

US correspondent Jens Korte on Wall Street journalism

# DOMO



Big Data

**What it is and  
why the whole  
world is talk-  
ing about it**

 **Ringier**

The in-house journal  
March 2014



FIFA boss Sepp Blatter

**«I never google  
my name»**



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«It takes smart  
minds to produce  
good journalism»

He reads newspapers in print, he prefers to watch soccer matches on Swiss TV; he doesn't want to google his own name; he has more than 100 requests for interviews pending at any given time. FIFA president **Sepp Blatter** on his relationship with the media and why he irritates the people sitting next to him in the stadium.



Interview: Peter Hossli.

**Mr. Blatter, how do you stay informed?**

**Sepp Blatter:** When I get up at 6 o'clock I listen to the news on Swiss Radio, in German and in French. In addition, I read the newspaper every day. Even in Zurich I get my favorite paper, the «Walliser Bote» from my home canton Valais.

**Do you prefer watching TV or reading?**

I enjoy both.

**Do you read in print or digitally?**

I prefer the traditional method, on paper.

**iPhone or BlackBerry?**

I own a Sony smartphone.

**How do you protect your digital privacy?**

I have protected everything with passwords and I never work in a public space.

**How often do you google your own name?**

Never.

**How do you deal with the fact that people contact you 24/7 as you're the**



Brazil breaks the spell of Spain – and a young star enralls the crowd. In June 2013 Brazil wins the Confederations Cup in Rio for the third time in succession, giving Spain their first defeat after 29 competitive matches. Neymar da Silva Santos gets a taste of the 2014 World Cup when fans and their smartphones surround him. He is known as an avid user of social media and a great fan of new technical gadgets.

**president of an international organization?**

I take time out. I spend a lot of time on airplanes. During flights I unwind; no cell phone, no computer, nothing. I deliberately refrain from working on planes.

**Which newspaper has the best soccer coverage?**

Internationally, «L'Equipe». In my home country, Switzerland, it is the sports section of «Blick».

**What do you particularly like to read in a newspaper, apart from the sports section?**

World news, particularly politics.

**How many requests for interviews do you get every week?**

I don't know. There are some 100 to 120 requests for interviews on my shortlist. I keep dealing with them in batches without ever coming to an end.

**How do you choose your interview partners?**

It depends. The key questions are: in which country, what part of the world would an interview make sense now? What is the core message? Who is the target

audience? Which medium is the best way to reach that audience?

This is decided in joint consultation with our communications department. But I have to admit; my choices are not always consistent.

**What are the questions you don't like to hear?**

Questions I've answered a thousand times in various newspapers all over the world but which are asked nevertheless, as if the journalist had just had an epiphany.

**What are the topics you could talk about for hours?**

Soccer. Politics.

**How do you react when your personal life is discussed in the media?**

I have grown used to it and have gotten quite thick-skinned over the course of time.

**How many countries will broadcast how many hours of the Soccer World Cup?**

Four years ago, 3.2 billion people would watch a World Cup match in their homes. This corresponds to 46 percent of the world population. All 64 World Cup matches



Sepp Blatter's office is located at the FIFA headquarters in Zurich, Switzerland. This extraordinary building designed by architect Tilla Theus is comprised of two stories above ground and five stories below. The actual heart of the building is three stories below ground: the big conference hall, where the executive committee and the standing committees meet. The total cost of the building was 240 million Swiss francs.



Photos: Lukas Maeder/13 Photo, Karl-Heinz Hug/RDB/Sobli, Matthew Ashton/AMA/Dukas, GoalControl/action press/Dukas, Marco Grob, FIFA via Getty Images, pixathlon, foto-net

together were watched by a total of 50 billion people. The World Cup matches in Brazil will be broadcast live in more than 200 countries.

**How many journalists will be accredited at the World Cup?**

There will be about 5,000 print journalists and photographers as well as some 13,000 representatives from radio and TV channels.

**What is soccer? Show business?**

**Or is it a news event?**

More than that. Emotions. Hope. Everything.

**Which channel do you prefer for watching a soccer match?**

When I'm at home, Swiss Television.

**Which sport is broadcast in the most attractive way on TV?**

Apart from soccer matches, downhill ski races. They are covered in a spectacular way on TV. That is quite impressive.

**How could a soccer match be broadcast more attractively?**

The picture quality keeps getting better. We will be transmitting the World Cup matches in Brazil in Ultra-HD format with 4K resolution.

**Do you prefer watching soccer on TV or in the stadium?**

One advantage of TV is slow-motion replay. In every other sense I prefer the game live. When I'm in the stadium I literally kick synchro-

nously with the players. This can upset the people sitting next to me. It's instinctive; when my leg suddenly jerks forward the very instant that the player on the field is about to score a goal. The atmosphere in the stadium is fantastic.

**Soccer cannot exist without its audience. Which media do you use to stay in touch with the fans?**

The best way is my weekly column in «The FIFA Weekly». On Twitter I have some 500,000 followers. But I also stay in touch through the interviews I give. I would much

prefer to have direct contact with the fans. Wherever I travel I take the time to talk to people in the streets, at the stadium, at the hotel. I'm not equally popular in every country, but everybody wants to talk to me anyway. My biggest fan mail community is in Germany. Go figure!

**You have been President of FIFA since 1998. How has journalism changed in the meantime?**

The Internet is the second biggest media revolution since the invention of the printing press 500 years ago. Nothing is the ►



Inside or not? This question should be a thing of the past in Brazil. German technology will monitor the goal line at the 2014 World Cup. After the referees' gaffe in the last-16 encounter between England and Germany at the 2010 World Cup, Sepp Blatter determined: «Goal-line technology is necessary.»





1



2

► same as before. However, one basic fact hasn't changed: It takes smart minds to produce good journalism.

#### What is good sports journalism?

The editor-in-chief of «Die Zeit» once said nowadays it took courage not to run with the pack. I have to agree. Many things are just copied today, because the mainstream dictates them. Sports journalists are no less susceptible to intellectual copying and pasting than other journalists.

#### What does good journalism need?

Smart minds! Gathering facts instead of rehashing opinions. Seeing what a person, an institution, a party, or whatever is like for yourself. All of that takes a lot of work. Good journalism also means a lot of suffering and hard work. An author once said: Easy reading requires damn hard writing.

#### How many people work in your media department?

Thirteen, three of whom are working at a temporary World Cup office in Brazil. Our media department takes care of the media infrastructure as well as traditional media activities such as daily contact with the press. Media is one of five departments in our

communications division, which employs a staff of 60 at the Home of FIFA and a few dozen freelance workers in the most relevant regions of the world.

#### The Internet has changed many areas of business over the past twenty years. How has it changed FIFA?

Insofar as we have adapted to the new circumstances, especially in terms of communication. One of the five departments I just mentioned is Digital, the biggest department within Communications. It is the place that fuels our website fifa.com as well as Facebook, YouTube and Twitter. We are present in all social media. We recently introduced an app and launched a weekly magazine, «The FIFA Weekly», which was conceived as an e-paper and is printed only as a limited edition of 2,500 copies, albeit in four languages. In addition, we produce our own audiovisual features.

#### The broadcast rights for soccer matches are FIFA's most precious asset. Meanwhile pirates put the matches online. How does FIFA protect itself against that?

Our TV department works with service providers who keep tabs on

every platform worldwide, and the rights holders also make sure that their rights are protected.

#### One last question: Who is your favorite soccer journalist?

For his protection - and for my own - I shall keep his name a secret. 🌐

This interview was conducted in writing.



**Sepp Blatter was born on March 10, 1936, in the Swiss Canton of Valais. He has been serving as the World Soccer Association FIFA's President since 1998. His fourth term will end in June 2015. Blatter studied business and economics and has been working for FIFA since 1975. Previously he had worked for various organizations and even been a journalist himself.**



3

**1:** «A trophy that is as precious as the FIFA World Cup deserves a traveling case that is just as elegant and prestigious.» Sepp Blatter justifies the custom-made box designed by Louis Vuitton, in which the cup traveled to the championship in South Africa in 2010. «From now on the cup will not only travel safely but in style.»

**2:** In no other country of the world is soccer so closely tied to religious faith as it is between the Maracana Stadium and the statue of Christ. Italian defender Gianluca Zambrotta, who prayed in the chapel of the Berlin Olympic Stadium before the final match against France in 2006, is no exception. Other soccer players also consider the pitch as holy ground. Several books on divine soccer players were published right on time for the year of the World Cup.

