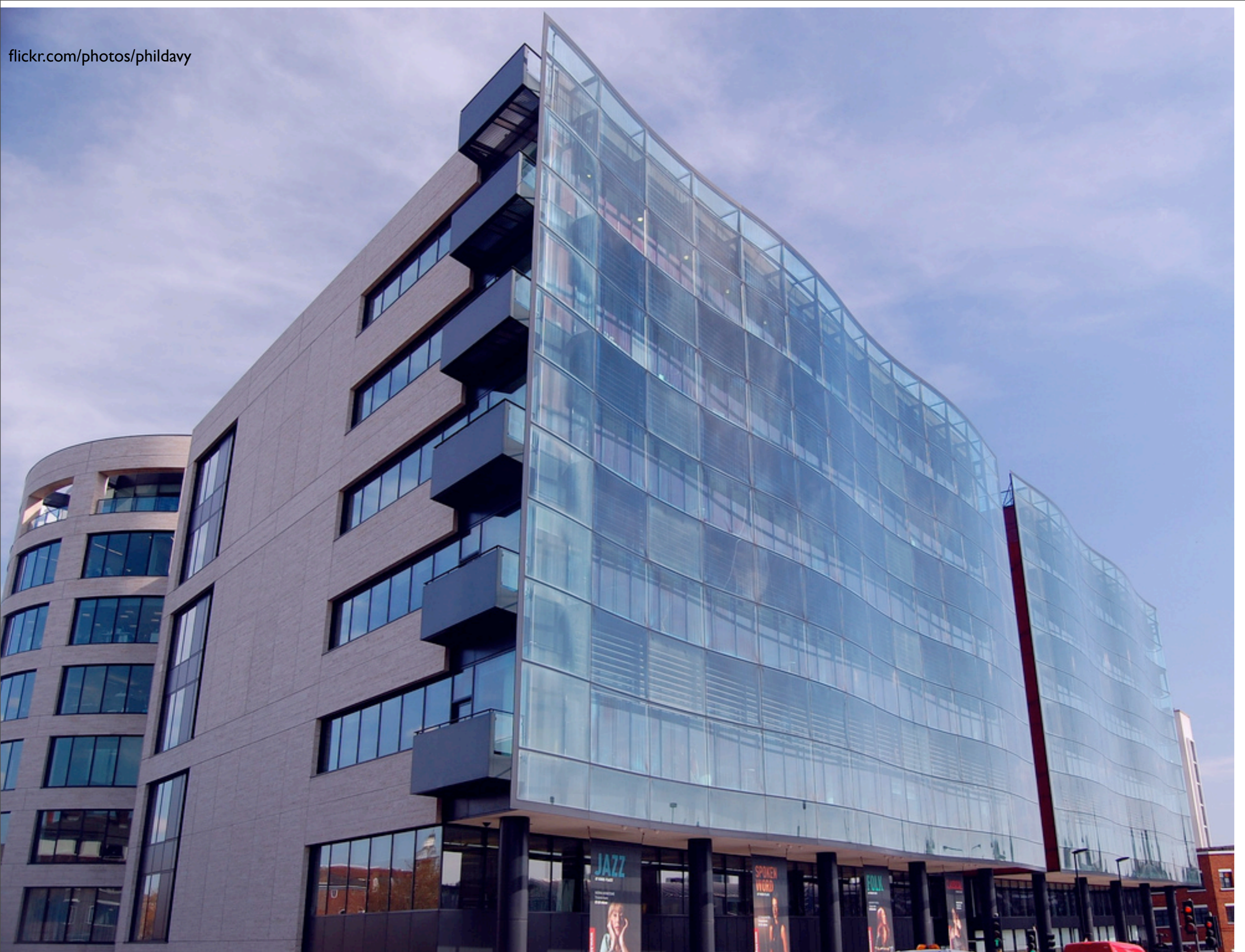


the guardian

Beyond Publishing: How we open up to our users

Stephen Dunn, Guardian News and Media - STM Frankfurt 2010

the guardian
The Observer



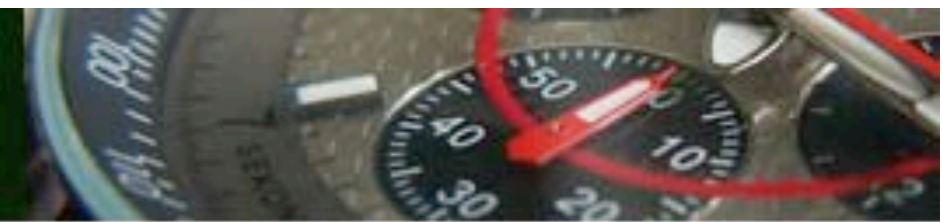




**We started a
long time ago:**



The Scott Trust Timeline



1929



Scott buys
ter
Edward Taylor Scott
becomes Editor

1932



CP Scott dies

1936



Formation of the Scott
Trust

1939



Manchester Evening
News circulation hits
new heights

“To secure the financial and editorial independence of The Guardian in perpetuity.”

“To promote freedom in the press and liberal journalism globally.”

The Scott Trust Timeline

1929



Edward Taylor Scott becomes Editor

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“To secure the financial and editorial independence of The Guardian in perpetuity.”

“To promote freedom in the press and liberal journalism globally.”





Now

Now

iPad app



iPhone app



Mobile site



Keyword page



Live blogs



Twitter updates



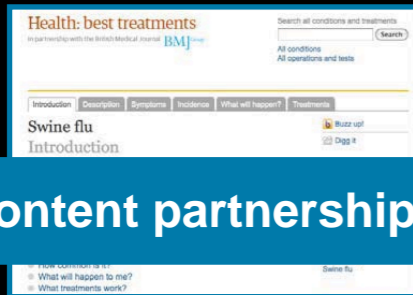
Swine flu



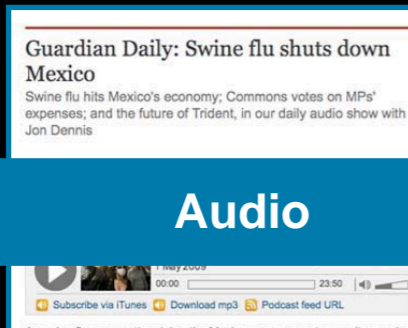
Comment



Content partnerships



Audio



Video



Content / Data API



Newspapers



1996

*The*Guardian

research ratings

university research league tables

recruitnet

a free online job-finding service

law and order

the crime bill: comment, analysis and forum

online

the weekly science and technology section

film on four

a guide to channel 4's film season

shiftcontrol

a quality lifestyle and culture magazine

education debate

a forum for the higher education debate

on campus

journalism by and for students

the 1996 budget

the chancellor's speech, plus economic analysis

notes & queries

the readers' column of questions & answers

school league tables

UK secondary schools' exam ratings

guardian weekly

selected news, comment and analysis

alt.culture

guide to nineties counterculture


1999

The Guardian
The Observer
17.01.1999
[Register](#)

Guardian sites Useful stuff

Guardian Unlimited

[News](#) | [Football](#) | [Cricket](#) | [Film](#) | [Work](#) | [Jobs](#)

News Albanian civilians murdered in Kosovo		News Bramleys return from Irish exile	
	Screen Julia Roberts: the first \$20m woman?	Football Strachan sees red	

Please note that you have to register for our sites once you go past the homepage. This should only take a couple of minutes and will allow you permanent, free access to all our sites.

Network sites

[News](#) | [Football](#) | [Cricket](#) | [Film](#) | [Work](#) | [Jobs](#)

Useful stuff

[About the network](#) | [Get the Net](#) | [Network guide](#) | [Events & offers](#)

Last updated Sunday January 17 1999 6.30am
Guardian Media Group 1999




1999

The Guardian
The Observer
17.01.1999
[Register](#)

Guardian sites Useful stuff

Guardian Unlimited

[News](#) | [Football](#) | [Cricket](#) | [Film](#) | [Work](#) | [Jobs](#)

News Albanian civilians murdered in Kosovo		News Bramleys return from Irish exile	
	Screen Julia Roberts: the first \$20m woman?	Football Strachan sees red	

Please note that you have to register for our sites once you go past the homepage. This should only take a couple of minutes and will allow you permanent, free access to all our sites.

Network sites

[News](#) | [Football](#) | [Cricket](#) | [Film](#) | [Work](#) | [Jobs](#)

Useful stuff

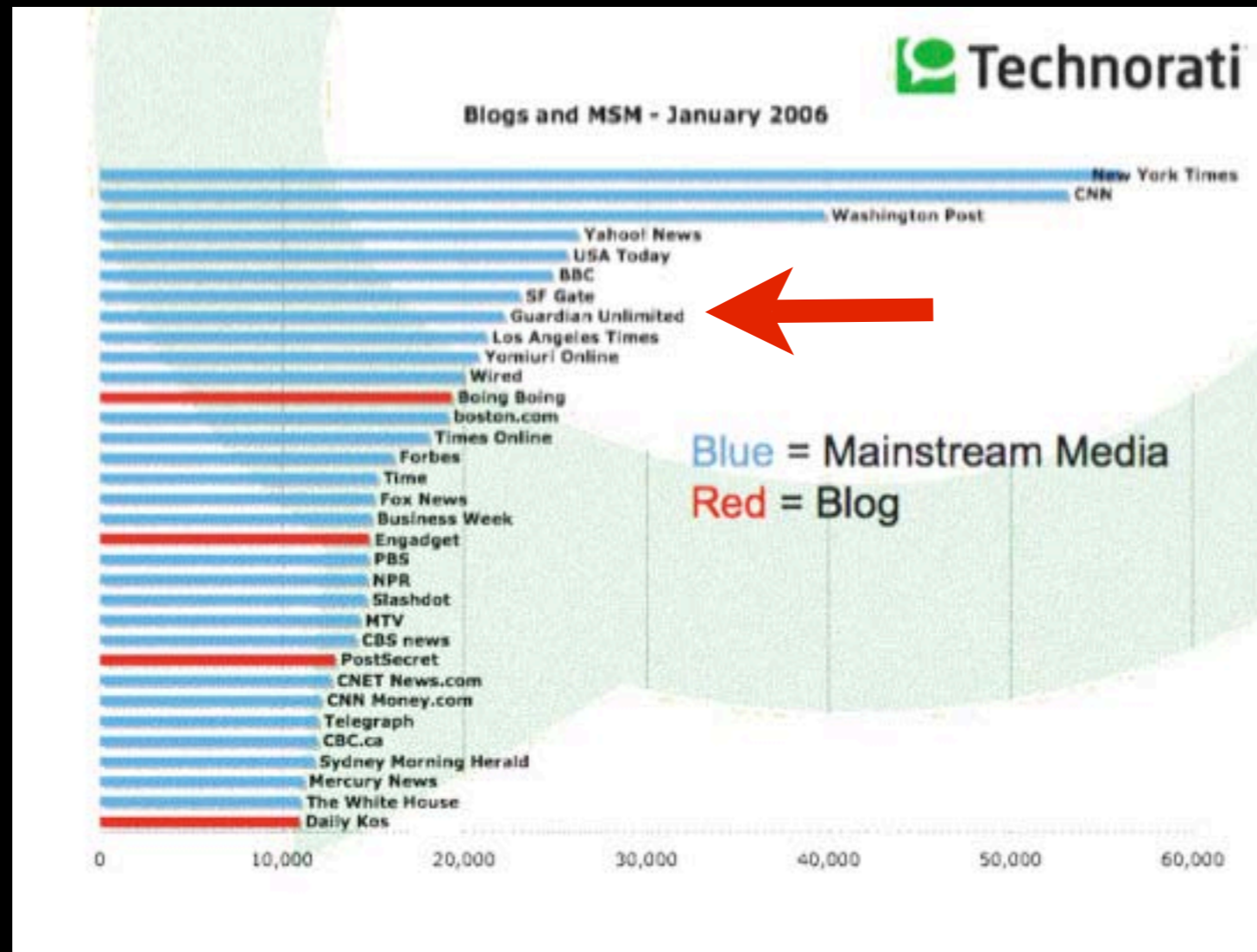
[About the network](#) | [Get the Net](#) | [Network guide](#) | [Events & offers](#)

Last updated Sunday January 17 1999 6.30am
Guardian Media Group 1999

01 → 06

The screenshot shows the Guardian Unlimited website homepage. At the top left is the 'Guardian Unlimited' logo. Below it are links for 'Read today's paper', 'Sign in', and 'Register'. A navigation bar contains various categories: Home, Arts, Books, Business, Education, Film, Football, Life & health, Jobs, Media, Money, News blog, Observer, Politics, Science, Shopping, Society, Sport, Technology, Travel, UK news, and World news. A search bar is located on the left. The main content area features a date bar for 'Monday March 06 2006' and a headline 'Police chief slams firearm delay - PA'. Below this are several news snippets with images and titles, such as 'Split fails to help Jowell' and 'The Oscars, minute by minute'. On the right, there is a 'News direct' sidebar with options like 'Desktop alerts' and 'Digital editions'. At the bottom, there are links for 'Desktop alerts', 'Audio', 'Email services', 'Interactive guides', 'Talk', 'Comment', 'News blog', and 'Steve Bell'. A large dark box with the text 'I hate you' is visible on the right side of the page.

01 → 06



Digital Revenues

- Display ads
- Dating
- Jobs/Classifieds
- Sponsorship
- B2B/Events
- Search

guardian.co.uk

soulmates

all you need for a good date

Home | Create your free profile | Browse profiles | Why join? | Subscribe | Success
Tell a friend




Start dating today...

- ✓ Over 115,000 members online and a great matching system to help you find the right one for you
- ✓ It's quick, easy and free to join
- ✓ [Click here to find out more](#)

[Join for free](#)

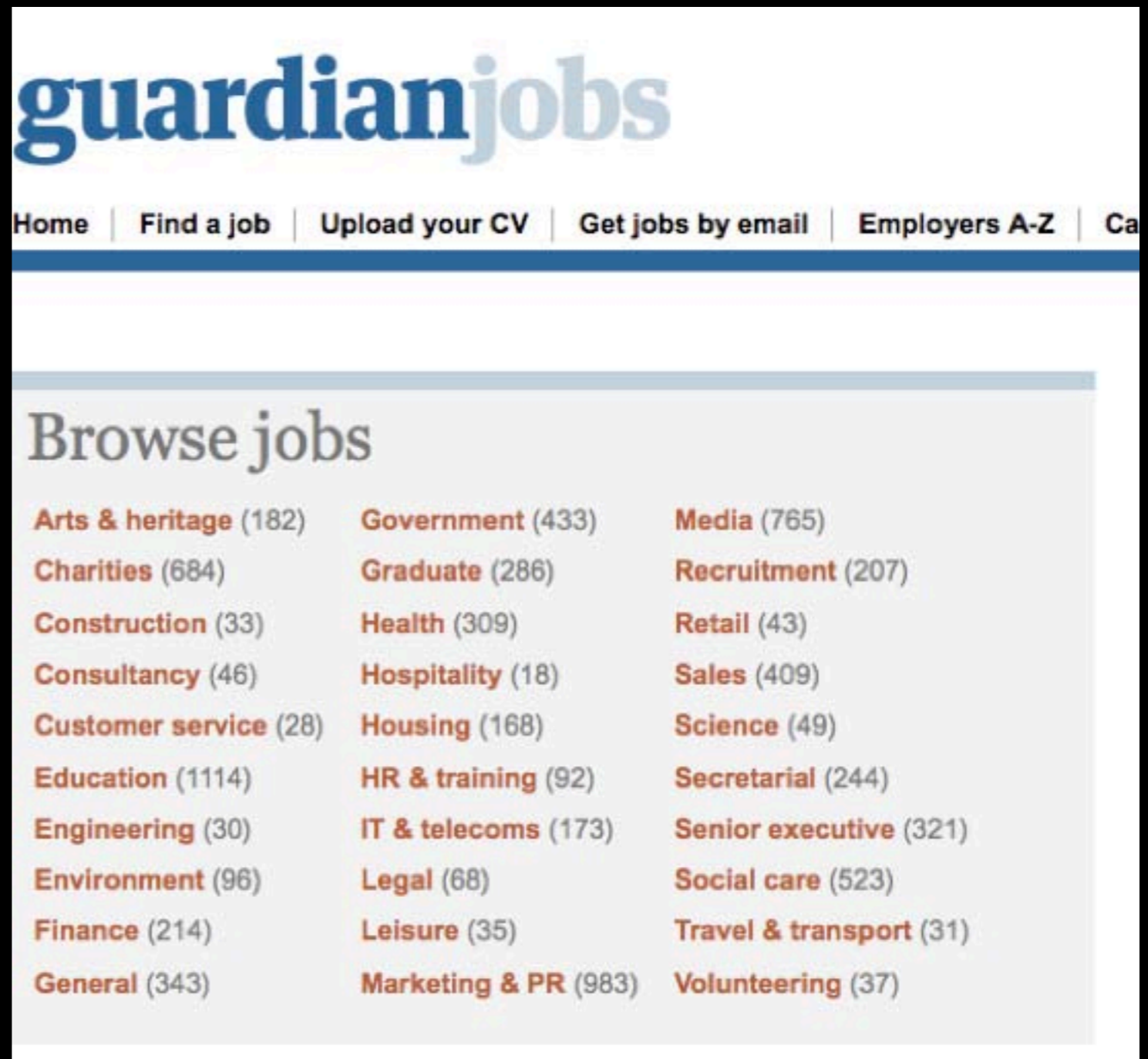
Soulmates is the leading UK dating site for individuals of any persuasion whether straight, gay, lesbian or bisexual. We have over 116,000 online dating profiles from across the UK and overseas. Create your [free dating profile](#) and see if you can find your Soulmate online.

Featured Soulmates

	<p>Caprica</p> <p>Because I'm super sociable, consider myself intelligent but love to be proved wrong,...</p>
	<p>lucymocha</p> <p>I'm quite merry and gung ho, and not a nutter. I promise. As stated, I'm a journalist...</p>
	<p>phil78</p> <p>I've seen the future, and it's pretty good. You bring the kettle and i'll bring the tea...</p>

Digital Revenues

- Display ads
- Dating
- Jobs/Classifieds
- Sponsorship
- B2B/Events
- Search



The screenshot shows the 'guardianjobs' website. At the top, there is a navigation bar with links: Home, Find a job, Upload your CV, Get jobs by email, Employers A-Z, and Ca. Below the navigation bar is a 'Browse jobs' section. This section contains a grid of job categories with their respective counts:

Arts & heritage (182)	Government (433)	Media (765)
Charities (684)	Graduate (286)	Recruitment (207)
Construction (33)	Health (309)	Retail (43)
Consultancy (46)	Hospitality (18)	Sales (409)
Customer service (28)	Housing (168)	Science (49)
Education (1114)	HR & training (92)	Secretarial (244)
Engineering (30)	IT & telecoms (173)	Senior executive (321)
Environment (96)	Legal (68)	Social care (523)
Finance (214)	Leisure (35)	Travel & transport (31)
General (343)	Marketing & PR (983)	Volunteering (37)

Digital Revenues

- Display ads
- Dating
- Jobs/Classifieds
- Sponsorship
- B2B/Events
- Search

The screenshot shows the Guardian website interface. At the top, there is a search bar and navigation links for News, Sport, Comment, Culture, Business, Money, Life & style, Travel, Environment, Blogs, Video, Jobs, and A-Z. Below this, there is a secondary navigation bar with links for Culture, Urban Undiscovered, Art, Comedy, Theatre, Performance poetry, Film, Music, and Listings. The main content area features a large advertisement for 'Urban Undiscovered' in association with Nissan QASHQAI. The ad has a pink and black color scheme and includes the text 'Urban Undiscovered: the place to meet the next big things'. A prominent headline reads 'Win a trip to Liverpool', followed by a paragraph of text: 'Want to find out about the talent emerging from the UK's biggest cities? Then you've come to the right place. We're busy profiling rising stars from six genres, the latest of which is music. We're also giving away some fantastic prizes. Click on the headline above to win a top night out in Liverpool and an iPod Touch'. The background of the ad features a stylized cityscape with a large speaker, a red telephone booth, and a red and white striped barrier. The Guardian logo is visible in the bottom right corner of the ad.

