

**THE CHALLENGE OF ONLINE INFORMATIVE BUSINESS:
INTERNET, INTERACTIVITY AND CONTENTS IN FAVOR OF PROFITS**

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Abstract:

This study aims at unraveling some issues regarding the online communicative business and highlighting some of the options found by Journalism and Informative companies in order to generate incomes on the internet based on the dichotomy between interactivity and content. In order to accomplish this goal, this piece of study is supported by past bibliographic research and conceptual reflections. This study shows that the lack of a defined model of web incomes generation leads some informative companies to revise their operative and lucrative concepts and strategies so that they can formulate dynamic and single capacities to the sector. This article brings to light the issue regarding the potential created by the internet depending on how much intellectual funds are applied for new incomes models.

Keywords: informative business, monetize, interactivity, online journalism.

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1 INTRODUCTION

According to Darwin, we're all independent agents inside a context competing and cooperating in order to survive in an intense environment centered on the processes of changing and acting (MEIRA, 2009). In this context, we aim at understanding the universe of informative business under the light of this point of view, especially on what concerns the terms 'competing' and 'surviving'. In the industrial age, the machines and the industrial processes played a very important role on Economy. Regarding the Economy of knowledge, the internet plays the role of the main fuel for the engine named informative technology. Besides that, internet has become stronger and now occupies more space on business relations, putting the communication process in a transitory status.

Internet has allowed the emergence of new communicative processes. Many companies in the middle of ninety's have specialized on news publishing market and have adventured their business on informative and entertainment contents, putting up their work together with traditional media companies. Although these companies have been acting on Web for longer than ten years, they still do not count with a consolidated income model. Saad (2003) justifies it by pointing that there are lacks of tools and concepts to professionals and owners of informative companies to take decisions concerning what kind of information they should offer; what is the audience they want to extend it to; what is the methodology to be used and how much charge (income) is being generated. The necessity for obtaining incomes online justifies the study of this content, which is focused on communicative and income models that make use of interactivity tools and content as business engines.

The classic communicative model loses its strength on the internet. As a result, strategies adopted by informative companies must be rethought. According to Ferrari (2003), web has started building editorial interactive products full of a very invitee triad to the user: free, endless themes and personal. The challenge is to develop mechanisms that attract publicity, content joining and strategic use of tools and software available for the platform so that it becomes economically self-sufficient

It is possible to observe that informative companies still make their ways by composing integrated systems of content management, once many difficulties are about to be found on what concerns dealing with new media emergence. Consequently, not much is revealed

concerning the understanding of the role played by the internet on the potentiality of communicative business. Träsel (2009) claims that media is involved in a politic war, possibly trying to give some extra life to the contemporary business model, as has the phonographic industry tried to do in the middle of the bankruptcy caused by the services of file sharing.

In this context, this study might contribute as a reflective theoretical support identifying ways of obtaining better feedback from some web functionalities. Thus, informative companies would be able to rethink the traditional business model and improve their performance on the internet having improvements on their income models, as a result.

The income models predominantly used on the internet transit through publicity – that extends to advertising with banners, marketing in search systems, sponsorships, highlights -, electronic trade, mobile marketing and content acquisition by signature. All these models may be applied to informative companies working in a scenario in which they already have an audience. However, the object of this research is on the potential emerging from the exploration of interactivity and content on the generation of incoming and the establishment of value to the informative act. New models to create information with recreated content are getting developed, as newsgames and hyper videos, besides the evolution of transposed audio to internet, with fast programs, such as Gengibre.

According to Tapscott (1998), this issue has not to do with understanding what exactly drives the changes on the contemporary Economy, but what has to be done in order to react and obtain profits from these changes. Taking into consideration that internet is the tail of social tails, which converges to a large amount of technologies and intertextuality, sounds, images and videos, it is possible to notice that it has also become essential for trading and economy, especially for informative companies.

In this first decade of the 21th century, trades aim at finding qualified companies for an amount of platforms in order to use information as strategy for incoming generation. However, a defined model for incoming generation and business relations is still about to be developed and it should be gradually consolidated and experimental.

According to Tapscott, Ticoll and Lowy (2000), digital economy is a new and fruitful field for creativity. Such a fact has inspired some changes on what concerns content production. Anderson (2006) mentions a conversation he had with Van-Adibé, a CEO (Chief Executive Officer) from Ecast, sort of a common jukeboxes who says ‘in a world in which packaging costs almost free, with immediately access to any data or content in this format, consumers show a consistent behavior: they look it overall and may look for everything. Consequently, larger changes are expected from content producers – yet I don’t know what are these changes.