**3:** What a finale - and what an exit for the great Zinedine Zidane! Nobody knows what Materazzi actually said to Zidane. Never mind that Zizou was voted World Player of the Year three times, what sticks in people's memories is how the French outside midfielder struck down Materazzi with a head butt during the World Cup Finals in 2006; a heady moment, no buts about it.

## «People won't want to forego live broadcasts of their favorite sports for a long time to come.»



**Armin Meier**

Managing Director InfrontRingier Sports & Entertainment Switzerland AG

#### Mr. Meier, InfrontRingier is the exclusive distribution partner of FIFA World Cup 2014 hospitality packages in Switzerland and Liechtenstein. What do these packages comprise?

**Armin Meier:** Premium tickets packaged with further services such as private suites, lounges, gourmet catering, VIP parking, an entertainment program and gifts. The price per person is 700 US dollars for the preliminaries and goes up into five figures for the semi-finals and finals.

#### Are you already sold out?

The finals and some top matches, especially the ones with the host country's team, are indeed sold out. There are still a few tickets left for Switzerland's group matches.

#### Infront Sports & Media, Ringier's joint venture partner at InfrontRingier, is involved in the marketing of the 2014 FIFA World Cup media rights in Asia. How does this work?

We market the media rights in selected Asian markets within the framework of a joint venture with the Japanese agency Dentsu. We are very successful agents, having significantly increased the revenue compared to former commercialization cycles.

#### Philippe Blatter, Sepp Blatter's nephew, is President & CEO of the Infront Group. The British press, for one, is talking of nepotism. What effect does this family connection have on the collaboration?

None. The collaboration between Infront and FIFA dates back to the year 1997 - that is, long before Philippe Blatter joined the group. As with all other customers, the Infront Group works for FIFA because we are one of the world leaders in sports marketing and have continually managed to achieve an excellent track record in areas that are crucial to the economic success of sports organizations and sport mega events.

#### Soccer used to be one of the main concerns of Infront, until 2005, when the emphasis shifted. Are you interested in expanding your FIFA mandate again?

Infront is pursuing a clear strategy of diversification, for various reasons. We want to offer as varied a range of sports rights as possible and to deploy our services for sports events as comprehensively as we can. What is more, this way we can avoid a cluster risk.

#### The FIFA remains a very important partner for Infront, though.

Absolutely. But unlike ten years ago, we are now working with 120 rights holders in 25 different sports. As partners of six of the seven Olympic Winter Sports Federations we are number one in winter sports globally. In soccer we have more than 30 partners on all levels. In addition, we have handball, basketball, cycling and endurance sports as part of our portfolio.

#### How will the demand for sports as a media mainstay evolve in the coming years?

Even in an economic downturn people don't want to forego the live broadcasts of their favorite sports. On a global level soccer will certainly maintain its lead on the popularity scale. Established sports do well because of their long-standing traditions and because they are a fixture throughout different social strata. Every industry analysis points to an increase in demand in this area on the fan side as well as on behalf of the commercial partners. In addition to professional sports the market for popular sports is currently evolving in a promising way.



## World Press Photo 2014: These are some of the winners

The World Press Photo Award is one of the most important accolades for photojournalists. Refugees, freedom fighters and a cougar - DOMO presents a selection of images that were voted among the best press photos of 2013. The award-winning pictures may be seen in a traveling exhibition visiting over 100 cities: [www.worldpressphoto.org](http://www.worldpressphoto.org).



◀ Poetic and, at the same time, depressing - the World Press Photo of the Year 2013 shot by American John Stanmeyer for National Geographic Magazine. It shows African refugees on the beach in Djibouti hoping for cell-phone reception so they can call their family and friends at home. The photograph was taken at the end of a long journey that for John Stanmeyer had started in a village in Ethiopia and come to a close in Djibouti two months later.

▶ German photographer Julius Schrank, on assignment for the Dutch magazine Volkskrant, took this picture of Kachin State soldiers in Myanmar. It depicts them celebrating at the funeral of their commander, who had died the previous day.



▶ Carla Kogelman from the Netherlands took this portrait. It tells the story of two sisters, Hannah and Alena, who live in the rural village of Merkenbrechts, Austria.



▶ A crime scene in Mexico: Two dead bodies hang from a bridge, with three more lying on the ground. They are victims of the drug war in Saltillo, Mexico. Christopher Vane-gas, a Saltillo-born photographer, shot the photo.



▶ A crime in Apopa, San Salvador: Fred Ramos photographed the clothing of a woman found dead on a sugar plantation. She was between 17 and 18 years old. The region where the photo was taken is one of the most violent areas in the world. In many cases clothes are the only means left to identifying the victims.



▶ Philippe Lopez photographed survivors of the typhoon Haiyan marching in a religious procession in Tolosa, Philippines. More than 8,000

people died during the storm in November 2013 and over four million people were left homeless in one of the most devastating cyclones ever recorded.



▶ Wildlife photographs were also rewarded. Here is the picture by American Steve Winter for «National Geographic», showing a cougar in Los Angeles. To reach this spot in Griffith Park the cougar had to cross two of the busiest free-ways in the U.S.



▶ South Africa's grief for Nelson Mandela was captured in this photograph by Markus Schreiber showing a disappointed woman having come too late to gain access to the government buildings in Pretoria to view Mandela's coffin.



▶ Setting out to depict the everyday life of a family photojournalist Sara Naomi Lewkowicz became a witness to domestic violence. The photograph shows Shane and Maggie fighting in their home in Lancaster,

Ohio, USA. When Shane continues to scream at Maggie, two-year old Memphis comes running into the kitchen and eventually intervenes between her mother and her mother's boyfriend.





# When your Body Becomes a Computer

Google **Glass data glasses** are old hat! It is not the IT gadget gurus who are the true visionaries but a French philosopher who discovered the human body as a display and touchscreen 55 years ago.

Text: Helmut-Maria Glogger. Photos: Geri Born

What if biochemical doping winds up being more traceable than a needlepoint-sized chip that instantly revs up our bodies into Tour-de-France-league top gear? What if we no longer had screens, keyboards or touchscreens and didn't use pens anymore, but the simple pressure of the tip of an index finger would suffice for allowing the nighttime streets to be bathed in bright daylight? Is this a vision of the future?

Every future is built on a past without which it cannot be comprehended. It is based on ideas in that past considered utterly impossible pipe dreams. Nowadays it's called lateral thinking. What fuels progress is thinking the unthinkable. That is why, way back when, inventions were created that we now take for granted. That is how brothers Paul and Joseph Galvin started out when they sold their first car radio in 1930; they called it Motorola. Later, Motorola invented the first portable two-way radio. Motorola devices were utilized by the U.S. Army on «D Day» when the Nazi-occupied cliffs of Normandy were conquered, and they were used by Neil Armstrong when he became the first man to walk on the moon in 1969.

A mere 25 years ago Tim Berners-Lee, a Brit working at CERN research institution in Geneva, was irked at not having ready access to the continually growing number of scientific publications. His aim was to make the sources quoted in a paper directly accessible. The solution Tim Berners-Lee was to come up with was the notion of a hyperlink. To make this possible the CERN team developed all the required software: the HTML language for creating documents containing hyperlinks, a browser for reading these documents, and the http protocol that would allow the browser on one's computer to communicate with a server anywhere else in the world.

The two slashes (<http://www.>), incidentally, are a feature that Berners-Lee eventually apologized for; there had been no reason to introduce them.

What about today, 2014? After the CHI Conference in Paris and the Consumer Electronics Show in Las Vegas we have a suspicion that technology is taking over the human body - literally. This basically simple and logical step promises to allow for possibilities that today's IT geeks wouldn't in their wildest dreams imagine. ►



► First, however, here a few impressive figures regarding the merging of man and machine:

- 91 percent of all Americans leave their smartphone on 24/7.
- Their smartphone is never more than an arm's length away.
- Four out of five cellphone users check their device in the morning before brushing their teeth.
- Most of them feel that a dead cellphone battery is akin to an amputation.

The cellphone has become a part of us. A body part. At least that is how we feel.

Says Kathrin Werner, the U.S. correspondent of the German daily *Süddeutsche Zeitung*, reporting from the Las Vegas computer show: «Physically, man and computer are still separate entities; in psychological and sociological terms this distinction has long since ceased to be unequivocal.» In other words: All that separates man and machine anymore is skin and hair. This last barrier is about to fall for good, within a matter of years, according to Danish software guru Jakob Nielsen, who has established a research group with retired cognitive science expert Donald A. Norman. They are primarily concerned with questions of usability and user-friendliness - without funny animation or Flash silliness or useless charts.