Digital Revenues

- Display ads
- Dating
- Jobs/Classifieds
- Sponsorship
- B2B/Events
- Search

The screenshot shows the Guardian website's page for the Changing Media Summit 2009. The page features a navigation bar with links for News, Sport, Comment, Culture, Business, Money, Life & style, Travel, Environment, Blogs, Video, Jobs, and A-Z. Below the navigation bar, there are links for News, Media, Changing Media Summit, Online registration, Programme, and Speakers. The main content area is divided into three columns: Presentations, Speakers, and Programme. The Presentations column includes a link to download presentations. The Speakers column lists confirmed speakers for the summit, including Caroline Cartellieri, Tony Cohen, Andrew Langhoff, Tom Loosemore, and Kara Swisher. The Programme column provides a link to download the programme.

guardian.co.uk Search: guardian.co.uk Search

News Sport Comment Culture Business Money Life & style Travel Environment Blogs Video Jobs A-Z

News Media Changing Media Summit Online registration Programme Speakers

Webfeed

CHANGING MEDIA SUMMIT 2009

Survive or thrive? It's crunch time for your digital strategies
THURSDAY 19 MARCH 2009, PARK PLAZA RIVERBANK, LONDON

Presentations
Presentations from the Summit
Click here to download the presentations

Speakers
A full list of confirmed speakers for the summit

Speakers include:
Caroline Cartellieri, COO, MySpace Europe
Tony Cohen, CEO, FremantleMedia
Andrew Langhoff, publisher, Wall Street Journal Europe
Tom Loosemore, director, 4iP
Kara Swisher, columnist / founder, All Things D.com

Programme
Download the programme here

REGISTRATION AND COFFEE
WELCOME FROM THE SUMMIT CHAIR
INTRODUCTION
OPENING VIDEO KEYNOTE
KEYNOTE
Lunch

Digital Revenues

- Display ads
- Dating
- Jobs/Classifieds
- Sponsorship
- B2B/Events
- Search

The screenshot shows the Smart Healthcare.com website. The header features the logo and the tagline "How informatics can help deliver better health and social care". Below the header is a navigation menu with links for Home, England, North, Midlands & East, South, London, Scotland, Wales, Northern Ireland, International, and Kable.co.uk. A secondary menu includes Smart Healthcare, GPs & primary care, Hospitals & acute care, Mental health, Social care, and Subscribe to email. The main content area is divided into two columns: "Analysis" and "News". The "Analysis" section features a photo of a large building and a circular garden, with the headline "Promoting a half finished jigsaw" and a sub-headline "The old government slogan 'a lot done, a lot still to do' sums up Connecting for Health's message at HC2009, writes SA Mathieson". The "News" section features a photo of a woman and the headline "Connelly gives CfH suppliers November ultimatum" with a sub-headline "The government's informatics director has told suppliers to deliver 'significant progress' by November, and is opening the market for southern hospitals". A "streaming media europe" advertisement is visible on the right side, dated 15 & 16 October 2009 in London, UK, with the text "What's hot - what's not" and the URL "www.streamingmedia.com/europe".

I. Permanent



<http://www.flickr.com/photos/fstorrr/>

“A cool URI is one that does not change” Tim Berners-Lee 1998

2. Addressable

★ Resources are “about” something - ready for the social web.

★ We live in “the age of point-at-things” (Coates 2005)



Breaking news
Nearly 100 arrested in drug investigation at San Diego State - AP

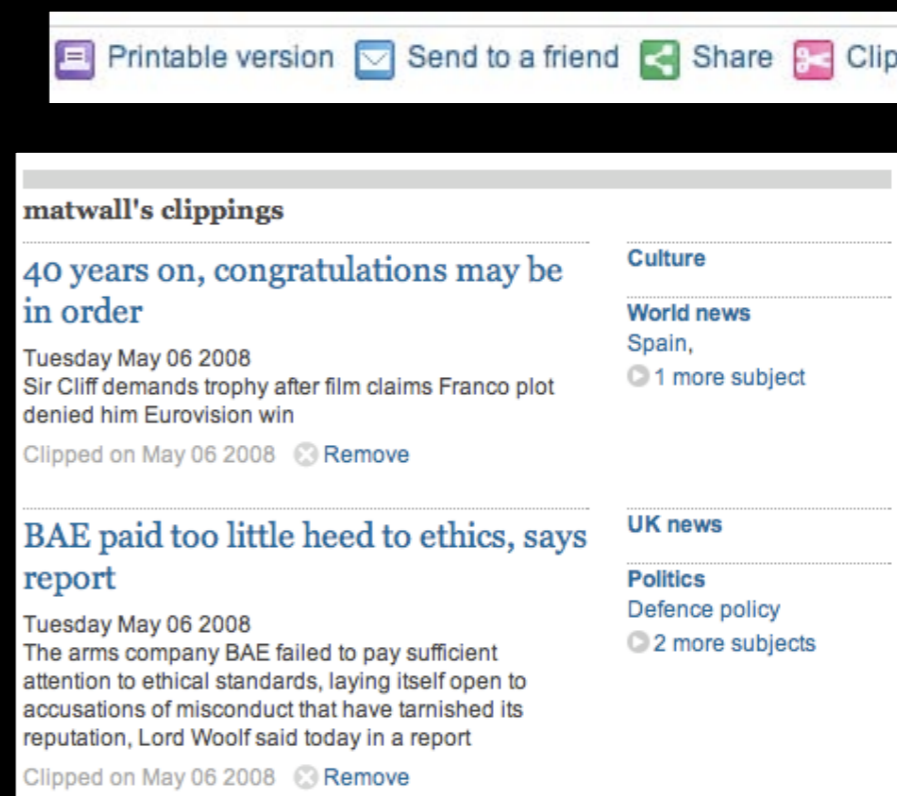
White House
beginning of I
Missing messages ra
deletion of politically

Republicans c
US special cou
Scott Bloch, the US s
office raided yesterda

Top UBS bank
US authorities are in
helped American cus
● UBS to cut 5,500

Rise in Burma

Clinton gives her faltering campaign \$6.4m



Printable version Send to a friend Share Clip

matwall's clippings

40 years on, congratulations may be in order
Tuesday May 06 2008
Sir Cliff demands trophy after film claims Franco plot denied him Eurovision win
Clipped on May 06 2008 Remove

BAE paid too little heed to ethics, says report
Tuesday May 06 2008
The arms company BAE failed to pay sufficient attention to ethical standards, laying itself open to accusations of misconduct that have tarnished its reputation, Lord Woolf said today in a report
Clipped on May 06 2008 Remove

Culture
World news
Spain,
1 more subject

UK news
Politics
Defence policy
2 more subjects

3. Discoverable


★ Multiple routes to content

Environment > Green building

Free bikes, no uPVC - green light for prince's ecotown

A hi-tech, but traditional style community is about to be built in south Devon

Robert Booth
The Guardian, Friday May 2 2008
[Article history](#)



Sherford, the Prince of Wales's south Devon ecotown for 12,000 people, which has been granted planning permission

The first homes will come with a free bicycle, and giant wind turbines will power mandatory low-energy light bulbs. Welcome to Sherford, the Prince of Wales's south Devon ecotown for 12,000 people, which has been granted planning

[larger](#) | [smaller](#)

Environment
Green building · Ethical living · Travel and transport · Renewable energy · Wind power · Alternative energy · Energy efficiency · Carbon emissions

Society
Communities

UK news
Monarchy

Arts
Architecture

3. Discoverable

★ Multiple routes to content

Environment > Carbon emissions > Climate change > Energy > Fossil fuels > Pollution > Tra

Carbon emissions

Webfeed

Editors' picks



I underestimated the threat, says Stern

New scientific findings show greenhouse gas emissions causing more damage than first thought


- Climate target is not radical enough - Nasa

Most recent

George Monbiot: If there is a God, he's not green. Otherwise airships would take off

May 6 2008: George Monbiot: Many will cite the Hindenburg, but flying without harming the planet is possible

Free bikes, no uPVC - green light for prince's ecotown




May 2 2008: Welcome to Sherford, a hi-tech, but traditional style community that's about to be built in south Devon


PM survives backbench revolt over renewable energy policy

May 1 2008: Gordon Brown has suffered his biggest Commons rebellion since taking over as prime minister

Latest videos



Video: Smog in Beijing (1min 49sec)



Video: Thom Yorke campaigns against CO2

Letters: Our problems with plastic

May 1 2008: Letters: I was dismayed to read Saturday's article on bioplastics ("Sustainable" bioplastic can damage the environment, April 26).

3. Discoverable

★ Multiple routes to content

The screenshot shows the Guardian website's navigation structure. At the top, there is a search bar and a main menu with categories: News, Sport, Comment, Culture, Business, Money, Life & style, Travel, Environment, Blogs, Jobs, and A-Z. Below this, a secondary menu highlights 'News', 'Technology', and 'Google'. The main content area is titled 'Google + Comment' and features a 'Webfeed' icon. On the left, a 'Related subjects' sidebar lists various topics like Technology, Search engines, News, Internet, Yahoo, and Microsoft, with a 'Show five more...' link. The main content area is divided into three columns: 'Most recent' (featuring a large image of clouds and a headline 'You need your head in the cloud to have any sort of future online'), 'Latest from our blogs' (listing several blog posts with authors and dates), and 'Latest news on guardian.co.uk' (listing recent news items). At the bottom right, there is a 'Gadgets and gizmos' section with images of electronic devices.

3. Discoverable


★ **Multiple routes to content**

Related information

Environment
Catlin Arctic survey · Polar regions · Climate change · Oceans

World news
Arctic

Science
Climate change



Catlin Arctic survey: 'An unbelievably hard journey'
13 May 2010:
Explorers with the Catlin Arctic survey battled strong headwinds, freezing waters and dangerously thin ice on their expedition to measure sea ice at the north pole


[More video](#)

7 Apr 2010
Arctic winter ice recovers slightly despite record year low, scientists say

25 Feb 2010
Catlin Arctic team brave thin ice and polar bears to monitor acid oceans

13 May 2009
Arctic explorers end mission to survey sea ice

26 Mar 2009
Bum deal for a birthday and other hazards of the Catlin Arctic Survey



Catlin Arctic trek to reveal true extent of melting ice caps
23 Jan 2009:
The polar ice caps are melting – but how much ice is left? Three British explorers will set out on a three-month trip to measure this and will present their findings ahead of global climate change talks in December

[More galleries](#)