The production of interactive content might be a largely acceptable change by content producers. As pointed by Saad (2003), interactivity consists in a strategic way. For the uncountable resources offered on the internet, the qualified content is no more related only to the text and an illustrative image, as it usually occurs on traditional vehicles. Broadbands allow the access to an amount of multimedia services that can be found in textual format, image, sound, anime graphics, third dimension and moving image - each one responsible for highlighting new perspectives and functionalities (SENDIN, 2006).

The proper exploration of hypermedia resources transforms the static content in a unidirectional and interactive content. According to Saad (2003), not only the textual elements are important, but also the visual, sound and graphic contents around the words that compose and give value to the information. Regarding the content format, Sendin (2006) claims that online multimedia environments have increased its bandwidth extend and become even faster in terms of access. As a result, we found better interactivity systems, even able to help on the release of new products and services, such as text services; photography services; animation; audio; video; television; games; shopping; forums; voice and videoconferences.

Martin (1997) emphasizes the idea that the Internet is an infinite world that connects people, cultures and interests of several countries in real time, reinforcing the importance of creating interactive content. According to him, Internet has some peculiarities because it not only allows consumers to literally dive and surf through a head of information, but also empowers the user to make part of the networking by sharing her/his personal information. In addition to that, the concept of user as a creator of content and context is totally connected to the concept of web itself. That is, indeed, a way through which people can get connected. Thus, nothing could be better than offering people good reasons to be connected.

Hierarchy and power of the traditional media gives voice to the potential of the internet: opened, democratic and with lack of necessity for a physical environment to survive. According to Castells (2001), in this opened sharing system, the contents are diverse and likely to be challenged, strengthened or supplemented by the possibility of interaction that this model offers. Thus, we are led to think that Internet provides an interesting and available way toward communicative and information sharing experiences, besides providing an alternative to a unilateral process of information dissemination. The type of communication that thrives on the internet is immediately related to some freedom in expression in all its shapes, more or less desirable according to the personal tastes of each person. It has to do with transmission as an open source of free dissemination; decentralized transmission, the spontaneous interaction; purposeful communication and creations to be shared, that find their expression on the internet.

Virtual cities are surrounded by free content with a large amount of shapes and approaches. This universe configures the new way of facing information and content by offering targeted niches adaptable to the new platform. Ferrari (2006) compares the sites to shopping malls: entertainment, recreation and a myriad of services in only one place. By making an analogy of the organization of the corridors to the malls, it comes clear that the portals are also divided into anchors and channels, as in large shopping centers, where there are food courts; retail chains; malls with shoe service; locksmith; laundry and general stores. The consumer goes to the movies, makes a snack and during the walk through the halls finishes by consuming something (FERRARI, 2006).

We should take into consideration that the role of intermediating the information stops being played by the informative company and starts being played by various and different business companies, such as search engines, alert services, software customization, independent editorial teams and business relationship marketing. These enterprises have the ability to format and package content according to the individualized needs of the digital receiver. As a result, informative companies need to seek for new positions in their strategies in order to survive in the digital world (Saad, 2003).

In this context, Ferrari (2006), commented about the necessity of trying to understand the power that media plays over writing, and seek for a digital writing that reinforces the

principles of hypermedia in order to report no more with a linear shape with beginning, middle and end of the news, but rather build multiple materials on the same subject.

The form and formula of doing journalism is changing course in business on the Internet: content gets a new treatment, far more dynamic and carefully thought to attract users that will, as a result, add more profits to the company.

The intrinsic value of information is more than 'money' and has a strategic value connected to competitiveness. What is noticeable is that the more personalized and relevant content is offered to the user, the greater is the potential for loyalty (Saad, 2003).

According to Tomsen (2000 apud Saad, 2003), there are five factors for recovery of digital information: credibility; innovation; relevance; immediacy and utility. Based on these five factors, it is possible to establish two different ways of valuing the relation between value and digital information: open, free content, in which the user searches for the website in order to get information of interest of his or her own. These sites are regularly updated, bringing, for example, information related to the latest news and quotes scholarship, besides the content and premium service in which the user must somehow interact with the website, usually through registration or a free e-commerce transaction.