Now that we've grown used to hip replacements, pacemakers, hearing aids and the possibility of fitting amputees with prosthetic carbon-fiber legs allowing them to run as fast as world-record sprinter Usain Bolt, here's the next logical step: using your own body as a measuring and data device.

The human body itself will become the sounding box for the virtual world. The brain replaces the hard disk. The cellphone as an external limb becomes superfluous. We will no longer perceive e-mail or phone calls by way of a device; we ourselves will be the receiver. Whatever we are told on the phone, written via e-mail or shown via Skype will find its way directly into our brain and trigger a physical experience. Stimuli rushing at us from outside are no longer external phenomena that we register and process more or less consciously but manifest themselves immediately, pre-processed as it were, as experience and knowledge.

What we know is «simply there» - it comes from nowhere nor does it go

anywhere. Similar to an idea that suddenly occurs to us, a thought whose origin we do not know. Much like the fabled flash of genius that brings a new, never previously reflected insight.

OK, that all sounds pretty wild, but it is neither all that new nor is it altogether unlikely. These ideas were not hatched by Steve Jobs or Jakob Nielsen or even Patrick Baudisch at the Hasso Plattner Institute in Potsdam. Rather, they are the brainchild of French philosopher and phenomenologist Maurice Merleau-Ponty (1908-1961). Neither Apple nor Google or Samsung, Intel or Sony came up with the direct link between man and machine; it was this professor of child psychology. Merleau-Ponty's proposition is currently revolutionizing technology, even though it is basically quite simple: «Man is not outside the world but is part of life, in which the structures, the meaning and the becoming visible of all things originate.»

For Merleau-Ponty flesh is the mediator between mind and body. Flesh suggests a third dimension beyond empiricism and intellectualism. Simply put: Empiricism means knowledge based on sensory experience, intellectualism means the one-sided emphasis on the mind. Merleau-Ponty concludes that we cannot take leave of, turn away or separate from the body.

These notions allow us to understand what the new IT pioneers are investigating: It will (once again) be humans who control technology and not the other way round. Overcoming this discrepancy is the real issue at hand.

To put it even more simply: Our iPhone may only be an arm's length away, but our arm remains with us. No matter when, how, why or where we move: The arm remains, even if the iPhone disappears from our field of vision. And so the human body comes to be considered as a new component of the user interface, whose crucial aspect is: You feel everything that touches your body. This sensation of touching (or indeed, not touching) gives you important feedback, continually informing you of what is going on.

That is why Professor Patrick Baudisch is currently working on a new type of touchscreens that work with a far greater precision than the artificial glass screens as used in iPhones, for example. «The principal idea is to access the user's skin directly.»



▲ Operating our smartphones through the palm of our hand? It may soon be feasible. It certainly would be practical: Every touch of our own body yields better feedback than any external device could provide. Plus: We never forget to bring our body.

We're back to the old idea of Merleau-Ponty, the philosopher. In the near future, an imaginary cellphone will fit into the user's left hand. Touching the designated areas with his or her fingers, will activate a certain cellphone feature, announced by a computer voice. In order to fully comprehend this system we have to go back to that philosophical approach: In the future, users will be touching parts of their own flesh, rather than their flesh touching screens. The flesh will have become a natural screen.

Following Jakob Nielsen we can see where the future will lead: «Users will be able to hear the computer, by means of an earplug, for example. What is far more important, however, is the fact that the computer registers which areas of the palm are being touched.»

How this is to be achieved remains unclear. Still, Jakob Nielsen has empirical evidence of one fact: «Blindfolded users who were operating controls on the palms of their hands were twice as fast as those touching the glass surface of a cellphone.»

The bottom line: The most important aspect of using skin as a touchscreen is the fact that we feel when and where we are being touched. Jakob Nielsen: «One's own body as an input device - that is an asset that external devices cannot replicate.»

# Fame and Glory

It is highly coveted and awarded each year in spring: America's **Pulitzer Prize**. The «Oscar» of journalism goes to the best in the business, but for some it is too great a burden to bear.

Text: Peter Hossli. Photos: Ken Carter, Keystone, Imago

These words of praise tend to kindle a reporter's desire: «You deserve the Pulitzer for this story!» However, this kind of criticism, makes many a journalist break out in a sweat: «That piece certainly won't win you a Pulitzer!»

The Pulitzer? No other award is as coveted by journalists. It was endowed by Hungarian-born publisher Joseph Pulitzer (1847-1911), who had made his fortune in the U.S. Shortly before his death he bequeathed two million dollars to New York's Columbia University. Columbia used the money to establish a school of journalism and to honor the best work written by reporters every year.

The first Pulitzer Prize was won by journalist Herbert Bayard Swope in 1917 for his moving reports from the German Reich during World War I. Nowadays, juries award 21 Pulitzer Prizes each year, 14 of which go to journalists. The rest are awarded to authors and scriptwriters, novelists, poets and composers. Each prize-winner receives 10,000 Dollars - more importantly, they win fame and glory.

Not everyone can be a Pulitzer Prize contender. The artistic categories - drama, literature and music - are reserved for U.S. citizens. Foreigners are admitted to the competition for journalistic prizes, but their articles need to have been printed in an American newspaper appearing, at the least, weekly. Articles published by magazines and TV or radio reports are ineligible, as they do not meet the requirements.



▲ The Prize, endowed by journalist and publisher Joseph Pulitzer, has been awarded since 1917. The prize money in each category is 10,000 US Dollars.



can newspaper appearing, at the least, weekly. Articles published by magazines and TV or radio reports are ineligible, as they do not meet the requirements.

The winners are chosen every spring. To date, The New York Times has won the highest number of Pulitzer Prizes, 112, followed by the The Washington Post with 47. Journalists Bob Woodward and Carl Bernstein who revealed the Watergate scandal are both Pulitzer Prize winners. New York Times columnist Thomas Friedman has been honored three times. John F. Kennedy is the only American president to have won the Pulitzer. The most famous Pulitzer-winning photograph on record was shot by Vietnamese Nick Ut. It portrays a naked Vietnamese girl running away from a Napalm attack.

Not every Pulitzer brings its winner happiness. Sari Horowitz of The Washington Post won three times, but in 2011 she was discovered to have committed plagiarism. Janet Cooke won the coveted prize in 1981 for a story about an eight-year-

▲ In March 1993, photographer Kevin Carter travelled to Sudan. Near the village of Ayod he saw a girl that had lain down from exhaustion on her way to the food distribution point in a United Nations camp. Moments later a hooded vulture landed just a few paces from where the child lay. From a distance of ten yards Carter shot the photograph that was to win him the Pulitzer in 1994.

old junkie - spectacular, but pure fiction. The prize had to be returned.

South African photographer Kevin Carter won the prize in 1994 for a picture he took in Sudan. It shows an emaciated child, next to her a hungry vulture. The animal appears to be hoping for the swift death of its designated prey. Later, Carter was asked whether the child had survived. He couldn't answer the question. It broke him.

Mere months after winning the Pulitzer Prize Carter committed suicide. 🌐



His work «Profiles in Courage», published in 1956, makes him the only Pulitzer Prize winner among all the Presidents in the history of the United States. Using examples of eight US senators, in his book John F. Kennedy describes how moral courage is a politician's most important virtue.



The Pulitzer Prize Gold Medal goes to the American newspaper that wins in the category of Public Service.



# Ringier's best photos of the last quarter

Six photos from Hungary, Romania, China and Switzerland that depict stars, people next door - and one sad dog. Each of these images was produced very quickly, in most cases originating in a spontaneous situation.

**GEORGIJ MERJAS**  
**MÁRTA CSORBA**

Photographer  
Editor

**1** Surrounded by groping women's hands - the idea for this picture immediately appealed to young Hungarian actor Márk Bozsek. The result, published in the tabloid magazine **hot!**, emphasized the star's «cool style and easygoing manner», as photo editor Márta Csorba put it. The shoot took place at the Ringier studio in Budapest. The mood was laid-back. For photographer Georgij Merjas it was an enjoyable home game: «The preparations went smoothly, and as soon as I had taken that picture I knew: This is it!» Only Márk Bozsek was sorry the shoot was over so soon. After all, how often do you get this many women's hands grabbing at you?

