



Online First-Strategie: Zukunft der Tageszeitungen oder Weg ins Verderben? (German Edition)

Jakub Gortat

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Studienarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Massenmedien allgemein, Note: 1.0, Otto-Friedrich-Universität Bamberg, Sprache: Deutsch, Abstract: Der Text beschreibt eine der Onlinestrategien der gegenwärtigen Presse in Deutschland, aber auch in anderen Ländern. Kurz gesagt besteht die Online-First-Strategie darin, dass alle Artikeln zuerst auf der Website der Pressetitels erscheinen und erst danach in der Printform.

Dieser Essay ist folglich eine Analyse der Vor- und Nachteile der Strategie, wobei auch ihre Anwendung in England berücksichtigt wird.

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