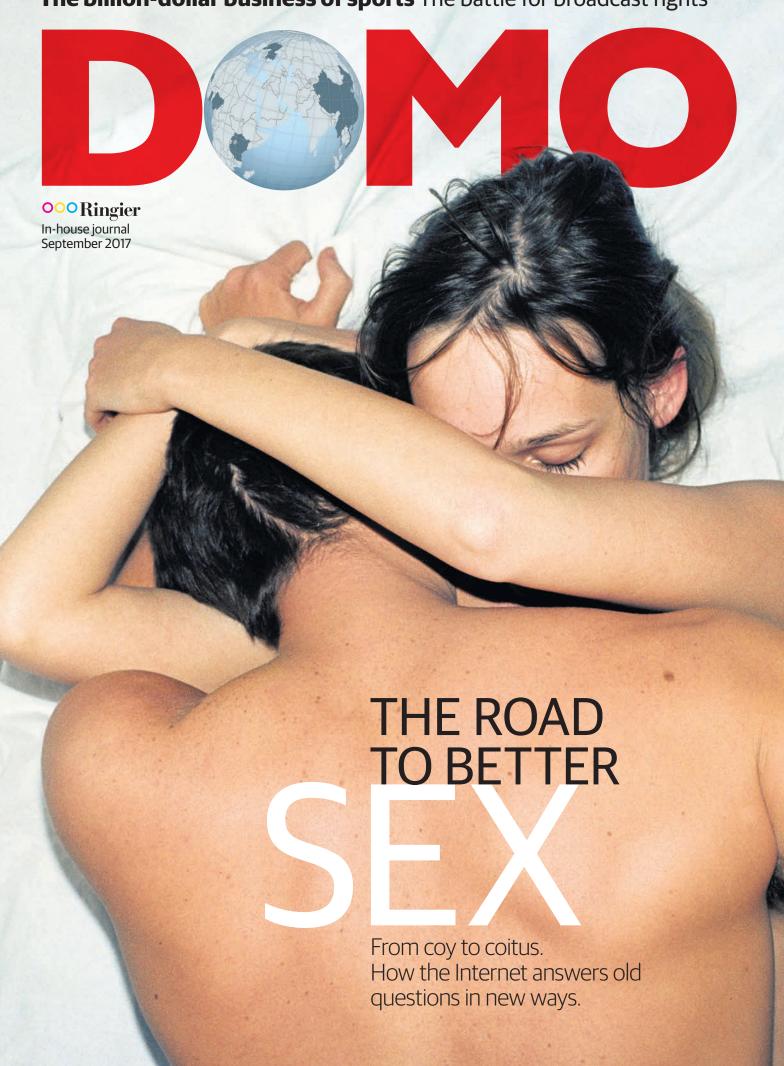
The billion-dollar business of sports The battle for broadcast rights



CONTENTS

4 «I still don't know what the Internet is»

An interview with media pundit and Internet intellectual Jeff Jarvis. The American is convinced we are witnessing the last gasps of the traditional mass media.

8 If you want to watch you'll have to pay

Sports on TV is increasingly happening behind a paywall. The market is more competitive than ever, thanks to the billions invested by corporations.

12 Back to the Gate

The flood of news is threatening to break all dams, turning journalists into gatekeepers again. And when a commodity becomes rare, you can once again make money from it.

14 «I'm telling it like it is»

Marc Walder speaks out. Ringier's CEO expects publishers to come under more pressure. Even so he wants to keep investing in journalism.

16 Focus on Ringier

The best press photos of the last quarter.

18 The sex school

Sex education is just a click away. Sex counselors on YouTube and in blogs boldly and openly give instructions.

22 «I'm more than a screen for people's projections»

An interview with Caroline Fux, sex counselor at «Blick», who talks about journalistic quickies, a balloon fetish and the «no sex please» community.

26 The Anti-Democrat

DOMO author Marc Kowalsky meets Formula One boss Bernie Ecclestone, who is in a foul mood. He even gives the photographer the finger.

28 Put to the Test

Publisher Michael Ringier on corporations that manipulate and lie, only to call us the «lying media»

29 My Week - Jelena Isaković

The editor-in-chief of the Women content hub in Belgrade zooms through her

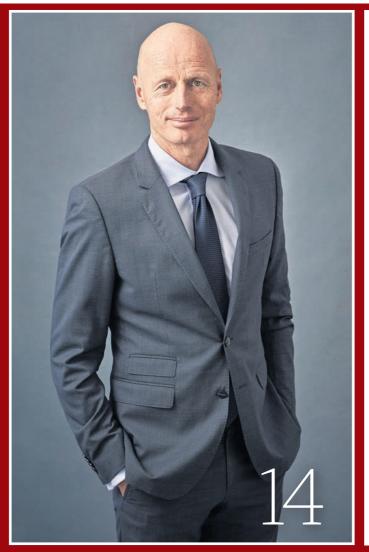
30 A woman with an emergency plan Anniversary: Marlise Weber

Tips by Marc Walder

Cover photo: Martien Mulder / Trunk Archive

Publishing information

Publisher: Ringier AG, Corporate Communications. Executive Director: René Beutner, CCO, Dufourstrasse 23, 8008 Zürich. Contact: domo@ ringier.ch Editor-in-chief: Alejandro Velert. Contributors: Ulli Glantz and Markus Senn (visual realization), Hannes Britschgi, Vinzenz Greiner, René Haenig, Marc Kowalsky, Adrian Meyer, Translators: Gian Pozzy (French), Claudia Bodmer (English), Ioana Chivoiu, (Romanian), Lin Chao/Yuan Pei Translation (Chinese). Proofreaders: Peter Hofer, Regula Osman, Kurt Schuiki (German), Patrick Morier-Genoud (French), Claudia Bodmer (English), Mihaela Stănculescu, Lucia Gruescu (Romanian). Layout/Production: Zuni Halpern (Switzerland), Jinrong Zheng (China). Image Editing: Ringier Redaktions Services Zurich. **Print:** Ringier Print Ostrava and SNP Leefung Printers. No portion may be reprinted without the editor's permission. Circulation: 10,000 copies. **DOMO** is published in German, French, English, Romanian and Chinese.



of DOMO

as e-magazine







The September issue





Dear Readers

Ringier's in-house journal DOMO is published for the company's employees, business partners, clients and media professionals. DOMO's purpose is to help its readers understand the world of media and get a better appreciation of Ringier decision making.

Do we meet our goal? Do you like our interviews, features and background stories as we hoped you would?

To make the magazine meet your requirements in the best way possible, we ask you to take part in our online survey. Your answers will be analyzed anonymously. Thank you for participating!

You can find the online survey here: www.ringier.ch/survey

Alejandro Velert, Editor-in-chief DOMO



DOMO - September 2017 | 3 Photos: Gian Marco Castelberg, Maurice Haas



«I still don't know what the Internet is»

For many years, Internet pioneer Jeff Jarvis (63) has been holding up a mirror to the world of media. Now he says the media are only beginning to undergo a sea change. And he is optimistic. Interview Adrian Meyer

Domo: Mr. Jarvis, how often do you find yourself shaking your head when you read the paper?

Jeff Jarvis: All the time.

What's going wrong?

We are experiencing the last gasps of the traditional mass media. They had a wonderful business model that was How far has the change in media built on shortage: Whoever owned a printing press could control the price of advertising and condense time in news. Until it stopped working.

Enter the Internet.

The Internet brought a technology geared to abundance. The opportunities for advertising rose exponentially while prices bottomed out. And now we're witnessing enormous desperation manifesting as clickbait. People trying to grab your attention with Kardashians and cat videos. And US President Trump.

A few years ago you said we didn't know what the Internet was. Do you

No. I still don't know what the Internet is. It's too soon. The Internet has the potential for historic revolutions on the scale of Gutenberg's invention of the printing press around 1450, but first newspaper appeared: Only in can do about them.

1605 did someone think of using this medium to inform the world in an utterly new way. How to achieve this using the Internet is something that has yet to be discovered. We're still seeing a reflection of the old world of

Many people say the change is happening at a breakneck pace but personally, I think it's very slow. It's only just begun. Compared to Gutenberg I'd say we're currently somewhere around the year 1475.

Do you still believe in the Internet's power to democratize knowledge? Right now, we're seeing more like the

A crucial question. Twitter is the perfect metaphor. On the one hand, I celebrate the platform's openness: Anyone can speak to the world, meet strangers or even organize a revolution. But on the other hand, Twitter is obviously also a breeding ground for Internet trolls, i.e. users who do nothing but provoke and offend. Are they the price of openness? Because if we try to shut up Internet trolls we're violating freedom of expresit took another 150 years before the sion. I honestly don't know what we

Would you bar Donald Trump from Twitter?

Probably not. Although it does sound tempting!

Doesn't the Internet simply show us how much hate people harbor? I'm not that pessimistic about hu-

manity. I don't think we're all uncivilized beings. But on the Internet we are currently witnessing how societal norms are being renegotiated. There's a lot of pent-up anger that's being released. People who have not had their say for centuries are suddenly making themselves heard. They're giving free rein to their frustration and pushing things to the

How should we deal with this hate?