Traffic growth

■ Unique Users

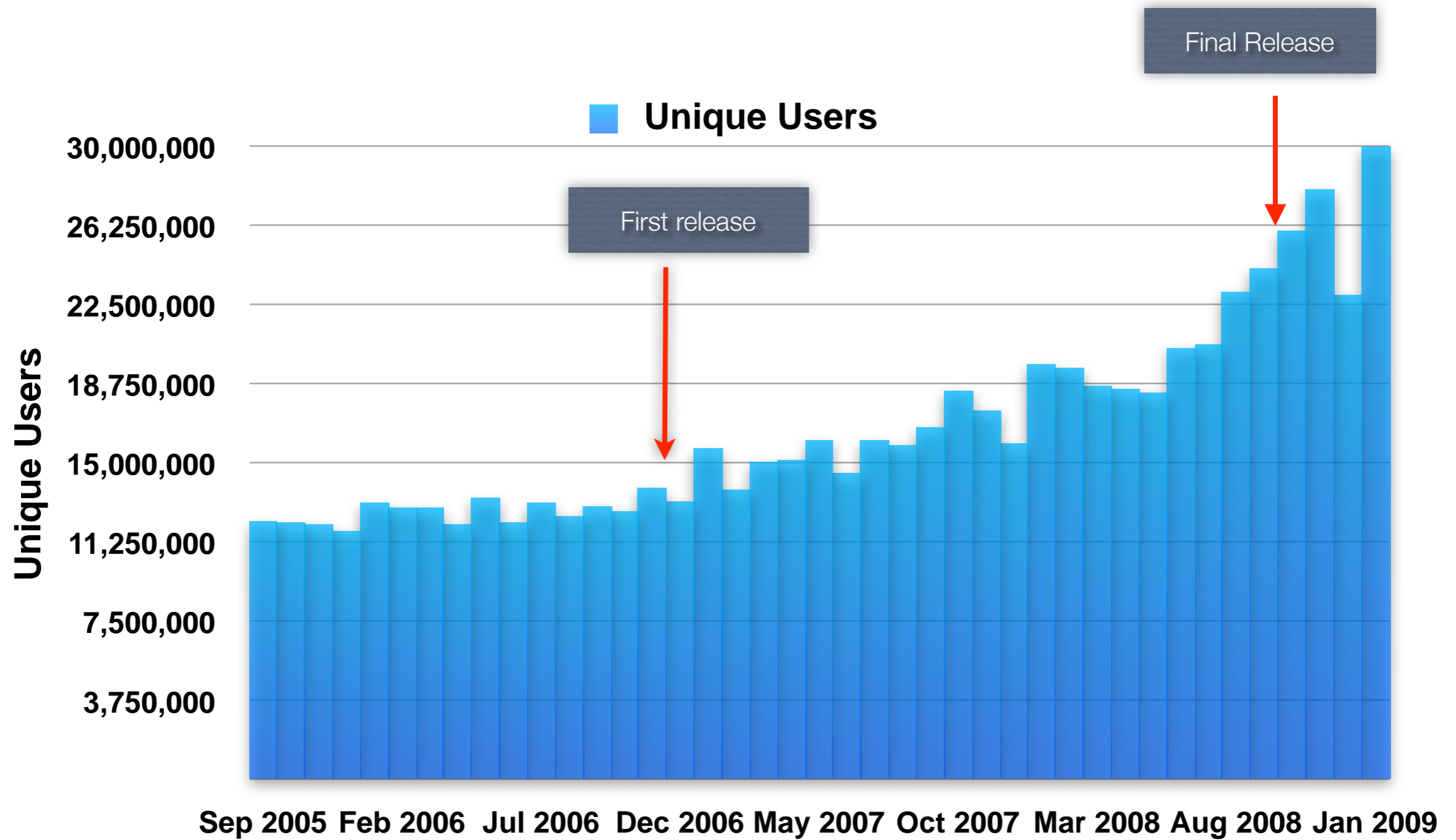
First release



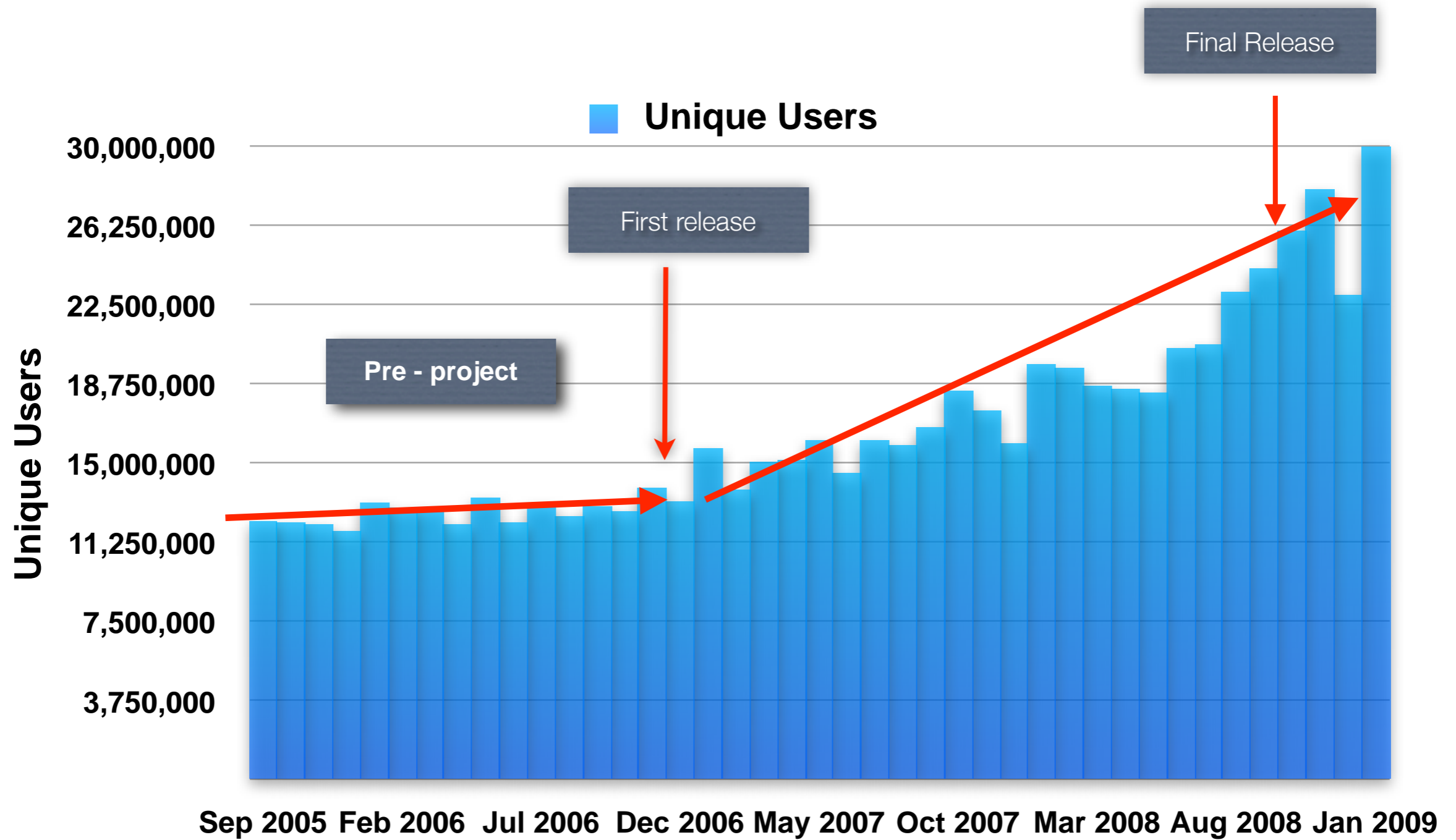
Final Release



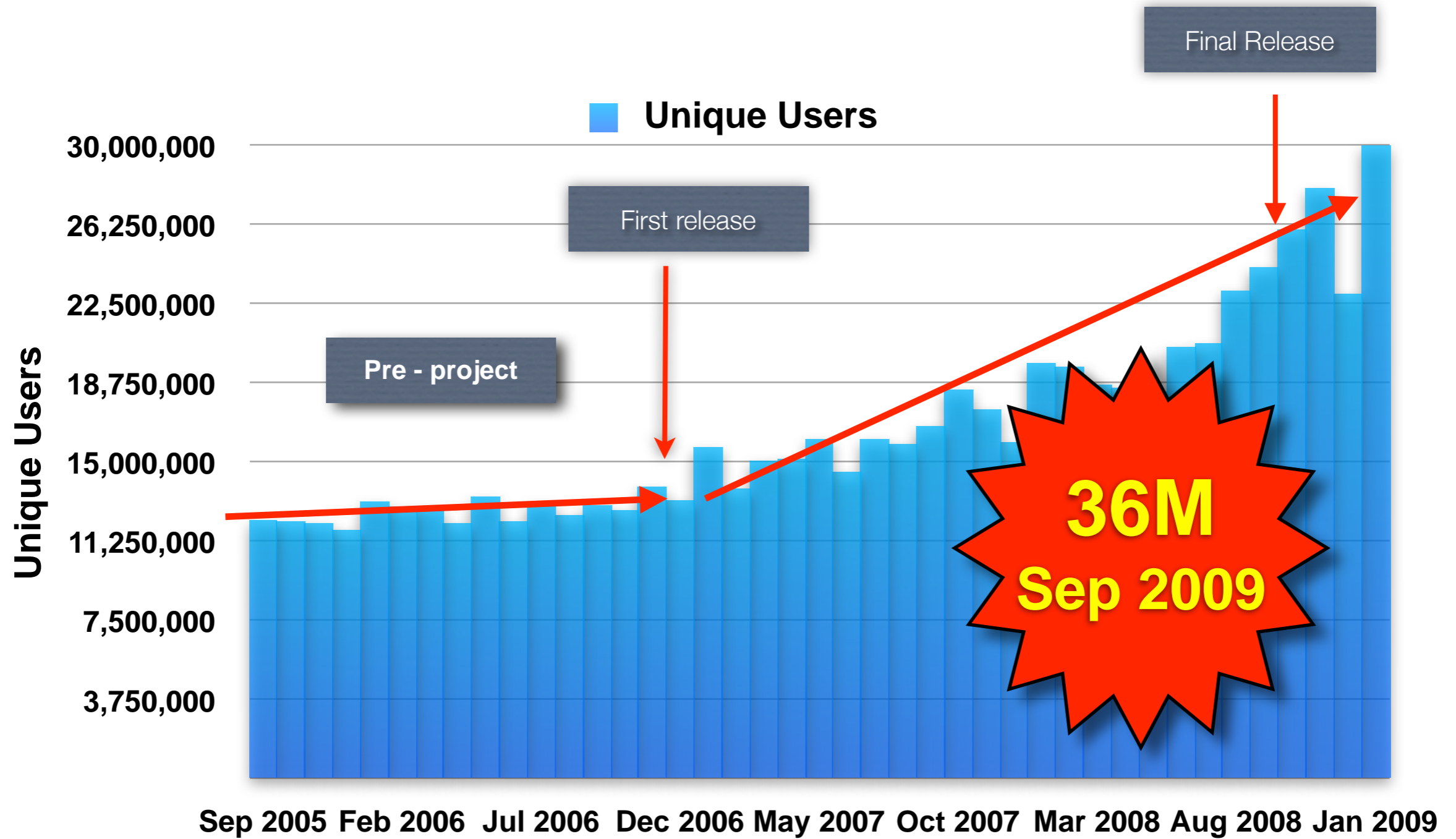
Traffic growth



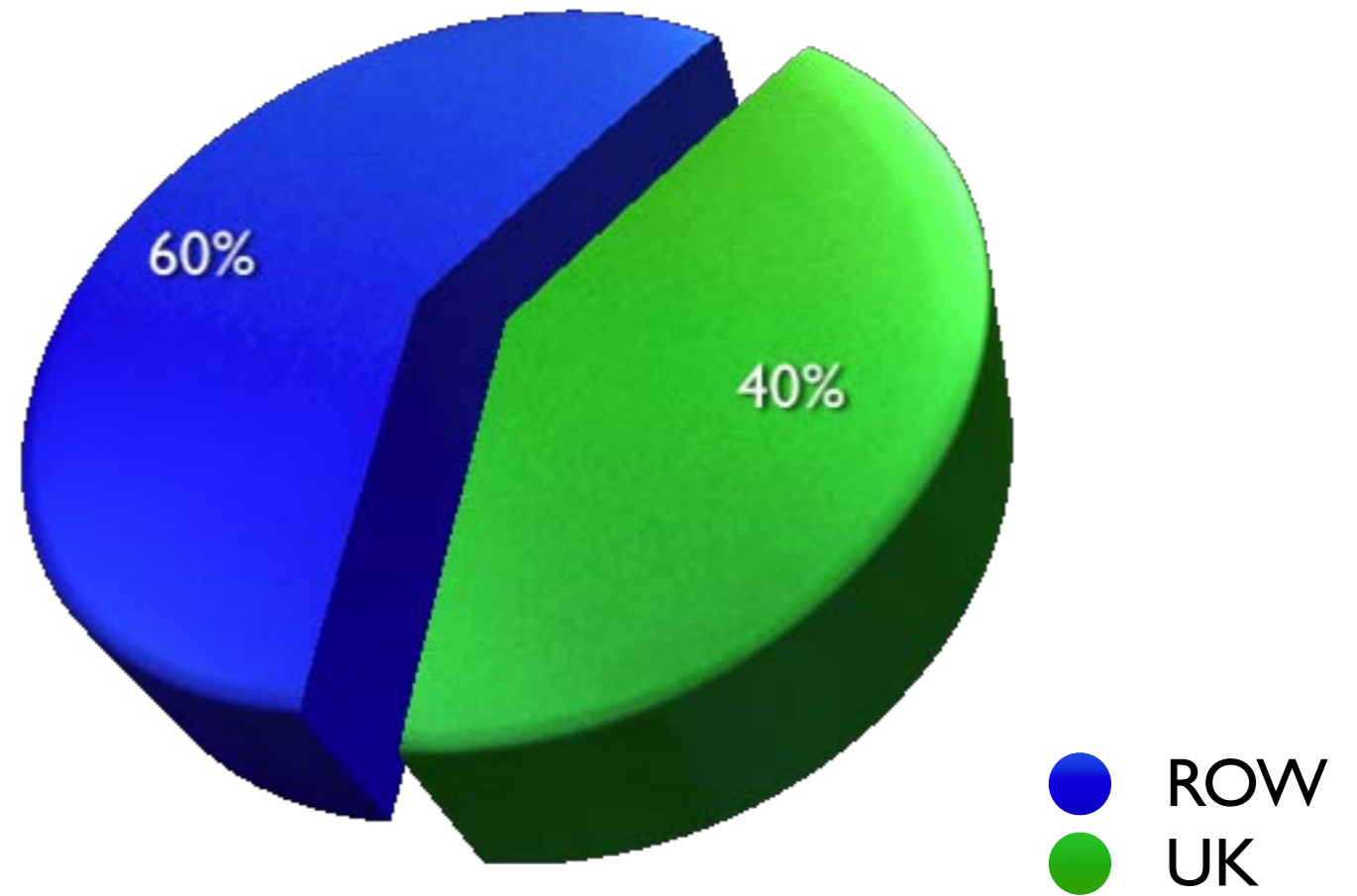
Traffic growth



Traffic growth



A majority international audience



at
2009...

★ 1.2M pages
and
counting

★ 250M+
pages/
month

★ 36M
visitors/
month

★ 4x Webby
award
winner

The screenshot shows the Guardian website homepage. At the top, there are navigation links for 'Mobile site', 'Sign in', 'Register', 'Text larger', 'smaller', and 'About us'. There are also links for 'Webfeed', 'Today's paper', and 'Zeitgeist'. Below this is a banner for 'TOUCH EXPERT' featuring a Tissot watch, with the text 'chosen by Michael Owen - Football Player' and 'IN TOUCH WITH YOUR TIME'. The main header includes the Guardian logo, a search bar, and the date '3 October 2010'. Navigation menus for 'News', 'Sport', 'Comment', 'Culture', 'Business', 'Money', 'Life & style', 'Travel', 'Environment', 'TV', 'Video', 'Community', 'Blogs', and 'Jobs' are visible. A 'Breaking news' section highlights 'Candidates get creative to build text-message list - AP'. The main content area features several articles: 'UK upgrades Europe travel advice over terror threat' with a photo of Theresa May, 'PM heralds 'radical' welfare reform' with a list of links, 'Coulson 'listened to hacked messages'', and 'Israeli troops convicted over conduct'. A 'Sport picks' section highlights 'Chelsea too strong for Arsenal'. On the right, there are sections for 'guardianjobs', 'Online dating', and 'Internet Explorer 8'.

at
2009...

★ 1.2M pages
and
counting

★ 250M+
pages/
month

★ 36M
visitors/
month

★ 4x Webby
award
winner

audio&podcasts

Editors' picks

Guardian Daily: Burma cyclone latest

In our daily show, Belinda Rhodes hears the latest on the Burma cyclone, of the failure of CCTV to beat crime and the fight for football's Premier League

Belinda Rhodes guardian.co.uk, Tuesday May 6 2008

Guardian Daily po [Launch as popup](#)

May 06 2008 00:00 28:04

[Link to this](#)

UK news



Owen Bowcott on why CCTV fails to catch many criminals (5min 35sec)

[More from our daily podcasts](#)



Guardian Daily: Local elections 2008 (36min 37sec)

Sport



Kevin McCarra on Chelsea beating Newcastle (1min 50sec)



Football Weekly Extra: Rafa's battleplan backfires and a Championship preview (41min 43sec)

World news



Rory Carroll reports on rioting over the Bolivian referendum (7min 37sec)

[More world news podcasts](#)



'A man who the family never liked' (9min 52sec)

Culture



Music Weekly: The Rascals interview and Miles Kane acoustic (30min 58sec)

[More books podcasts](#)



Art podcast: Private view with Adrian Searle, part 9 - Loris Gréaud (7min 07sec)



Most recent



Audio: Psikotic's The Economist rap (3min 54sec)



Science Weekly podcast: Lessons to be learned from past climate change; plus pixie dust fingers (37min 00sec)



Red Bull Air Race: San Diego (20min 26sec)



Johnny Chatterton discusses the aftermath of the Burma cyclone (3min 29sec)

More audio

[UK](#)

[World](#)

[Business](#)

[Culture](#)

Our podcasts

[Guardian Daily](#)

[Guardian Weekly](#)

[Football Weekly](#)

[Music Weekly](#)

at
2009...

★ 1.2M pages
and
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★ 250M+
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winner

The screenshot shows the Guardian website interface. At the top, the URL 'guardian.co.uk' is visible, along with a search bar and navigation links for 'World news', 'News', 'Sport', 'Comment', 'Culture', 'Business', 'Money', 'Life & style', 'Travel', 'Environment', 'TV', 'Video', 'Community', 'Blogs', and 'Jobs'. The main article title is 'Pakistan: Swat valley after the floods', with a sub-headline: 'Two months after the biggest floods in living memory, Declan Walsh, the Guardian's foreign correspondent for Afghanistan and Pakistan, travels down the Indus river. In the first film in our series of four, he goes to the source of the Indus, high in the Swat valley'. The article is attributed to 'Declan Walsh, Shehryar Mufti, Alex Rees, Michael Tait and Ziad Zafar' and dated 'Saturday 2 October 2010'. A video player is embedded in the article, showing a man identified as 'JUNAID AHMAD' with the subtitle 'We were not aware the floods would be so immense.' To the right of the video is a 'Related' section with a grid of video thumbnails. On the left side of the article, there are several sidebar sections: 'World news' with a link to 'Pakistan · Natural disasters and extreme weather', 'Environment' with a link to 'Flooding', 'More video', and 'More on this story' which includes a small image and text: 'We need help. We don't care where it comes from' Millions of Pakistanis were displaced when the Indus flooded in July. In the first of a four-part series, Declan Walsh travels the river and asks whether the country can survive. Below this are links for 'In pictures: Road to recovery' and 'Interactive: From Swat valley to the sea'. At the bottom of the video player, there are social sharing options: 'Send to a friend', 'Share', and 'Clip', along with a 'Video play settings' link. The source is listed as 'Source: guardian.co.uk'.

at
2009...

★ 1.2M pages
and
counting

★ 250M+
pages/
month

★ 36M
visitors/
month

★ 4x Webby
award
winner

News > World news > Pakistan

Pakistan floods: from Swat to the sea

When the Indus river in Pakistan flooded in July, 1,700 were killed and almost 20 million were affected. View our map for more information on the impact of the disaster

Paul Scruton and Declan Walsh
guardian.co.uk, Friday 1 October 2010 22:13 BST

Punjab
Known as the breadbasket of Pakistan, Punjab was initially one of the least-affected provinces. But, as the flooding increased, the economic impact on the densely populated and cultivated area could be immense.
People killed: 110

8.2m
500,000
92,376
27,856

Key
● Est. population affected
● Homes damaged
● Tents provided
● Food tonnes provided

Click on the dots and camera icons for more information ...

100 MILES

Source: WFP, Reliefweb, ICRC, BBC, OCHA

World news
Pakistan · Natural disasters and extreme weather

Environment
Flooding

More interactives

More on this story

'We need help. We don't care where it comes from'
Millions of Pakistanis were displaced when the Indus flooded in July. In the first of a four-part series, Declan Walsh travels the river and asks whether the country can survive

Video: Swat valley after the floods

In pictures: Road to recovery

Musharraf bids to regain power – from London's clubland

Army chief demands removal of Zardari loyalists from cabinet

at
2009...

★ 1.2M pages
and
counting

★ 250M+
pages/
month

★ 36M
visitors/
month


★ 4x Webby
award
winner

Comments in chronological order (Total 76 comments)

[Post a comment](#)


[g](#) Staff
[c](#) Contributor

Showing first 50 comments | [Go to all comments](#) | [Go to latest comment](#)

 **Benjine**
28 Apr 2010, 11:00AM


So very very sad. As a former resident of Bangkok its hard to believe what is happening there.

[Recommend? \(2\)](#)
[Report abuse](#)
[Clip | Link](#)

 **mendit**
28 Apr 2010, 11:02AM

The start of the end no doubt. It speeds up like a snow ball. Gathering weight and power. Until it collides with an unmovable force (police/army). This will soon be the case all over. Get ready world!!! Good luck Thailand.

[Recommend? \(5\)](#)
[Report abuse](#)
[Clip | Link](#)

 **LiuShaoqi**
28 Apr 2010, 11:07AM

The ridiculous Thai media is reporting that the soldier killed was shot by sniper contradicting the AP report which suggests it was a friendly fire incident

[Recommend? \(8\)](#)
[Report abuse](#)
[Clip | Link](#)



micropersuasion.com

FREE

*THE PAST AND FUTURE
OF A RADICAL PRICE*



CHRIS ANDERSON

BESTSELLING AUTHOR OF THE LONG TAIL

REVEALING THE POWER OF THE LONG TAIL

BY THE AUTHOR OF THE LONG TAIL


About 21,700 results (0.10 seconds)

[Advanced search](#)

[Europeans lead US team by 3 points in Ryder Cup | Golf](#) ☆

Seattle Times - 17 hours ago

Europe carries a three-point lead over the US team into Monday's 12 **Ryder Cup** singles matches in Wales. By The Associated Press NEWPORT, Wales — Europe ...

➕ [Video: 2010 Ryder Cup Preview](#)  StanJamesBetting

[McDowell seals dramatic win as Europe regain Ryder Cup](#) - BBC Sport

[Europe in box seat to hoist Ryder Cup](#) - The Australian

[Los Angeles Times](#) - [Wall Street Journal](#)

[all 14880 news articles »](#)



Telegraph.co.uk

[A look back at the Ryder Cup's whirlwind finish](#) ☆

National Post - 26 minutes ago

The dreaded Monday finish has resulted in many a golf tournament concluding in relative obscurity, but the 4:30 am ET start time for Monday's **Ryder Cup** ...

➕ [Video: Europe Holds on to Win Thrilling Ryder Cup](#)  The Associated Press

[Ryder Cup regained by Europe in muddy marathon](#) - The Guardian

[Ryder Cup 2010: Europe celebrate blue Monday as Graeme McDowell ...](#) - Telegraph.co.uk

[Los Angeles Times](#) - [Daily Mail](#)

[all 6014 news articles »](#)



Reuters

ryder cup

Search


About 21,700 results (0.10 seconds)

[Advanced search](#)

[Europeans lead US team by 3 points in Ryder Cup | Golf](#) ☆

Seattle Times - 17 hours ago

Europe carries a three-point lead over the US team into Monday's 12 **Ryder Cup** singles matches in Wales. By The Associated Press NEWPORT, Wales — Europe ...

[+ Video: 2010 Ryder Cup Preview](#)  StanJamesBetting

[McDowell seals dramatic win as Europe regain Ryder Cup](#) - BBC Sport

[Europe in box seat to hoist Ryder Cup](#) - The Australian

Los Angeles Times - Wall Str

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Ubiquity

[A look back at the Ryder Cup's whirlwind finish](#) ☆

National Post - 26 minutes ago

The dreaded Monday finish has resulted in many a golf tournament concluding in relative obscurity, but the 4:30 am ET start time for Monday's **Ryder Cup** ...

[+ Video: Europe Holds on to Win Thrilling Ryder Cup](#)  The Associated Press

[Ryder Cup regained by Europe in muddy marathon](#) - The Guardian

[Ryder Cup 2010: Europe celebrate blue Monday as Graeme McDowell ...](#) - Telegraph.co.uk

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abc NEWS Thursday, April 29, 2010

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Oil Spill Grows, BP Official Admits Some Responsibility

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- Secret Life: Mom Confesses to Alcoholism
- Ig Nobel Hints at Earth's Past, Future
- Brits Against Bed Bugs Have Life



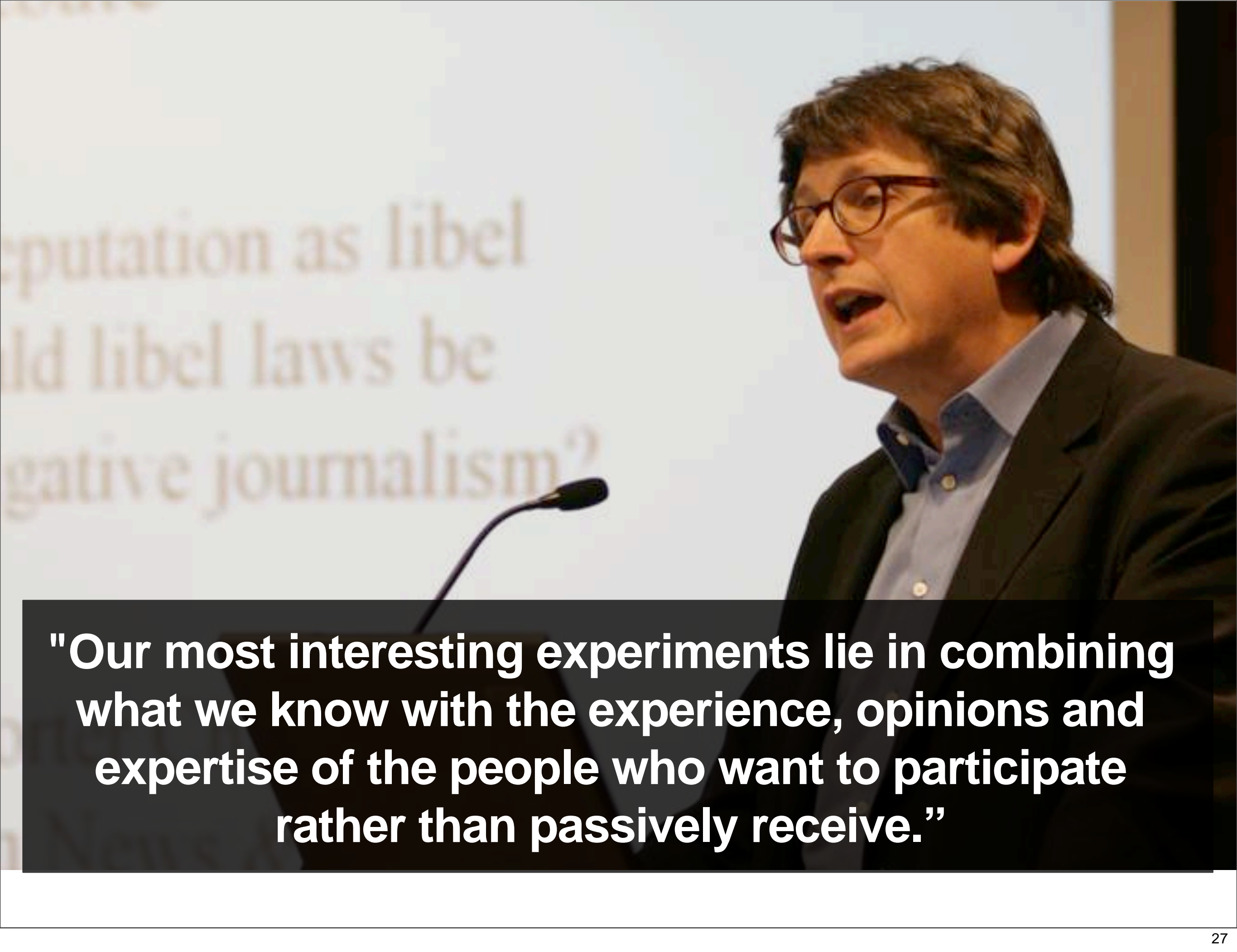
**“If the old model
is broken, what
will work in its
place?...”**