Nevertheless, Ferrari (2006) diverges from this premise by arguing that unlike material goods and services, online information is not reproducible in the generation of economic value as an object. Regarding content production, Saad (2003) wonders how to work inside this new environment: it is important to find the best way to turn messages into suitable content to technological and market characteristics from the digital world. How to work with this change and still maintain the basic characteristics of values and credibility, even when the message content adds new 'props' as service, sales file, e-commerce, among others? What I have noticed is that only 'pure' digital information has no value. Under the light of this aspect, Saad (2003) claims that no one is making money on web just by putting news on their sites. We also have huge investments in technology and business partnerships that require a web operational system. In addition, he says the challenge of media companies to survive in the digital world is to find ways of how to emphasize and explore the best of their main business content.

2 INTERNET AND CHANGES IN COMMUNICATION

Contemporary society emerges in the information Age, or Knowledge Age, in which the capital is not the most important issue that a company must complain about, but the possession of knowledge, which finds internet as the most democratic and accessible way to knowledge acquisition. According to Marshall (2002), globalization of business and communications, plus the internationalization of cultures have enabled the emergence of new opportunities for companies and advertisers, especially regarding the Word Wide Web. The free expression communication that thrives on the internet and reach specific niches, also contributes to this expanding market. According to Castells (2001), it has to do with transmission as an open source of free dissemination; transmission decentralized, the spontaneous interaction; purposeful communication and creations to be shared, that find their expression on the internet.

According to Alves (2006), Internet is the most visible and popular fragment of the Digital revolution, and it is taking place and creating the Society of Information. In terms of management and information access, the only historical comparison we can find for this revolution is the invention of movable type by Gutenberg in 1542, that has pushed humanity to extend the possibilities of knowledge dissemination. We are at the beginning of the new knowledge revolution and we are seeing the first impacts on Journalism, as we see its political, social and economic influences.

Unlikely other media, Internet is quickly taking place in several countries. By comparing the previous media - as the press in general, the telephone, radio and television - to the internet, it seems like time of discovery, acceptance and diffusion is significant, as it can be verified in Figure 1.

Figure 1: timeline representing the discovery and diffusion of communication media.

Communication Media	Time of acceptance (in years)	Schedule
Press	400	From 1455 – to 19 th century
Phone	70	From 1876 – II World War
Radio	40	From 1895 – to period between I and II World Wars
TV	25	From 1925 - 1950
Internet	7	From 1990 - 1997

Source: The authors

Despite of the fast rise and strengthening of the Internet, business models and revenues of media companies have not adapted to this new reality and remain largely rooted in the traditional model of time, when the world was less dynamic and the relationships were limited by lacks of more agile communication media. In the twenty-first century, individuals have access to thousands of information sources and numerous forms of interaction, thus forming an opened society in which everyone builds their own interests and connects instantly to the world by their own ways. Regarding this issue, Castells (2001) claims that this new virtual space for interaction, in which the information is not irradiated by a central point - a characteristic of mass communication - has allowed internet to become the technological basis for the organizational form of the Information Age: Network.

According to Tapscott, Ticoll and Lowy (2000), the Information Age unravel a new way of prospering with business, "fluid congregations of businesses - sometimes highly structured, sometimes amorphous - what meet on the internet in order to generate value for customers and wealth for their shareholders". This is what some authors name business network, or business webs (b-webs), which Corresponds to a distinct system of suppliers, distributors, service providers, commercial, infrastructure providers and clients that use Internet in order to improve their main communication and business transactions. (TAPSCOTT; TICOLL; LOWY, 2000).

Saad (2003) argues that the new paradigm of information technology is characterized primarily by using the information as raw material, taking into consideration that the acts on information technology to transform the economy and society, different from what happened before in industrial age. According to Tapscott, Ticoll and Lowy (2000), Internet creates a new model of economy and the digital income engenders the market income: Network is not a commodity, but is more like an individual economic sector such as biotechnology. Internet is becoming the infrastructure for all business activity, the foundation of a new economy, transforming all sectors involved with the process. The metaphor of Titanic applies for a unique direction: as the film, network is enriching many people. The prophets of doom do not understand digital capital.

Still, according to the authors mentioned above, Internet is gaining ubiquity (which grows with the use of mobile access services and Wireless Fidelity (Wi-Fi)), high bandwidth extend, robustness and new functionalities. It is becoming a digital infrastructure for collaboration, filled with tools used in search transactions, data management and content delivery, as means, functionality and uninterrupted flow of knowledge, composing an explosion that gives light to more perspectives for wealth generation (TAPSCOTT; TICOLL; LOWY, 2000).