Twitter and blogs are creating a huge value but all it takes is a few jerks to screw the whole thing up. So, what do we do about these jerks? Do we shut down the services? No. But we need to renegotiate norms and standards. When it comes to the Internet we need to ask ourselves what kind of society we want to build. And that is a matter for civilized people.

«When it comes to

the Internet we

ourselves what

want to build,»

says media

scientist Jeff

kind of society we

need to ask

The notion of an open Internet appears to be increasingly under threat. I find that disturbing. I'm no ▶

▶ friend of paywalls. A paywall would make a paper like «The New York Times» lose its influence as an international publication. Journalism, nowadays, isn't just a product, it's a service. That's why we need to find new sources of revenue.

Like what?

Like new forms of advertising, membership, quality content, e-commerce, events and so on. We need a business model based on relevance and use. One that treats people both as individuals and as members of a community.

Can you currently see any model that has a future?

People used to think the media would be saved by tablets or paywalls or native advertising. But there is no single salvation. On the cost side, the media industry is still very inefficient. Media copy each other to generate content and page impressions. The proportion of original contributions within this mass of content is embarrassingly small.

How do you get out of the content trap?

Media should create a unique benefit. Interestingly enough, there are more and more news sites, for instance the «Guardian», who reduce the amount of content in favor of higher quality. They want content worth paying or becoming a member for. Not just stuff that generates clicks.

The abundance of information is overwhelming.

The unceasing avalanche of news is disturbing. People like Donald Trump exploit that fact. Every day he'll throw the media a tidbit to distract them from the important matters. Instead of churning out more and more news the media would do better to develop a format that allows the audience to stay on top of a story.

Is Donald Trump a product of the media? Or does he simply know just how to manipulate them?

Both. He exploits the mass media's desires. And he is clickbait. Thanks to Trump news sites and TV channels got more traffic with which to feed their old business model.

When Trump posts tweets, everybody reports them. Should the media ignore his tweets?

He boasts about not needing tradi-

things. Of course, the media need to report on him. They can't help it. But with any other troll they have a choice.

How do you mean?

Right-wing trolls deliberately use fake news to manipulate the media. White nationalists post some rumor or a lie on an Internet forum like 4chan. Right-wing populist platforms like Breitbart or Infowars will then write about it, and eventually it about it. That is manipulation, and egies for dealing with trolls.

Don't feed the trolls.

«When people are

informed properly

no longer

Exactly. We need to reveal their strategies without further spreading their lies. We mustn't give them that satisfaction.

Do you understand people who believe in conspiracy theories like Pizzagate, the absurd lie about a Washington pizzeria running a child-sex ring that Hillary Clinton was supposedly involved with? I have a lot of trouble with that. Be-

cause it's so stupid. Unfortunately, I

own family. I'm a liberal, but my family are staunch conservatives. For a long time, though, they were rational conservatives. Until Fox News came along. I witnessed how my dear parents were brainwashed. Fox News made my father believe Obama was a Muslim. Rupert Murdoch could have established a high-quality conservative medium with Fox News. He chose not to. He attacked the other media, slandered them and caused people to lose faith in media. He fomented fear and hatred.

Did Fox News make people lose faith

Basically, it began with Watergate. A newspaper brought down a US President, and rightly so. Ever since, the liberal media have tended to ignore conservative Americans. They were no longer catered to. This vacuum was filled by Rupert Murdoch's Fox News, by Breitbart and worse. That's all you get now if you don't like «The New York Times» or the «Washington Post». Because so many Americans felt they were no longer represented in the big media, they lost faith. And once they were no longer properly informed they became susceptible to propaganda.

And that is why people believe in conspiracy theories?

The world is currently controlled by emotions, not facts. When emotions drown out reason, disinformation works. It will even get people to believe things that are contrary to their own interests. Like Brexit or Trump.

How can a newspaper get through to people who don't believe in facts?

That is incredibly difficult. The most important thing is to listen to these people. Journalists don't have to sympathize with these people's crazy ideas but they need to understand the world they live in to appreciate why this is fertile ground for evil people to plow. Only when you're able to understand them and empathize with them can you hope that these people will begin to trust in you again. That is why journalism is one of the hardest professions.

Despite all this, do you remain optimistic about the future of journalism?

I'm even exceedingly optimistic. I'm annoyed by this technophobia and the fear of the evil Internet. We're still the same people we were ten years ago. And what's more, we're smart enough to figure out how to use this technology in better ways. It'll take a while, that's all.

THE MEDIA PUNDIT

Jeff Jarvis (63) is widely regarded as the ultimate media pundit and Internet intellectual. He was a leading pioneer in the development of online news, blogging and the conception of new business models for news. Jarvis is fighting for an open, cooperative Web. The World Economic Forum at Davos has named him one of the 100 most influential media personalities in the world. Jarvis teaches at the City University New York's Graduate School of Journalism, advises media companies around the world and runs the influential media blog Buzzmachine. He has written several books, including «What Would Google Do? Reverse-Engineering the Fastest-Growing Company in the History of the World». Jarvis is currently working on the «News Integrity Initiative» with Facebook, a 14-million-dollar project designed to restore the public's trust in the media.



they become ends up on Fox News. By which time, susceptible to at the latest, everyone is talking Donald Trump is the troll-in-chief. propaganda.»



hat the U.S. company Netflix is to currently 104 million series addicts and cinephiles worldwide, the British company Dazn (pronounced «the zone») wants to become to sports enthusiasts around the globe. This sports streaming service launched in August 2016 actually has a lot going for it. Dazn is backed by the global sports media enterprise Perform Group, based in Feltham near London, and its majority owner, Access Industries, founded by Russian-born billionaire Leonard Blavatnik, 60. Blavatnik is one of the richest men in the world.

Dazn promises its subscribers more than 8,000 live broadcasts per year: more than 200 soccer matches of Britain's Premier League, plus Italy's Serie A and Spain's Primera División. If you like, you can also stream Ukrainian, Serbian or South Korean league games. For another 9,99 euros a month, you can get live coverage of many other types of sports - even fishing is on the menu.

Sports coverage is increasingly moving behind a paywall. Dazn is only one of many streaming services currently expanding their position in the media market.

Thanks to the billions invested by corporations like Amazon, this market is more competitive than ever. The U.S. media conglomerate Discovery has also joined the fray, deploying various platforms and business models. Discovery's branded Eurosport channels reach 231 million households in 95 countries and 21 languages. In Germany, Eurosport was long considered a traditional special-interest channel. In 2012, Discovery bought a 20-percent share, and only three years later, the Americans took over Eurosport completely. Ever since, this broadcaster has been buying sports rights very aggressively, snapping up European TV rights to the Olympic Games 2018 to 2024 as well as to 40 soccer matches of Germany's Bundesliga, and in tennis it will broadcast three out of the four Grand Slam tournaments. In Italy, Eurosport has joined forces with the cellphone company TIM to work on the first Olympics channel to offer only programming produced for smartphones. When the 2018 Olympics take place in Pyeongchang, South Korea, the Eurosport Player





will also be broadcasting virtual-reality content. Discovery Communications President and CEO David M. Zaslav, 57, has a clear goal: He wants «to become the biggest winner in the entertainment business» in Europe.

Sports is entertainment. Sports is business. A business of emotions you can stuff yourself with endlessly. In other words: Sports has filled the gap left behind by religion. In addition to special-interest TV channels, streaming via Internet is growing more and more important. Just about every type of sports has found a home there.

Germany's sporttotal.tv, for example, has begun to broadcast even amateur soccer games of the fourth, fifth and sixth leagues. The company closed long-term co-operation deals with Germany's national soccer association DFB and individual regional associations. The outlay is negligible: The soccer grounds are equipped with fixed cameras that cover the games, and software automatically tracks the ball and the action. Sixty-four of these camera set-ups are already in operation, and by the end of this year there will be 200 of them, according to the provider. Sporttotal. tv will be funded by advertising and sponsoring.

There is hardly a niche that is not explored, barely a sport that does not find its audience somewhere. The days when public broadcasters like ARD and ZDF in Germany, SRF in Switzerland or ORF in Austria reliably broadcast live coverage of the most important sports events are definitely over. Many broadcast

rights, such as those of Formula One, have been taken away from them or are about to be because they can no longer compete with the money put up by their commercial competitors.

