the Spanish online press. Another peculiarity of the main Spanish online newspapers has been the coexistence of very different business models, from totally free to full payment models, even though these newspapers have very similar news offers.

A Country of Paradoxes

Spanish people like to talk about themselves by saying that 'Spain is different!'. They use this widely known expression to make reference to such diverse fields as politics, culture or traditions. And it could also be suitable to describe the Spanish media. During years, for instance, Spain has been the only European country whose written press comprised only compact newspapers, even though there is not a single sensationalist daily. In addition, Spain has traditionally been a country where the newspaper reading indexes were among the lowest of the continent, in spite of the fact that the number of newspaper titles per capita is one of the highest (Nieto & Mora 1989). The arrival of Internet during the nineties, once again, confirms that Spain is a country of paradoxes.

Even though Spain has lower Internet penetration indices than other countries in Europe, there is a vigorous online press. After just a decade of life, the number of media on the Web – including online-only news sites, newspapers, magazines, radio

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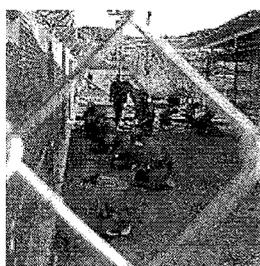
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EE UU sospecha que los traductores de Guantánamo sabotearon los interrogatorios

Soldados vigilan a presos de Guantánamo, en 2002, en una imagen ofrecida por EE UU. (AP)

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LA SITUACIÓN EN EL PAÍS VASCO

La policía detiene a un sindicalista del LAB y a otra persona en una operación antiterrorista

Medio millón de funcionarios tendrán en enero el mayor plan de pensiones colectivo

Detenidas 29 personas de una red de facturas falsas que defraudó a Hacienda 15 millones de euros

Schwarzenegger gobernará California y promete hacer "grandes cosas"

El candidato republicano Arnold Schwarzenegger ya ha cumplido su sueño de ser gobernador de California, el estado más rico y poblado de EE UU. Con el 25% de los votos escrutados, más de la mitad de los electores se ha mostrado a favor de destituir al hasta ahora gobernador, Gray Davis, que ya ha admitido su derrota y ha felicitado al actor.

SCHWARZENEGGER Un conservador en lo económico

07-10-2003

TEMA: Elecciones en California 2003

FÚTBOL | La Copa se tiñe de luto

Fallece un seguidor del Depor tras una pelea con hinchas del Compostela

Un hombre de 31 años murió anoche tras recibir una paliza durante los enfrentamientos entre seguidores del Deportivo y el Compostela que se sucedieron al final del encuentro de Copa del Rey que ambos equipos disputaron ayer en Santiago, en el estadio de San Lázaro.

Agresión al árbitro en Castalia

08-10-2003

CONFLICTO EN ORIENTE PRÓXIMO

Árafat sufrió un ataque cardiaco la semana pasada, según la prensa británica

El presidente de la Autoridad Nacional Palestina, Yaser Arafat, sufrió un ligero ataque cardiaco la semana pasada, según el diario británico *The Guardian*. El incidente no fue hecho público para no "crear pánico", de acuerdo una fuente del entorno de Arafat citado por el periódico.

TEMA: Oriente Próximo

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and television stations – rises above a thousand (Pereira et al. 2004), and the main Spanish newspapers are among the most popular sites of the continent (Cerezo & Zafra 2003:6). In the same way, it is worth mentioning certain peculiarities, such as the excellent quality of multimedia infographics or the multiplicity of business models of the main online newspapers analysed in this chapter, which range from totally free to almost full-payment models.

In 2003, Spain had a population of 43 million inhabitants, out of which 7% were foreigners. The official language is Spanish, although Catalan, Basque and Galician are also recognized at a regional level. That year, GDP was 16,185 Euro per capita, out of which 66% of the total corresponded to service sector.

In addition to online media, the media landscape included 135 dailies (all of them morning newspapers), around 7,000 magazines, 3,881 public and private radio stations, and 6 national television channels which shared the market with 13 regional and 897 local television stations. From the legislative point of view, there are no specific laws for the press sector.