***...Nothing will
work, but
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might.”***



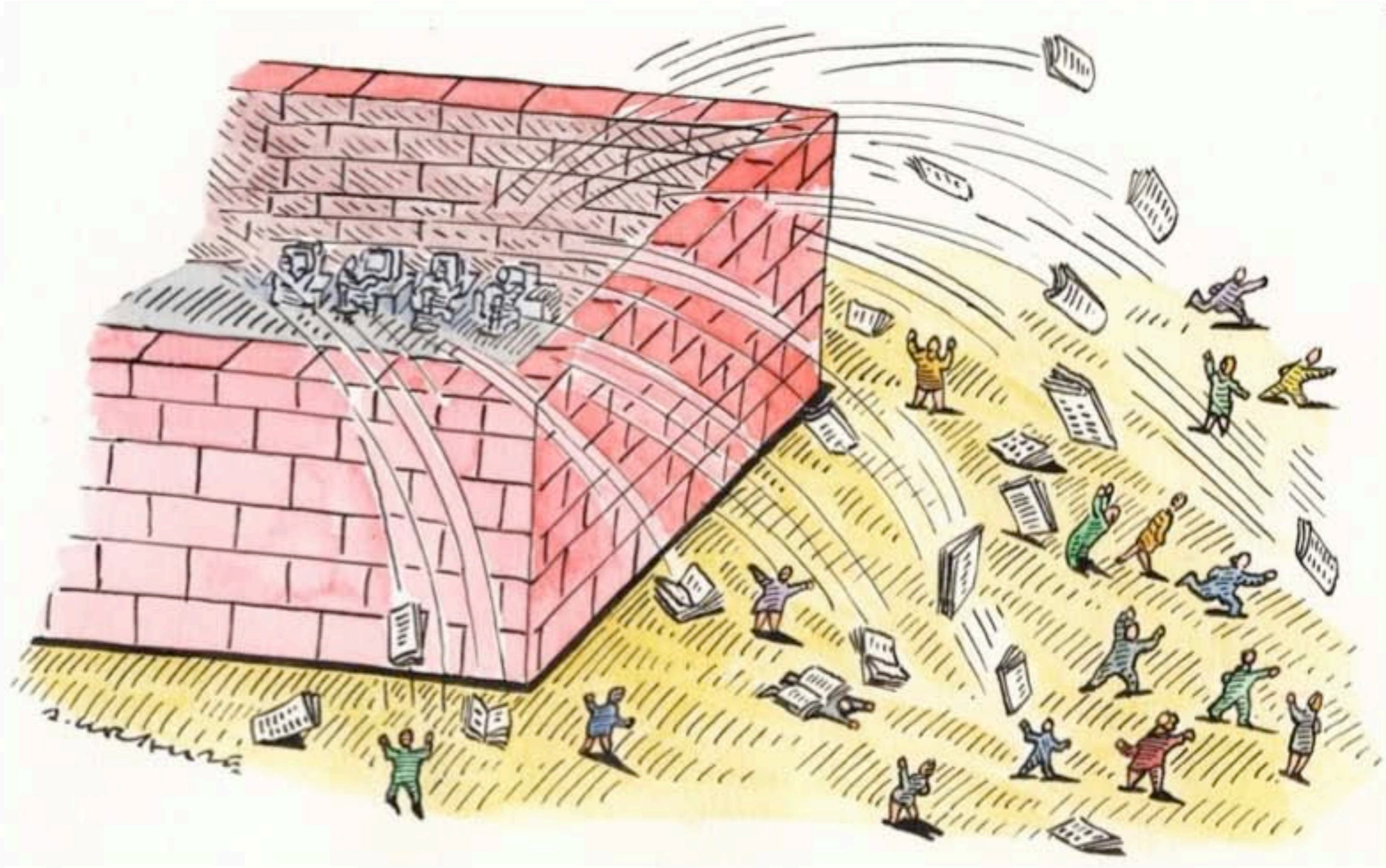
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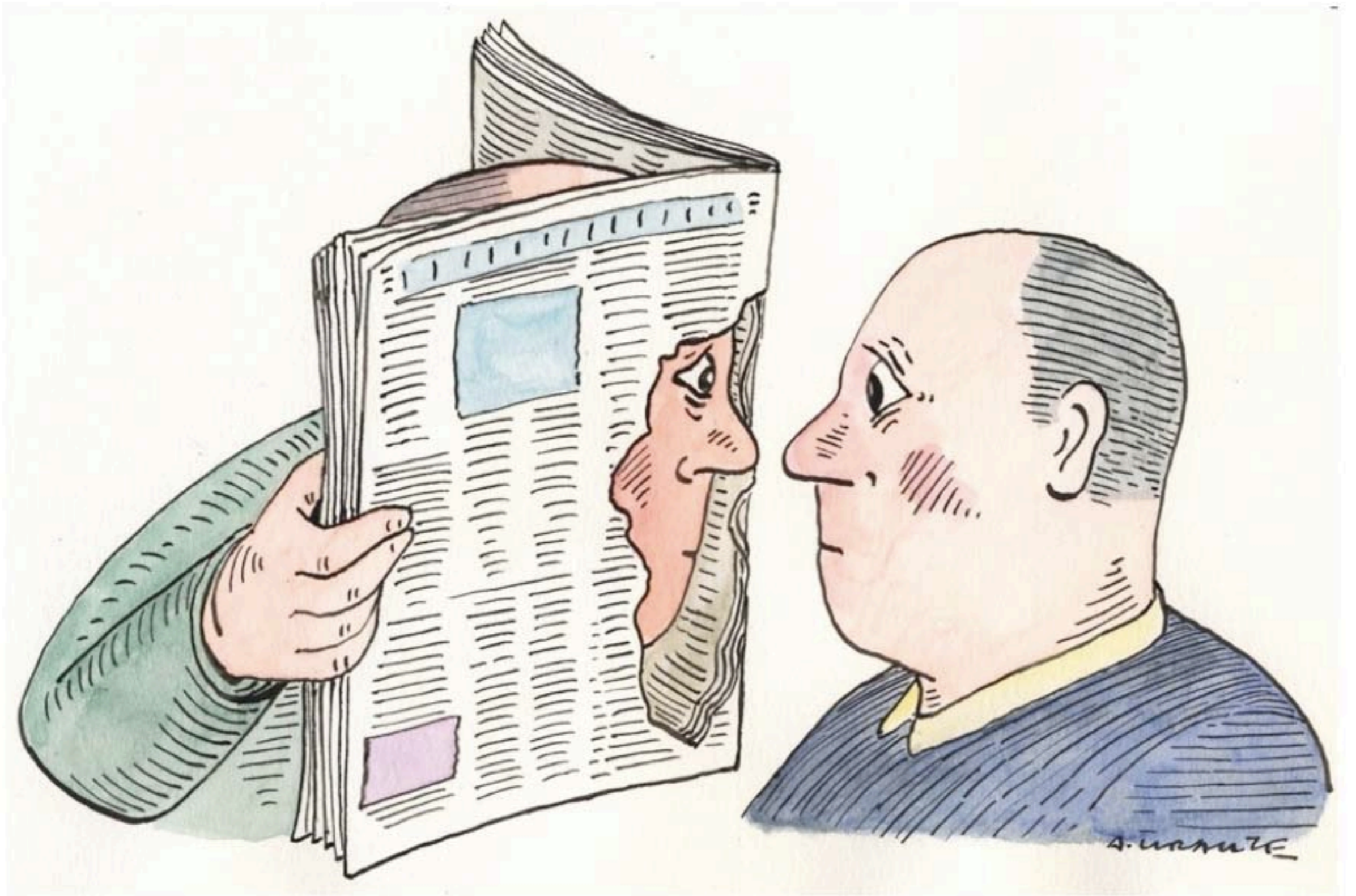
The background features a presentation slide with a network diagram. Visible text on the slide includes "VIEWS", "CLUSTERS", "ALL C", and "1. UR".



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ld libel laws be
gative journalism?

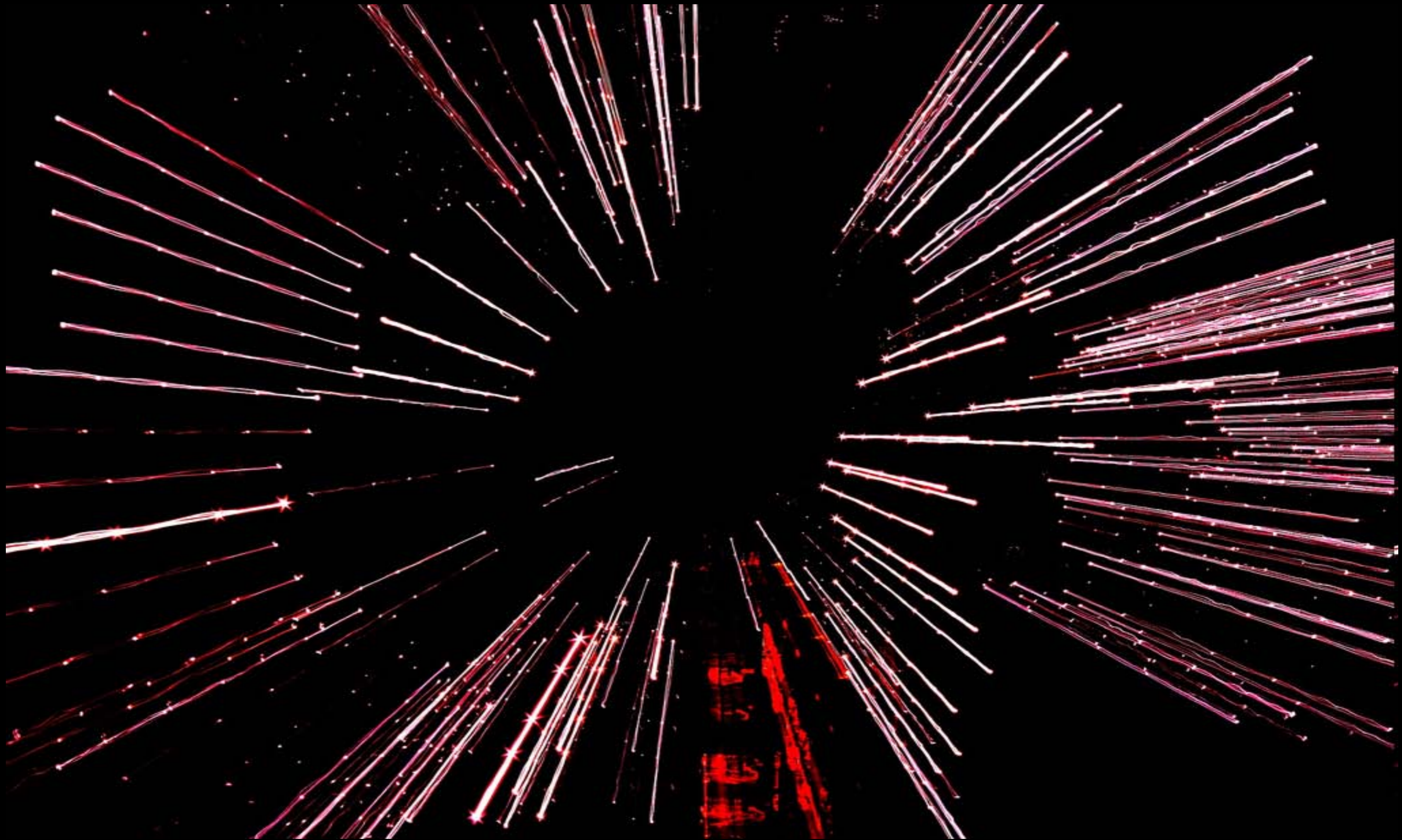
"Our most interesting experiments lie in combining what we know with the experience, opinions and expertise of the people who want to participate rather than passively receive."





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as a platform, and
not just a
publisher.**

Mike Bracken



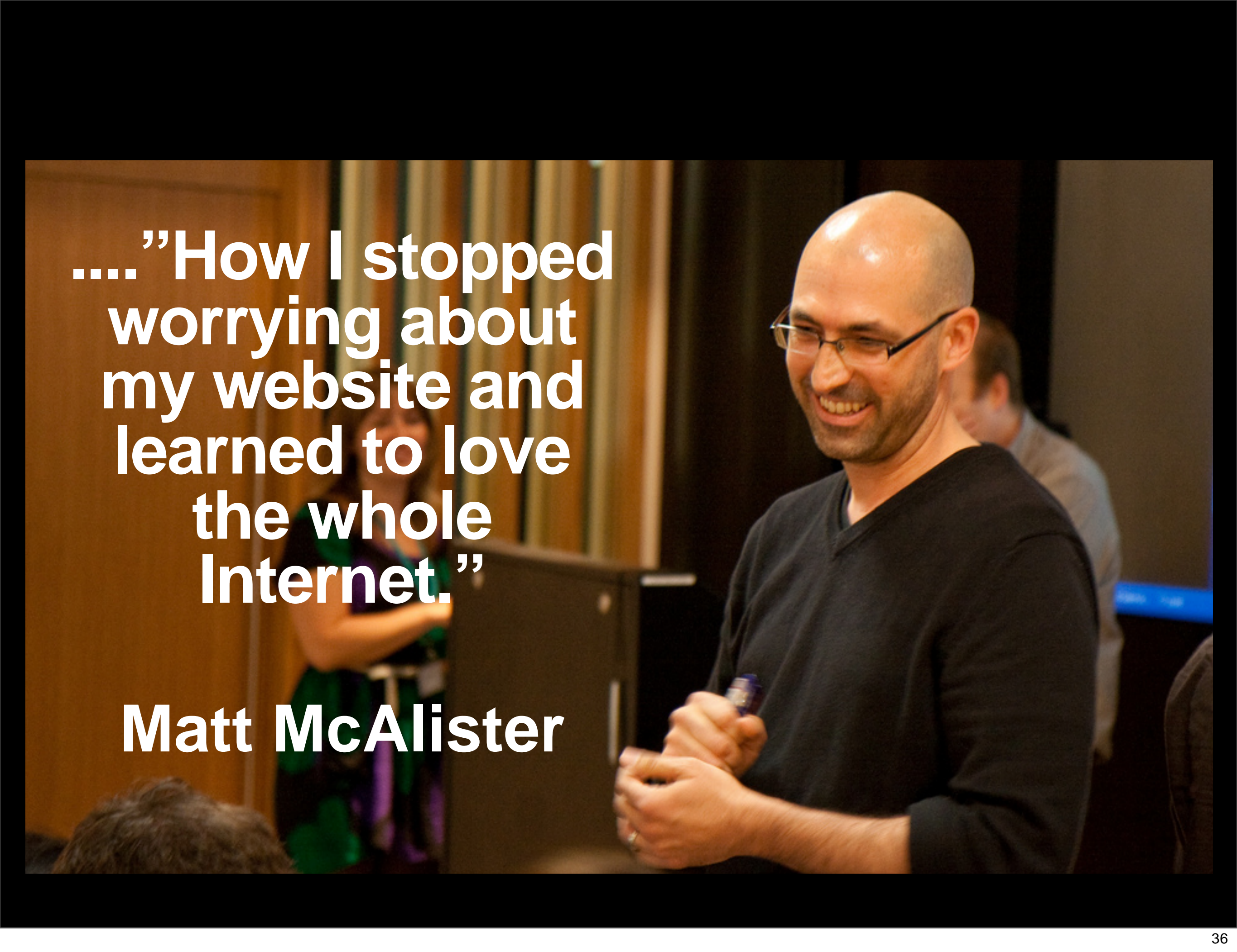
*A system that can be
customized and adapted and
built on...*

*...to meet countless needs and
niches that the original creators
could not have possibly
contemplated, much less had
time to accommodate.*

**The significant
thing is to think
about The Guardian
as a platform, and
not just a
publisher.**

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**....”How I stopped
worrying about
my website and
learned to love
the whole
Internet.”**

Matt McAlister

The Open Strategy

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Bring in data and apps and partners to the *Guardian* from the Internet

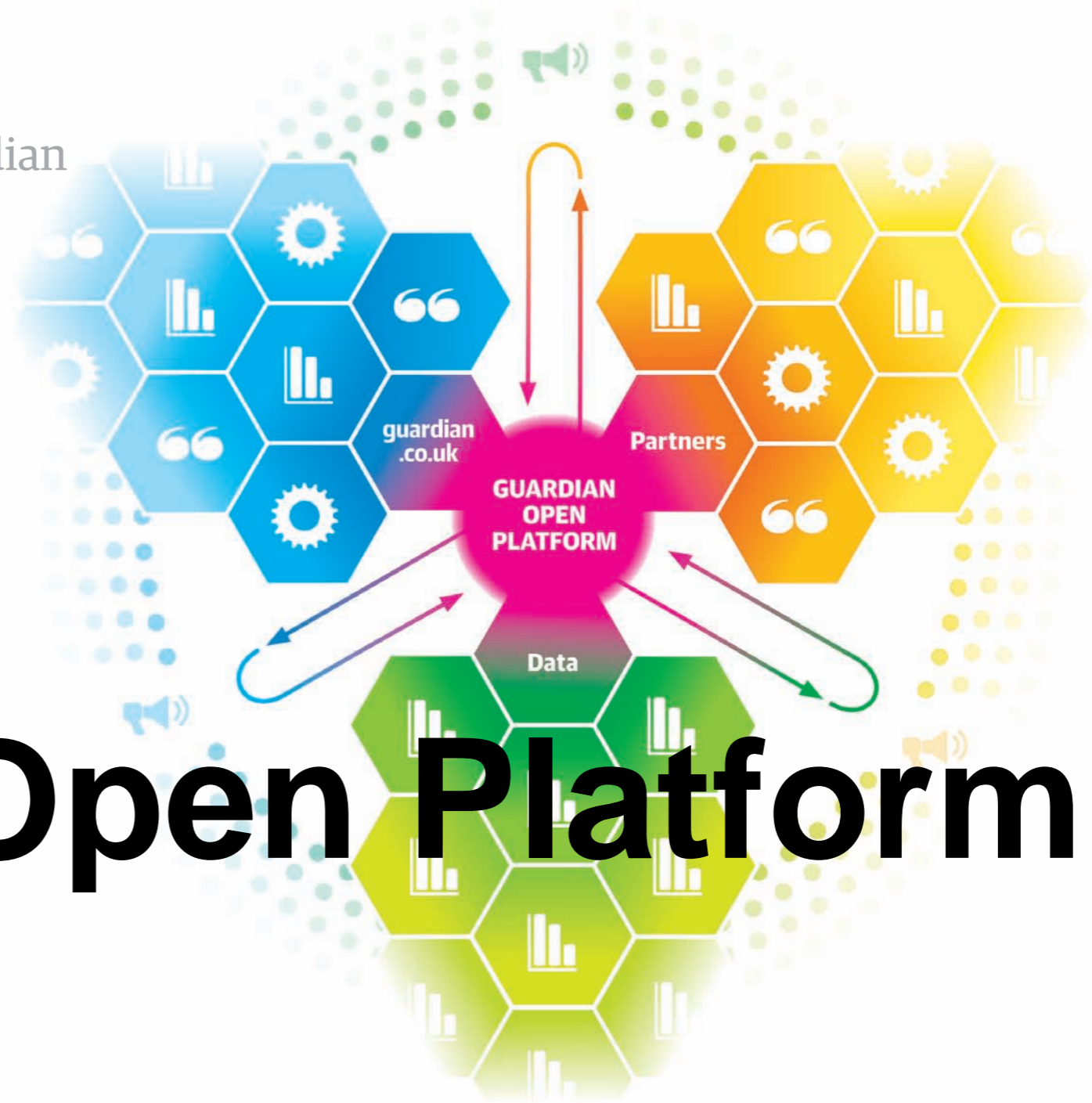
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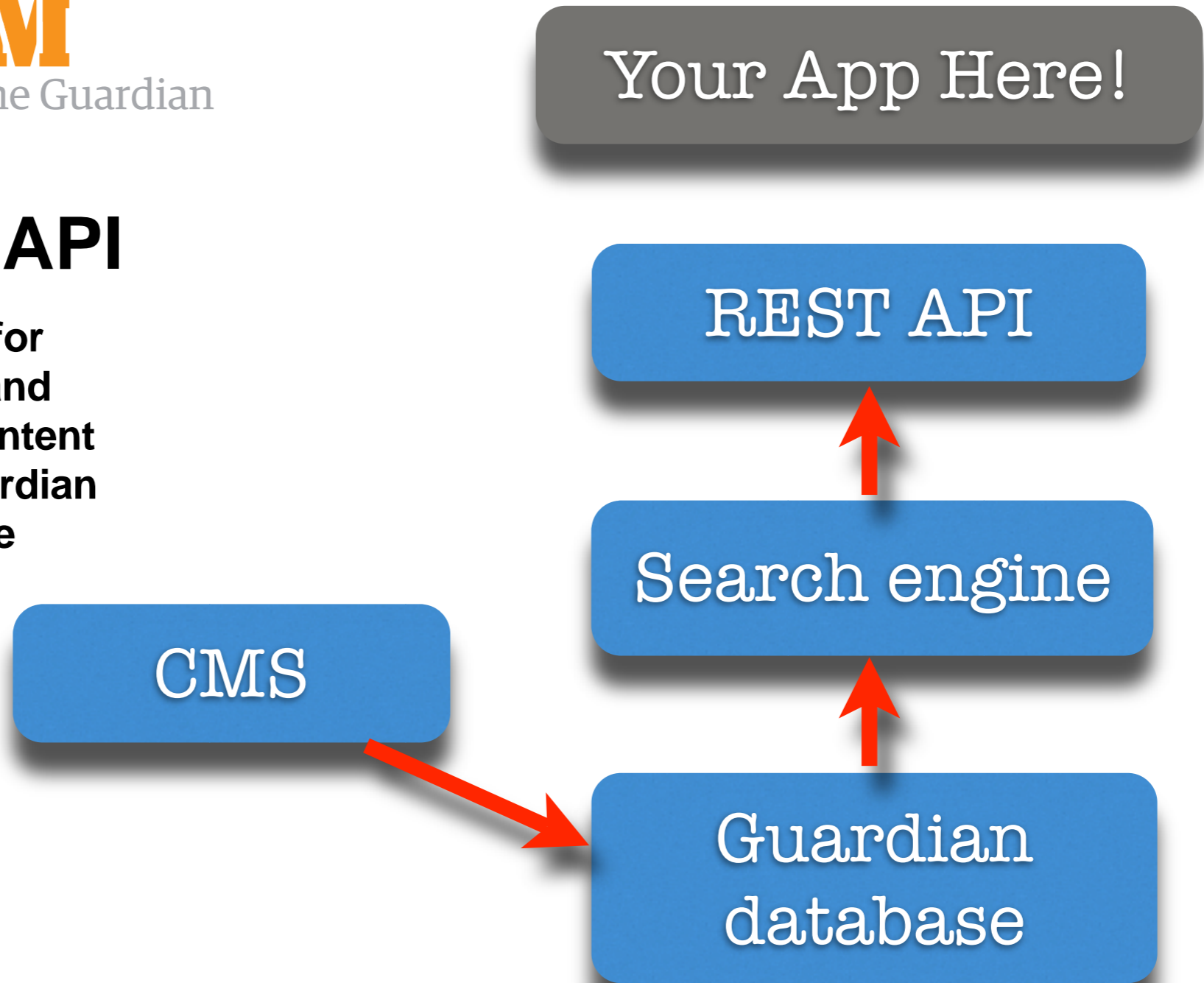
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**The suite of services
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A service for selecting and collecting content from the Guardian for re-use



Tweet Reviews

theguardian

Pop review: Metallica, O2 Arena, London

March 04, 2009 | Music

O2 Arena, London Metallica still inspire devotion, even though it wasn't so long ago that their stock was at its lowest, writes Jamie Thomson

165 tweets 43 links

ringing machine head good ears amazing train today review newcastle great blog beez
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Tweets about this review:

kerryjeanpower	@QTipTheAbstract - Mildreds on Lexington St, Soho, London. I spotted someone from Metallica in there today which can only be a good thing...	04 Mar 23:34
m3tallica	Arts and Entertainment The Independent UK - Metallica , O2 Arena ... http://tinyurl.com/allgwu	04 Mar 18:00
jon_bedford	On a lighter (yet harder) note. I seem to have bagged VIP tickets for Metallica at the O2 at end of March. Rawk on!	04 Mar 17:56
fansofmetallica	BLOG: Braveworlds.com > News > METALLICA In London; Review, Photos Available http://ow.ly/DaH	04 Mar 17:20
GigJunkie	2nd most popular gig on Gig Junkie right now is Metallica concert at the O2 form Monday... http://tinyurl.com/ekofh9	04 Mar 16:55
Justinmoorhouse	Hi mckjerral: needs two tickets for Metallica at the o2 on the 28th, standing or reasonable seats. Can you help this guy?	04 Mar 16:42
mckjerral	needs two tickets for Metallica at the o2 on the 28th, standing or reasonable seats	04 Mar 16:23

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<http://twitpic.com/1tiuf>
<http://www.metallica.com/>
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<http://tinyurl.com/cvfu55>

- Finding user reviews of concerts on the web
- Matching with Guardian reviews



what we do

commissioning

since its establishment in 1992, the charity has annually commissioned 20 exemplary monumental sculptures from emerging and established contemporary sculptors.

lending

our resource of 80 monumental sculptures are now available on short and long term loan for a monthly fee.

selling

all of the sculptures on the foundation's grounds are available for sale, profits from these sales are split equally between the artist and the foundation, and directly enable future commissions.