British soccer is the prime example. The sale of the TV broadcast rights has filled the Premier League clubs' coffers. The top soccer league made a TV deal for the three seasons 2016 to 2019 to the tune of 6.9 billion euros. Plus 2.6 billion for foreign broadcast rights, which works out at an average of 158 million euros per club per season. These (outrageously) large amounts of money are in play because pay-TV providers like British Telecom and Sky get into bidding wars and jack up the prices. Unlike the Germans or their European neighbors, however, the Brits are used to paying for sports on the telly. Or, as Reinhold Beckmann, longtime host of Germany's sports program «Sportschau» puts it: «Driving across the country in Britain, what you see is: Sky dish, yes; double-glazing, no; employment, doubtful. People scratch every penny together for pay TV. Or they watch down the pub. Soccer has become a sedative for an entire society.» A society that is changing. And

whose interest in sports is also undergoing changes. eSports is the magic word of the younger generation. It may well be the most underrated phenomenon in today's entertainment industry - and in the world of sports. eSports events already draw tens of thousands of spectators to arenas where they want to watch computer gamers live in action. They fork out as much as 180 euros for admission. The top tournament pays out more than ten million dollars in prize money. More and more countries now recognize eSports as a legitimate form of sport. eSports pros travelling to the U.S for tournaments get a special athlete's visa. And in Austria, eSports is promoted by the Federal Ministry of Families and Youth.

Ralf Reichert, CEO of the Electronic Sports League, which organizes tournaments all over the world, considers eSports «the biggest sport ignored by the mainstream». German-born Reichert, widely regarded as the Bernie Ecclestone of the gaming industry, wants the IOC to recog-

eSports as a mass phenomenon. Tens of thousands attend these events. «The biggest sport ignored by the mainstream,» says

Ralf Reichert.

nize eSports as an Olympic sport. And the IOC is giving the proposal serious consideration.

Internet giants like Amazon were among the first to realize what was happening. In 2014, this U.S. conglomerate paid roughly a billion dollars for a rather obscure platform called Twitch, causing many pundits to shake their heads in amazement. Today, this live-streaming platform for video games ranks among the world's most frequently visited websites, with more than 100 million viewers per month. At the latest edition of Gamescom, the world's second-largest convention for interactive electronic entertainment. Twitch was the official streaming partner. These live streams are comparable to Champions-League broadcast in soccer, with high-tech studios, star commentators, reporters and game analyses. eSports has, as the German weekly «Stern» wrote as early as 2015, «come to attract huge crowds in next to no time. And become a billion-dollar business.»

Big sponsors like Red Bull or Coca-Cola recognized eSports's immense publicity value a long time ago. «There's something big going on,» says Matt Wolf, VP and Head of Global Gaming at Coca-Cola. «This is a new form of media consumption and the world is changing.» German insurance giant Allianz has also seen the signs of the times and is sponsoring a fringe sport that may appear outlandish: drone racing. The broadcast rights to these aerial competitions for Germany were bought by 7Sports, a subsidiary of the commercial broadcaster ProSieben. The company's CEO, Zeljko Karajica, considers drone racing «something like the Formula One of the future», «the perfect blend of physical racing, eSports and virtual reality.»

Sports is growing, there are some 700,000 events per year on the professional level. The market is changing at an incredible pace. All in all, the trade with TV broadcast rights to sports events has reached an annual global turnover of more than 30 billion euros. And one thing is certain: If you want to watch, you'll have to pay. Whether it's for football or soccer, drone racing or Formula One. Welcome to the TV world of tomorrow!

Pay TV costs money. That is why, in many places, like here in Madrid, the bars get crowded on game days.

10 DOMO - September 2017 DOMO - September 2017

Back to the Gate

The role of journalists as gatekeepers has continually been reduced, and they themselves are partly to blame. Now, they are trying to take back control of the flood of information.

by Vinzenz Greiner

A s business propositions go, it sounds outlandish: A journalist reaches into the flood of free information, selects one article, briefly explains why the text is supposedly worth reading, and charges money for it.

And yet, it works: «Piqd» is the name of a Munich-based platform which does exactly that. Now in its second year, it claims to fund itself entirely through membership fees of 3 euros per month. Last spring, the English-language sister platform piqd.com was

«Hand-piqd journalism» worth reading is what piqd editor-in-chief Frederick Fischer and his team offer as an antidote to the «information inundation». Fischer is one of a number of people who want to go back to

Along came the Internet. The newspaper was now no longer the thickness of a few leaves of paper but a practically unlimited website: no more widow lines, orphans, or limits to the line count

Conversely, anyone could now blog, tweet or post their own opinion. A «tectonic shift in the architecture of information» is what German media scientist Bernhard Pörker called it. «There is no longer a single, powerful gatekeeper in the form of traditional mass media.» Or rather: There is no longer a powerful gatekeeper wielding a press badge. Or to use imagery: The gatekeeper is too weak to shut the gates to the public tightly enough against the oncoming flood of editorial office of a Swiss daily. That's «keeping the gates open» rather than «gatekeep-

This was when news platforms launched news tickers and news blogs. The U.S. platform «BuzzFeed» surpassed itself and traditional media by publishing picture galleries and viral stories. Media company strategists smelled a panacea for their ailing industry. «BuzzFeed» was copied left, right and center. It is the era of clickbait. Readers, no: clicking computer mice are baited with heady headlines and tidbits of text that inevitably fail to live up to the projected promise of content.

This school of thought, which might be dubbed Page Impressionism, is, however, gradually supplanted by realism. «The busi-

eos had reaped and invested it in investigative journalism. Former «Guardian» and «Sunday Times» stars are now working for «BuzzFeed». Pulitzer Prize winner Mark Schoofs now heads the Investigations and Projects team in the U.S.; Daniel Drepper, editor-in-chief of «BuzzFeed Germany» since March, hails from the nonprofit investigative newsroom «Correctiv».

Even in what is probably Germany's best-integrated print and online newsroom, at «Die Welt», reader faith in journalism is growing more relevant. The quality of the articles is measured in a new way. «Two thirds of the score concern aspects relating to the quality of the text and the way the article was produced. The dwell time, for instance,» as newsroom manager Kritsanarat Khunkham writes in a blog entry.

«Chasing clicks» caused many people in the industry to forget about the service aspect and the basic task of journalism, Khunkham criticizes. To wit: «We inform and help to understand.» Providing assistance and explanation - hardly the job description of a lock keeper who lets the news deluge flow untrammelled. More like that of a measurer and selector: the gatekeeper.

One man who realized that his business model is back in style is Peter Hogenkamp. In 2015, the former head of digital at «Neue Zürcher Zeitung» launched «Niuws» - now renamed «Scope» -, a platform permitting users to subscribe to themed channels for which experts select stories they deem relevant. The subjects range from business travel to comics.

filleted by topic.

«Newslettering instead of news-littering» might be the motto of the Berlin daily «Tagesspiegel»: Editor-in-chief Lorenz Maroldt even won Germany's prestigious Grimme Online Award for «Checkpoint», a selection of news about the capital, commented on with typically acerbic Berlin wit. On weekdays, his co-editor-in-chief Stephan-Andreas Casdorff supplies «Morgenlage», an «overview of the day's most important topics». The newsletter contains a handful of stories from «Tagesspiegel» and other media. Plus: advertisements. Select to make money

Other media work up parts of their content into whole new products. Ringier's tabloid «Blick» has recently begun to spin off «the most important news of the day at a glance» with Instagram's video function Stories. Rival publisher Tamedia has created the «12-App» featuring the «best 12 articles from 21 quality titles,» in the words of the company's own daily «Tages-Anzeiger». This smartphone app allows users to rate whether a piece was worth reading or not, i.e. whether the editor did a good job as a gatekeeper. The platform «tages-anzeiger.ch» adopted this feature in February.

The «Neue Zürcher Zeitung» slices its manufactured contents into pieces of different sizes and packages them in new forms for readers. The newsletters «NZZ am Morgen» and «NZZ am Abend» are intended to summarize «the most important events of the day». Since July, German readers can also subscribe to «NZZ Perspektiven», which is

online news platform it contains «just what matters today».

All of these offerings not only allow the media to resume their keeper's post at the gate to the public; they also call into question the business model of increasing market penetration, which is still prevalent in many

After all, a piece that did not make it into «Spiegel Daily» must, by implication, not be important today. Does the existence of «Endlich verständlich» mean that the editors have previously failed to explain these issues? What if Casdorff's concise «Morgenlage» really constitutes an overview of the most important news? Are we producing too much irrelevant content if the relevant portions may be limited to a handful of «Blick» items on Instagram and a dozen on Tamedia's app?

Does all of this constitute an admission on the part of the media of having spread too much unimportant news for too long? A product manager at a big German-language newspaper smiles at this question: «The last thing we need is more content. Give me something with less content, and I'm in!»

This is something that, say, «Axios» is trying to do, a news platform launched by a co-founder of the U.S. magazine «Politico». «Axios» considers traditional media «broken - and too often a scam». Their intent is - surprise! - to focus on what matters. Even within articles, the wheat is separated from the chaff. Their motto is «smart brevity»: Texts are no longer than two or three tweets and structured through keywords. That's all.















regulating the flow of news. Journalists should resume their role as «gatekeepers» in service to the public and earn money from it. The way they used to.

For a long time, it was possible to fold world events in half and conveniently tuck them under one's arm. «How nice that, day by day, just enough things happen in the world to fill a newspaper,» the Austrian satirist Karl Kraus wryly quipped some 100 years ago. In the U.S., «The New York Times» adopted the motto «All the news that's fit to print». The news that didn't fit wasn't made to fit: it was simply left out.

Just as a tree that falls in a forest with no-one to witness it makes no sound, events that were deemed «unfit» and thus not printed somehow never really happened.