**CORINNE DUBREUIL**  
**PASCALE MÉROZ QUEBATTE**

Photographer  
Editor

**2** It is shortly before midnight in Melbourne, Sunday, January 26, 2014 in the changing rooms of Melbourne Park, the Australian Open venue. In a grueling final Stanislas Wawrinka has beaten Rafael Nadal. When Stan flops onto the bench in front of his locker in the locker room, two hours and twenty-one minutes of physical exertion as well as an interview marathon lie behind him. Swiss photographer Corinne Dubreuil has had a long wait for Stan. They've known each other for years. She sees he is tired, wasted, exhausted. She needs to create a relaxed atmosphere asap. While a security officer places the silver trophy next to the tennis star, Corinne softly asks: «Stan, are you enjoying your triumph yet?» He closes his eyes for a second and remains silent. Corinne, keeping mum, takes pictures for the Romandy magazine **L'illustré**. Her camera's click, click, click is the only sound breaking the silence. There is no need for an answer. The picture speaks louder than words.

**BIN YU**  
**YINHAO WANG**

Photographer  
Editor

**3** It was the last day of their trip to Yunnan, in Southwest China. The team around photographer Bin Yu was working on a feature for **Betty's Kitchen**. In the process they discovered this gorgeous building more than one hundred years old. Its previous occupant had been a wealthy businessman. Today it houses a popular restaurant. Bin Yu was working on pictures of local dishes and went looking for a suitable vantage point from which to photograph the snack and its ingredients from above. «I went to one of the upper floors, and when I looked down, I saw the five employees having lunch. Their clothes, the food, and the environment - everything just felt so authentic. I simply had to take their picture.» The photograph cost Bin Yu all of two minutes. No one knew where he had been, but when he returned he had the opening shot for the story.

**PHILIPPE ROSSIER**  
**MARTIN MÜLLER**

Photographer  
Editor

**4** Do you remember your childhood? The nights you spent underneath your blanket devouring adventure novels by flashlight? That was the exact image that the photo editor of **SonntagsBlick Magazin** had in mind for their cover story on the topic «Everything Internet». In times of iPhones and iPads the flashlight, of course, is no longer necessary. Instead of books, children nowadays at best read adventure stories they have downloaded from the Internet. They are more likely to watch films on YouTube or play Flappy Bird. Photographer Philippe Rossier let his son Felix watch a fantastic video on daddy's iPhone for this picture - and pressed the button at the right instant. The fact that the seven-year-old's jaw dropped in amazement is proof of that. «It was just supposed to be a test. I wanted to see how it looked with just the iPhone as a single source of light,» says Rossier. When he showed his photo to the editors, they were thrilled by his «test shot».

**VLAD CHIREA**  
**CARMEN BUCUR**

Photographer  
Editor

**5** What a heartbreaking sight! Labrador Max looks down on the memorial candles outside the gate to his home as if knowing his master, Adrian Jovan, will never return. The pilot crashed his plane the day before in a foggy mountainous area near the Romanian village of Belis. He was on an air rescue flight with a team of six doctors. Five passengers survived the crash. Jovan and a female intern died as a result of their injuries. Photographer Vlad Chirea and a journalist from the daily newspaper **Libertatea** drove to Jovan's house, where they expected to see mourning neighbors or relatives. But standing there petrified in the garden there was just Max. Only hours after the terrible piece of news had spread, a few neighbors came to the house and lit some memorial candles for their hero. When they left, Max put his front paws up on the fence, looking through the bars with his sad hangdog eyes. «What an emotional picture,» the daily's editors thought - and so did **Libertatea**'s readers.

**GABRIEL PĂTRU**  
**CARMEN BUCUR**

Photographer  
Editor

**6** The Romanian capital of Bucharest has its own fashion week. Here, too, things are not always smooth sailing on the catwalk. This fall could not be blamed on a slippery floor or excessively high heels; it happened very simply due to Andrea Podarescu's near-starvation. When the brunette minced along the catwalk in the little black dress created by Romania's TV star and budding designer Adriana Bahmuteanu, she suddenly blacked out and keeled over. The **Libertatea** photographer caught the scene, which looks almost like a piece of art. After doctors had helped Andrea back on her feet, she meekly admitted to not having eaten for days in order to be in shape for the fashion show.

In this feature DOMO regularly presents the best photographs published by Ringier titles in the past quarter



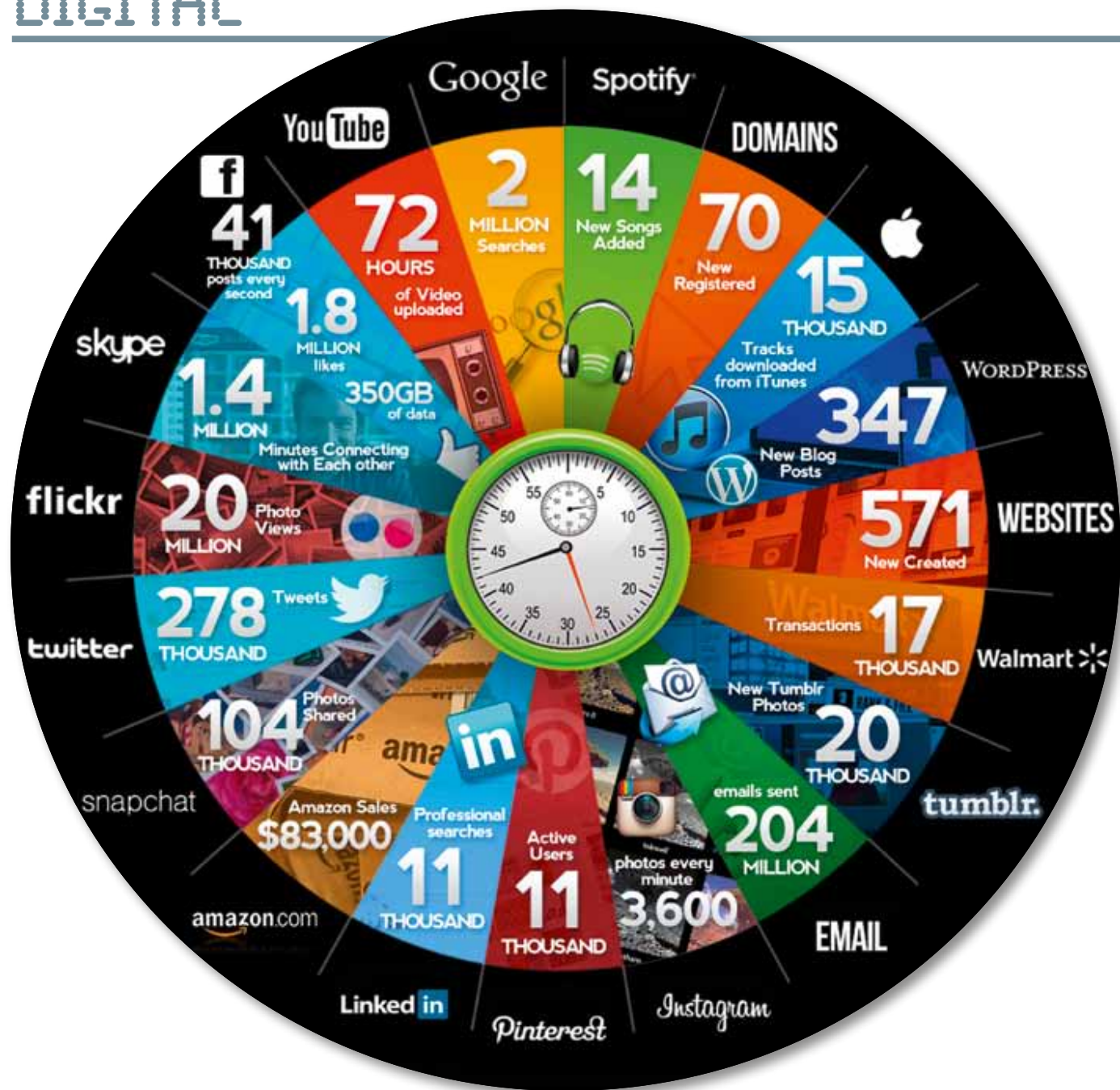


FOCUS ON RINGIER

In this feature DOMO regularly presents the best photographs published by Ringier titles in the past quarter







# Big Data

The whole world is talking about it, but what lies behind the catchphrase that was excessively used in the wake of the NSA scandal? Former IBM manager **Gunter Dueck** explains what tractors and horses have to do with it and how big data will have changed our world in thirty years' time.