TABLE 1: Basic indicators for newspapers in Spain

	Number of titles		Circulation		Share in advertising revenue (%)	
	1999	2003	1999	2003	1999	2003
Newspapers	135	135	4,173,000	4,200,000	29.9	26.9
national	4	4	1,042,301	1,198,883		
regional	131	131	n.a.	n.a.		
Internet					0.3	1.0 ^a
online newspapers	29	100+				

Notes: a. Estimate for 2002.

Source: WAN 2004:330-333; OJD 2005

During the nineties, the Spanish daily press has been feeling the effects of the economic crisis. This period has been characterized by a decline in advertising investment in the newspapers and a rise in the price of paper. To offset this, there has been a strict control of expenditure within the media companies.

The circulation index continues to fall in recent years, and in 2003 it was below the minimum set by the UNESCO: 99.4 newspaper copies per 1,000 inhabitants. And although there are big differences in consumption between the north of the country – with a higher percentage of readers – and the south, none of the regions was above the European average.

In spite of its low readership index, Spain is one of the few European countries with over one hundred daily newspaper titles. This places the country amongst the twelve principal world press producers, although the average circulation of the newspapers barely surpasses 30,000 copies (WAN 2004). In 2003, only twelve papers, which included four sports papers, exceeded 100,000 copies sold daily ('La publicidad...' 2003).



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URGENTE

28 detenidos vinculados a ETA en Francia y España

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28 detenidos en una operación contra ETA en Francia y España

Un total de 28 personas han sido detenidas esta madrugada en País Vasco, Navarra y la localidad francesa de Bayona, en el transcurso de una operación antiterrorista efectuada por la Policía por orden del juez de la Audiencia Nacional Baltasar Garzón. También se han realizado 40 registros. [Sigue]

📍 **ETA. La dictadura del terror**

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Crónica

VÍCTIMA DE LA VIOLENCIA EN EL FÚTBOL

Muere un aficionado en unos disturbios entre hinchas del Deportivo y del Compostela

La Copa se tiñó de negro en Santiago de Compostela. Un seguidor del Deportivo de La Coruña, M.R.S., de 31 años, ha fallecido tras recibir un fuerte golpe en el hígado durante unos graves disturbios registrados en el último tramo del partido de Copa del Rey entre el Compostela y el Deportivo. **La víctima trató de mediar en la pelea.** [Sigue]

- Dos aficionados del Espanyol y uno de la Real Sociedad, en la historia negra más reciente
- Suspendido el Castellón-Valencia por una agresión al árbitro

CON EL 25% DE LOS VOTOS ESCRUTADOS

El actor Arnold Schwarzenegger, elegido gobernador de California

El gobernador de California, Gray Davis, ha admitido su derrota en el plebiscito sobre su continuidad **al frente del estado más rico y poblado de EEUU**, y ha reconocido la victoria de **Arnold Schwarzenegger.** [Sigue]

- Un actor bajo la sombra del pasado

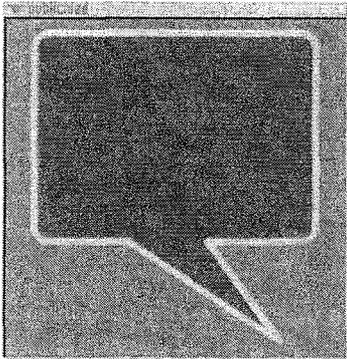
📖 **Álbum:** La carrera cinematográfica de Arnold



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Victoria de Arnold

Arnold Schwarzenegger y su esposa, Maria Shriver -miembro del clan Kennedy- se felicitan por los resultados de las elecciones en California; Gray Davis ha sido expulsado y el actor es el candidato más votado. (AP)



Online front page of *El Mundo* on 8 October 2003.

Since the beginning of the 21st century, competition for advertising and the stagnation of newspaper's readership translated into a rise in sales prices, taking advantage of the introduction of the Euro. However, the publishing market has been revitalized with the launch of some new regional newspapers and several free newspapers. The free press has been especially successful: in November 2003 the biggest national free papers, *20 Minutos* (1.4 million readers) and *Metro Directo* (1.3 million readers), were only surpassed by *Marca* (sports newspaper; 2.4 million readers) and *El País* (general news newspaper; 1.9 million readers) (AIMC 2003:6).