What is more: The gatekeepers gradually lost interest in their own job. Seeing how many clicks cat content and voyeuristic videos generated, editors began to throw in the towel. And the advertising departments followed suit.

A click is a page impression is an argument to convince an advertising customer to place an ad. Picture galleries as click generators became a new vehicle for information. Editors moonlighted as picture gallery creators to milk clicks from their

Instead of trying to stem the flood of information, the media opened more sluices. «If we can't fit something in the paper, it'll still fit on the Internet. There's no lack of space there,» says one member of the main

ness of scale, the business of clicks and the struggle for more and more market penetration will not save a single media company,» U.S. journalist Jeff Jarvis (see the DOMO interview on page 4) said last year.

Advertising clients and editors are also beginning to realize this. Clickbait, bullshitism, jumping on the bandwagon of unchecked fake news... all of this serves to destroy readers' faith. More has become less.

Sure: Page impressions are still currency in online business. But it has grown softer.

Marketing departments and editors are beginning to focus on readership figures -«unique users». And the way to increasing those is not by pouring out a deluge of information but by selecting and researching.

«BuzzFeed» took the money the cat vid-

The difference as compared to «piqd»: «Scope» includes sponsored channels. Also, Munich's gatekeepers are stricter, presenting no more than one new article per day and subject. The common denominator: Both compile instead of producing.

But now, producers are joining the ranks of the curators, through editorial newsletters, for example. As early as 2010, the business daily «Handelsblatt» began to send out «all the relevant news on the economy, politics and finance, before you've had breakfast», as their website put it.

So you get all the important news - or at least that which matters to the newsletter's sender, Gabor Steingart, formerly a journalist with the weekly «Spiegel» and now publisher of «Handelsblatt». His «Morning Briefing» is now one of twelve newsletters the daily's international version, plus stories from «nzz.ch» that are popular in Germany. and «Der andere Blick», the editor-in-chief's weekly newsletter for Germany. The Zurich publisher is basically selling German readers an excerpt. Less content? New product!

This idea has also caught on in Hamburg: «Spiegel Online», the flagship of German online journalism, has begun to launch little dinghies. The explanatory format «Endlich verständlich» (Finally comprehensible) actually seems more like a lighthouse in the churning deluge of news. In the morning, «Spiegel Online» sends out the newsletter «Die Lage», featuring op-ed pieces from the main editorial office and links to articles on the platform. Recently, the digital evening paper «Spiegel Daily» joined the fray; according to the most influential German-language

«Axios» practices something like «gatewriting»: only the really important stuff gets in.

Still: even the «Axios» team has realized that gatekeeping isn't all that easy. The website also features softer content, like a drag race between a Tesla and a Lamborghini. And when the issues get complex, articles beat «smart brevity» by a country mile.

Germany's curated service Piqd faces a similar «conundrum», as editor-in-chief Fischer recently admitted to subscribers: On the one hand, they must not reproduce the problem of information inundation they are trying to solve. «On the other hand, looking back, there have always been subjects where we thought: we'd really need another channel for this,» Fischer wrote. Now they have come up with a «compromise»: a new channel for general news.

12 DOMO - September 2017 DOMO - September 2017 | 13



«I'm telling it like it is»

Ringier CEO Marc Walder says that publishers will come under even more pressure. Nevertheless, he plans to go on investing in journalism. «If we do a really good job we can also make good money from it.»

Interview Alejandro Velert Photo: Gian Marco Castelberg

Marc Walder, do you know the movie «There will be blood»?

I've heard of it, but, unfortunately, I haven't seen it.

In a recent interview with the German financial daily Handelsblatt you said this about the future of publishing: «There will be blood.» Why this martial metaphor?

In that interview, I was asked whether «the European publishing industry would regain

its strength». My answer was that - on the contrary - the coming years would bring more consolidation. The diversity of media would continue to dwindle, in Switzerland as well as in Europe or the U.S.A. Publishers will come under even more pressure. Small publishing companies will have to join bigger ones. Just look at the Swiss publisher Tamedia, for example: As of 2018, just two centralized editorial offices will produce 14

newspapers. Five years ago, who would have thought it might come to such a drastic scenario?

What was your ulterior motive in this interview? Did you mean to shake people up, provoke them, grab their attention?

There is no ulterior motive. I'm simply and frankly telling it like it is. What I'm saying is that journalism - all over the world - is earning less revenue, year after year, so we

need to adapt and evolve as a result of this situation. In 1995, the average life span of a company on the S&P 500 stock index was about 40 years. Now it's around 15 years.

What does that tell us?

Only the good, the innovative, the courageous, and the quick survive - and maybe even grow. I don't know any successful company or entrepreneur that is not constantly discussing and addressing the changes in the market - and doesn't also have a healthy dose of paranoia.

Paranoia?

I mean the concern that there is something lurking just around the corner that may suddenly challenge your own business model. Take Google, Apple, Facebook, Amazon - a healthy dose of paranoia is omnipresent in these companies.

And that is why these companies survive?

Yes, because these companies have all had firsthand experience of how fast you can grow really big. And they know: The faster you go up, the faster you can come down. Digitalization has destroyed the decades-old stability of earlier business models – and certainly not just in the media industry.

For the journalists in our company this is hardly a motivating outlook.

I disagree. The journalists at Ringier have the advantage of working for a company that is constantly trying to be at the forefront of these developments. Whether it is in Switzerland, in Eastern Europe, in Asia or in Africa. We are one of Europe's most modern media enterprises. We want the best and the most motivated people to work for us. And journalists should generally be alert and open for new things and boldly take on challenges. Those are basic qualities of any journalist. And that is what this company stands for.

If the financial perspectives are so gloomy, why wasn't the BLICK Group sold off for 200 million francs, which were allegedly offered for it?

The fact is that the BLICK Group will never again make as much money as it did 15 or 20 years ago. But the BLICK brand can still earn good money in the future if we do a really good job. That is the first reason we wouldn't sell.

And what is the second?

The BLICK brand is a crucial part, let's even call it the beating heart, of Ringier Switzerland. Week by week it allows us to reach more people than any other of our activities. That is irreplaceable.

How do you see the future of journalism at Ringier? How long will we go on printing newspapers and magazines?

That isn't really such an important question, and we don't know the answer anyway. Whoever does give you an answer to that is more likely to be talking through their hat than from expert knowledge. What is more important is the question whether we will generally be able to make money with our brands Schweizer Illustrierte, Beobachter, Le Temps, Tele, HandelsZeitung, Illustré, LandLiebe etc. in the future regardless of whether it is on paper or on a laptop and a smartphone. So we have to do the right thing now in order to be economically successful in the year 2025.

In that interview, you also speak out against cross-subsidization. Why is that? Editorial content has always been funded primarily through classified ads.

Classifieds and advertisements are or used to be part of the bundled offer of a newspaper. Digitalization, however, has unbundled the classifieds from the journalistic offers. They have long since become separate and independent platforms or digital market-

places that do not - or barely - require journalism as an environment. If you take the long view, a journalistic brand needs to at least break even. Anything else would constitute a hobby or patronage or result from a particular sense of responsibility or conviction. That is possible and will continue to happen, but I would term it an exception.

What is our digital journalistic strategy for the future? Is there even such a thing as the one correct strategy?

Of course there is. In this respect, we are one of the most modern publishing companies. The core concerns are: first and foremost, journalistic quality - especially out there in the digital hailstorm of information. Secondly is expertise in the areas of video, social media, technology, data and, increasingly, virtual and augmented reality, and finally, of course, marketing - which has become a science unto itself.

Will you keep investing in new journalistic projects?

But of course! For years, we have been investing millions in our journalistic brands. The transformation of these big brands from newspapers and magazines into multimedia platforms is demanding for everyone concerned: for our shareholders as much as for our employees. And we're doing well or even very well. Whether it is in Switzerland or in Eastern Europe or in Africa - our brands are leaders in their markets, on paper as well as on laptops and smartphones.

Over the past few years, the company has undergone some radical changes What can we look forward to in the years to come?

The last ten years were very challenging for all of us. The next ten years will be no different. Anyone who likes to try things out, discover, learn and move forward will own the future -and Ringier is the right place for them.



2007 was the year in which the conversion of Ringier into a diversified media enterprise began. In the meantime, a figure of approximately 1.8 billion Swiss francs has been invested, primarily in digital growth businesses.

14 DOMO - September 2017

f

Ringier's best photos of the last quarter

Five photographs and the stories behind them – a perfume with a potato, a lonely chair, real horses meeting fake horses and people in an inhuman situation.

BOLERO CHARLES NEGRE SUSANNE MÄRK

Photographer Editor



It probably takes a moment to grasp what is going on in Charles Negre's photograph, as his way of constructing images is extraordinary. That may be why this Frenchman who

studied photography at the renowned ECAL university of art and design in Lausanne is in such high demand in Paris. **Bolero** magazine assigned him to stage a presentation of this season's new perfumes. «We wanted pictures that play with light and shadow and evoke something ethereal,» says art director Nicole Hecht. «For everything else we gave him free rein.» Negre made the most of it in his artistic realization: With great ingenuity and extreme precision he combined elements like a potato, a car key, a glass of water or an anthurium with an ant to create a perfect composition.