→ More Information

artists

← Andy Goldsworthy

Lee Grandjean →

Antony Gormley



Antony Gormley was born in London in 1950. After schooling at Ampleforth College, Yorkshire, he went on to complete a degree in Archaeology, Anthropology and History of Art at Trinity College, Cambridge, between the years of 1968-71. Following his graduation, Gormley travelled to India and Sri Lanka to study Buddhism for three years. On his return to London, in 1974 ...

→ View Full Biography

biography

read about this artist's career in sculpture

related news

→ Art as we know it is finished The economic collapse has destroyed the flashy art of the last two decades. In its place, we need something new 2009-03-05T00:00:00

→ What would you do with your hour? Registration has just opened for 60 minutes on Trafalgar Square's fourth plinth as part of Antony Gormley's 'Living Sculpture' 2009-02-28T00:00:00

Works

sculpture

- The Cass Sculpture Foundation commissions, sells and loans sculptures from British artists.
- They added related articles from the Guardian to each artist's bio page on their web site.



what we do

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Participation has been attracting the young to high culture. But doing can never
2009-02-28T00:00:00

- The Cass Sculpture Foundation commissions, sells and loans sculptures from British artists.
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4 Mar 10

Why grassroots protests are now a 'Must'

Marina Hyde: This may go down as a watershed moment in many football fans' increasingly fractious relationships with the people who own their clubs

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The Guardian, Thursday 9 September 2010

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Phone hacking was rife at News of the World, claims new witness

Nick Davies

- **Ex-NoW journalist says Andy Coulson 'must have known'**
- **Speaker paves way for second committee to investigate**
- **Poll finds 52% think PM's communications chief must go**

A former senior News of the World journalist has gone public to corroborate claims that phone-hacking and other illegal reporting techniques were rife at the tabloid while the prime minister's media adviser, Andy Coulson, was deputy editor and then editor of the paper.



Paul McMullan, a former features executive and then member of the newspaper's investigations team, says that he personally commissioned private investigators to commit several hundred acts which could be regarded as unlawful, that use of illegal techniques was no secret at the paper, and that senior editors, including Coulson, were aware this was going on.

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The Guardian, Thursday 9 September 2010 [About](#)

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UK news

Government climbdown on detention of children in immigration centres

Karen McVeigh and Matthew Taylor

Immigration minister Damian Green announces intention to 'minimise' detention of children rather than end practice

The government was yesterday accused of abandoning its promise to end the detention of children in immigration centres in a climbdown that will be a severe embarrassment to Liberal Democrat ministers.



Two months after Nick Clegg told MPs the coalition would deliver on its pledge to end the controversial practice, Damian Green, the immigration minister, has revealed that the government only intended to "minimise" the number of child detainees.

[The Lib Dems had hailed the policy as a sign of their influence](#) within the Tory-led coalition. During his speech to the Commons in July, Clegg criticised the Labour government for committing a "moral outrage" by detaining 1,000 children held with their families while awaiting removal from the UK last year. The deputy prime minister, who announced the closure of the Yarl's Wood detention centre's family unit, pledged to "restore a sense of decency and liberty to the way we conduct ourselves".



The Long Good Read

Articles hand picked twice daily from the Guardian

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BP spill: White House says oil has gone, but Gulf's fishermen are not so sure

Posted on [September 10, 2010](#) by [admin](#)



High tide, and the [Read Later](#) remains of a late summer storm, and it is hard to tell on this strip of land between the Mississippi and the marsh where land ends and water

begins. It was here – in the most southerly reaches of Louisiana on terrain that is slowly sliding into the sea – that oil from BP's Macondo well first started coming ashore, about a week after the 20 April explosion on the Deepwater Horizon. Eleven men were killed when the drilling platform blew up.

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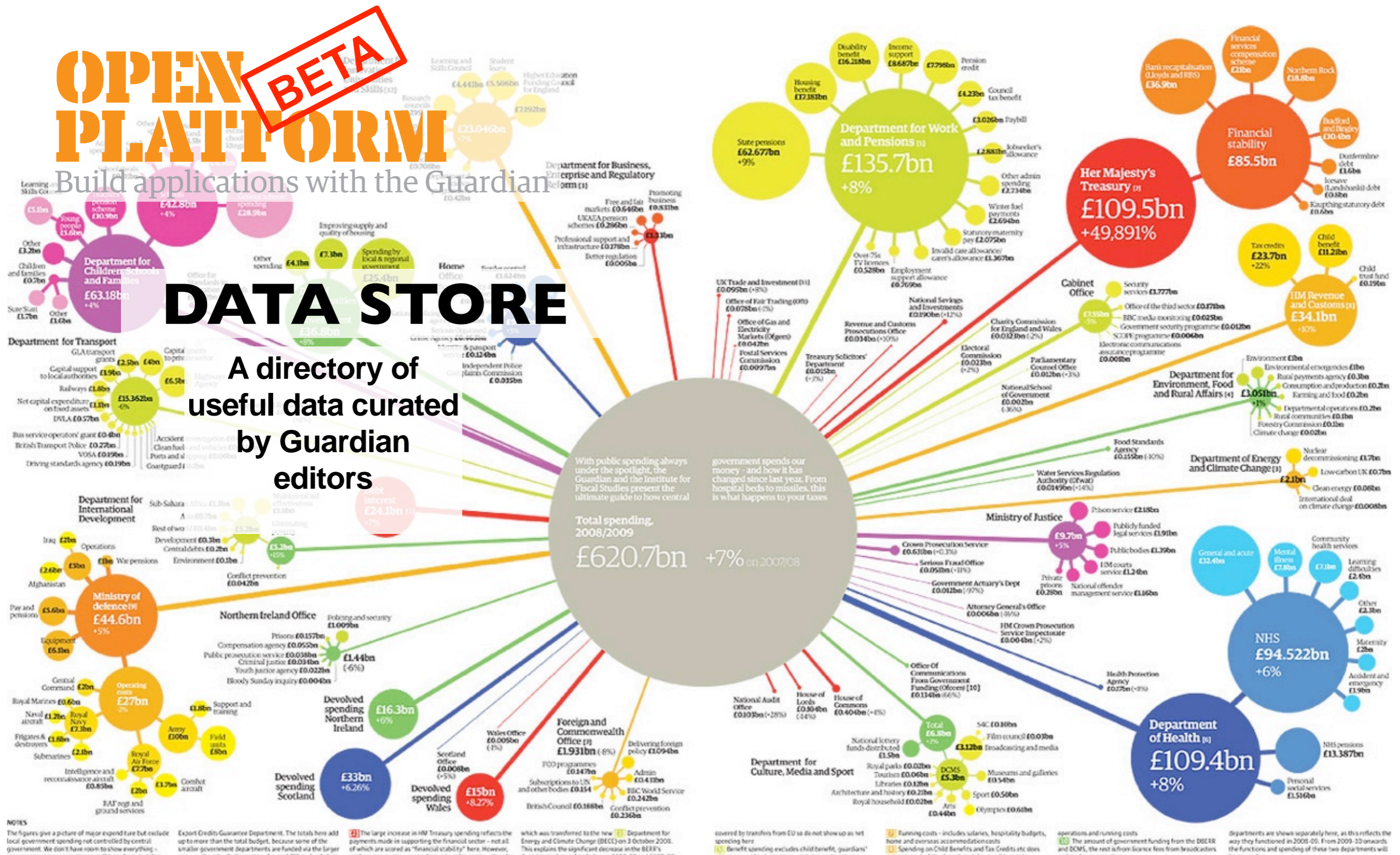
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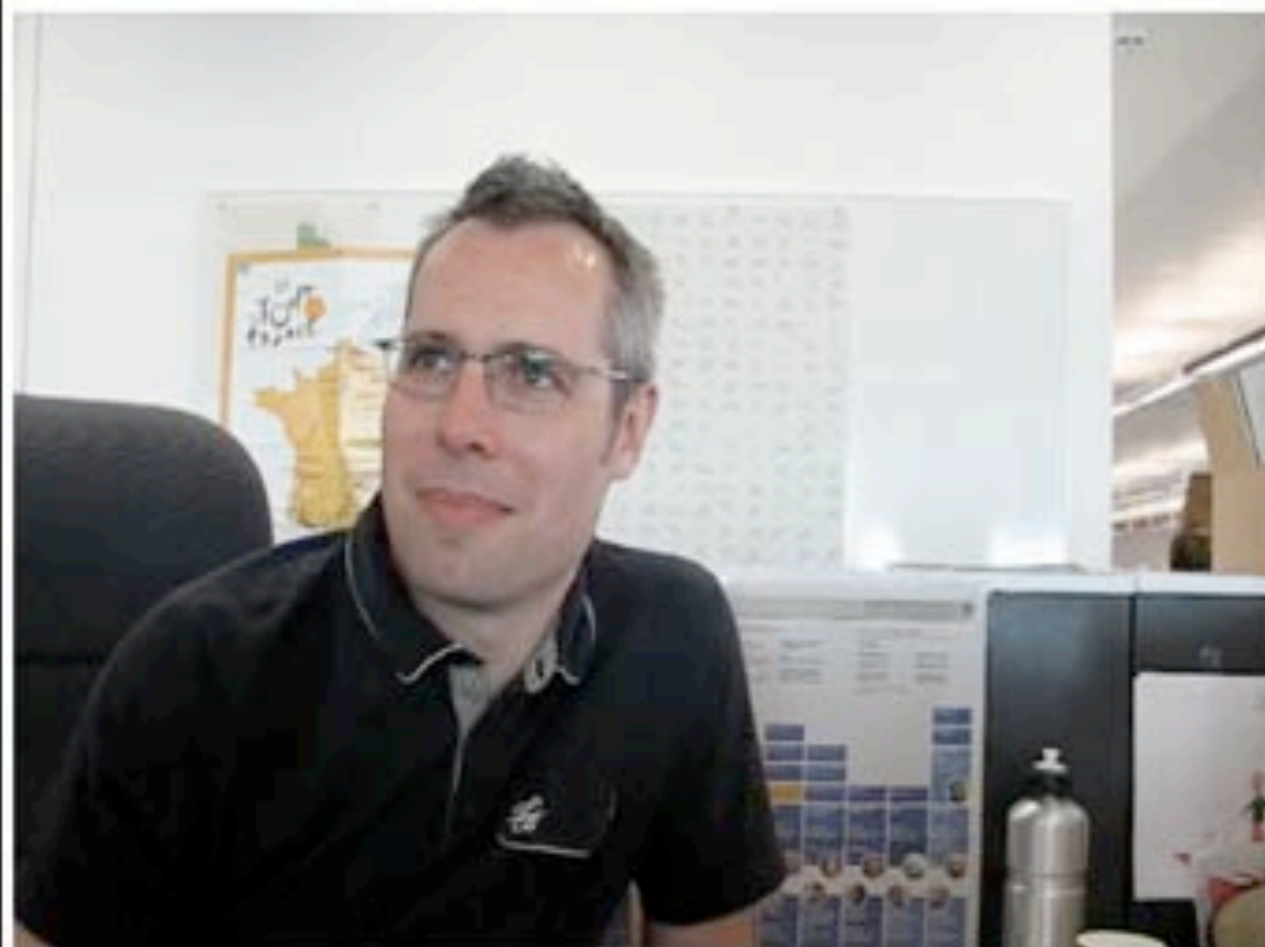
NOTES
The figures give a picture of major expenditure but exclude local government spending not controlled by central government. We don't have room to show everything - Export Credits Guarantee Department. The totals here add up to more than the total budget, because some of the smaller government departments are funded via the larger [1] The large increase in HM Treasury spending reflects the payments made in supporting the financial sector - net all of which are scored as "financial stability" here. However, which was transferred to the new [2] Department for Energy and Climate Change (DECC) on 3 October 2008. This explains the significant decrease in the BEIS's covered by transfers from EO so do not show up as net spending here [3] Benefit spending excludes child benefit, guardians' operations and running costs [4] Funding costs - includes salaries, hospitality budgets, home and overseas accommodation costs [5] Spending on Child Benefits and Tax Credits etc does [6] The amount of government funding from the DfER and DCMS, the rest is from science fees from broadcasters departments are shown separately here, as this reflects the way they functioned in 2008-09. From 2009-10 onwards the functions and spending of these two departments will

We started a long time ago:



How The Guardian is pioneering data journalism with free tools

By Jonathan Stray / Aug. 5 / 1 p.m.



Making the business case for long stories at Slate

The Internet is supposed to wreck attention spans. So why is Slate seeing great numbers for its longest pieces?

Surviving in an age of brand fragmentation

How will paid-content models adjust to a world where publications are no longer the atomic unit of news?

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SEARCH

From Twitter

The best preparation for the week ahead? Looking back on the week that was. Here's our cheat sheet

<http://l.mg/ch0Gks> 10 hrs ago

bit.ly/aujc8Z

Monday 23 August 2010

British dead and wounded in Afghanistan, month by month



Posted by
Simon Rogers 00.05 BST

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Only recently, it was 300 British forces personnel who had died in Afghanistan. Today, with the latest casualties, that figure is up to 332.

300 deaths: download the Guardian centre spread from Scribd

gu.com/p/25yfz

guardian.co.uk

**You can now build
working software in less
time than it takes to
have the meeting to
describe it.**

Simon Willison

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Investigate your MP's expenses: [Home](#)

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Join us in digging through the documents of MPs' expenses to identify individual claims, or documents that you think merit further investigation. You can work through your own MP's expenses, or just hit the button below to start reviewing. (Update, Fri pm: we now have a virtually complete set of expenses documents so you should be able to find your MP's) Already created an account? [Log in](#) here.

We have **458,832** pages of documents. **23,776** of you have reviewed **208,771** of them. Only **250,061** to go...

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Thanks everyone for your valiant efforts so far.

You're amply justifying our hope that many hands can make light work of the thousands of documents released by Parliament in relation to MPs' expenses. We, and others - perhaps you? - are still using these tools to review each document, decide whether it contains interesting information, and extract the key facts.

Some pages will be covering letters, or claim forms for office stationery. But somewhere in here is the receipt for a duck island. And who knows what else may turn up. If you find something which you think needs further attention, simply hit the button marked "investigate this!" and we'll take a closer look.

How to get involved:

- Step 1: Find a document
- Step 2: Decide what kind of thing it is and whether it's interesting
- Step 3: Copy out any individual entries
- Step 4: Make any specific observations about why a claim deserves further scrutiny

Investigate your own MP's documents

Enter your postcode:

Or search by MP name or constituency:

Most line items added (last 48 hrs)

	all time
eatmypoverty	104 line items
anon-23773	1 line item

Most pages reviewed (last 48 hrs)

	all time
eatmypoverty	811 votes
anon-23769	8 votes
anon-23775	4 votes
anon-23776	3 votes
anon-23761	2 votes
anon-23762	2 votes

Labour MPs' expenses

Some relevant documents

Document	Total reviewed	Progress
Hywel Francis: Additional Costs Allowance 2004/05	61 of 61 pages reviewed	
Hywel Francis: Incidental Expenses Provision 2004/05	37 of 166 pages reviewed	
Hywel Francis: Additional Costs Allowance 2005/06	65 of 65 pages reviewed	
Hywel Francis: Incidental Expenses Provision 2005/06	100 of 266 pages reviewed	
Hywel Francis: Additional Costs Allowance 2006/07	51 of 51 pages reviewed	
Hywel Francis: Incidental Expenses Provision 2006/07	29 of 254 pages reviewed	
Hywel Francis: Additional Costs Allowance 2007/08	42 of 42 pages reviewed	
Hywel Francis: Communication Allowance 2007/08	39 of 39 pages reviewed	
Hywel Francis: Incidental Expenses Provision 2007/08	35 of 230 pages reviewed	
Mark Tami: Additional Costs Allowance 2005/06	25 of 25 pages reviewed	
Mark Tami: Incidental Expenses Provision 2005/06	34 of 276 pages reviewed	
Mark Tami: Additional Costs Allowance 2006/07	30 of 30 pages reviewed	
Mark Tami: Incidental Expenses Provision 2006/07	52 of 356 pages reviewed	
Mark Tami: Additional Costs Allowance 2007/08	19 of 19 pages reviewed	
Mark Tami: Incidental Expenses Provision 2007/08	154 of 297 pages reviewed	

MPs

[Adam Ingram](#) - 8 documents

[Eric Martlew](#) - 9 documents

[Linda Riordan](#) - 7 documents

[Adrian Bailey](#) - 8 documents

[Felix Hamilton](#) - 8 documents

[Lindsay Hoyle](#) - 8 documents

Trying to track every instance of time travel in the show

Friday 20 August 2010

Doctor Who: Every single journey through time detailed by Information is Beautiful



Posted by
David McCandless
18.11 BST



Doctor Who time travels of the Doctor: Information is Beautiful gets the data - what can you do? Illustration: David McCandless for the Guardian

Doctor Who has travelled through time from beginning to end. Find out how far he has gone - and how many times

gu.com/p/2j6yt

guardian.co.uk

DATA STORE WORLD GOVERNMENT DATA

Search the world's government data here

Governments around the globe are opening up their data vaults – allowing you to check out the numbers for yourself. This is the Guardian's gateway to that information. Search for government data here from countries, cities and states around the world - and we're adding more all the time. [Read more about this](#) on the Datablog. Full list of government data sites [here](#). Find out how to use our world government data API [here](#).

Suggested searches: [crime in united states](#), [uk smoking in 2007](#)

Featured datasets

Watch London's traffic



Live traffic camera feed provides images from 177 cameras at key sites across the Capital, showing what's happening on London's streets

Coins: the Combined Online Information System

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National: data.australia.gov.au

 [Canada \(79\)](#)

Vancouver: data.vancouver.ca

Toronto: www.toronto.ca

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<http://www.flickr.com/photos/bendodson/3336066519>



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Build applications with the Guardian