Meanwhile, the number of Internet users has been growing, especially since 2001 when ADSL became more popular. Thanks to that success, Spain reached the eleventh world position in high-speed connections, with 2.15 millions at the end of 2003 (OECD 2001:38; Point Topic 2004). At that time, there were 9.8 millions Internet users in Spain (AIMC 2003:12).

In 2004, the press on Internet completed its first decade in Spain. Contrasting the scarce number of broadcast media that proceeded online, almost all newspapers have created an online homologue on the Web. In fact, the biggest dailies have repeated their success on Internet. In Spain, online newspapers were, after the portals, the websites with the highest number of visitors in 2003.

TABLE 2: Evolution of media audience in Spain 1997-2003 (% population)

	1997	1998	1999	2000	2001	2002	2003
Television	90.7	89.4	89.4	89.2	89.2	89.9	90.7
Radio	55.0	53.5	53.0	52.9	52.4	54.7	57.9
Magazines	54.7	53.2	53.3	53.6	52.8	51.4	53.1
Newspapers	37.7	36.9	35.2	36.3	35.9	37.4	39.7
Internet	2.7	4.6	7.0	12.6	20.4	22.5	26.9
Cinema	8.8	10.2	10.2	11.0	11.2	10.2	9.0

Source: AIMC 2003.

TABLE 3: Evolution of advertising investment in Spain (million Euro)

	1999	2000	2001	2002	2003
Television	2,107.7	2,323.6	2,151.0	2,184.6	2,274.8
Newspapers	1,529.9	1,692.1	1,593.8	1,531.2	1,496.0
Magazines	566.8	618.4	619.9	590.1	601.2
Radio	465.9	501.8	489.5	484.9	508.2
Outdoor	386.2	426.3	406.5	408.6	422.3
Supplements ^a	108.6	116.6	111.3	106.8	105.9
Internet	15.0	53.4	51.6	52.2	74.6
Cinema	42.4	55.2	44.6	45.3	47.6
TOTAL	5,222.6	5,787.5	5,468.1	5,403.8	5,570.9

Note: a. Includes Sunday supplements.

Source: Infoadex 2004.

Three Leading Newspapers On and Off the Web

This chapter focuses on three prominent Spanish newspapers, *El País*, *El Mundo* and *La Vanguardia*. These are generalist newspapers with high circulations and national scope. *El País* and *El Mundo* are from Madrid. *La Vanguardia* is from Barcelona. Though not considered a national newspaper in all circulation statistics, *La Vanguardia* is available everywhere in Spain and actually is the oldest top-level newspapers in the national market. It started publication in 1881. The other two newspapers are considerably younger – *El País* began in 1976, and *El Mundo* in 1989 – but at present have the highest circulation and influence in Spain. All three newspapers have the most complete and veteran editions on Internet amongst the Spanish media.

Newspapers' profile, one by one

The activity of each of the three newspapers on Internet began at different moments. The first to make the leap was *La Vanguardia* of Barcelona, capital of the Catalan region. Actually, Catalan online media were pioneers in Spain. The first newspaper with general news in Spain that opened a website on Internet was *Avui*, a newspaper from Barcelona that is entirely written in Catalan. This was in the year 1995. That same year, the other two newspapers from Barcelona, *El Periódico de Catalunya* and *La Vanguardia*, went onto the Internet; the former after testing an online service outside the Web since November 1994.

La Vanguardia belongs to the Grupo Godó, a Catalan family traditionally linked to the business of the press. The publisher of the newspaper is La Vanguardia Ediciones S.L. For the digital version, published under the name *Lavanguardia.es*, another company was formed, Iniciativas Digital Media S.L. According to the Oficina de Justificación de la Difusión (OJD 2003a), the agency responsible by that time for measuring the circulation of Spanish press and which current name is Información y Control de Publicaciones S.A., the average circulation of *La Vanguardia* was the lowest of the three newspapers in 2003 (see table 4). *La Vanguardia* is completely written in Spanish, although it accepts letters to the editor in Catalan.

La Vanguardia online, which reserves some sections for payment, comprised in October 2003 one part with constantly updated news and numerous sections that repurposed contents of the print version. Particular attention was paid to special reports, with many links to sources. Besides, it offered the possibility of downloading archives in PDF format from the day's print newspaper, and the complete archive for all issues since 1881, in PDF format as well. This is without doubt the most complete online newspaper archive in Spain and one of the biggest in Europe.