SCHWEIZER ILLUSTRIERTE

MONIKA FLÜCKIGER NICOLE SPIESS

Editor



More than 400 doctors and nurses have gathered at this conference hall in Siem Reap, Cambodia, for

the morning brief, but the chair of Dr. Beat Richner, who has been conducting these briefs for so many years, remains empty. The Swiss pediatrician, who built five hospitals from scratch in this country shattered by war and destruction, has fallen ill. Even the king has inquired about the state of his health. With Richner absent, the country is lacking more than just a doctor. What he has built is unparalleled: Almost ninety percent of all children in Cambodia are treated in his hospitals. Every day, 4,000 children and pregnant women queue in front of the hospital gates, but Richner will most likely never return. He is being treated in Switzerland. Photographer Monika Flückiger followed and documented Beat Richner's work over many years for **Schweizer Illustrierte**. «His hospitals work perfectly well without him. That has always been his goal. But the people miss him. Almost everyone has tears in their eyes when Beat Richner is mentioned.»

SCHWEIZER LANDLIEBE MARKUS BÜHLER

MARKUS BÜHLER DENISE ZURKIRCH Photographer Editor



It takes about two and a half hours to travel from Dietfurt in eastern Switzerland to the Canton of Ticino - by

car, that is. Schweizer LandLiebe assistant editor-in-chief Christine Zwygart wanted to decelerate rather than accelerate, so she took it upon herself to negotiate the 110-mile journey in an old stagecoach. Photographer Markus Bühler accompanied the coach on its trip through Switzerland - in his car. «That way, I was able to drive ahead and look for the nicest spots to take pictures of.» On the third day, driving from Urnerboden towards the Klausen Pass, he set up his camera and waited for the stagecoach. «Just at that moment. from the other direction, came a postbus.» On a narrow mountain-pass road, the past and the present cross paths; five real horses versus 300 mechanical horses. «Thanks to a bit of luck I got to shoot this image of this highly symbolic encounter,» says Bühler.

BLIC MITAR MITROVIC SLOBODAN PIKULA

Th col

The winter of 2017 is bitingly cold in Belgrade. For thirty days in a row, temperatures never rise above freezing.

Photographer

Hundreds of refugees have to spend the winter in an abandoned warehouse without any plumbing or infrastructure. **Blic** photographer Mitar Mitrovic visits these people every day after work to document their lives. On the day Mitrovic shoots this photograph, the temperature is 14° Fahrenheit. While a luxury condominium is being built across the street from the warehouse, the refugees try to preserve their human dignity under truly inhuman conditions. «They found an old barrel and heated water in it so they could at least wash.» The news agency Beta voted Mitrovic's photograph the second-best photograph from among 300 submissions from eight Eastern European countries. That is why DOMO's editors are happy to make an exception by including the photograph in this feature despite its being older than three months.

UNICA

GEORGE PRUTEANU ALEXANDRU BAICOIANU





No, they are not shooting the sequel to «Runaway Bride» in Bucharest. For the July issue of **Unica** magazine, photographer George Pruteanu staged a presentation of models in bridal gowns. «We wanted to take a

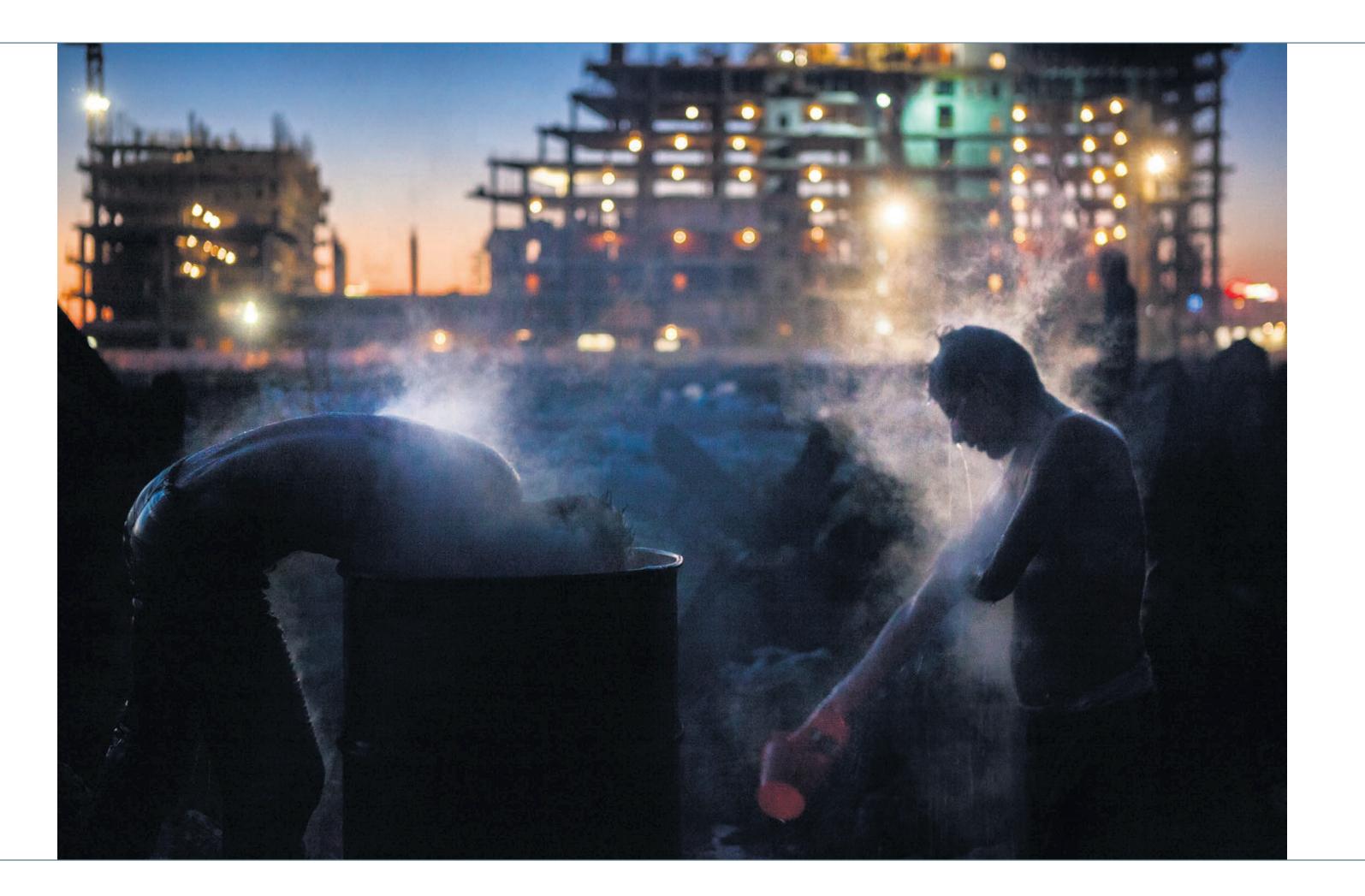
step away from the traditional way bridal fashion is presented,» says fashion editor Irina Hartia. The choice of bridal gown was a rather daring number by designer Cristina Savulescu. The photo shoot took place in the streets of Bucharest, in this case the Calea Victoriei, one of the most splendid avenues in the historic city center. «Passersby were wondering whether model Elizaveta was a real bride. Funnily enough, a week later, that was indeed the case. She got married.» We do not know which gown Elizaveta wore at her own wedding.

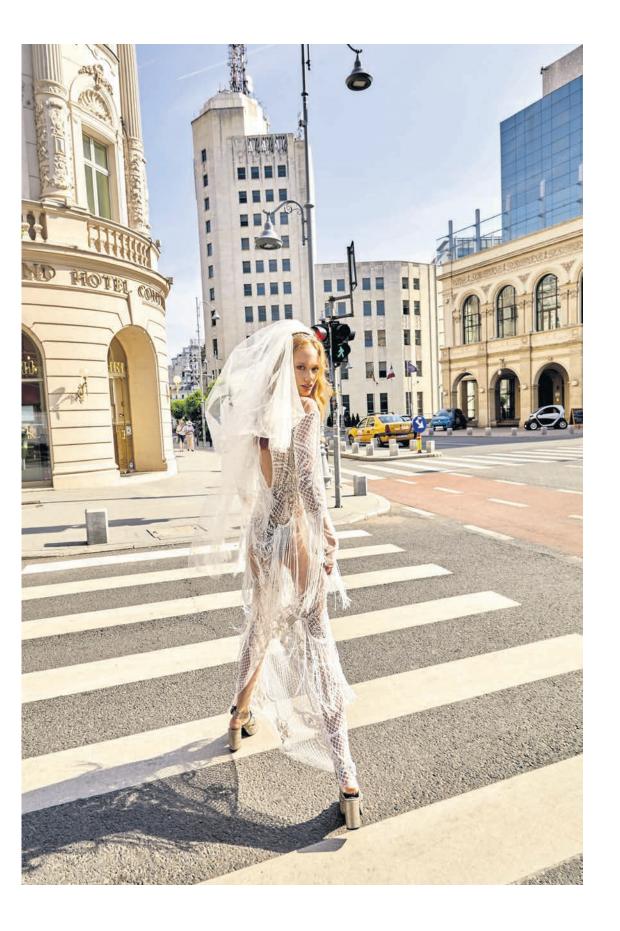


16 | DOMO - September 2017

















The Sex School

Each generation has its own high priestesses of sex and love. Their popularity boosts sales and generates millions of clicks for blogs.