Interview: René Haenig Photo: Axel Schmidt/ddp, Pete Souza/The White House Press, RDB.  
Graphic: blog.qmee.com/qmee-online-in-60-seconds/ Design: mycleveragency, London

«Soon, we will have our doctor with us at all times in the form of a wristwatch»



He worked for IBM Germany for 24 years and last held the position of Chief Technology Officer: Gunter Dueck, 62. A professor of mathematics and maverick thinker, he knows how humanity needs to adapt to the digital age. He lives in Waldhilsbach near Heidelberg, has two children and a wife, about whom he does not reveal anything, neither in his books nor on the Internet. There: Even in the era of big data you can keep secrets.

**Mr. Dueck, do you know the children's game, «Now you see me, now you don't?»**

**Gunter Dueck:** Of course I do! Recently everybody has been talking about the buzzword «big data». What is there actually to it?

For about fifteen years now, people have been intensifying their efforts to interpret data intelligently for various purposes. They practiced «data mining», built «data warehouses», and they tried their hand at «business intelligence». Can you tell from the data that a car is shortly going to break down, that a person is going to fall ill, that a financial crisis is coming, that someone is cheating or planning a terrorist attack? In the past, one needed to painstakingly collect such data, nowadays it crops up – just like that, because everything is run through the Internet. Quite apart from the intelligence there is the issue of managing this mass of data.

**How is that done?**

Using new technology. Computer processors now have such huge central memories that you can store entire data banks from the hard disk on the chip itself – the main memory. By foregoing the slow access to the hard disk evaluations

can be accelerated by a factor of 100 or so. All of that is big data!

**Is it just hype?**

Well, it does constitute a new development. Of course, people smile condescendingly whenever a new term comes into fashion. But try to be fair: You can keep asking that question and always get a story to write up. That helps everyone to put very continuous development into perspective from time to time.

**The amount and the accessibility of data is increasing enormously. What does this entail for our society?**

The large amount of data allows for many processes to be controlled and automatized. Soon, we will have our doctor with us at all times in the form of a wristwatch, or we will enjoy the ride in truly automotive cars. In a nutshell: The Internet side of things is only just beginning.

**Is big data a curse or a blessing?**

Was the tractor a curse or a blessing for agriculture, or for the horses? I don't like your question. It's too passive. We have to grab this and turn it into a blessing.

**Some people compare big data with the invention of the steam engine, which led our world from an agrarian society to an industrial society. I agree.**



Thrilling and honored with three Emmys. The success of this political drama was no fluke. The U.S. company Netflix, which offers TV series and movies online, cleverly spies on its viewers sitting in front of the TV and therefore knows what and whom they like – for example, «House of Cards» star Kevin Spacey.

**Will our world be completely different thirty years from now?**

Certainly. Look at the world in 1914, 1944, 1984 and 2014. It was always different, so why not in 2044?

**What will this future bring?**

Let's just take automotive cars: no more private cars, just cabs at a mouse-click. Older people will remain mobile this way. Everyone will have an annual flat rate of 15,000 miles.

**What sort of firms will profit from big data?**

Big companies, certainly. All the others will draw the data they require from cloud services. Data originates all over the place. You just need to collate it intelligently. That's very complex!

**How is this data collected?**

Increasingly automatically. Interviewing people over the phone and filling in data banks by hand will soon be too expensive. There will be firms specializing in collecting data.

**Can a big data initiative benefit a company?**

First of all, big data just means that you can get a faster look at more data. That promises to be advantageous. Now all you need is true intelligence. Many people hope ►



U.S. President Barack Obama also owes his 2012 re-election to big data. Based on various types of information about voter behavior, consumers and sponsors, his campaign team was able to establish detailed profiles of typical swing voters so they could work on them going from door to door, or via social media. In addition, they wrote targeted speeches and mailings.



► that the data bank in itself is already intelligent.

**And is it?**

Not at all!

**Could you name a few practical examples of how to glean useful information from data?**

Equipping a house with several sensors will allow people with early-

onset Alzheimer's to live independently for a couple of years longer, because the stored information takes over the actions. Or you can get computers to regulate diabetes in real time through a human-Internet-connection.

**How much will big data change the facts on which we base our decisions?**

Computers will make many minor decisions, if possible. Whether a publishing house should produce e-books, or whether the trade is taking Amazon seriously will be left up to people, of course. However, computers might well have made better decisions. The big wrong decisions – mostly against change

# «Computers will make many minor decisions»

– tend to be decisions against the data – or against all reason.

**In the Hollywood movie «Minority Report» humans are apprehended based on the mere prediction of a crime. In real life, color changes in people's faces at airports are used to deduce their heart rate, which in turn could be indicative of a planned terrorist attack. That's scary.**

It's supposed to be scary; that's why people will go see the movie! But seriously: everything we humans don't like is eventually regulated more or less wisely. I know as well as you do that things aren't always regulated entirely wisely. But you mustn't conclude from this that we are completely stupid.

**Ever since the data espionage by the US secret service NSA was revealed, everyone has been talking about big data – disapprovingly.**

And yet we remain amazingly unconcerned, don't we? People are disgusted with the United States, they think their secret service is no better, but as individuals they all go on behaving as if this had nothing to do with them. When on an almost daily basis new big data

scandals come to light: tax fraud, child pornography, shady deals ...

**What becomes of our freedom if we move in more and more precisely calculated data worlds, which are determined and organized by programmers, statisticians, secret service people and marketing experts?**

It will even out! Or to put it philosophically: God sees everything, and everyone knows they will go to heaven if they please God. The

question is: Are average Christians disturbed by this in their lives?

**Is there any more information about you that I don't already know from the amount of data about you on the Internet?**

I publish a lot on my homepage, to thousands of followers, and I also write about my children in my books. My wife doesn't want to appear in them, so you don't know her. 🌐



Dr. Big Data also works in the operating theatre. Robots analyzing data sent from sensors to operating devices in real time can control the surgeon's cutting, taking the human scare factor out of possibly terrifying moments.

## «With big data, we at Ringier would be even better at matching our offers to our customers»



**Marc Walder**  
CEO Ringier AG

**Marc Walder, big data is high up on Ringier's agenda of top-level initiatives. How come?**

Ringier as a group owns an enormous inventory of data, yielded by Schweizer Illustrierte, Illustre, Blick, SonntagsBlick, the Scout 24 group, DeinDeal, geschenkidee.ch, the Energy group and so forth. The key question for us right now is: How can we optimize our business by making better use of this data?

**Do we know how much data is stored «in-house»?**

As I said, in all our areas of business we have an enormous amount of data about our readers and customers as well as the users of our digital offerings. However, this data is scattered and mostly tailored to the product in question.

**What sort of data are we talking about?**

Data about the use of our range of digital offers, for example. Who reads which article on which topic on which channel. Data about subscribers and advertising customers as well as our e-commerce, classifieds and radio offers. And, of course, data about particular regions, interests or certain preferences.

**Is this available data already being used today?**

So-called customer relationship management systems (CRM) are already in use in many areas. But we now need to develop the full potential of coordinated qualification and an optimized data analysis. To date we have not been doing any cross-departmental data analysis. Only in the readers' market and in advertising sales do we practice customer segmentation. Basically, we want all these activities to achieve the following objective: to improve customer satisfaction, to generate more traffic and to increase sales volumes in the user and advertising markets. In a nutshell: We want to improve the monetization of our customer relationships.

**In what other ways is big data used in the Ringier group?**

At Ringier Axel Springer Media AG, Poland's Onet.pl is an excellent example of how you can improve your range of online offers using big data analyses. Targeting individual customer demands has been highly optimized here. There is a continual survey as to whether the layout of a news site or a certain video streaming offer meet with approval or need to be improved immediately. When Michael Ringier and I visited the Internet platform BuzzFeed in New York last November, we gained some insight into how their pages are optimized minute by minute based on continuously collected user data.

**What other possibilities of utilization are conceivable for Ringier?**

We need cross-departmental know-how. That would help us answer the most pressing questions we are faced with at this time.

**Could you elaborate?**

I'll give you an example. If we know which subscribers of papers or magazines are also customers of our e-commerce platforms or intensive users of our digital range, we can improve the targeting of our offers even more.

**Recently there has been a spate of reports about companies like UBS or PricewaterhouseCoopers having IT problems and subsequently with data leaks. Could this happen at our company, too?**

Our customer data is particularly well safeguarded and under continuous surveillance. Wherever possible, we keep our web offers separate from our commercial systems. This ensures that there is no accidental access to our data. Meeting the current legal data protection requirements is, for us, a matter of course.

**The NZZ group is currently setting up a new department for data analysis, which will eventually analyze and manage that media company's vast quantities of data. Does Ringier have similar plans?**

There is already a certain amount of know-how regarding big data within the Ringier group. This knowledge should first be put to use in the best possible way. I wish to see an active rapprochement between Ringier's various companies. Our company's diversification is a golden opportunity when it comes to data. Diversification means diversity of data. And diversity of data means potential.