El Mundo was launched in 1989 on the initiative of its editor, Pedro J. Ramírez, who was formerly editor of *Diario 16*, another newspaper that emerged during the political transition from dictatorship to democracy in the late seventies and early eighties in Spain. The online version is published under the name of *Elmundo.es*, present on the Web since 1995. The company that publishes the print paper is Unidad Editorial

S.A. (Unedisa). Mundinteractivos S.A., the company responsible for publishing the online version, is a subsidiary of Unedisa.

El Mundo is perhaps the Spanish newspaper that has most firmly committed itself to Internet. Its web edition has its own well-staffed editorial board, and a highly qualified section of multimedia infographics. In October 2003, *El Mundo* online offered two broad areas: one for free, with abundant constantly updated news and many thematic channels, and another to be paid for, which offered the contents of the print newspaper. *Elmundo.es* was the leading Spanish digital newspaper in October 2003, with an average of 883,000 daily visits. The print version achieved a higher average circulation than *La Vanguardia*, but is not as popular as the third newspaper discussed in this chapter, *El País*.

El País, a newspaper launched in May 1976 and owned by the PRISA group, is the Spanish general news journal with the highest circulation. It delayed its appearance on the Internet until May 1996, so that it coincided with its twentieth anniversary. The Internet edition is called *Elpais.es*. Like the other two newspapers, *Elpais.es* is produced by a company created to that end, Prisacom, which also publishes all the websites of the PRISA group. In October 2003, the online edition of *El País* differed from the other two newspapers in that it had adopted an almost full payment model, from which were exempted only the front page, the commentary articles, and the commercial and participatory sections. Outstanding amongst its paid-for contents, besides the news proceeding from the print newspaper, is its complete multiformat archive dating back to 1976. Besides, it constantly updates its news, with some multimedia contents proceeding from the group's radio network (Cadena SER) and television channel (CNN+), as well as many thematic sections and special reports.

TABLE 4: Summary information on selected quality newspapers in Spain (2003)

	<i>Founded</i>	<i>publisher</i>	<i>Print format</i>	<i>Print circulation</i>	<i>Online since</i>	<i>Online users^a</i>
El País	1976	Prisa	Compact	440,226	1996	n.a.
El Mundo	1989	Unedisa S.L.	Compact	286,685	1995	27,084,429
La Vanguardia	1881	La Vanguardia Ediciones S.L.	Compact	205,330	1995	n.a.

Note: a. Visits, November 2003.

Sources: OJD 2003a/b/c; personal elaboration.

From the journalistic point of view, 8 October 2003 started peacefully. The day before, nothing extraordinary had happened and the print newspapers devoted their front pages to conventional news about national politics, the functioning of public institutions and diverse international conflicts. However, in the early morning, an important antiterrorist operation took place in France and Spain in which 34 people were arrested on suspicion of being related to the terrorist group ETA. Not yet men-

tioned in the morning dailies, this operation became the main news on broadcast media and the Internet during the day.

Similarity in Content, Heterogeneity in Publishing Formats

As indicated before, *El País*, *El Mundo* and *La Vanguardia* enjoy a prestige built up over the years. They occupy leading positions in print circulation, and have given notable importance to their presence on Internet. In fact, it can be affirmed that their previous competition for supremacy in the news kiosks has been transferred to the Web. All three digital newspapers offer a service of notable quality both in volume of news and in more specific questions such as updating, design, archive or in their display of interactive resources and contents.

Now, this general emphasis on quality both on and off the Web does not mean homogeneity in the publishing formulas employed. By 2003, the publishers of the three newspapers had developed their respective online editions following different paths, which is why in Spain one can speak of an appreciable publishing heterogeneity, not so much concerning contents as with respect to business models.

Looking at the front pages of the online newspapers on 8 October 2003, we see that, with slight nuances between the different titles, the Spanish digital media favour similar formats when presenting news: they combine the contents proceeding from their print editions with news and sections specifically created for Internet; they give preferential attention to the latest – and even breaking – news; and they offer abundant documentary resources, starting with their press archives.