Text: Hannes Britschgi



aci Green holds a model of a vagina-with-bladder-and-uterus up to the camera. Just behind the entry, on the upper wall of the vagina, is a little smiley dot marking the G-spot. Laci turns her head to flick her tongue towards the dot: «You can stimulate the G-spot like this... Get creative!» No less than 2.2 million interested viewers clicked the G-spot lesson. Millions want to know where this area that leads to a woman's pleasure is.

Jan Winter demonstrates another way to get there: «Thrusting technique for real men - How to give a woman perfect satisfaction» is what he promises on «61 Minuten Sex» (61 Minutes of Sex). Using hands and fingers the sex educationist demonstrates various types of penetration nicknamed «Sparrow», «Whale», «Mortar», «Helicopter» and «Earthquake», explains at length and demonstrates how and why these moves will really turn a woman on.

Ines Anioli and Leila Lowfire let users in on their intimate conversations as they discuss their experiences and preferences on their podcast «Sexvergnügen» (sexual fun). «What does the perfect penis look like?» is all about the male anatomy, and the two women's opinions on the topic differ enormously: Leila has a preference for the big and sturdy while Ines will take anything, large or small. Men will surely thank them for their «penis positivity» and be happy about their special admiration for «thickly veined» specimens.

Laci, Jan, Ines and Leila embody the way blogs have come to dominate modern sex advice. Digitalization has brought sex education out onto the global stage. This new approach tends to be both charming and witty. When Laci tackles the mysteries of the hymen, she takes the cardboard tube from a roll of toilet paper, stretches a rubber membrane over one end and makes a small cut in it to create a handy model for her lesson. Gone is the stodgy educational, often medical fustiness of yore; with this crew learning about the ins and outs of sex can be fun.

Laci Green, an American, is a pioneering blogger whose sex-ed clips made her a YouTube star. At first, the videos were more of a hobby, but in 2014 MTV hired her to host their first YouTube channel. Her show «Braless» was a smash success. The weekly newsmagazine «TIME» named her one of the 30 most influential people on the Internet

The first sex counsellor to become world-famous was Ruth Westheimer, née Karola Siegel. Dr. Westheimer studied psychology and sociology in Paris and New York. In 1980 she launched her career by hosting the 15-minute radio call-in show «Sexually Speaking». The diminutive,

Laci Green (28) started out as an amateur filmmaker and became a star on YouTube with her sex education series «Sex Plus».



quirky «Dr. Ruth» talked about sexual topics, techniques and positions quite matter of factly, no holds barred. Nothing was alien to her. She once defined herself as «4'7" of concentrated sex».

More than a third of all men and women are suffering from some type sexual disorder. Only two to five percent of those afflicted seek help on their own. Until the mid-20th century, sexuality was considered taboo in public discourse. It is only thanks to trailblazers like «Dr. Ruth» that this taboo has been broken and sexuality has gradually become a socially accepted topic of discussion.

In Europe, sex education spurred the success of print magazines. Oswalt Kolle, a former gossip writer with the German tabloid «Bild». made a name for himself as a taboo-buster in the 60s and 70s with sex-ed series in weeklies like «Quick» and «Neue Revue». The German teenage magazine «Bravo» with its

Dr. Ruth, 89, is the mother of all sex counselors. In 1980, her radio show «Sexually Speaking» was such a smash hit that she went on to host TV shows in many countries.

ly to the tabloid's success. Emmenegger, a middle-aged woman from eastern Switzerland, knew «this country, where mountains rise on all sides, like blinkers» and managed to broaden her compatriots' sexual horizons using wit and charm. Her message was unspectacular in a typically Swiss fashion: «Better sex is something you can learn.» Her years of bedside studies of the Swiss sex life even influenced teaching and

«Dr. Sommer» team left a mark on generations of adolescents up until the mid-80s. Kolle went on to write books and films - «The Miracle of Love» etc. -reaching millions of readers and viewers. He and his family would appear in his films. Later he produced a TV series entitled «Die Liebesschule» (The School of Love).

Subsequently, however, a woman took the reins of sex education for the German public. On the commercial TV network RTL, Erika Berger hosted her first show, «Eine Chance für die Liebe» (Give Love a Chance) and followed up with a talk show, «Der flotte Dreier» (The Threesome), and «Flirten, Daten, Lieben» (Flirting, Dating, Loving) on Sat.1, a rival network. Asked about her experience as a sex counselor she said: «Women call with questions about the esthetics of the body, men ask about sex.» Berger's commitment to sex education earned her accolades, but she was also ridiculed as «Miss G-Spot, «Erotic Erika» and «Mother of the Sex Talk».

The fact that larger and smaller scandals about sex education boosted circulation in Germany was not lost on Peter Uebersax, editor-in-chief of «Blick» at the time. In February 1980 he installed a «mother confessor for the nether regions» in «Blick's» editorial offices: Marta Emmenegger, who had previously worked for a helpline, «Heisser Draht». Her column «Liebe Marta» (Dear Marta) contributed significant-





24. have won favor with their no-holds-barred chats about sexual preferences and experiences on their nodcast «Sexvergnügen».

Jan Winter, 36,

channel «61

hosts the sex-ed

Minuten Sex» and

gives hands-on

questions about

sex, desire and

advice on all

Ines Anioli, 30, and Leila Lowfire,

The sex counselors in the Swiss tabloids

In February 1980, the daily tabloid Blick surprised its Swiss readers with a new column, «Liebe Marta» (Dear Marta). Sex counselor Marta Emmenegger answered questions about love, sex and eroticism. The editor-in-chief dubbed her «the mother confessor of the nether regions» Marta believed in the notion «better sex is something you can learn» and quickly made her column the paper's most popular item. In terms of promoting readership loyalty, Marta's sex advice was an invaluable asset. Some readers needed their daily «exciter», while others read her for amusement's sake, and everyone got some education in sex and the relationships along the way, willy-nilly. Marta was succeeded by her assistant, Eliane Schweitzer, who often wittily and charmingly referred to her own sexual experiences. Five years ago, the torch was passed to Caroline Fux. (Interview page 22).







research on the subject.

In 1996, Marta's assistant, Eliane Schweitzer, took over. She had previously managed readers' letters about sex at «Penthouse» and the women's bi-weekly «annabelle». Eliane, an extrovert, freely shared her own sexual experiences, and her attractive appearance and desirability must have provided collateral gain for many readers.

In 2012, Caroline Fux became the third-generation sex counselor for «Blick» Group. One day, this psychology major simply marched into the editorial offices and declared: «I'm your new expert!» The bosses could only let her through on a nod before she went to work. Thanks to a lot of experience she was tough enough to hold her own in the newsroom. The circumstances she had grown up in, she said, were ordinary. Her father was a policeman, her mother a homemaker - and a news junkie. Her daily ration was four newspapers: the local paper of the town of Zug, «Blick», the conservative «Neue Zürcher Zeitung» and the liberal «Tages-Anzeiger». Her mother's media addiction was contagious. While still in high school, young Caroline began to write for the local paper and quickly worked her

way up to become a staffer. «Blick» now gives her a nationwide platform. «Fux über Sex» (Fux on Sex) is highly rated and garners lots of attention in «Blick» and «Blick am Abend» as well as their online platforms. Each generation asks the same old questions anew: «How can I acheive a vaginal orgasm?» «Why do I keep thinking of my ex?» «When will we stop lying about penis size?» «Should I cancel my wedding?»

Caroline Fux experiences the same scenarios as her predecessors in her job. Her life has changed since she first appeared in a tabloid with her face and her name. Private strolls are a thing of the past. Fux has joined the ranks of Swiss celebrities. Her trademarks: sex and love.



20 DOMO - September 2017 DOMO - September 2017 | **21**



«I'm more than a screen for people's projections.»

Five years ago, when Caroline Fux took over as Blick's sex counselor, there were two tough acts to follow: motherly Marta Emmenegger and erotic Eliane Schweitzer. Fux deliberately chose to adopt a different style.

Text: Hannes Britschgi Photos: Maurice Haas

Caroline Fux, love, sex and passion. Where shall we begin?

(long silence) I leave it up to you.

For a long time, the rule was that sex is not something to talk about. What is the rule now?

Sex is ubiquitous now, but only in a certain form.

Which is?

Pseudo sex. A fantasy of sex. It's pornified, with displays of photoshopped bodies, and utterly odorfree. Everything is flawless, everything is a superlative, and hence miles away from what men and women experience.