According to Tapscott, Ticoll and Lowy (2000), internet gave rise to a new division of labor that transcends traditional company and changes the way how projecting, designing, manufactures, distributes, sells and supports products and services are thought. Anderson (2006) emphasizes that the new levels of efficiency in distribution, manufacturing and marketing change the criteria of commercial viability.

Although these changes have emerged, traditional attitudes of any market are still needed, as supported by Sendin (2006), who claims that media companies that are seeking for presence on the internet, seeking to provide a consistent set of services to market needs and to be able to excel in this competitive environment, need to worry about ways of how to monetize their business.

By analyzing the trajectory of the internet, it is clear that the organizational paradigms created by traditional Journalism have no connection to the activities permitted by the indexing of digital media: the accumulation of content, interactivity, immediacy and impact of great power in a short period of time. Definitely, this is an active media, which requires constant

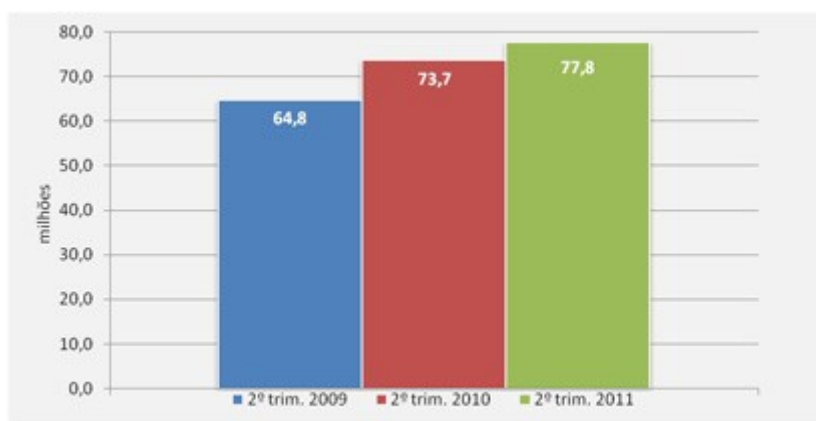
interaction with its users, contrasting with the relative passivity that marks the relationship of the viewer, listener or reader to the traditional media (ALVES, 2006).

Another aspect of this paradigm switch that will strongly influence the management of strategies of media companies, according to Saad (2003), is the begging pressure for changes in the field of information technologies by the market and the consumers, not by the corporate decisions to adopt a new model of technology. Still, Saad (2003) claims that clarity about what Internet is and what kind of value it can add to its main business - the provision of news and information - is what will differentiate these companies competitively.

Costa (2006) claims that while news organizations remain stuck to old patterns and anachronistic paradigms, or about to become obsolete, the virtual world around becomes creative, innovative and revolutionary. Therefore, the revenue models and business need to be reviewed and suitable for digital media and keep embracing old strategies may be crucial for the development of a company seeking for success on the web.

According to Costa (2006), Internet is the fastest growing media around the world, and in 2006, received one million new users per week. Recent research published by Ibope Nielsen Online, in September 2011, points out that internet access in any environment (home, workplaces, schools, internet cafes and other places) reached 77.8 million people in the second quarter of 2011. This number is 5.5% higher than the second quarter of 2010 and 20% higher than the second quarter of 2009. This growing access justifies the importance of exploring this universe by communication business companies.

Figure 2: timeline with number of people with access to the internet in Brazil.



The numbers unravel the surprising and fast adaptation of users towards the internet. In this scenario, companies go through the process of remodeling and restructuring business and revenue models, creating a new culture. One of the most basic requirements to work in this network is immediately connected to the knowledge over the power of Internet business networks.

According to Tapscott, Ticoll and Lowy (2000), digital capital results from the networking among three types of active knowledge assets: human capital (what people know), customer capital (who you know and who knows and appreciates you) and structural capital (how what you know is connected to their business systems). With networking, human capital is gained without owning it; the client's capital from complex mutual relationships; and structural capital, that creates wealth through new business models.

Structural changes of important segments of Industry can be accelerated by the force of networked market mass. In order to exemplify how business networks have emerged to challenge the corporation of the industrial age as a basis for competitive strategy, Tapscott, Ticoll and Lowy (2000) use the phenomenon of MPEG-1 Audio Layer 3, more commonly known as MP3. According to the mentioned authors (2000), the success of the MP3 is the product of an alliance based on the internet - a network of business - consumers, companies and content providers (musicians).