Contents and news items

Even though online newspapers use content from the print editions, there still are some relevant differences between the two media. For instance, print media devote in their front pages more space to news than online newspapers – 75% of the total space in the print front pages, against 42% in homepages. However, surprisingly, they do it with fewer articles: print editions present an average of 6.3 articles per front page, whereas online editions usually include an average of 10. This apparent paradox is explained by two reasons: text length in front pages of online media tends to be much shorter, whereas the number of pointers, both textual and graphic, is much bigger – occupying about one-third of the available space on online front pages against less than 2% on the corresponding print front pages. If we add the areas occupied by articles and pointers in online newspapers, we see that both print and online media devote approximately three-quarters of the front page to information. However, online media encourage a form of information much more synthetic, which aims to turn the front page into an efficient starting point for hypertextual navigation.

In addition to the similarity of contents, there is not much difference either in the types of journalistic genres or in the news sources that print and online newspapers use. Regarding the genre, the basic news story is the predominant textual format,

TABLE 5: Key characteristics of print and online front pages in Spain (8 October 2003)

	<i>El Mundo</i>		<i>El País</i>		<i>La Vanguardia</i>		Average	
	print	online	print	online	print	online	print	online
Front page content by type (% of space)								
News	79.3	52.6	77.4	54.0	68.5	19.7	75.1	42.1
Breaking news	0.0	0.0	0.0	0.0	19.4	19.4	6.5	6.5
Advertising	8.5	0.0	8.9	7.7	7.2	9.7	8.2	5.8
Self promotion	11.9	2.8	13.6	0.0	0.0	2.4	8.5	1.7
Interaction/communication	0.0	0.9	0.1	6.3	0.0	1.9	0.0	3.0
Service information	0.0	0.9	0.0	3.1	0.0	7.5	0.0	3.9
Entertainment	0.0	0.0	0.0	2.5	0.0	6.9	0.0	3.1
Pointers	0.2	42.7	0.0	26.4	4.8	32.4	1.7	33.9
Front page pointers by type of content to which they refer (% of pointers)								
News	100.0	46.0	0.0	19.4	80.0	39.5	60.0	35.0
Breaking news	0.0	0.0	0.0	0.0	0.0	4.7	0.0	1.6
Advertising	0.0	8.8	33.3	1.4	20.0	23.3	17.8	11.2
Self promotion	0.0	15.9	33.3	41.7	0.0	9.3	11.1	22.3
Interaction/communication	0.0	15.0	33.3	16.7	0.0	9.3	11.1	13.7
Service information	0.0	13.3	0.0	9.7	0.0	9.3	0.0	10.8
Entertainment	0.0	0.9	0.0	11.1	0.0	4.7	0.0	5.5
<i>n</i> (total number of pointers)	1	113	3	72	5	43	3.0	76.0
Front page news items by type (% of items)								
Headline	0.0	0.0	0.0	60.0	20.0	62.5	6.7	40.8
Teaser	0.0	28.6	90.0	20.0	60.0	0.0	50.0	16.2
Brief	0.0	71.4	0.0	0.0	0.0	37.5	0.0	36.3
Caption	25.0	0.0	10.0	6.7	20.0	0.0	18.3	2.2
Other	75.0	0.0	0.0	13.3	0.0	0.0	25.0	4.4
<i>n</i> (max 15 items selected)	4	7	10	15	5	8	6.3	10.0
Full news items, started on front page, by format (% items)								
News story	75.0	100.0	100.0	80.0	80.0	87.5	85.0	89.2
Colour writing	0.0	0.0	0.0	6.7	20.0	12.5	6.7	6.4
Commentary	0.0	0.0	0.0	6.7	0.0	0.0	0.0	2.2
Analysis	25.0	0.0	0.0	6.7	0.0	0.0	8.3	2.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>n</i> (max 15 items selected)	4	7	10	15	5	8	6.3	10.0
Internet feature indices (0-1)								
User feedback	0.0	0.5	0.1	0.5	0.2	0.1	0.1	0.4
Discussion index	0.0	0.3	0.0	0.5	0.0	0.4	0.0	0.4
Content interactivity	0.1	0.8	0.0	1.0	0.1	0.2	0.1	0.7
Hyperlinking	0.0	0.2	0.0	0.3	0.0	0.1	0.0	0.2
Multimedia in articles	0.2	0.1	0.1	0.1	0.2	0.2	0.2	0.1
Updating		0.7		0.2		n.a.		0.5

used in 87% of editorial elements on the print and digital front pages of *La Vanguardia*, *El Mundo* and *El País*. On print front pages we find in addition some analytical articles, which can be conceived as presenting an added value of the printed press opposite to the immediacy presented by online newspapers. Online newspapers, on the other hand, complement the majority of basic news stories with some colour writing: news items that vividly describe personal experiences of reporters or bystanders, or that present persons, groups or organizations.