You have been writing the column «Fux on Sex» for the «Blick» Group for five years now. Why do you know so much about sex?

I grew into this job. «Blick» was a staple in our home, and I would alwith Eliane».

Did Eliane Schweitzer educate you about sex?

No, my mother did. She channeled my curiosity. At the library she would deliberately put me in front of the sex-ed books, and I could discuss with her whatever I'd read. Eliane was just another interesting voice. But the more I progressed in my psychology studies, the more I grew critical in my reading of her advice.

Was sexuality a big subject in your psychology studies?

Not at all. That is one of the great tragedies: Sexuality is not discussed, neither in psychology nor in medical studies.

Unbelievable.

Caroline Fux, 36,

has a degree in

psychology and

Master's degree in

will now add a

A horror! Sexuality is a fundamental

ways read the column «Love and Sex teaching. All my life I've read everything about sexuality I could lay my hands on.

Why were you so taken with this subject?

I've always experienced sexuality as something very close to me and bursting with energy. Of course, sex is not a cakewalk for me, either. I've always had lots of issues and challenges. People imagine a sexologist has five hyperorgasms a day.

At «Blick», you and your column embody the third generation of sex counselling after Marta and Eliane. What has changed since then?

Every sex counsellor has her day. Marta came across as very accepting. Editor-in-chief Uebersax called her «a mature woman and mother». Marta created a safe feelgood space as Auntie Marta. Eliane worked with part of life, but it does not come up in the taboo-busting assertion of

▶ an erotic woman's own sexuality. I, on the other hand, am writing at a time when sexology is establishing itself as a science, so I'm positioning myself as an expert.

There are some wonderful blogs about sexual issues, for example the one by YouTube star Laci Green. which is very entertaining. Your role is more that of a dry consultant.

For anyone to have fun, somebody has to pay the price. That will almost always be the person seeking advice. I am that person's advocate, so I'm representing their interests. For someone to come to me with a question is, in many cases, already a humiliating experience. The letter writers have already paid their dues.

Your first column appeared in October 2012, but it was published under the heading «Sex with Fux». You were not amused.

When I had my job interview with then-editor-in-chief Ralph Grosse-Bley I told him: «You have to take me on for the sake of my name alone. You can call the column (Fux on Sex).» Then he arrogantly changed the label by himself, which really bothered

«Sex with Fux» foregrounded your role as a screen for readers' projec-

I am more than a screen for people's projections. His phrase «Sex with Fux» essentially invited the general public to have sex with me. So I went to him and made things perfectly clear: «There is exactly one man in this country who has sex with me and that's my husband. As of tomorrow the column will bear the name we agreed on.»

Can you live with the fact that - even with the more harmless title - you remain a screen for people's projections?

Yes, and that is important, because it is a part of my work as a counselor. It is necessary for people to see certain things in me. But there are limits.

In your column you always answer a single question. In some cases people will think: Fux made this one up; she wants to have fun once in a while.

I can understand why people might imagine that, but it's not true. Every question has come into my e-mail inbox.



Who writes to you?

Everyone. Ages range from 14 to 94. Older people often talk about their suffering. Quite often, aging women find themselves falling in love with other women. Or I get elderly people telling me they still have sex, even nice sex. Young people have classic sex ed questions: fear of their first time, uncertainty about contraception, and relationship issues.

You don't have a lot of space for your advice: ten sentences, that's it. It's a journalistic quickie, a real chal-

lenge.

Which questions make it into the paper?

I make sure there's a good mix every

week: men's and women's issues, young and old, different topics; not five pieces on lovesickness or five about anal sex and, not more than one «exciter» per week.

What qualifies as an exciter?

Bodily fluids, for example. Even in the editorial offices this topic makes people cringe. Or that really kinky balloon fetish.

Balloon fetish?

There are people who find a balloon, its material and the noises it makes, sexually stimulating. It's surprising how many variations there are.

Where do you draw the line in your work?

If something is so specific that it does not concern anyone other than this individual. Otherwise the whole thing threatens to become a freak show.

Pedosexuality?

That involves some important questions that are fit to print. Even pedosexuals need a helpline. They did not choose their orientation, and Switzerland does not have a very good support network as yet.

Erectional dysfunction, lack of desire, premature eiaculation, contraception, vaginal orgasms - the same old issues abound. Are there any new questions?

A few years ago people asked about

online dating. Now we get mail from the «no sex please» community.

What are the classic problems in matters of sex and relationships

Making the first move. Exposing yourself. Every person wants to avoid being hurt. Sex and love require a lot of courage, however. Everybody wants to go to Seventh Heaven, but it's a suicide mission. Or lovesickness! Sheer horror.

Our readers learn nothing about your own sex life. How come?

Because it's my own sex life. My sex life is private.

Come again? You publish your readers' sexual practices and refuse ...

Hold on! Our roles are very different. I'm not anonymous. And everyone has a right to choose. Nobody has to write to me unless they feel like it.

Your predecessor Eliane would self-ironically refer to her own experiences. Didn't you find that inspiring?

We're different personalities, each doing this our own way. I wouldn't want to judge; both approaches work. I realize, of course, that I disappoint a lot of readers who liked the eroticizing aspects of Eliane's work and no longer find that in my writing. On the other hand, people appreciate my circumspection, something they had previously missed.

One example of a woman who became world-famous as a sex counsellor is «Dr. Ruth» ...

I love her

She said about herself: «I'm 4'7" of concentrated sex».

An older woman, outspoken about her own sexuality, cannot be compared with my own situation. I was 31 when I started at «Blick». As a young, reasonably good-looking woman I did not want my approach to be titillating. Nor do I need it to be. I'm banking on my expertise.

Your life has changed since you began writing your «Fux on Sex» column.

I can no longer shed my persona and drop it at the checkroom. At any reception or dinner I attend, people will ask me about my persona. On the other hand, I'm proud of it.

Does your work for «Fux on Sex» ever interfere with your own sex?

No, no, no, not at all. I am - like any other person - embarked on a lifelong journey where sexuality is concerned. I go to guidance myself. Most of the work we do regards solo sexuality, but there are also issues concerning couples sexuality that await.

You have no presence in social media. Why not?

I opened and reserved all the necessary accounts, but it's been one of my upsetting experiences that it is impossible for a sex counselor to be present online without being swamped by an unmanageable deluge of abuse. We did a lot of experimenting with «Blick's» social-media team, but in the end we had to scrap all our projects.

So far, sexual advice in the media has been focusing almost exclusively on heterosexuals.

We are still experiencing a lot of hetero-normative pressure, that is to say: normal equals heterosexual. Even in research. I have never refused to discuss a gay question, but I only get very few of them. A message to the gay community: Write to me!

Why are you doing an MA in sexology in addition to your job?

This course of studies is new to Switzerland, so I am grabbing the opportunity. Luckily I was accepted - despite my special role at «Blick».

Sexuality has only recently been accepted as a field of study. How do you explain that?

So far, the prevailing opinion seems to be that if you want to work in this field you must have issues. The topic is so fraught with controversy that merely to be active in that area drains a lot of your energy. And attempting to raise funding for research in sexual medicine is sheer hell.

Why?

Because our society still thinks of sexuality as a luxury and not as the foundation of being human. I think that sexuality is not the only thing, but it's certainly more than a nice

You have said that your work is a «spiritual act». What do you mean by

My love of humanity, of each human being, no matter what brings them to me, is at the core of what I do. That is what I consider a spiritual act. ③

The Anti-Democrat

Back when he was still the most powerful man in sports business Bernie Ecclestone did not believe in participative management. And he let journalists know who was in charge.

Text: Marc Kowalsky

The reason I got to Bernie Ecclestone at all was that I'd gone through one of his Swiss business associates. It was just after 10 a.m. on a dreary, foggy December day when our photographer Neil Wilder and I were admitted to Ecclestone's London office. He himself had not come in vet. The interview was scheduled for 11 o'clock and was to take an hour including the photo shoot. But by eleven, Ecclestone had not arrived, nor had he come by a quarter past, and we were getting antsy. Just be-

«The only good thing about power is that you can get things done the way you

want.»

Bernie Ecclestone

finally turned up - in a foul mood. His private jet had not been able to land as scheduled due to the bad weather, and whenever something does not go Bernie Ecclestone's way, he tends to get worked up. In any case, he did not want to acknowledge our interview appointment for the time being.

It took his staff and ourselves a good quarter of an hour to calm him

down to the point of his a least consenting to the photo shoot. The photographer had Ecclestone pose in the usual ways and finally said: «Now assume the pose you're most comfortable with.» Ecclestone gave him the finger. The photographer released the shutter without batting an eve. That was like a release: «Can we do the interview now?» Ecclestone suddenly asked quite gently. And then something happened that I have never experienced in my 20 years in journalism: He answered each of my fore half past eleven the billionaire questions like a shot, terse, precise

and straightforward. Within 25 minutes I was done with my more than questions. When I transcribed the recording there was hardly anything that required editing; his an-

5 feet tall and

worth 3 billion:

Bernie Ecclestone,

the former boss of

Formula One. At

our photo shoot,

he showed what

he thought of

swers were fit to print. To be on the safe side we asked Ecclestone whether it was okay for us to use the photograph of him giving the finger - he had no objections.