Whether if as an organized network of business, or whether with simply millions of users with common interests, Internet can benefit most of people. The world of scarcity becomes a world of plenty, with something about everything available to all of the markets. Within this context, the possibility of almost infinite business supply arise the concept of Long Tail, created by Anderson (2006), which is only possible since the adoption of lower costs to reach niches. This reduction is possible due to the action of three forces, considered powerful by the author above: the first is the democratization of production tools; the second is the reduce of consumer costs, made possibly by the democratization of distribution; and the third comes to be the link between supply and demand for web.

Anderson (2006) claims that the main characteristic of these strengths is its ability to convert customers, products and markets deficit in profit. This phenomenon is more evident in entertainment and media. Under a more general perspective, it soon becomes clear that the

idea of the long tail has to do with the economics of abundance - what happens when the bottlenecks that stand between supply and demand in our culture start disappearing and everything becomes available to everyone.

Another factor that largely contributes to the uniqueness of the digital media is the difference between content production and content consumption. Internet has changed the labor market and provided tools for consumers, or reader, so that they could become prosumers (producer and consumer). On the web, according to Anderson (2006), people act as active producers of pure love for the thing (the word 'amateur' comes from the Latin amator 'lover' in yellow, 'love'). Anderson (2006) comments that the phenomenon manifests itself everywhere - the extent to which blogs are amateurs fighting for attention with the mainstream media, in which small bands are releasing music without a record label and the fellow consumers dominate the online assessments of products and services, as if the setting had changed from 'Earn the right to do so' to 'what's stopping you doing?'

This new communicative scenario shook the communication established between media outlets and users. In this case, Costa (2006) claims that the old media and old intellectuals want to keep the monopodium, a monopoly that allows them to pour content about people, without objection. Perhaps, they have reacted so strongly to the new media because they have realized the inevitable loss of the monopoly manipulation, or, more simply, the loss of power.

In relation to the new information consumer, Ferrari (2006) claims points some features on Network and its users: the scenario in which the Internet was new - and there were practical guides with thousands links and tips for first-timers willing to navigate without destination - quickly became outdated. Users are the elite of every nation and all the traffic among portals is fed by Classes A and B, people with purchasing power to have a personal computer, a car, a cellphone, and who spend the most time on Network no more than connected to half dozen addresses.

In this scenario, Ferrari (2006) inquires about the challenge of user loyalty, reason of worries to media companies: how to satisfy a reader who practices a navigation 'looting' that the next click can transfer one hearing to another site? By analyzing the user's attention on the network, Tapscott, Ticoll and Lowy (2000) mentioned that it becomes a scarce commodity due to three factors: first, no one can produce more than twenty-four hours of care per day.

Second, the human capacity to pay attention to is limited. Third (a result of the first two and exacerbated by the internet), people are inundated with so much information that they do not know when they must pay attention. In order to arouse and retain the attention of the customer, a business needs to provide a total relevant, compelling and convincing experience. One of the reasons for this comes from the fact that the loyalty of a user of a digital vehicle is different from his or her loyalty to a newspaper, for example. On network, due to the infinite email addresses, the user has a range of options and conquer it entirely, according to Ferrari (2006), tends to be hard. In newspaper printing, on the other hand, the fidelity of the reader is remarkable. By analogy, one who is accustomed to the editorial line of the Diary of Santa Catarina, is hardly Diarinho reader, which is a most popular feature.

Regarding communication professionals, Tapscott (1999) claims that net generation employees prioritize fully computerized Networked environments prior to a traditional one. Thus, they do not accept being supervised in the traditional sense. Instead, they aim at having access to environments and tools that enable them to create and succeed in a flexible and dynamic way.

As consumers, the net generation has more resources available than any previous generation. Thus, Tapscott (1999) notices that, as these new professionals get in the workforce, consumption, marketing and corporate strategies are affected.

In this new scenario, which has demanding and volatile users, it is needed a professional with a systemic view, who does not only produce his or her agenda, but who thinks the information as something to be consumed in different ways and times, with thousands of other related information already available in network, and also from contextual ads and related services.

3 NEW WAYS TO USE INTERACTIVE INFORMATION AND GETTING TO PRODUCE PROFIT INCOMES

A new generation of professionals is empowering in the communication market: gamers, journalists who are working with News Games, a new model of interactivity combined with the content. According to Seabra (2009), if we still have doubts concerning the reasons why we should format news media games, the answers lie on Journalism as a ripe field for this

kind of research. After all, since the Iluminism, this narrative has proved itself as one of the legitimated pillars to understand and act on reality surrounding us.