POLITICS API

Open database of candidates, voting records, constituencies, election results, live data on election day

```
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```



Labour: Tom Watson

Constituency profile

Urban West Midlands seat.

Marginality

Labour majority 11,947 (33.0%)
Swing required 16.5%

Target seat for

Conservative 343
Liberal Democrat 464
UK Independence Party 325

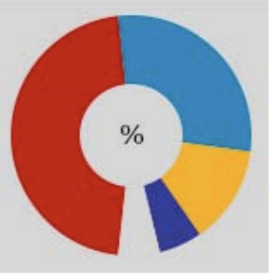
Marginality and target figures are based on Rallings and Thrasher's notional 2005 results. Full explanation

The 2010 general election

Candidate	Votes	Share %
Tom Watson, Labour	17,657	46.5%
Allstair Thompson, Conservative	10,961	28.9%
Ian Garrett, Liberal Democrat	4,993	13.2%
Terry Lewin, British National Party	2,205	5.8%
Mark Cowles, English Democrats	1,150	3.0%
Steven Grey, UK Independence Party	984	2.6%

Labour majority: 6,696

Turnout: 60.4%



POLITICS API

Open database of candidates, voting records, constituencies, election results, live data on election day

Powered by **theguardian**

Constituency or postcode [New: Visit our Blog!](#)

Brighton Pavilion

Rank **#230** of 650 **Voter Power Index**

Voter power in Brighton Pavilion
0.232

Constituency marginality
Fairly safe

In Brighton Pavilion, one person does not really have one vote, they have the equivalent of 0.232 votes.

The power of voters in this constituency is based on the probability of the seat changing hands and its size.

While you might think that every vote counts equally, where you live in the UK has a huge effect on your power to influence the election.

Show your support

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nef economics as if people and the planet mattered
The Voter Power Index is based on research by nef (the new economics foundation)

[Find out more about the Voter Power Index research](#)

POWER 2010 Support the Power2010 campaign to reform politics
Let's fix it, not fiddle it.

How does Brighton Pavilion compare?

The average UK voter has 1.09x more voting power than voters in Brighton Pavilion.

Average UK voter power
0.253

The average UK voter only has the power of 0.253 votes. This is because most of us live in safe seats, where the outcome is pretty much certain regardless of how we vote.

UK constituency marginality
We can be almost certain that 60% of seats will NOT change hands in the general election (very safe or ultra safe seats).

Very marginal	7%
Marginal	12%
Fairly safe	21%
Very safe	27%

OPEN **BETA** PLATFORM

Build applications with the Guardian

Open for Business



OPEN PLATFORM

Build applications with the Guardian



Open for Business

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Build applications with the Guardian



3 Tiers of access, 3 Revenue models

PARTNER: Take, reformat, augment our content. Same access as Guardian. Revenue model to be negotiated. Combination of Media, Fees, Downloads.

APPROVED: Take our full article content, with an advert. Guardian keeps ad revenue, you keep rest-of-page revenue

FREE: Take our headlines. You keep associated revenues

OPEN PLATFORM

Build applications with the Guardian

Core

- Official, Guardian-branded
- Commission-based partnership
- Core to Guardian mission and goals

<10 apps

Niche

- 'Powered by' or Guardian branded
- Revenue share, or ad model partnership
- Topical, targeted, focused

10-100 apps

Open

- Powered by the Guardian
- Ad model partnerships
- Innovative, experimental
- Self-serve engagement

100's or 1,000's

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Open In

CONTENT API

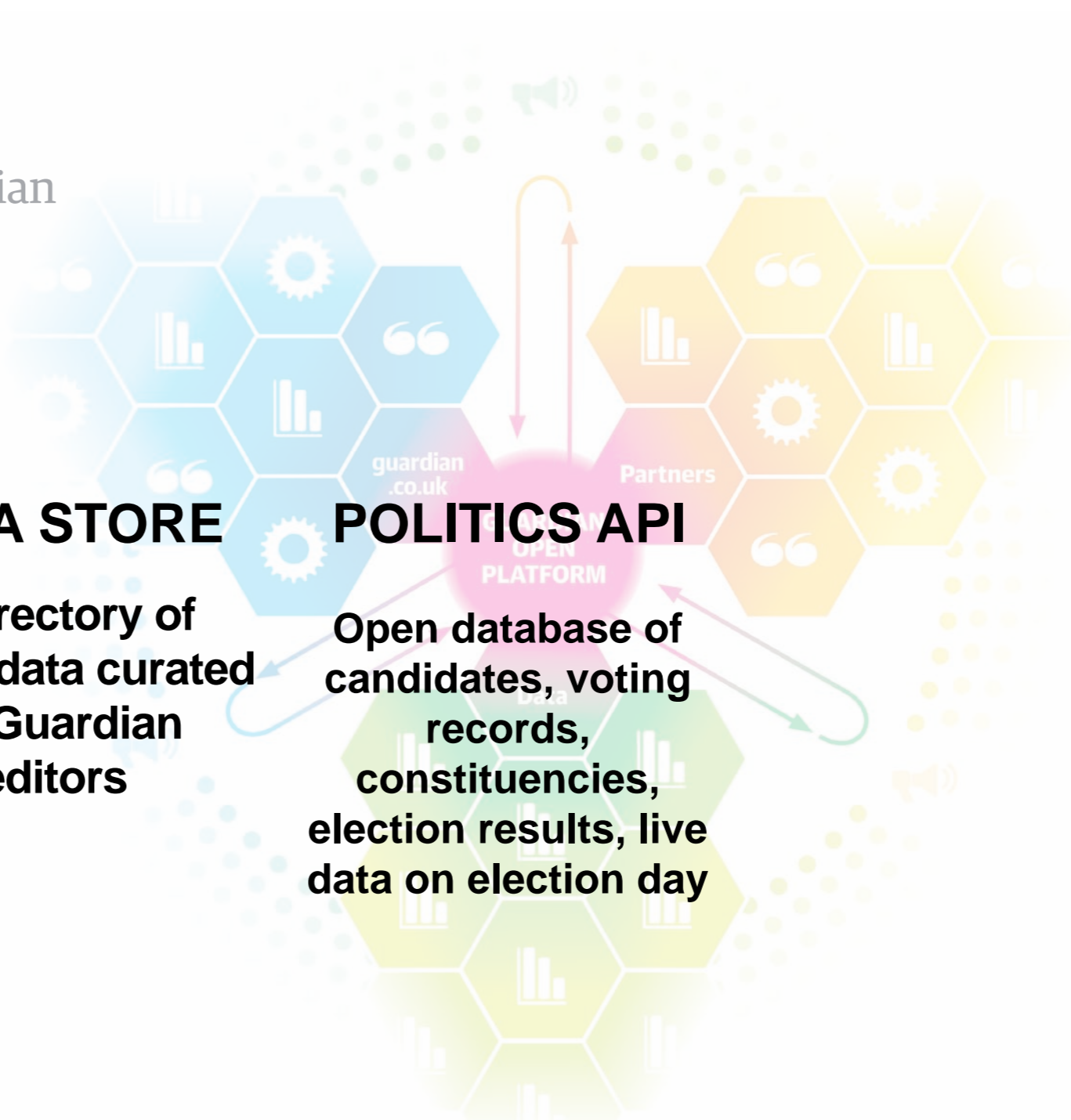
- A service for selecting and collecting content from the Guardian for re-use

DATA STORE

A directory of useful data curated by Guardian editors

POLITICS API

Open database of candidates, voting records, constituencies, election results, live data on election day



OPEN PLATFORM

Build applications with the Guardian



Open In

CONTENT API

- A service for selecting and collecting content from the Guardian for re-use

DATA STORE

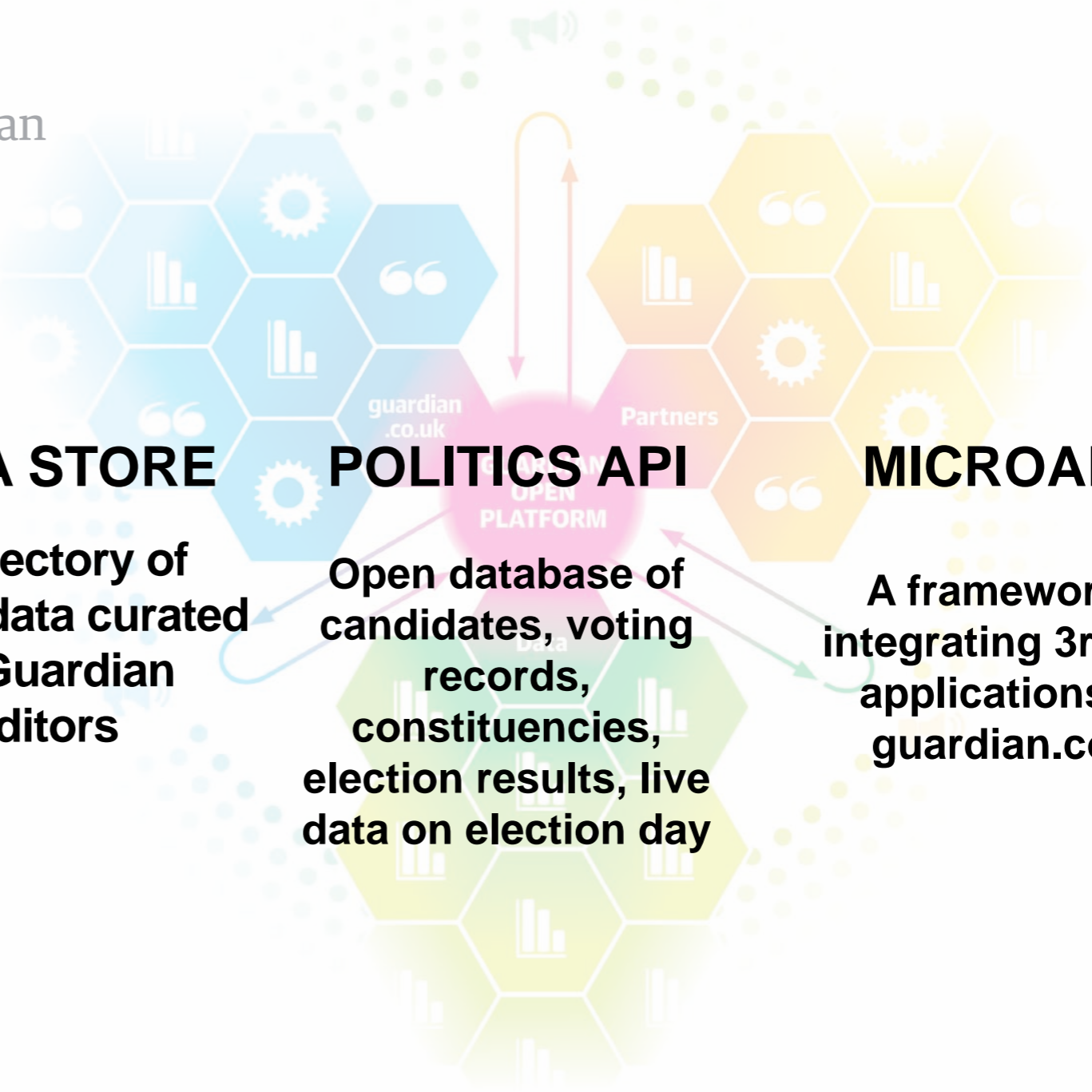
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POLITICS API

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MICROAPPS

A framework for integrating 3rd party applications into guardian.co.uk.



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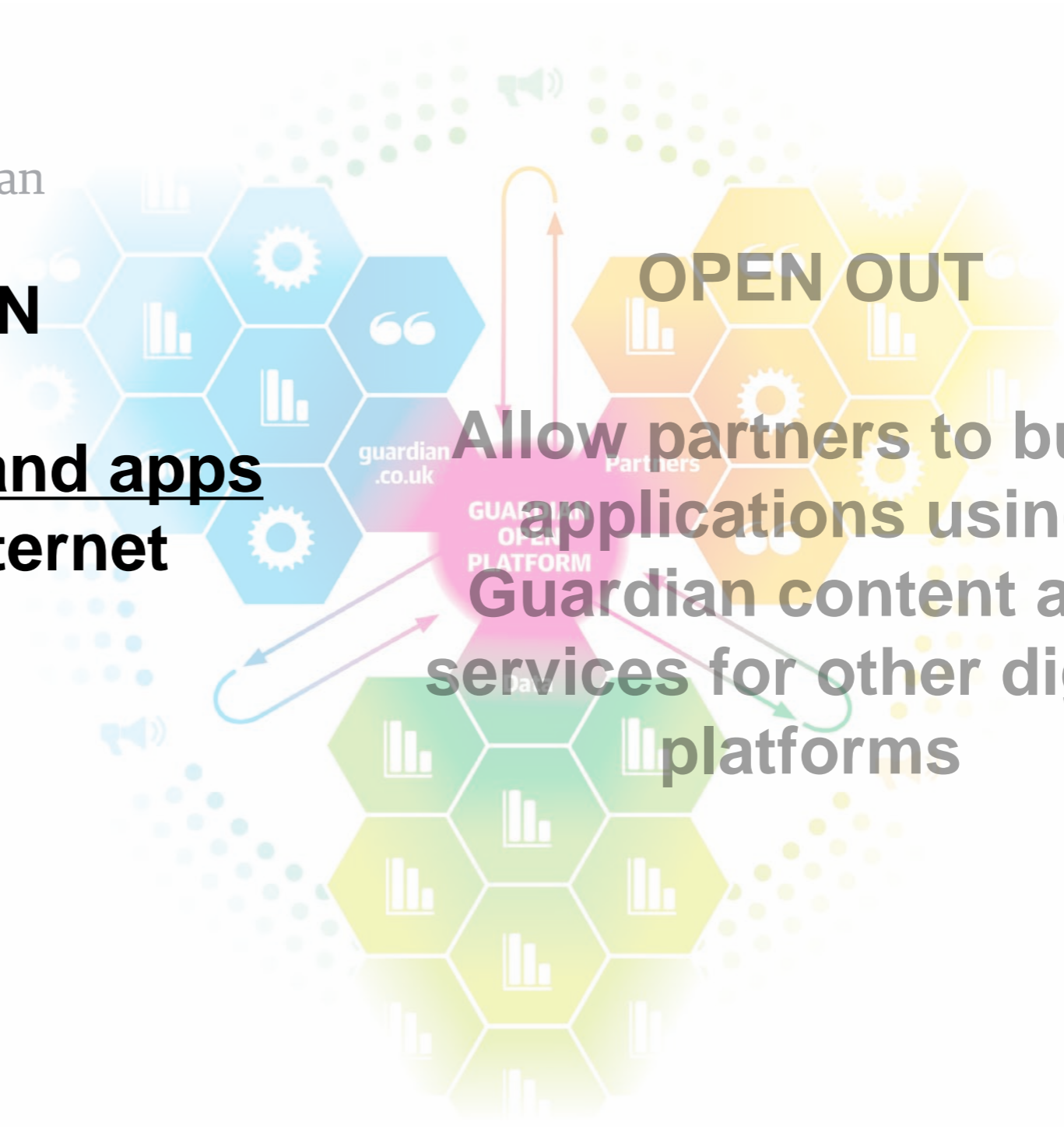
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OPEN IN

Bring in data and apps
from the Internet

OPEN OUT

Allow partners to build applications using Guardian content and services for other digital platforms