**The buzzword «big data» has gotten a lot of bad press, most recently because of the NSA scandal. Do Ringier employees need to fear that they will be under surveillance or spied upon - or worse, that their jobs will some day be taken over by algorithms?**

No Ringier employee needs to be afraid of this leading to surveillance. The possibilities data analysis tools offer us will help us improve the value-added chain in our fields of business. That is the sole objective of the BigData@Ringier Initiative.



# Live from the floor

He is the face of Wall Street on Swiss Television. For fifteen years **Jens Korte** has been commenting on economic events in and around New York. Over the course of many crises, catastrophes and currency fluctuations he has become an expert people can rely on.

Text: Nina Siegrist. Photos: Adrian Müller/RDB/SI, Hervé Le Cunff

**H**is job is far less glamorous than most might think. In his 215 sq. ft. office on Broadway in New York he, his wife Heike Buchter and three employees work almost shoulder to shoulder amidst piles of files and computer screens. Instead of enjoying drinks with brokers, Korte mostly sips cold coffee from a paper cup. Before going on camera he personally powders his face in the office floor bathroom, ruminating over what he should fix his six-year-old son Max for dinner.

Right now, Jens Korte has a little time to spare in-between two radio broadcasts. The tiny studio's microphone is off and he begins to talk, speaking a little faster and less smoothly than he is known for on TV. He came to New York in 1999 as a 29-year-old having studied indus-

**P**ride of place: Thanks to long-standing contacts with the Stock Exchange's in-house TV production company, Jens Korte will always get a cameraman and a good position, even if the floor is buzzing and every correspondent wants to go on-air.

trial business and economics. He had some journalistic experience and really wanted to work abroad. The German American Chamber of Commerce got him a job at financial journalist Markus Koch's Wall Street Correspondents Office - «when I knew very little about what went on at the stock exchange.» It was the time of the New Market, the Internet bubble hadn't burst yet and the stock exchange was breaking records on a daily basis. Korte, soon given more responsibilities, wrote texts and produced TV reports. For the first few months he didn't have a proper place to stay, moving from couch to couch, until one thing became clear: New York was going to be more than a temporary home. On September 11, 2001, Korte suddenly found himself victim and re-

porter in one: He fled from his office right next to the World Trade Center and into the Stock Exchange, from where he reported on the disaster. Korte was given assistance by the Wall Street stockbrokers and forged friendships that he can still rely on to this day. During the ensuing months new safety regulations made work difficult for him, but mostly, the floor was becoming mere set dressing: Trading in stocks, derivatives and commodities was increasingly taking place digitally. Furthermore, the Internet was democratizing knowledge. When doing research, you suddenly had 1,000 sources instead of one, by the same token you needed to stand apart from the growing market of information by virtue of profound analysis. Korte and his wife Heike Buchter - whom he had met at Wall Street Correspondents - founded their own office, calling it the «New York German Press». Korte maintains that they allow themselves «the luxury of in-depth research». They can only afford to do so by making multiple usage of their

stories, selling them to different channels. In 2007, Heike Buchter was one of the first journalists to write about the risky trade in mortgage bonds and credit derivatives («playing with hot potatoes») but hardly anyone felt like publishing her warnings.

A short interval. Swiss Radio SRF4 is on the phone. Jens Korte explains market events, signs off, takes a second phone call. It's about his book, which is to be published in March. It is a bit of a love letter to Wall Street and a summary of what he's experienced during the past fifteen years. One formative event was the 2008 stock market crash, «probably the most hectic and most profitable time in my career.» Suddenly, everybody was interested in economics. Korte made more than twenty live TV and radio broadcasts per day and became the face of the financial crisis. As a result, he was increasingly hired as a speaker by banks and other firms. «As long as I can express my own opinion and not that of the company behind the

event, this is basically a good additional source of income for us.» Korte and his team generally have to adapt to altered circumstances. Many media companies have minimized their budgets. Some clients - e.g. Financial Times Germany - have fallen away altogether. To fill this gap, New York German Press in 2013 launched a blog dubbed «Bold Economy», with the intent of establishing their firm as a platform for information about the digital revolution. «A bold undertaking, indeed - but we think we can create a brand that will bring us further commissions.»

Minutes later Jens Korte grabs his coat and dashes to the Stock Exchange. Another TV appearance, then he has to pick up Max from school. What if the boy wants to become a Wall Street correspondent? «I keep telling him, do something respectable, and don't become a journalist.» Then again, Korte says, hastening away, this is the probably most exciting job in the world. 🌐

## «My media»

- In the mornings I read the **New York Times** and the **Wall Street Journal**. I love English-language features like the ones published in **New York magazine**.

- On **www.marketwatch.com** you get the most important business headlines of the day at a glance.

- At the office we have **CNBC** on all the time - not the best channel, but entertaining.

- Some of the most exciting stories on the economy are in the **Atlantic** and (who would have guessed?) in **Vanity Fair**.

- In the evenings I listen to the news radio channel **WNYC**.

- The only two apps I use are **kicker online** (to get the latest news about my favorite soccer team, **Eintracht Frankfurt**) and **Subway Surfer** (to keep Max happy on the subway).



Where One World Trade Center now rises from the ashes, dramatic scenes were taking place on September 11, 2001. Jens Korte was working close-by on the 17th floor when the first plane hit the North Tower of the WTC. As the cell-phone network broke down, Korte ran over to the Stock Exchange to warn his wife: «Leave Manhattan, now!». Then he began reporting live from the scene.





# Quickening the pulse of Lagos

It was born in January 2012, given a facelift in October 2013, and it has increased its stream of visitors tenfold during the last six months: the tabloid platform **www.pulse.ng** by Ringier Nigeria. Its target audience is between 18 and 35 years old, its online offers are unique, but who's the boss? She's a woman: Onnaedo Okafor. The editor-in-chief reveals what clicks in Lagos.



## NUMBER ONE

«Among Nigeria's 50 biggest websites Pulse.ng is the fastest growing. In the course of this year we want to become the undisputed number one among online tabloids.»



## TOP MODELS

«The exclusive interview with the Ugandan winner of 'Africa's Next Top Model' was a big hit. We met her through a Ugandan comedian who visited us in Lagos. She was extremely happy about the interview with pulse.ng - so were we!»



## LOVE AFFAIRS

«I'm dreaming of a very specific piece of news: Singer D'Banj and actress Genevieve Naji are rumored to be having an affair. A picture proving this would be worth a thousand stories. Other than that, the same holds true here as in the rest of the world: sex sells.»



## APPS

«Our mobile page is perfectly adapted for all local devices - and its use is growing rapidly. We are considering a mobile app, but there's nothing in the works yet.»



**Front row:** Chinedu Adiele, Senior Associate Photography  
**Middle row (left to right):** Anikan Etuhube, Senior Associate Video Editing; Marvelous Ekenna, Senior Associate Communication; Joan Ngomba, Senior Associate Content; George Ndam, Senior Associate SEO; Olufemi Oyebarjo, COO; Jonathan Akan, Senior Associate Content; Johnstone Ogundipe, Scout.  
**Back row (left to right):** Nuel Anaba - Intern Video Editing; Bunmi Awolusi, Category Manager; Chisara Imadojemu, Scout; Lekan Oladele, Scout; Olamide Olarewaju, Senior Associate Content; Isaac Dachen, Senior Associate Content; Aniete Ekanem, Head of Event; Leonard Stiegeler, General Manager; Ubong Jacob Kingsley, Office Administrator.



# Hollywood made in Britain

Good stories want telling, with a beginning and at least one climax. The tale of **Jackie and Joan Collins** is all about glamour, men and sex. DOMO contributor Helmut Maria Glogger got a taste of it when he interviewed one of the legendary sisters – a spicy and shameless tidbit.

Photo: Tony Costa/Corbis/Dukas

Let's start with my friend Gunter Sachs. Yes, the art collector, photographer, millionaire and last of the gentleman playboys, who shot himself in Gstaad two years ago on May 7th, 2011. When this story began, Gunter and I were in our prime. We met in Coachella Valley in Southern California, at the golfer's mecca of Palm Springs, where Gunter had created his very own paradise filled with flowers, palm trees, a waterfall and a pond for his 75 ornamental Japanese fish. I had come to California to write the first major feature on Gunter Sachs for the German weekly BUNTE. That evening we boarded Mister Sachs' old Rolls-Royce and rode to «Chaplin's», the Palm Springs restaurant of Sachs friend, Chaplin scion Sydney Chaplin. «Hey, I'm Charlie's son,» the offspring of the cinematic genius and Hollywood nymphet Lita Grey said in greeting. Soon, Gunter and Sydney were knee-deep in vignettes and anecdotes from their colorful lives. I learned that Sydney, as a child, had suffered during his parents' acrimonious divorce. Soon, however, the two bon vivants' conversation turned to the Collins sisters, «Dynasty» harpy Joan and her no less attractive sibling, best-selling writer Jackie.