In News Games, according to Seabra and Santos (2008), the formatting of news media occurs in playful communication, making games work as news emulators. You could say news games are serious games. These, according to Andrade (2008), are not made to entertain the player, but to inform, generate debate, share knowledge - considered more serious reasons than the mere entertainment of youth.

The characteristics of online Journalism, according to Castle (cited SEABRA 2003, 2009) are: (1) Multimedia / convergence and (2) Interactivity (3) hypertextuality, (4) Embodiment, (5) memory, (6) immediacy access. These characteristics, according to Andrade (2008), may be associated to the logic of News Games: 1. Multimedia: is noticed on the convergence of image and sound in a narrative written in the form of the game and created from a report 2. Interactivity: it can be felt in the contact with the newsgame user when s/he recognizes the inherent pleasures of storytelling in video games 3. Hypertextuality: is the factor that enables the reader to be directed from electronic journals to the environment play 4. Personification: allows the user to create these games from the news, according to her/his views on the subject 5. Memory: it can be activated when the user remembers the matter in newspaper, making her/him look for the game in search of another way of reading news and 6. Immediacy of access, which allows news to be updated shaped as electronic games.

Figure 3: engine schemata for newsgames.



The peculiarities of NewsGames promote innovation in the production of journalistic content for web. Moreover, it has the potential to attract young people to consume news. Seabra (2009) claims that NewsGames (see Figure 2) are characterized as "new newsroom model, opening a new way of relating to information, whether they are news or not."

Seabra (2007) proposes the subversion of editing and traditional publishing of news in online environments, rupturing the archaic and ancient narratives of those which are considered traditional games. Meanwhile, he proposes a model in which the online news narrative works as basis to start the game. Each player can have simultaneous access to news information in order to serve as the theme to initiate and continue the game. Later on, a succession of headlines, as the opening theme, are taken individually by each player into the story through content aggregators technology-based Really Simple Syndication (RSS), which allows users to share links, as occurs in the services Delicious and Social Bookmarks.

Postages technologies on sites with Wireless Application Protocol (WAP) can also feed the news game posted on web - over any link information portals, sites, weblogs, social networking or mobile media - such as iPhone apps for sending Short Message Service (SMS). It is important to emphasize the wireless technology platform, that represent the future of gaming as a support to the consumption of information.

According to Seabra and Santos (2008), information have always permeated the media narratives of video games, since the Odyssey 100, the first video game console in history, until Atari, Super Nintendo, PlayStation and the online platform Xbox 360 Live and the Age of NewsGames.

In the United States, in 2005, The New York Times was an early American online newspaper to launch games based on news, starting the process with the Food Import Folly27 - publishing a game that was a warning about the lack of oversight in food imports by the U.S. government. Newsgames gained strength only in the presidential elections of 2008, though (Seabra, 2009).

In Brazil, G1, in 2007, launched the first genuinely Brazilian NewsGames: NanoPops, a game to recognize the world leaders in that year. In that same year, G1 also launched a game that

identified the flags of participating countries of the Pan American Games. These examples illustrate innovative ways to use information and interactivity on the web.

According to Seabra (2009), "Brazilian news webpages definitely constituted the age of games based on news in 2008, coverage of local elections." In terms of gameplay, these games are similar to those released by some American online newspapers.

Andrade (2008) quotes other Brazilian examples, such as 'Run Ronaldo, Run', in which the user is asked to help the Brazilian striker to lose weight by running from sandwiches and soft drinks while he controls the ball and is pursued by the Argentine striker Crespo. Another game mentioned by Andrade (2008) is the Crazy Carli, which deals with the drama of Father Carli, who died in 2008 while he was trying to travel tied to balloons and without notions of how to use his GPS. In that case, the player should control the priest, dodge obstacles and help him to operate the GPS. Although satire is a tragic fact, the material acts as newsgame play.

Seabra (2009) claims that NewsGames aim at constituting the time that gamers can, in fact, become a Newflâneur: someone with a virtual wandering avatar, reliving the figure of the flâneur, part of the arcades in nineteenth-century Paris. Different from the version illustrated by Walter Benjamin, Seabra concludes that the NewFlâneur should be more than just an observer moving through urban landscapes and crowds; [...] [should be] a kind of cibergamer with real powers, in order to be guided through the world of information that really makes some difference.