At the time, Ecclestone was still the sole ruler of Formula One racing, even though 75 percent of Formula One Holding were already held by the creditor banks of bankrupt German

film-trade mogul Leo Kirch. He was the most powerful man in sports business. When asked about it he replied «The only good thing about power is that you can get things done the way you want!» He did not believe in sharing the burden of power with others. «Formula One is war!» he barked, and: «Formula One is not in need of democracy!» This last line became the headline that was printed above the photo of him giving the

My last question for Ecclestone, who was already 72 years old at the time, was: «What will become of Formula One when you're no longer around?» The sole ruler's reply was dripping with irony: «It would probably be better off. It would be run by one of those committees. Everybody likes those committees. So, Formula One should be better off afterwards. Maybe I was wrong and the committees are right. You'll see.»

Last January, Ecclestone, now 86 years old, had to relinquish his throne following the takeover of Formula One by the American conglomerate Liberty Media. Today, the power over the world's most profitable sports business is divided among several people. And one thing we can say for sure: Formula One is not

MY WEEK

Jelena Isaković Editor-in-chief of Women content hub, Ringier Axel Springer Serbia



Put to the test

Michael Ringier, Publisher

nly last year, Apple CEO Tim Cook allowed himself to be feted as a champion of freedom. He had refused to cooperate with the FBI in unlocking a terrorist's iPhone. «We believe strongly that we have a responsibility to help you protect your data and to protect your privacy,» Apple's boss assured his customers on camera. His heroism has geographical limits, however. It only applies to countries where individual freedom may also be exploited for marketing purposes. In China, by contrast, Apple has obediently sided with the Internet censors. A few weeks ago, certain VPN apps permitting free access to the Internet disappeared from the Apple Store. What price freedom, when market shares are at stake.

In Germany's automotive industry, it is not just the production centers that are working to capacity; the PR and legal departments are currently humming as well. This is due to a certain type of software that made cars with diesel engines appear a lot better in testing than they do in reality. Any student cheating on a test would have been immediately suspended from school; in the automobile business, the blame game is still in full swing. After all, it is ultimately a matter of global market share and domestic employment.

In banking, there is hardly an area that did not suffer from manipulations or illegal activities in the last ten years. Mortgage ratings, LIBOR, interest-rate swaps and, most of all, customers' amnesia with respect to paying taxes were all interpreted very much with a bias in favor of the financial institutions. Profitability trumped professionalism.

What has all this got to do with us and the media business? Maybe it is no more than a nostalgic sigh from a traditionally-minded publisher, whose journalists are trying, despite significantly more troublesome circumstances, to do their job. And, to do so as diligently as possible, as truthfully as possible, as professionally as possible. The thanks we get is being called the «lying media» or «fake news».

We probably have to get used to the fact that we are living in a time when the US President pronounces more falsehoods in a single month than most journalists publish in their entire lives. Give me the cigarette ads from the 1940s any day: «More doctors smoke Camels than any other cigarette!» That, too, was a matter of market share, but I guess at least it was the truth.



MONDAY

I run several publications with very different dynamics. So, I start my Mondays with a to-do list for each. The weekly magazine Blic Zena (Blic Women) comes first because on Monday we make a plan for the issue sent to print on Friday. That's when we decide which articles can be published on our website. Then, I devote my attention to our women's website zena.rs, the women's forum ana.rs, our national airline's in-flight magazine Elevate, and our youngest child Noizz, along with Noizzfood. And then I slowly head home for a new dose of the Game of Thrones series.



TUESDAY



This day is usually reserved for our biweekly meeting in which we check the results of wha we have achieved. This is also the day we do videos. We are currently working on a new series called Moja beba (My Baby) starring famous moms and their babies. This video format is already well known, so the celebrities are eager to participate.

WEDNESDAY



We have our own women's pages in daily Blic three to four times a week. In the mornings we discuss what we'll write about. On Wednesdays, we make a plan for the Elevate monthly magazine. I call journalists, arrange shootings, and then present the ideas to Air Serbia's editorial board. When all this is done, I begin preparing the issue for print and start with a visual draft for the luxury magazine. The week in which Elevate is sent to print a final check of 128 pages must take place.

THURSDAY

The most beautiful part of my job are photo shoots – fashion editorials, food editorials, video formats, front page photo shoots … I really enjoy this, even though I don't often have the opportunity to be on the spot. That's why I like to sneak out of my office and be a part of it all. This week we have our colleagues from Poland here with whom we are developing the Noizzfood format. The search for recipes, setting up the studio, lots of colors, tastes, smells … Editing, final touches - and the new video recipe is in front of you!





FRIDAY



On Fridays, we do a fine tuning of Blic Zena. Because everything has to be sent to print until 5 p.m., and because newspapers and websites are a living thing, my to-do list has already changed at least three times since Monday:) Also, read this between the lines: monetization meetings, marketing campaigns, events we organize, such as the traditional Najzena (Best woman) award, the development of fresh digital ideas... All seasoned with much joy, because I do what I love with people I love.

WEEKEND



Family, friends, cooking, going to lunch, a trip maybe, books, shopping and sleeping, sleeping, sleeping. Unless, like this week, I'm invited as a guest to the morning show of our national television. All in all, dynamic, lively, creative. I couldn't have it any other way.

28 | DOMO - September 2017 | **29**

A woman with an emergency plan

Marlise Weber is anything but a homebody. When she began working for Blick 30 years ago she had just returned from a trip abroad. Now, she is retiring – with plenty of ideas for new adventures.

Photos: Geri Born, Privat

Should an emergency arise at any point in the future, Marlise Weber, 61, is prepared. All she would need to do is to open her «Emergency Folder» - and she would know at once what she should do: take Spanish lessons. Go to a spa with a friend. Or help out at the retirement home. «I'm not a trained nurse, but I could keep lonely people company.» For years, Ms. Weber has been filing away things she read somewhere that caught her interest, as a provision for the days of her own retirement when that «emergency» could arise: waking up in the morning and not knowing what to do with herself. By the time this issue of DOMO appears, Ms. Weber will already have been retired for some days, after 30 vears with Blick.

She «survived» 14 editors-in-chief and lived through odd, funny and trying times. «I was right in the middle of the excitement of the news business. I absorbed everything that happened around me like a sponge.» Within Blick's back office, Marlise handled fee payments and flight bookings for editors and once in a while she would pose for Blick stories as a model. When she joined Blick in 1987, Peter Balsiger was editor-in-chief. He did not really have a choice but to hire her, because her best friend had pretty much whispered in her boss's ear: «We need to give her a job.» Ms. Weber had previously worked for human resources at Globus, an upmarket department store, before embarking on a long journey. Now that she was back, she was looking for a job. All of her employers' references say that she left her job for extended trips to other countries. Ms. Weber knows Ireland, Australia, Canada, Asia and Africa. She made countless visits to Chile, where her aunt had emigrated. «She was a substitute mother to me, and we travelled the whole country together.»

Ms. Weber's wanderlust and her thirst for knowledge are far from sated. Only recently she began taking yoga lessons -«to meet new people.» She plans to go on cruises and to visit cities like Vienna and Budapest. What else? Her «Emergency Marlise Weber will never get bored. RH Camel Trophy rallye.





After 30 years with Blick, Marlise Weber is leaving her desk in the Zurich editorial offices. One item she needs to take with her is her «Emergency Folder». She plans to do more traveling. In the 1990s Folder» is packed. One thing's for sure: she visited the Easter Islands, and also took part in the legendary



In this column Ringier CEO Marc Walder tells you which books and products fascinate him.

ECHO



The crewmembers of the Starship Enterprise used to say: «Computer.» To address Amazon's smart loudspeaker Echo vou call: «Alexa». She is voice-activated and performs various

tasks that you would normally have to use your smartphone or your laptop for. Alexa can manage your diary, play your favorite music, read you the news and even tell jokes. Unfortunately, buying and ordering stuff online with Alexa is only possible in select countries so far. Be that as it may: Personal digital assistants are the way of the future. This was recently confirmed in New York, where our Onet-RAS colleagues from Poland won the INMA Global Media Award. They were honored for their Onet 4.0 app, whose text-to-speech technology enables users to have the news read to them.

Phil Knight

SHOE DOG



dollars horrowed from father. His job: selling sneakers from trunk of his

car. His first year turnover: 8,000 dollars. By now, however, the company that Phil Knight founded in 1964 has an annual turnover of more than 30 billion dollars, and its name is Nike. The journey from his tiny startup to the world's biggest sporting goods supplier, as recounted by Knight in his memoir «Shoe Dog», is anything but heroic, however. The degree of honesty and candor with which Knight talks about his mishaps and failures is something to be admired. A reading experience that is as astonishing as it is inspiring.

Publisher: Scribner







Swipe and see a variety of venues,

and select your favorites





Discover the best venues near

you in real time