«Two bitches, two of the most amusing and cynical ladies I've ever met,» was Sydney's opening erotic gambit. «But Joan was the first...» wise Gunter insisted.

«Exactly. The first Collins sister who came to Hollywood when she was very young, turned some studio honcho's head and then proceeded to bewitch Marlon Brando, Richard Burton, Robert Wagner, Warren Beatty and the future star of «Love Story», Ryan O'Neal. She ran rings around them, both mentally and in bed.»

When Joan Collins, a Brit who would later achieve international stardom as the scheming sexy bitch Alexis on the hit US TV show «Dynasty», met American-born Sydney on a film set in 1955, they clicked. But Joan was not enough. Whether it was from boredom, loneliness or simple family loyalty, Joan eventually had her sister Jacqueline Jill Collins, nicknamed Jackie, flown in to Los Angeles. Joan and Jackie lived like true sisters, sharing (almost) everything. And when Joan took off, Sydney took up with Jackie.

Cut to: Years, many years later at the Paris luxury hotel Plaza Athénée. I'm interviewing Jackie Collins, whose books have been translated into forty languages and sold over 500 million copies worldwide. Her bestsellers include «Hollywood Wives: The New Generation», «Hollywood Kids», «Lucky» and «The Stud».

Jackie Collins is a chunk of pure Hollywood on the Seine: a tight American bodice, crowned by an outgoing (and rather inviting) cleavage, eyes



◀ The role of Alexis in the glossy soap opera «Dynasty» turned Joan Collins, 80, (at right) into the number one TV star of the eighties. Another reason for her celebrity was the number of her betrothals; Joan was married five times. Her sister Jackie, 75, (at left) is a writer whose 29 novels all made the New York Times bestsellers list.

made up in slightly iridescent blue, and at her side, within easy reach, a bottle of Veuve Clicquot chilling in coarsely crushed ice, accompanied by a set of frosted glasses.

When I tell her Sydney's story she is amused and moistens her crimson lips with her pleasure-loving tongue: «My own story? I'll tell you: When I was fifteen I left London to come to Hollywood and stay with my sister Joan, who by then was already a famous movie star. When I arrived, I thought, I'll sleep in my big sister's bed. No such luck. There was already someone sleeping there: Warren Beatty.»

What about Sydney? «Oh, he was like a big brother to me! One of the most amusing people I have ever met.»

Who or what started you writing?

«Those books by Harold Robbins and Mickey Spillane, where women have no part to play except in bed. I turned the tables on them: My heroines can do anything men can do - only better.»

Did you always model them on real people? «No, even though Venus Maria in Vendetta is reminiscent of Madonna. My fictional characters are composites of many people.»

Your novel «Lucky» brings back the ruthless protagonist of «Chances», Lucky Santangelo. «Well, she is a fascinating individual: strong, smart, stylish and sexy.»

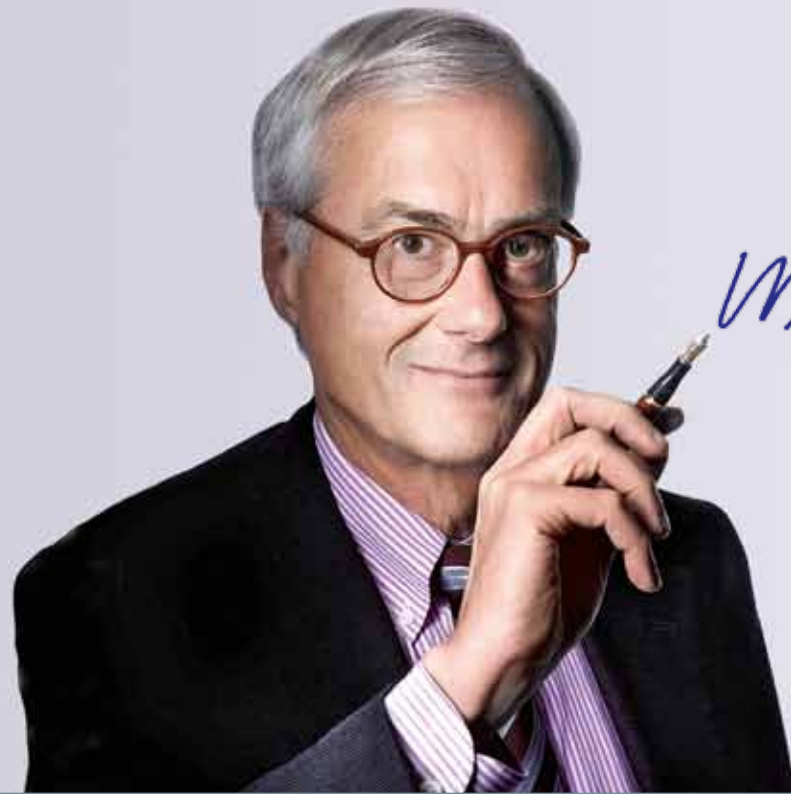
And there's sex on almost every page. «I find that in real life there is just as much cheating, lying and screwing as in my novels. Young girls who read me know at least one thing: it's all about having good sex.»

Speaking of sex (my next question only makes sense if you know that Bill Clinton was President at the time): What do you think of Bill Clinton? «The most powerful man in the world with his fly open and a girl giving him a blow job? Embarrassing!»

So you don't find Clinton sexy? «No. George Clooney has a higher sex factor.»

What is the secret of your success? «I cast a wry, British-schooled eye on my Hollywood. What I'm seeing is all these men getting face-lifts and still remaining ridiculous individuals.» Still, that is your world. «That is the world of showbiz, rock stars and drugs that I am portraying. Did you really think that I spend my time around beautiful but utterly brain-dead models?» ☺





*When Euphoria  
fades*

« Burning coal and oil is something even a Neanderthal was capable of. Splitting atoms, however, was beyond him. » This statement by Hans Rudolf Lutz, the first director of the Mühleberg nuclear power plant, recently quoted in the Swiss Sunday paper NZZ am Sonntag, recalls a time when this new technology was met with boundless euphoria. Energy problems seemed to have been solved for good and, according to Wikipedia, people were dreaming of airplanes and trains with nuclear engines and of desalination plants allowing for the greening of deserts - all thanks to nuclear power. The ultimate expression of the level of faith placed in this technology was the Atomium, a building in the shape of nine atoms created as the symbol of the 1958 World's Fair in Brussels. Switzerland, too, proved its commitment to the nuclear future of energy by building five power plants within 15 years. Michael Kohn, the longtime CEO of Motor-Columbus, a Swiss power supply company, was nicknamed the «Nuclear Pope» - quite fittingly, given the almost religious fervor with which the new technology was embraced. Browsing through today's media for references to nuclear power, however, one finds a different vocabulary altogether. The term that comes up most frequently in this context is «phase-out». What does this have to do with our world of media? The first decades of the nuclear age remind me in an unfortunate way of the unstoppable wave of digitalization that has impacted our lives since the nineties. Just think of all the blessings we were promised - unlimited freedom, untrammelled openness, boundless individuality and lots more social manna from the Internet Paradise Bakery. What has also become part of this reality in the meantime? Unlimited data gathering, untrammelled surveillance and boundless manipulation. What's more, in a recent issue, NZZ am Sonntag ran the headline «The End of the Internet» - without adding a question mark! Linear strategies inevitably lead a company to a dead end. Linear euphoria tends to end in bankruptcy. That is why I would like to remind you of one of my wife's favorite phrases. It was coined by Francis Picabia, one of the most important artists of the early 20th century: «Our heads are round so our thoughts can change direction.»

*Michael Ringier*



Art: Igor Kravarik

## Employee questions

Since February, Ringier AG has added another country to its international operations: Senegal has joined the fold. Why did Ringier choose to go into this West African country?