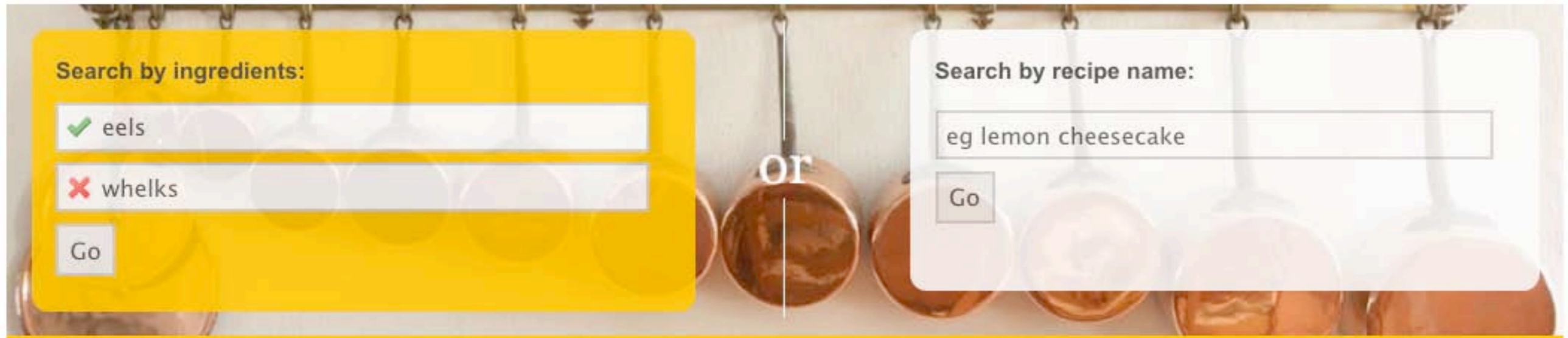
MICROAPPS

**A framework for
integrating 3rd
party applications
into
guardian.co.uk.**

Recipe search

Be inspired by new ideas with everyday ingredients

Powered by
What could I Cook?



There are **6** recipes in total for your search "**eels**"

What do you think of this search? Help us improve it by sending feedback to recipes@guardian.co.uk

Smoked eel salad

21 February 2009: Since he took over the National Gallery's Dining Rooms three years ago, Oliver Peyton has been a champion of seasonal produce. Here, in an extract from his luscious new National Cookbook, he selects the best recipes for spring

Written by Oliver Peyton

See all
10
ingredients

Meat, fish or veg?

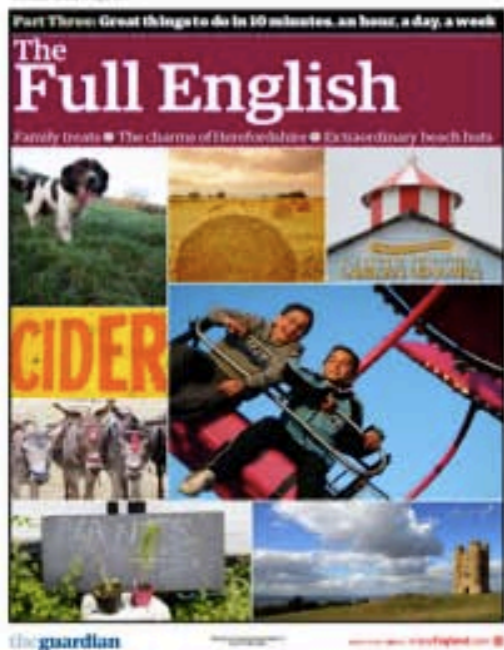
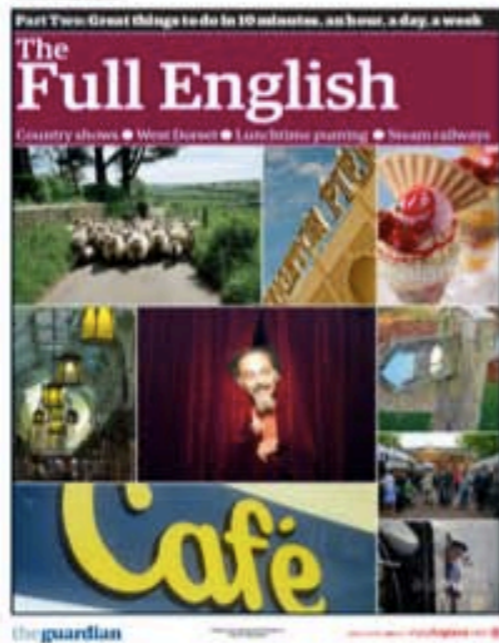
Click on the links below to narrow your results.

[Fish \(4\)](#)
[Shellfish \(2\)](#)

Free from ...

To filter recipes that contain Gluten or Dairy just click on the link below.

[Dairy free \(6\)](#)



enjoyEngland The official website for breaks and days out in England

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UPLOAD YOUR SUGGESTIONS NOW **GO**

CLICK ON THE MAP MAP TO GO TO A REGION

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FIND ACTIVITIES BY REGION
+ SHOW ALL

FIND ACTIVITIES BY TIME
+ SHOW ALL

UPLOAD A SUGGESTION

RESET VIEW

England in 60 minutes
Visit an English folk legend and investigate the Royal Society
Surf's up
Take a surfing lesson in Scarborough
Immerse yourself in Victoriana
and tackle a holy climbing wall
Cross the great divide
Journey over the Clifton Suspension Bridge
Up in the clouds
Take a walk in Salway's treetops
Here lie heroes
Discover Norfolk's Dragon Hall
Spa break for two
Relax with a break at a health spa
Take a tour of Shakespeare's Globe
and afternoon tea in London

England in a day
Visit the real Stonehenge at Avebury in West Sussex
Revisit the Profumo affair
at Clivedon and take a walk under the Hersey
Win tickets to Polo in the Park
at Hurlingham Park in London
Release your speed demon
at Silverstone Race track
Take time out in Greenwich
Straddle the Meridian line
Experience a dark and disturbing past
in England's oldest inn
Alone in Wonderland
Discover the world behind the Disney film
First SuperBus ticket
for First Great Western customers

England in a weekend
Discover the best places to stay from our England Awards for Excellence 2010
Explore Dungeness and watch the skies over Bristol
Get your retro on in Whitley
at Hurlingham Park in London
Roam with a view?
Stay in South Foreland lighthouse's East Cottage
Between the sun and the sea
Take a kite-surf in Hunstanton
Wind in the willows
Cast a fishing line from your own balcony
Get what it takes?
There's only one Tough Guy race
Win tickets to see Dirty Dancing
- The Classic Story on Stage

England in a week
After dinner, we hearties
Hire your own private ship
All work and some play
Take a National Trust working holiday
Get back to nature in Blackberry Wood
and mix it up at The Great Escape in Brighton
One, two she-she-she
Get your dancing shoes on
Eyes on the skies over Bristol
and surf and surf on the Isle Of Wight
Waffle-waffle
A little bit of festival comfort
Win a 10,000 minute holiday
Enter now!
Win a pair of tickets to see the hit musical
All the Fun of the Fair

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UPLOAD YOUR SUGGESTIONS NOW **GO**

CLICK ON THE MAP MAP TO GO TO A REGION

Map data ©2010 Google Technology, Ltd. Map imagery ©2010 TerraMetrics, Terms of Use

FIND ACTIVITIES BY REGION
+ SHOW ALL

FIND ACTIVITIES BY TIME
+ SHOW ALL

UPLOAD A SUGGESTION

RESET VIEW

Welcome to our Enjoy England interactive map...

This is the place to share tips about great places to visit in England. It should be fun, so please don't post anything rude, obscene or derogatory. If you see something bad, use the 'report post' button and we'll remove it. You can read our community standards here. This map is produced by the Guardian in association with Enjoy England. The map and your tips appear on both websites.

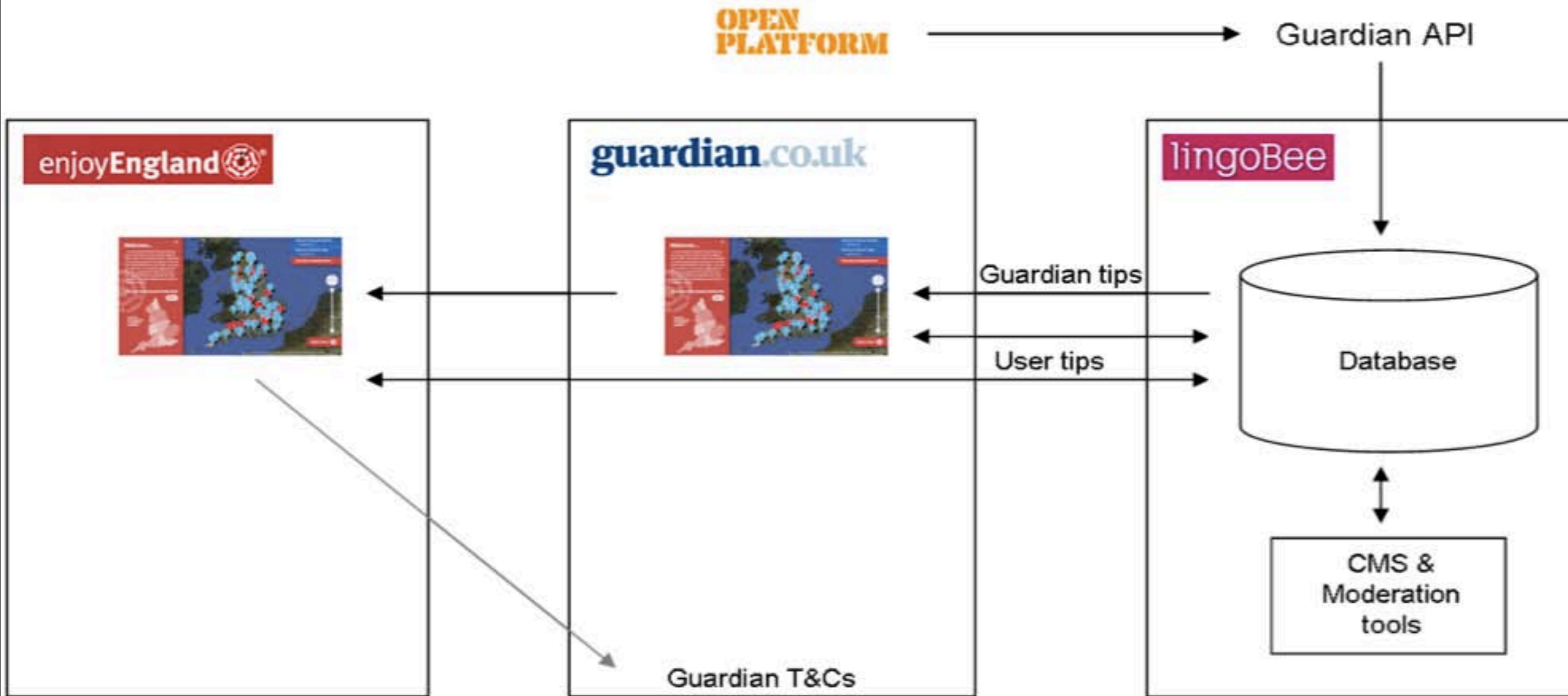
Reader event: Manchester music tour
Gallery (20 pictures): Luke Barnbridge takes Guardian

Reader event: The Late Shows, Newcastle Gateshead
Competition: Enjoy special access to the city's

Win a walking holiday to south Wiltshire
Competition: Short break for two people - including

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Networks



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WORDPRESS