In relation to the topics and the sources, Spanish online media meet a standard profile: they publish news stories that frequently report on domestic and regional affairs and that are basically written by journalists based on direct sources. Only *El País* online avoids somehow this tendency. This online newspaper stands out for its special appeal to sports. It should be mentioned, however, that the night before the data were collected, several soccer matches were played in Spain. This explains the prominence of sports news on the morning of 8 October 2003.

Multimedia, interactivity and hypertextuality

These content features tend to be similar to those observed in other countries. There is however one area in which Spanish news media might be different, namely their commitment to take advantage of multimedia, interactive and hypertextual possibilities. Even on a conventional news day, such as 8 October 2003, the use of multimedia (or better, graphics) and interactive resources by Spanish online newspapers is high and clearly superior to the average reached by the other newspapers discussed in this book. All the indices for addressability, discussion, content interactivity, multimedia and hyperlinking of Spanish online newspapers are above the European average. Besides, even though the three Spanish newspapers did not use sounds, animations or moving images on their online front pages, this kind of content is quite common in special news coverage sections in these papers. This suggests that Spanish print media have successfully transferred their former concern about design to the Internet, accentuating it with such aspects as interactivity and hypertextuality. Since 2003, experiments with multimedia content, still a little bit modest at that time, have increased. All three online newspapers discussed in this chapter have opted more firmly for more multimedia content, and specifically, for more infographics.

Business models

Paradoxically, the similarity in content and format coincides with the adoption of very different business models. The economical crisis that shook the Internet companies in the year 2000, led online media to explore different ways to reach profitability or, at least, a financial balance. Two out of the three online media, *El Mundo* and *La Vanguardia*, were sharing in October 2003 a mixed model, with some paid-for services and contents – especially contents that proceed from the print edition, the press archive, and the newspaper in PDF format – in combination with a significant amount of free contents, with the latest news as the most attractive feature. In con-

trast, *El País* online had adopted a payment model where in practice virtually the entire contents were reserved for subscribers, with the exception of the front page, commentary articles and certain sections of participation and commercial services. In spite of these differences, none of these three publications gave up on advertising as a source of income and all three of them used very similar formats for that purpose.

A Farewell to Full Payment

Recent events suggest that the co-existence in the same online publishing market of similar news offers with different business models – some free (or mixed) and others involving payment – is not sustainable in the long run. Just by the time of sending this chapter for printing, on 3 June 2005, *El País* online announced to give up its payment business model established in November 2002. In exchange, it opted for a mixed model, by offering most of its online contents for free. This news suggests a definitive farewell of Spanish online newspapers from full payment models. After all, in the described market, online media that require subscription are doubly penalized: they hardly attract new subscribers because web users easily find equivalent news offers for free, and they also suffer a reduction in their advertising income due to their loss of potential audience. Thus, *El País* online attracted not more than 45 thousand paying subscribers in 2005, which was clearly not sufficient to pay for the high costs of producing an online medium with such high quality. This resembles the similar problem faced by the paid-for print newspapers that are confronting the growing success of the free press.

Up until this major strategic change in 2005, the situation of the three Spanish online newspapers remained more or less the same as described above. They kept the same business model and offered similar information as in 2003. Their respective print editions likewise maintained more or less stable circulation numbers, thanks, to a great extent, to successful promotional campaigns. Nevertheless, a scenario of increasing difficulties approached slowly but surely, not only for the print dailies described in this chapter but for all the paid-for newspapers in Spain. The main reason is that readership is falling down whilst competition grows with the apparition of many national and regional free newspapers and magazines.

At the same time, the advertising market on the Internet recovered notably and reached a gross income that starts to make it possible for online media to make a profit – at least, for a handful of them. For instance, due mainly to its advertising income, *El Mundo* online has been profitable in 2003 and 2004 (*El Mundo* online, 12 May 2005). In contrast, the online edition of *El País* continued to make a loss in 2004, in spite of increasing revenues from advertising and mobile services (PRISA 2005). Finally, *La Vanguardia* online is going through economic difficulties resulting in forced staff cutbacks. Most other online newspapers in Spain are in a similar situation, although their investments so far have been more modest. They await a substantial expansion of the online advertising market before taking steps forward in their editorial strategies on the Web.