**Robin Lingg, Head of Business Development:** «Senegal is an ideal hub for French West Africa, and I'm happy that we were able to integrate Expat Dakar ([www.expats-dakar.com](http://www.expats-dakar.com)), the biggest classifieds platform in this up-and-coming country, into our newly established Ringier Sénégal S.A. We've acquired a 51 percent stake in this profitable platform. Its founder, Mapenda Diop, is also our general manager in Senegal. He is extremely enterprising, experienced and successful. Expat Dakar employs a staff of twelve at this time. Its online platform currently has 21,000 advertisements posted in 47 categories. The portal offers an Android app and an iOS app is in the works, making this platform a perfect fit for our digital strategy.»

«The integration of [expats-dakar.com](http://expats-dakar.com) has allowed us to bring our mutual experience to the project. What's more, we have created synergies and will now professionalize our website in collaboration with Ringier.»



Mapenda Diop  
General Manager  
Ringier Sénégal S.A.

Ringier Hungary is to be integrated into the joint venture Ringier Axel Springer Media AG - if the Hungarian competition and media authorities permit it. Was Hungary not a profitable undertaking?

**Florian Fels, CEO Publishing der Ringier AG:** «No, quite the contrary! But ever since the joint venture was established in 2010 it had been our intention to integrate our activities in Hungary as well. This meant recently selling part of our Hungarian portfolio to our longtime associates Vienna Capital Partners. I'm convinced that this has provided an excellent long-term solution for our employees and for the development of the business in Hungary. Two new, strong media enterprises will emerge, each with its own homogenous portfolio. This will, on one hand, preserve the diversity of Hungarian media, and on the other, each company can go its own way, following its own publishing concept. I owe special thanks to Attila Mihók and his team at Ringier Hungary for providing professional and dedicated support during these complex proceedings.»





## 10 YEARS:

**Bührer Stefan**, Ringier AG.  
**Lange Klaus**, Ringier AG.  
**Strässle Daniel**, Ringier AG.  
**Bovier Lionel**, JRP Ringier  
 Kunstverlag AG. **Velic Huse**,  
 Ringier Print. **Wang Yang**,  
 Ringier China. **Sun Jie**, Ringier  
 China. **Julia Zhou**, Ringier China.  
**Kathy Wang**, Ringier China.  
**Salina Lu**, Ringier China.  
**Anthea Zhang**, Ringier China.  
**Snížek Petr**, RASMAG. **Tomek**  
**Lukáš**, RASMAG. **Jaroch Jan**,  
 RASMAG. **Hyšplerová Noemi**,  
 RASMAG. **Peisert Vojtěch**,  
 RASMAG. **Gyüre Mihály**,  
 Ringier Hungary. **Darabos**  
**Péter**, Ringier Hungary.  
**Martinescu Anca Luana**,  
 Ringier Romania. **Nătescu**  
**Marian**, Ringier Romania.  
**Scundu Florin Adrian**, Ringier  
 Romania. **Mihai Nela Laura**,  
 Ringier Romania.

## 20 YEARS:

**Gluntz Geneviève**, Ringier  
 Lausanne. **Hyšplerová Ilona**,  
 RASMAG. **Čumpl Milan**,  
 RASMAG. **Hau Florin**, Ringier  
 Romania.

## 25 YEARS:

**Gasser Peter**, Ringier AG.  
**Haller Lukas**, RP Ringier  
 Kunstverlag AG.  
**Voser Peter**, Ringier Print.  
**Benedek Tamas**, Ringier Print.

## 30 YEARS:

**Scheipers Othmar**,  
 Ringier Print.

## 35 YEARS:

**Blum Bernhard**, Ringier AG.  
**Burghart Albert**, Ringier Print.  
**Schumacher Anton**, Ringier  
 Print. **Lopez Julio**, Ringier Print.

## RETIREMENTS:

**Baltisberger Ulrich**, Ringier  
 AG. **Lange Klaus**, Ringier AG.  
**Nikli Georg**, Ringier AG.  
**Benoit Roger**, Ringier AG.  
**Maeso Doris**, Ringier AG.  
**Tóth László**, Ringier Hungary.

## DEATHS:

**Kammermann Hans**, 20.10.13  
**Albisser Anton**, 31.10.13  
**Christen Paul**, 2.11.13  
**Sorescu Diana Valeria**,  
 6.11.2013  
**Lang Gertrud**, 9.11.13  
**Limacher Fredy**, 9.11.13  
**Biedermann Friedrich**, 10.11.13  
**Trüb Hannes**, 14.11.13  
**Ruesch Otto**, 25.12.13  
**Karl Schmidlin**, 31.12.2013  
**Böhm Harald**, 2.1.14  
**Schumm Fritz**, 2.1.14  
**Hasler Erwin**, 6.1.14  
**Schweizer Richard**, 17.1.14  
**Sarbach Fredy**, 19.1.14

## The teacher of Ringier's CEO

He goes to bed when others get up: **Roger Benoit**. It's impossible to think of Formula One Racing without this man. Still, he runs on blood, not gasoline. Then again, he gets fired up for lottery numbers.

His name is Benoit. Roger Benoit, aka «Roger Racecars». His trademark: a Havana cigar («I like really strong stuff») stuck in the corner of his mouth, preppy-style clothes come summer come winter: a button-down shirt, a sweater slung over his shoulders, his feet bare in Prada slip-ons (even in sub-zero temperatures. He thinks that socks are unhygienic).

For 45 years this man, who refuses to be pigeonholed, has been writing for Blick on the Formula One race circus. At 654 races he's stood cheek by jowl with Niki Lauda, Ayrton Senna, Gerhard Berger, Michael Schumacher or Sebastian Vettel in the pit lanes of Silverstone, Spa or Monaco. Is he a petrol-head speed junkie? No way! «I'm interested in the drivers.» The fact that the Formula One expert was once stopped by the Swiss police on a freeway for driving too slowly amuses even Benoit himself. «Roger Racecars» likes to take things slowly. He has been driving a Mercedes for 20 years, «the smallest class there is».

Benoit could have had a career in soccer. He was Switzerland's youngest referee for two years. He decided to undertake an apprenticeship as a typesetter before starting work as a sports reporter in Basel. In 1969 he signed on with Blick, the paper to which he will remain faithful even after his retirement. «I place great store by loyalty.» On his first day at work in 1969, young Roger wore a coat and



Colorful character: Young Roger Benoit in 1970, wearing a tie (left) and in 2013 talking to four-time Formula One World Champion Sebastian Vettel.



Roger Benoit sporting a Havana cigar and a Ferrari racing suit belonging to Formula One legend Gerhard Berger.

tie. «I thought it was the proper thing to do.» Benoit not only wrote about world champions on the Formula One circuit, he also holds a record of his own. Every Friday, for 18 years (!), his lottery column «Roger's millions' corner» was published. He wrote his 959th and last at the end of February 2014. Even when he was traveling around the world he meticulously kept tabs on the lucky numbers, which brought him a personal win of 55,000 Swiss francs nine years ago. «Roger Racecars» would easily provide enough stories for a book, what with everything he has experienced. We'll relay one anecdote. Years back, he had to teach a young reporter that «sports journalism isn't just writing about FC St. Gall (a minor league Swiss soccer club).» What was the young lad's name? Marc. Marc Walder. Today, he is the CEO of Ringier. R.H.



### Editor's Choice

by Marc Walder

Are you an avid reader? Ready for something new? Marc Walder tells you which books he has been reading and why they fascinate him.

Tom Wolfe

#### BACK TO BLOOD

Plunge into the most magical of American cities, Miami, where the Spanish-speaking Cubans are the largest demographic group but the white people still make the rules. Wolfe describes an ambitious policeman, a grandstanding sex therapist and art-grabbing millionaires in minute detail, spinning a fantastic novel of manners. For many years I have been spending a few weeks' vacation with my family in Miami South Beach. This place has everything: beautiful beaches, countless activities, cool restaurants, a lot of art and pleasant, cheerful people. The saying that life is easy in Miami Beach is, in my opinion, 100 percent accurate.

ISBN: 978-0316036337

Verlag: Black Bay Books

Jakob Augstein

#### DIE TAGE DES GÄRTNERS

While I wouldn't exactly call myself an amateur gardener, I do appreciate a beautiful garden as a place of esthetics and deceleration. Jakob Augstein's book not only provides you with information about planting bushes and putting bulbs in the ground, it also offers some reflections on ideas that might go through your head while you're weeding. The book's tone is amusing: «A garden will always stay there. It will always want worrying over. If you slacken, it will immediately punish you by getting overgrown.» Yet another reason to take better care of our bamboo and our hydrangeas.

ISBN: 978-3-446-23875-6

Verlag: Carl Hanser Verlag

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