The conversion of NewsGames in income is not largely discussed in the theoretical issue, since there is not a defined business model for monetizing this new form of 'story telling'. Thus, media companies seek for returning on investment with traditional advertising such as banner and square, which in some cases resemble the merchandising of television and cinema.

4 AUDIO

Another format, not a release on market history, suffered major evolution. The audio gets frightening proportions on the Internet. Programs like Ginger catch by mobile advices someone's voice or the sound system of anywhere and transmit it in real time to the desired

webpage. If, for example, the journalist or the internet users are in the stadium watching an important game, they can record the crowd at the time of the goal and post, simultaneously, on their website or blog.

Audio helps on the transmission of emotional signs from the interviewee, since, according to Canavilhas (2001), it is not always easy to quote or describe some events. Still according to him, "audio can integrate news as an interpreting element, the incorporation of sounds. Playing with the cursor over a title and reading becomes heard."

5 MOBILITY AND HYPER VIDEO

Another form of interactivity that makes part of Brazilian compositions is constituted by the use of mobility in order to make news. By assessing the impact of the growth mobile digital technology and wireless connections, such as Wireless Fidelity (WiFi), WiMax, Bluetooth, 3G and 4G, also coupled with the development of advanced web applications, Silva (2008a) highlights the emergence of "new practices and settings related to the production routines of journalists, forms of production and distribution of content for multi-platforms".

Silva (2008b) defends the concept of live stream, as means, for example, the technical condition of streaming video or audio in real and continuously time, to which the possibility of existence, until now, had been restricted to broadcasting, such as radio and TV and, anyway, from the use of an apparatus constituted by a complex and heavier structure that requires a greater number of personnel involved in the cover. Modeled current journalism can be structured in other dimensions by the use of a mobile environment production formatted and with portable tools online, such as smartphones, in order to process and transmit the information (audio, video, text, image) instantly in a digital shape.

Some TV stations and newspapers use mobile phones with 3G technology in order to disseminating news. For example, in 2008 April 21th, on TV Band, St. Paul presented the reporter Paulo Cabral live on the station's news programming, the Ibirapuera Park, directly from a mobile phone (Silva, 2008b). The 3G technology, according to Silva (2008b) provides image quality and audio close to conventional. Later on, Silva (2008b) comments that the emergence of multiple platforms tend to consolidate a feature of "live" by the use of tools such as microblogs (Twitter, mainly), moblogs (mobile blogging +) channels and stream as

Qik, Ustream, Justin.tv, Kyte.tv, Cover it Live, Mogulus Live broadcast, Flixwagon and transmission of football matches in real time through web channels minute-per-minute.

Hyper video is constantly changing and is already used, for example, by Globo.com. According to Gradwohl and Iano (2007), the concept of hyper video is a specific case of hypermedia that derives from the concept of hypertext, coined and conceptualized by Ted Nelson in an article published in 1965. Hypertext is a set of interconnected texts and images in a manner so complex that it is convenient to represent it on paper. "(GRADVOHL; IANO, 2007).

Still according to them, in the particular case of hyper video, you can set it as a video stream that contains embedded anchors that can lead users to different information, as a flow implement, possibly in other media. It is worth noticing that the essential difference between the concepts of hypermedia and hyper video is the bottom line to the navigation on web. In the first case, the starting point is "anchored" in a text or a picture. In the second case, the bottom line to navigation is embedded in a point in the video (in a scene or an object in scene).

The new ways of telling news in the digital media suggest that is not enough to overlapping existing features in traditional media, but construct specific forms for the new medium, which has its own characteristics. Flusser (2007) claims that from the moment it became possible for the reader to manipulate sequences of images and overlay others, the way to do television and film was supposed to be reviewed. In this sense, Flusser (2007) says that western epistemology is based on the assumption that Cartesian thinking means following the written line, and it does not picture photography as a way of thinking. A TV viewer in the near future will be able to shoot a program and another in sequence, including shooting himself, passing the result on the TV screen. It means that the program will have a beginning, middle and end that the viewer wants, and that it could play the role the viewer wants. Although he acts in history and it is determined by it, it also no longer is interested in news itself, but in the possibility of combining several news. It means that news are no longer a drama, but a game.

In the Brazilian context, Globo.com provides the content produced by TV Globo in a free-format access with clips. With the paid agreement, the user experiences the use of hyper video, experimentally, though still in testing phase, according to Felitti (2008). The basis of

monetization of the videos from Globo.com comes from advertisements placed before, during or after the clips.