Experiments with new formats

In spite of this conservatism, the average quality of contents offered by Spanish on-line newspapers has improved considerably in the last years. This improvement was mainly noticeable in the development of multimedia content, such as special reports and infographics. Especially since the terrorist attacks of Madrid, on 11 March 2004, many online newspapers have started to include regularly multimedia news contents, which are more and more developed. In fact, the quality of these productions has been internationally recognized with Spanish newspapers winning some of the most important awards in the field of infographics and multimedia narration, such as the SND.ies, EPpy, and Malofiej awards. In addition, especially in the case of online media belonging to PRISA group, the multi-platform information coverage, which include press, radio and television contents, has become stronger. It is also worth mentioning that weblogs have won their incorporation as journalistic format in online newspapers.

This experimentation with new interactive and multimedia formats has mainly spread among media of national scope, and more specifically among the three major national newspapers discussed in this chapter: *El País*, *El Mundo* and *La Vanguardia*. However, commitment to new formats is becoming relatively common in some on-line media that are specialized in sports and economy, too. Moreover, in 2005 also the more and more vigorous presence of a regional online press is noticeable, although the most avant-garde media at this level are not often linked to print dailies, but represent purely online media projects.

All this confirms, once again, that the Spanish press remains a paradox: in a context of persistent economic difficulties, online media have gone unmistakably into experiment with new journalistic formats. Time will give us the answer on whether this paradox definitely leads to a business as well as editorial consolidation of online media in Spain.

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› Sök evenemang

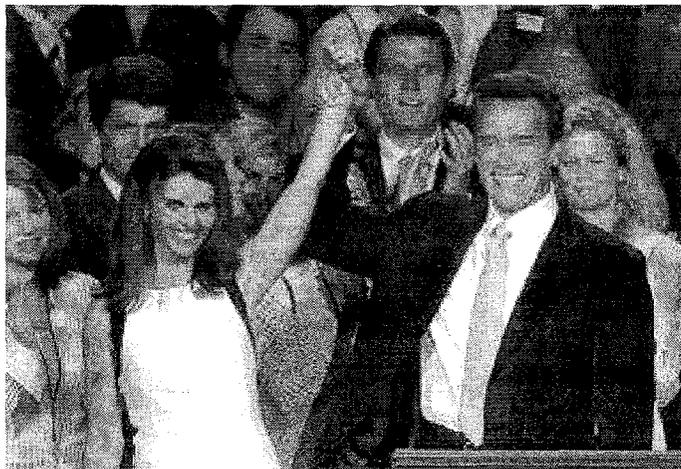


Bild: MARK J TERRILL

Arnold vann valet

Arnold Schwarzenegger blir ny guvernör i Kalifornien. Inför jublande anhängare förklarade Schwarzenegger tidigt på morgonen att han vunnit guvernörsvalet.

Läs mer

Skärpta misstankar mot 24-åringen

Mordmisstankarna mot 24-åringen har stärkts. Det är den brittiska analysen av spår på mordvapnet som gett ytterligare bevis mot mannen. Samtidigt anklagar 24-åringens advokat en överläkare för sekretessbrott i utredningen.

Läs mer

Försenat X 2000 ska ge ny resa

När X 2000 tågen mellan Göteborg och Stockholm blir

LOKALA NYHETER

- 20 sågs upp på Göteborg
- En skadad i Majomakrock
- Inget åtal mot polis efter demonstrationsbråk
- 17-åring vittnade om sexhandel
- Stulen bil brann i garage
- Krock på Hisingsleden

GP:s förstasida
som PDF

VM I FOTBOLL



- Målin vid drömmamas mål
- Parsson vill hylla hjältarna
- Finalen blir en rysare
- Största utmaningen väntar
- ... men först bio och popcorn
- Mats Härd: Stolpe in
- Direktreferat: Sverige - Kanada
- GP:s världslag
- Domanski-Lyfors nära sitt mål
- Spelprogrammet
- GP tippar: Svenskt silver
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