6 FINAL CONSIDERATIONS

By analyzing the landscape of media companies on the Internet, we face paradigms to be transposed, both in terms of knowledge and both on the part of professionals regarding the choice of corporate strategies. At the end of this study, it could be observed that there is a changing market in which precariously media companies can match successfully.

This research revealed that the market for online communication is creating new ways to produce and sell information. The traditional model of Journalism does not make sense on the Internet, starting by mentioning the free access aspect. Thus, media companies are struggling to put up together with the information itself, differing from printed newspapers and magazines, which, in addition to advertising, charge for access to content.

Internet has decentralized the power from big media, transferring it to any individual handling a computer or a mobile, getting the right to be an agent for information. On Network, they can all be media companies. What sets a new scenario, in which the most important thing is to use the right tools to keep the triad attractive content, audience and income.

In a scenario with almost infinite contents, the competition for audience can be won by the differentiation of the content. In this context, interactivity and multimedia feature seems to be the path on the value of information. Interactivity, in general, is naturally accepted by the human being, regardless of cultures, having a great potential to be the major agent of transformation of content into incomes. The operation of these applications is already developed, although incipient but interesting with projections, as is the case of NewsGames and hyper video. The matter could extend to a detailed study covering the following research problem: why is not yet reached a profitable level of interactivity and income?

In general, taking place on networks is not an easy task to be accomplished, both for the multitude of features it presents and the high growth rate. The ground is still fertile for creativity and ideas, providing opportunities for consolidated threatening processes. Success,

thus, depends on the flexibility of the great power of adaptation and the feeling of market trends.

Also, it becomes clear that online businesses that are extensions of traditional products, such as newspapers, tend to adopt the Internet only as a support, using it in a limited way, just exploring the interactivity and multimedia capabilities available. Basically transpose the contents of the print edition to the digital version. The authors quoted that the work converges in the following sense: there is need for a new position in the construction of appropriate models and strategies specifically to digital media.

The construction of portals owned by media groups newspaper can now be observed. In part, these vehicles comprise the various products in the group, like the newspapers Folha de São Paulo and Estadão, that choose by paying more attention to the portals than to online editions of their newspapers, incorporating into their products and services links, animations, audio and videos, often fleeing the main business of the informative company, but also creating alternative income models. This study analyzes the content of the pleasure on the expense of information contents.

It is taken by fact that the income models used by most online media companies go through traditional models of the communication market, as to mention the sale of sponsorship, through the sale of CPM, originated in the early operation of the web, up innovative models, such as payment for clicks. Among the models, there are systems such as Google, working for publishing relevant contextual ads - AdSense and AdWord, finding them as two fundamental tools to connect advertisers and content production.

Despite of the large amount of descriptive information available about how they are and how studied income models actually work, still many difficulties are found to deal with data and its real results of profits, once it's confidential information and, sometimes, hard to come up with. For further research, I suggest the application of a quantitative study together with companies that use these models, in order to taste the vast amount of descriptive information available about how they are and how the main revenue models are studied. There are difficulties in finding data on their actual sales results because they are sensitive and sometimes difficult to stratify. For future research in this sense, the suggestion is to apply a

quantitative research with companies that use these models, in order to establish a comparative analysis of performance.

Paraphrasing Tapscott (2001) it is necessary to continuously innovate, because the old phrase 'if it is not broken, do not fix' has been replaced by 'if it is not broken, break before their competitors do.' Companies that innovate their products and services and forget their business models and income are shedding useless effort in the run for monetization.

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O DESAFIO DO NEGÓCIO INFORMATIVO “ONLINE”: INTERNET, INTERATIVIDADE E CONTEÚDOS VOLTADOS PARA O LUCRO.

Resumo

Este estudo tem como objetivo desvendar algumas questões a respeito do negócio de comunicação on-line, destacando algumas das opções encontradas pelo Jornalismo e empresas informativas, a fim de gerar renda na internet com base na dicotomia entre interatividade e conteúdo. A fim de alcançar este objetivo, este estudo é apoiado por pesquisa bibliográfica e reflexões conceituais. Este estudo mostra que a falta de um modelo definido de geração de renda web leva algumas empresas informativas a rever os seus conceitos e estratégias operativas e lucrativas, para que possam formular as capacidades dinâmicas e individuais para o setor. Este artigo traz à tona a questão sobre o potencial criado pela internet, dependendo de quanto é aplicado aos novos modelos de renda.

Palavras-chave: Negócio Informativo. Modelo de Negócio. Interatividade. Jornalismo Online.

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