WORDPRESS

THE ULTIMATE

Office 20

Step by step

Clear guides for every user - novice to expert

Hints and tips

Make the most of each app's hidden power

Complete coverage

All the programs in detail



**about
the network**

More information

The Guardian Green Ad Network is the world's leading advertising network focusing on the environment, sustainability and ethical leadership. It is designed to join up the publishers of the best independent websites with the readers and advertisers of guardian.co.uk.

**join
the network**

How to sign up

If you're the publisher of an independent website focusing on green issues our award winning sales team can sell your inventory on your behalf. If you're interested in joining you can find out more here.

- [Sign up to the Green Ad Network](#)
- [Publisher FAQs](#)

**advertise on
the network**

Benefits for advertisers

Our network is the perfect way to get your green campaigns to highly engaged audiences while enjoying the benefits of working with a major media owner. We also offer a range of options for targeting campaigns.



Our publishers

Click here to see a list of the publishers we work with. Within our green network we operate targeted categories such as Ethical Living, Ethical Travel, Business and Technology, and Green Automotive.



**Association of
Online Publishers
awards**

We received a special mention for Innovation at the recent AOP awards. The judges said the network, "creates a revenue opportunity for the Guardian and enables bloggers to monetise their own activity. Potentially enabling a whole new generation of online publishers!"



**The Guardian Open
Platform**

The Open Platform is the suite of services that make it possible for our partners to build applications with the Guardian. We've opened up our platform so that everyone can benefit from our journalism, our brand, and the technologies that power guardian.co.uk.

**INTRODUCING
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[DISCOVER THE RANGE HERE](#)

“A completely new model for us”: The Guardian gives outsiders the power to publish for the first time

By Megan Garber / Sept. 7 / 10 a.m.

Last week, [the Guardian](#) launched a [network of science blogs](#) with a [goal](#) that perfectly mixed *science* with *blog*: “We aim to entertain, enrage and inform.”

GUARDIANSCIENCE BLOGS

Now, on the paper’s website, you can find hosted content from four popular and well-respected blogs: “[Life and Physics](#)” by Jon Butterworth, a physics professor at University College of London who does work with the [Large Hadron Collider](#) at CERN; “[The Lay Scientist](#),” the pop-science-potpourri blog by researcher and science writer [Martin Robbins](#); the science policy blog “[Political science](#)” by former MP [Evan Harris](#); and “[Punctuated Equilibrium](#),” by the evolutionary biologist known as [Grrrl Scientist](#).

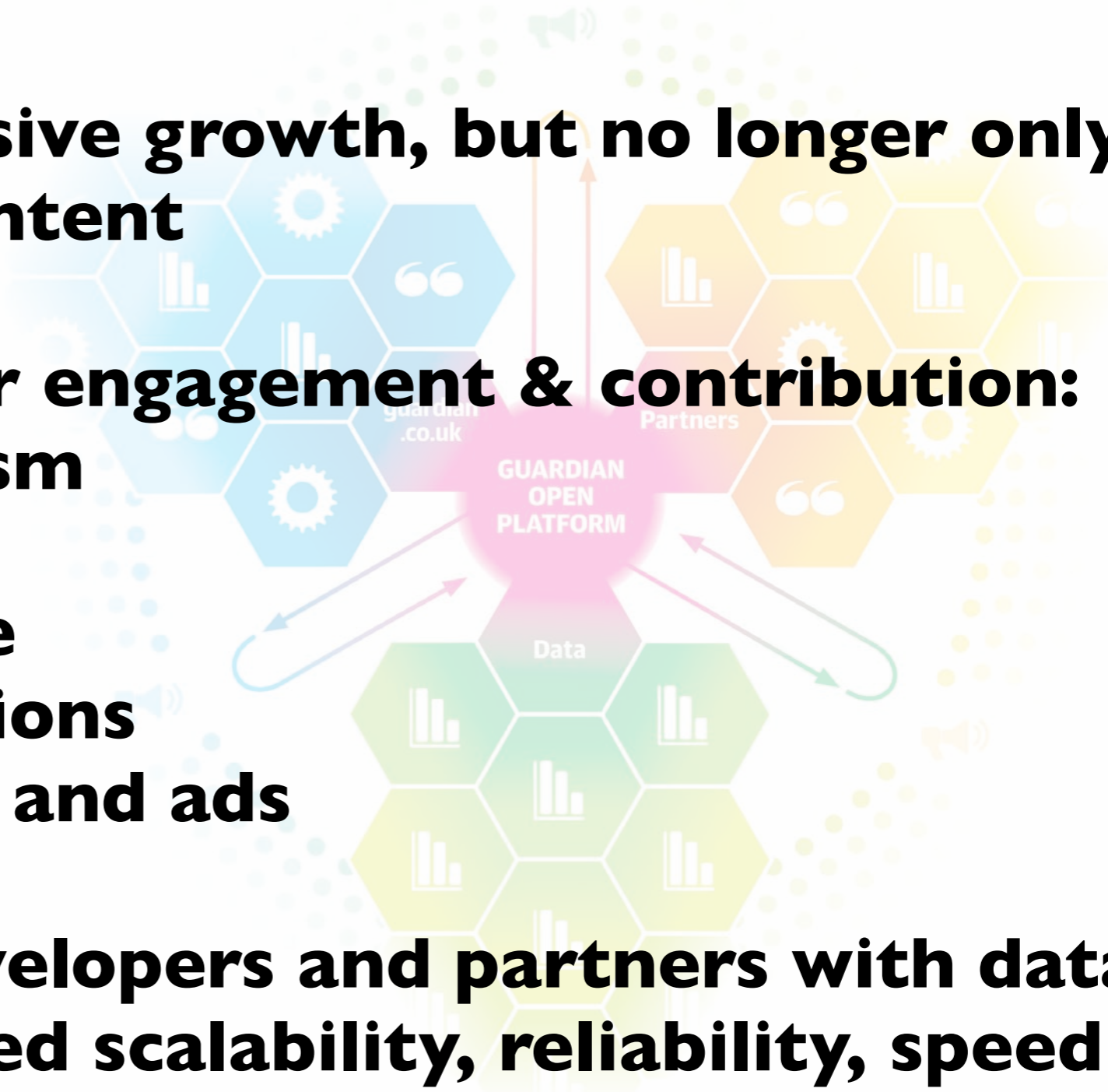
The idea is both to harness scientific expertise and, at the same time, to diffuse it. “This network of blogs is not just for other science bloggers to read; it’s not just for other scientists,” says [Alex Johnson](#), a science and environment correspondent who came

New revenue opportunities

- Embedded ads in the network
- Behavioral targeting
- Reselling and redistributing data
- Selling services around data
- More innovating and engaging sponsorships to sell

From Publisher to Platform

- ★ **Seeking massive growth, but no longer only broadcasting content**
- ★ **User/partner engagement & contribution:**
 - ★ **journalism**
 - ★ **dat**
 - ★ **software**
 - ★ **applications**
 - ★ **revenue and ads**
- ★ **Support developers and partners with data and APIs, need scalability, reliability, speed**

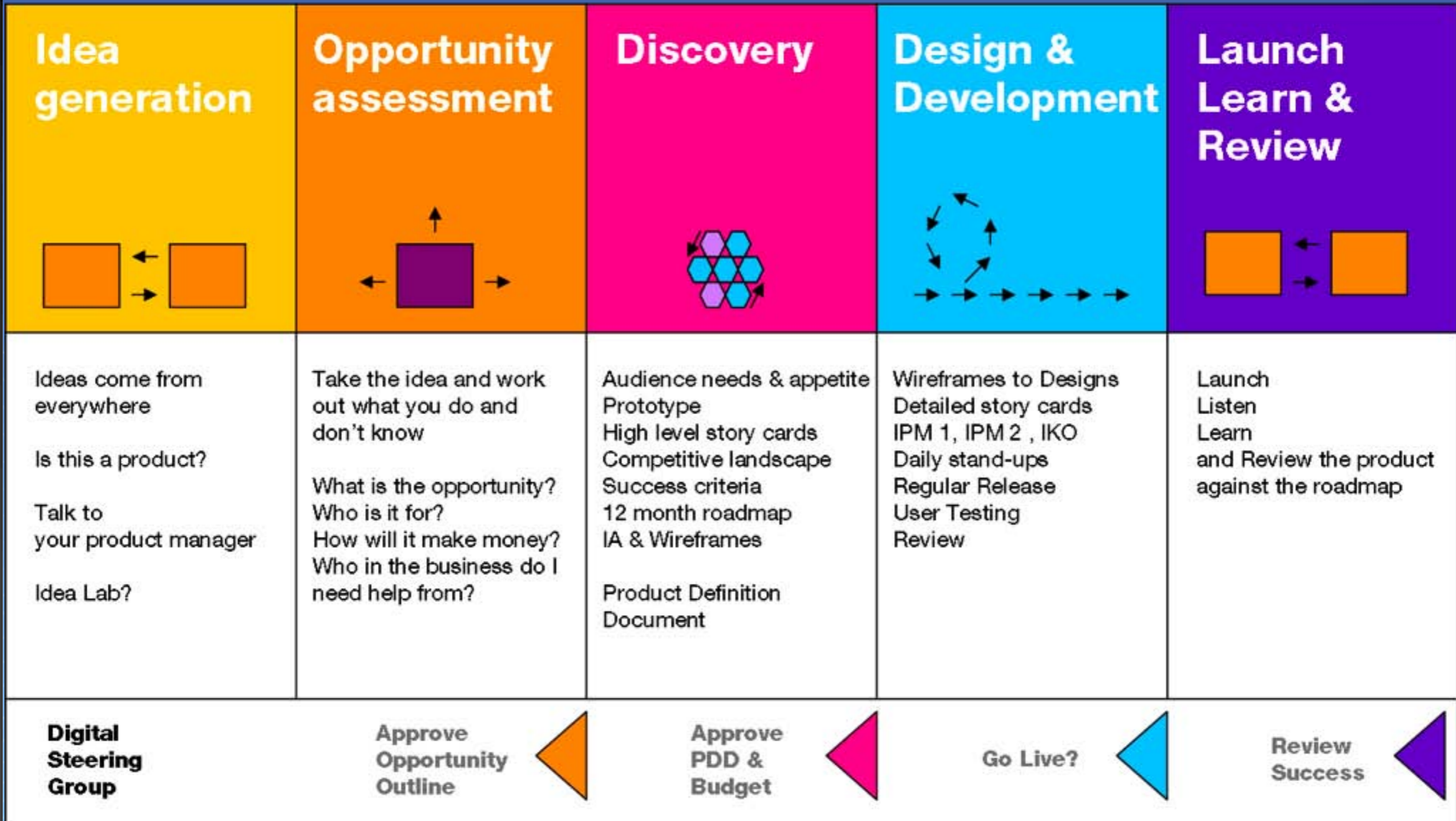


User-centered Skills

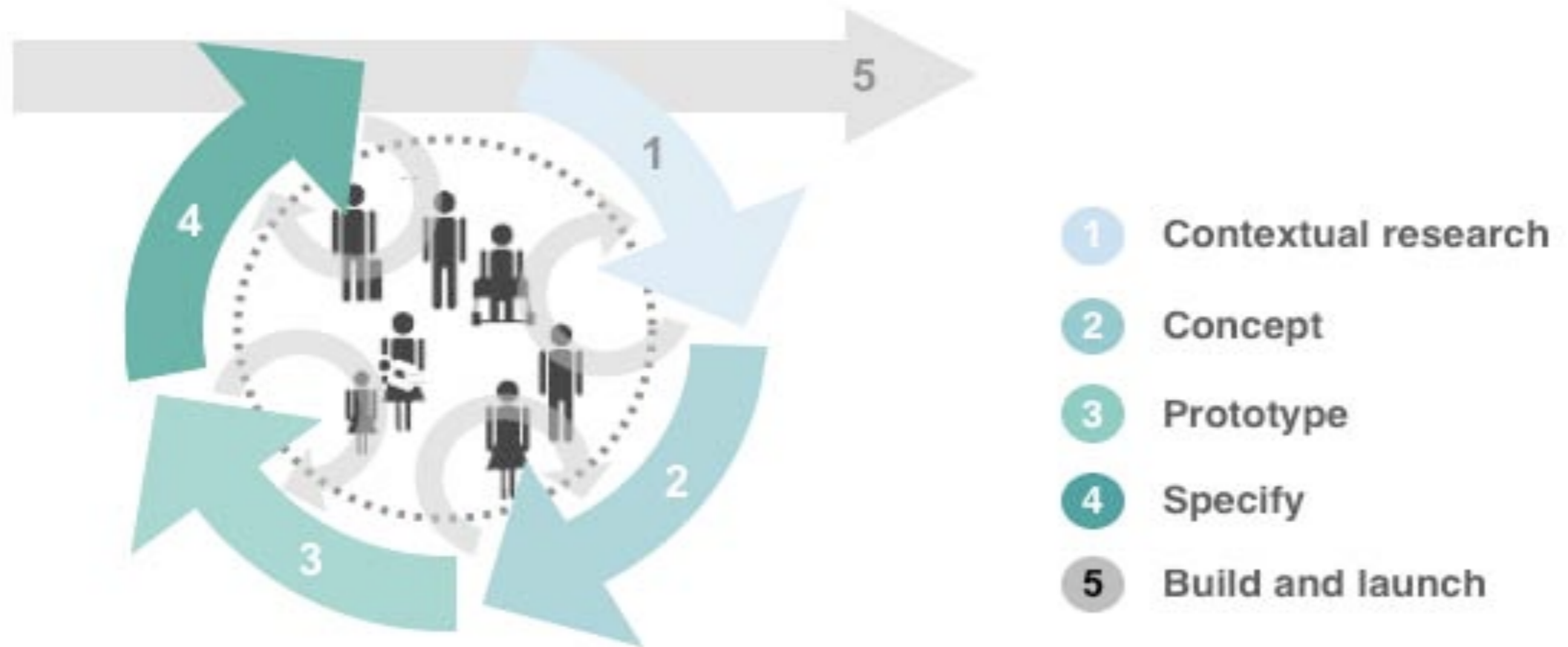
Product Managers



<http://www.flickr.com/photos/fcb/>

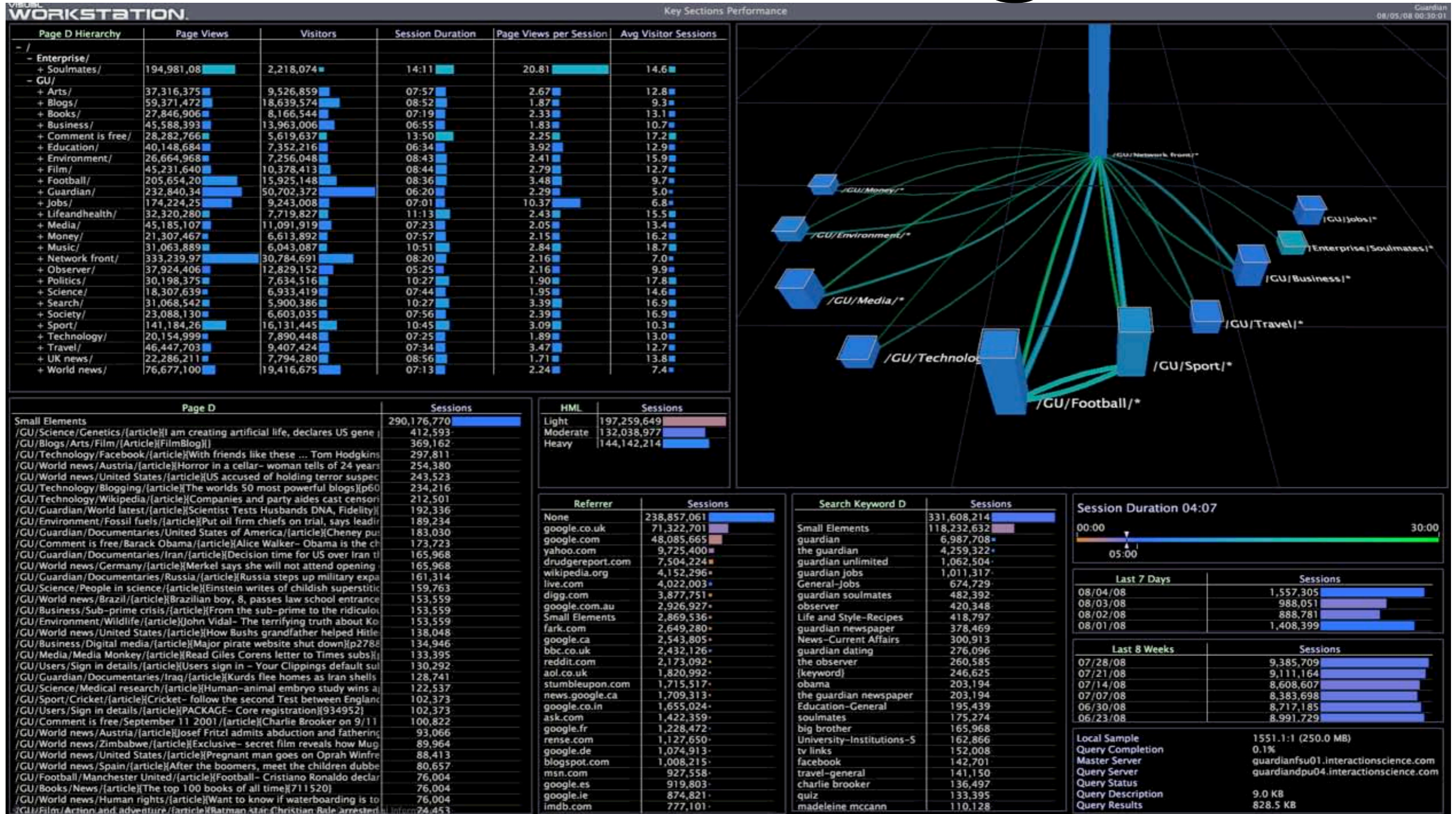


User-Centered Design

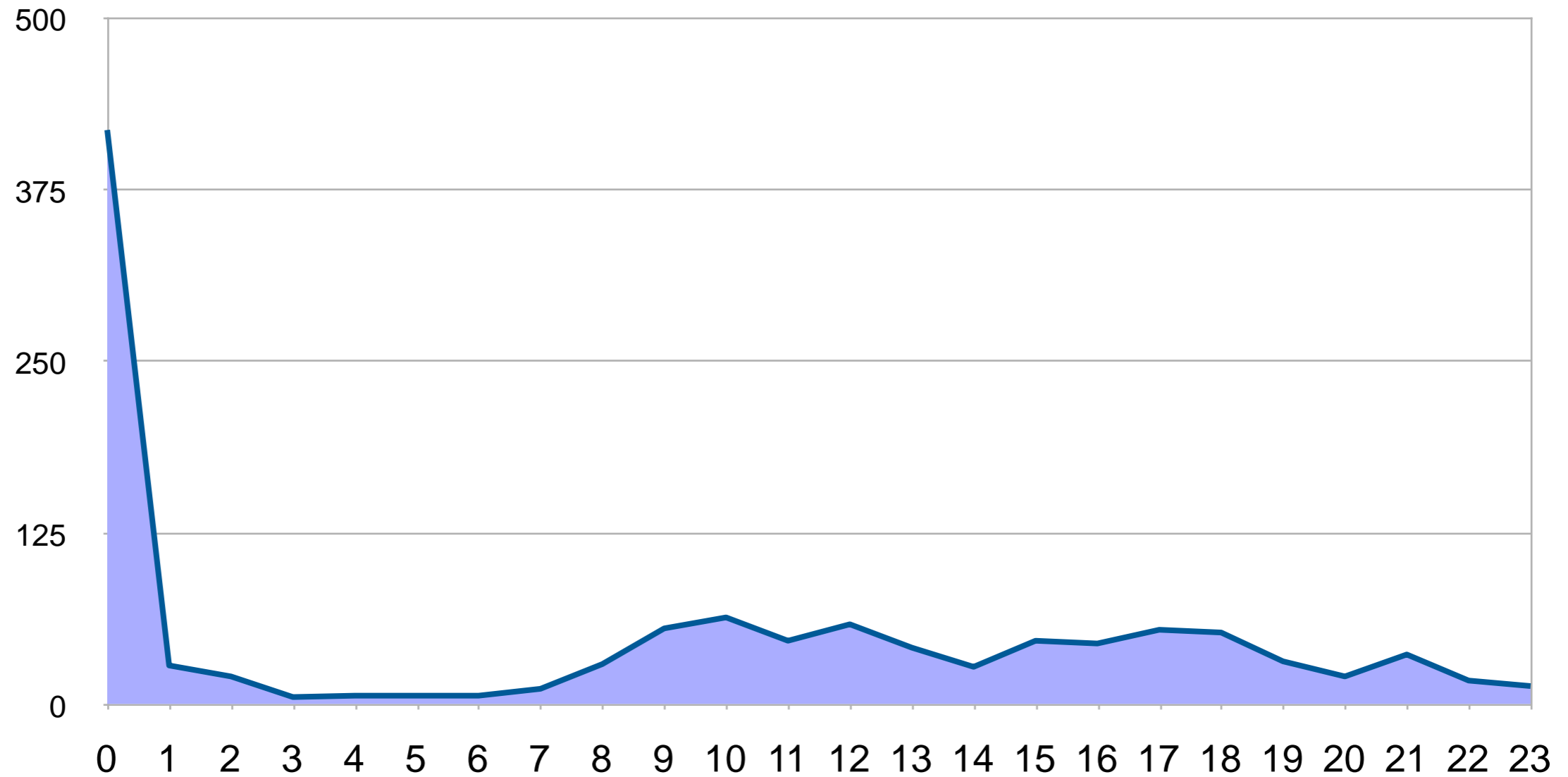


A well established approach that creates more successful products by putting **end-users at the centre** of the design process...

Customer Insight

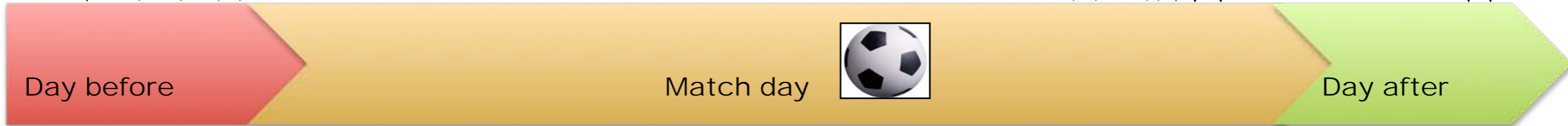
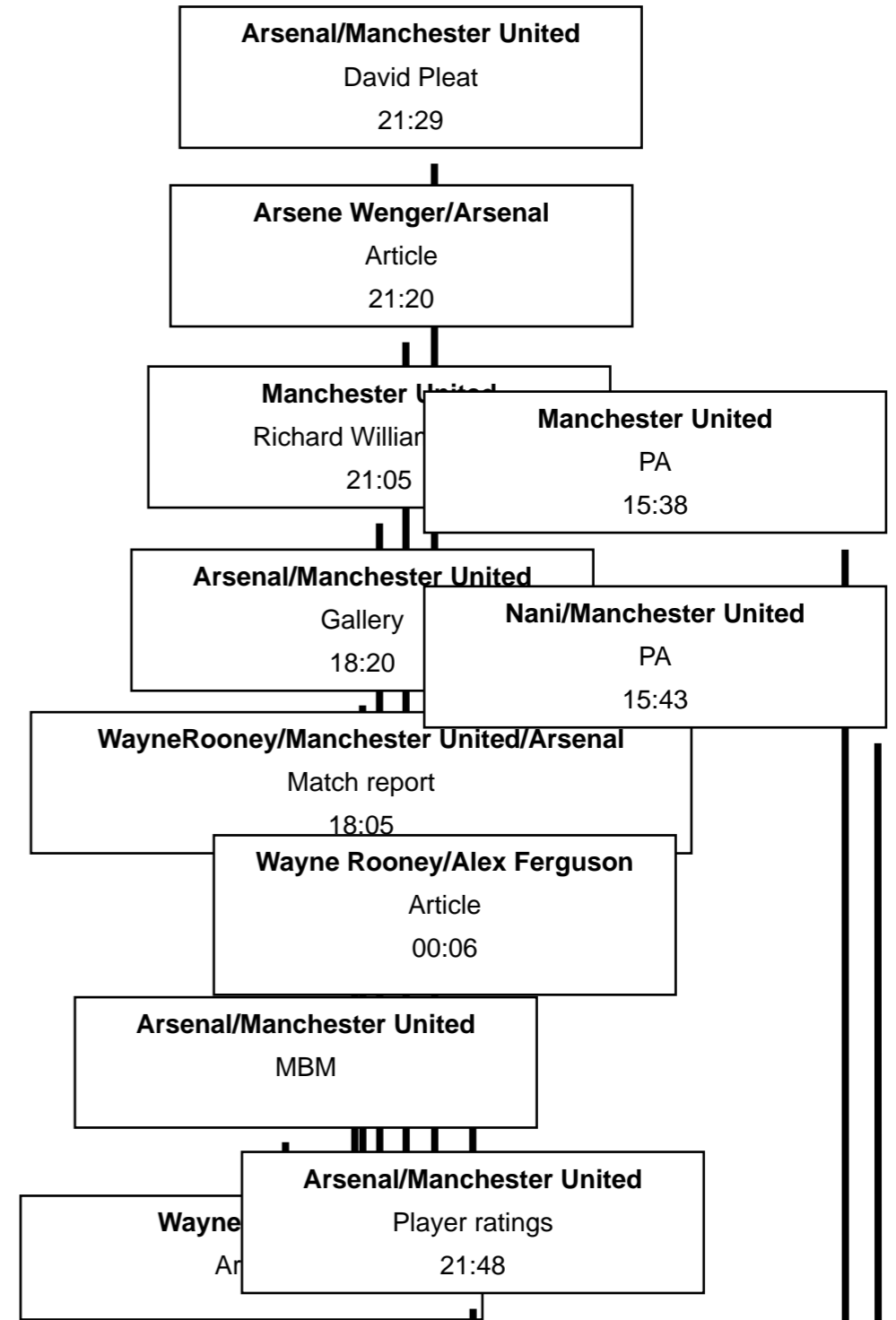
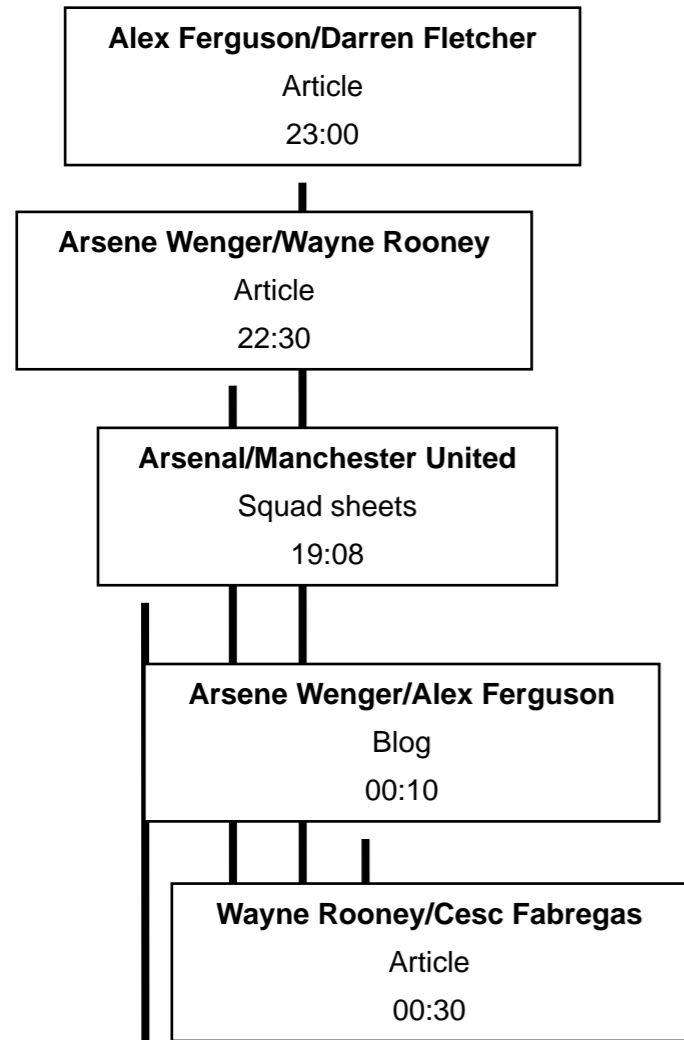


User centered publishing



Arsenal v Manchester United

29/1/2009 4pm



Arsenal v Manchester United

29/1/2009 4pm

Day before

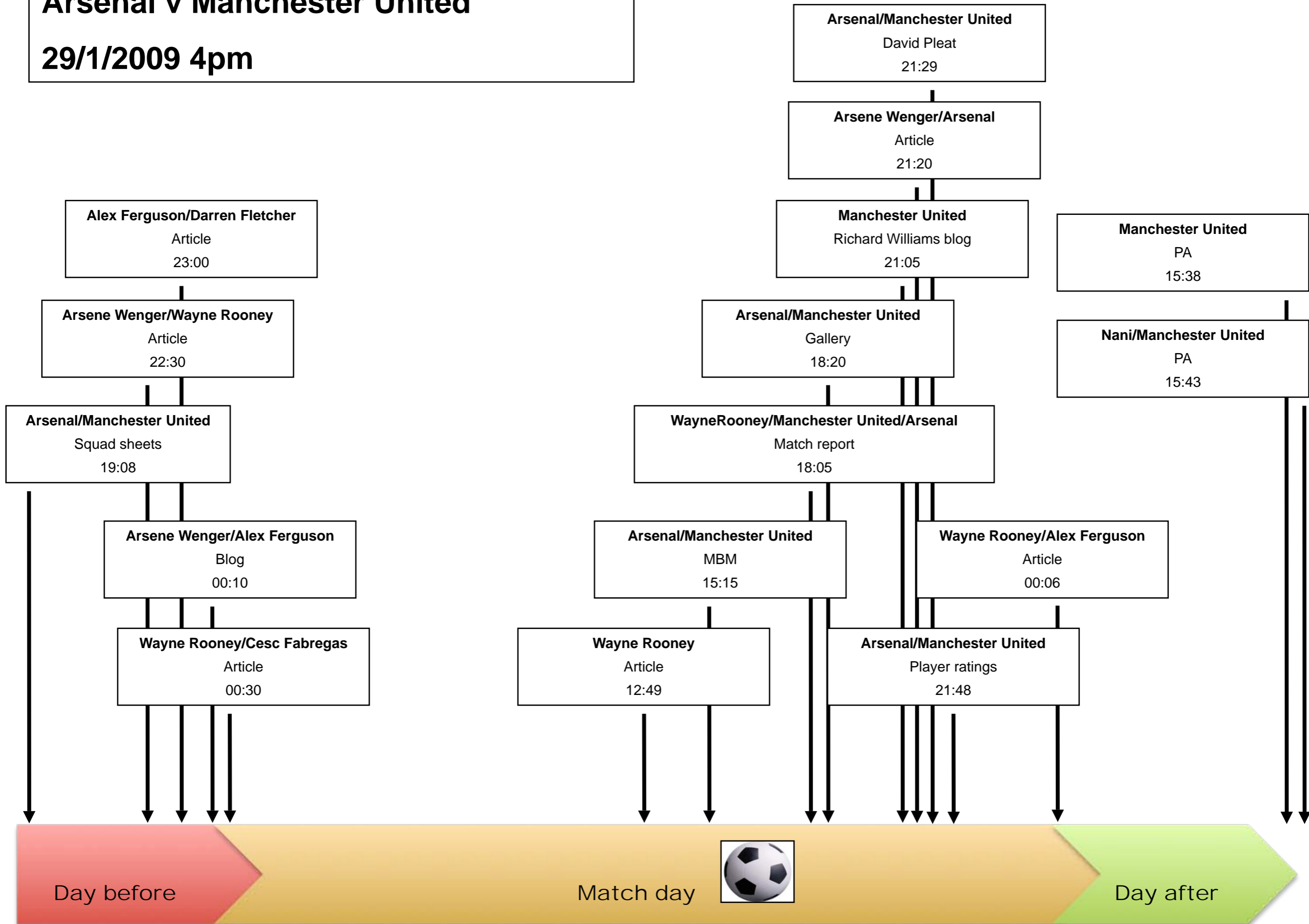
Match day

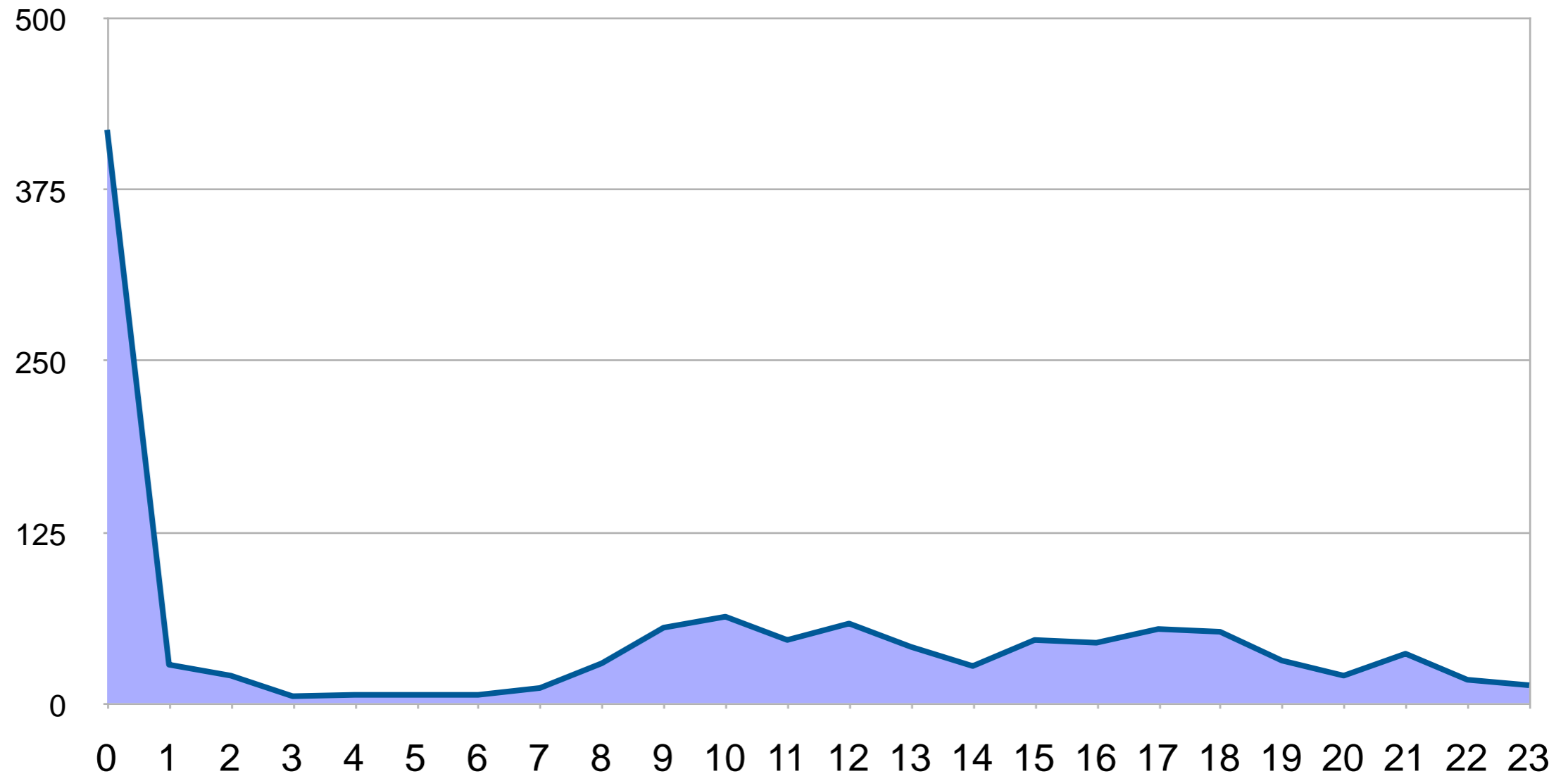


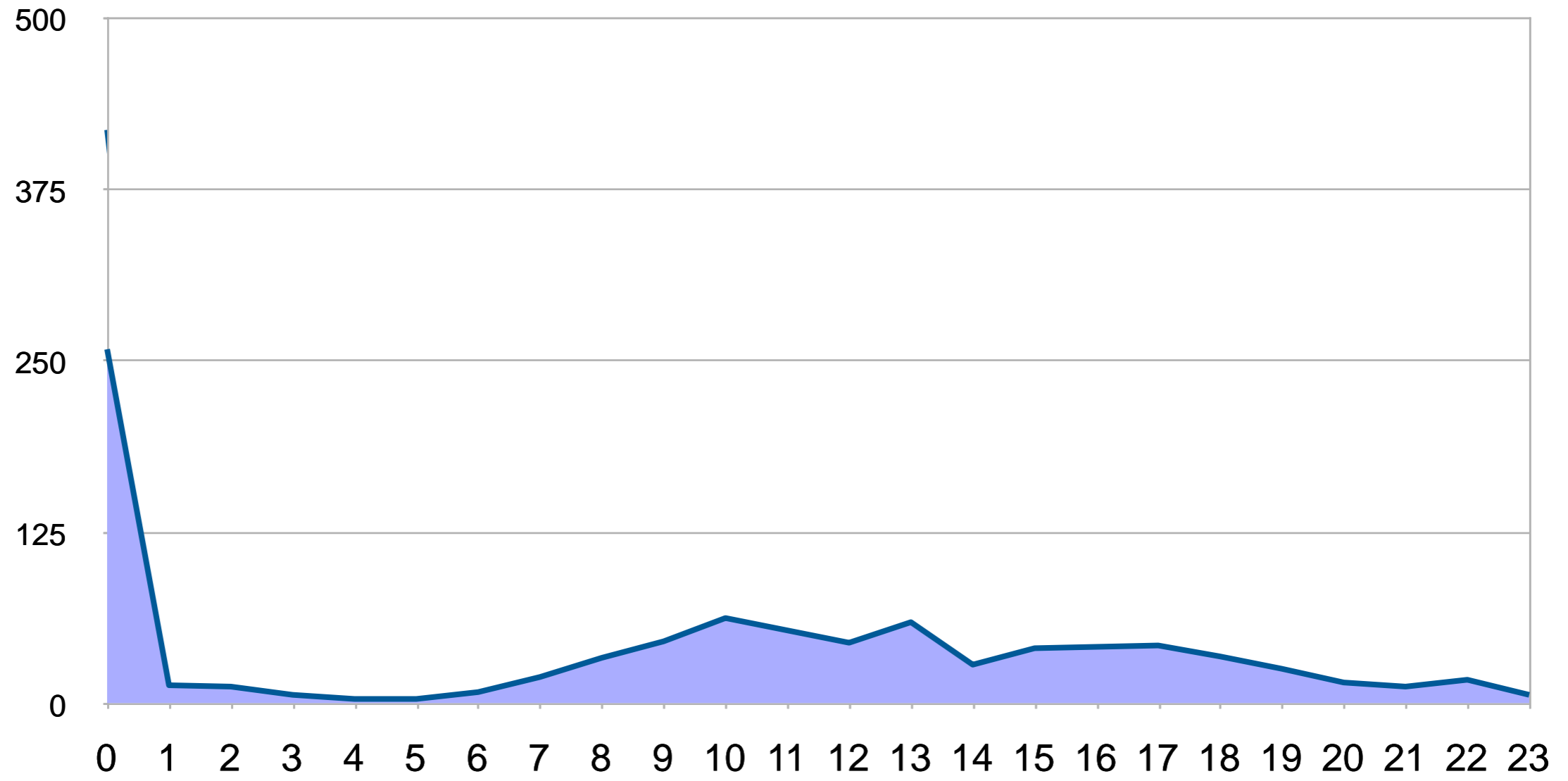
Day after

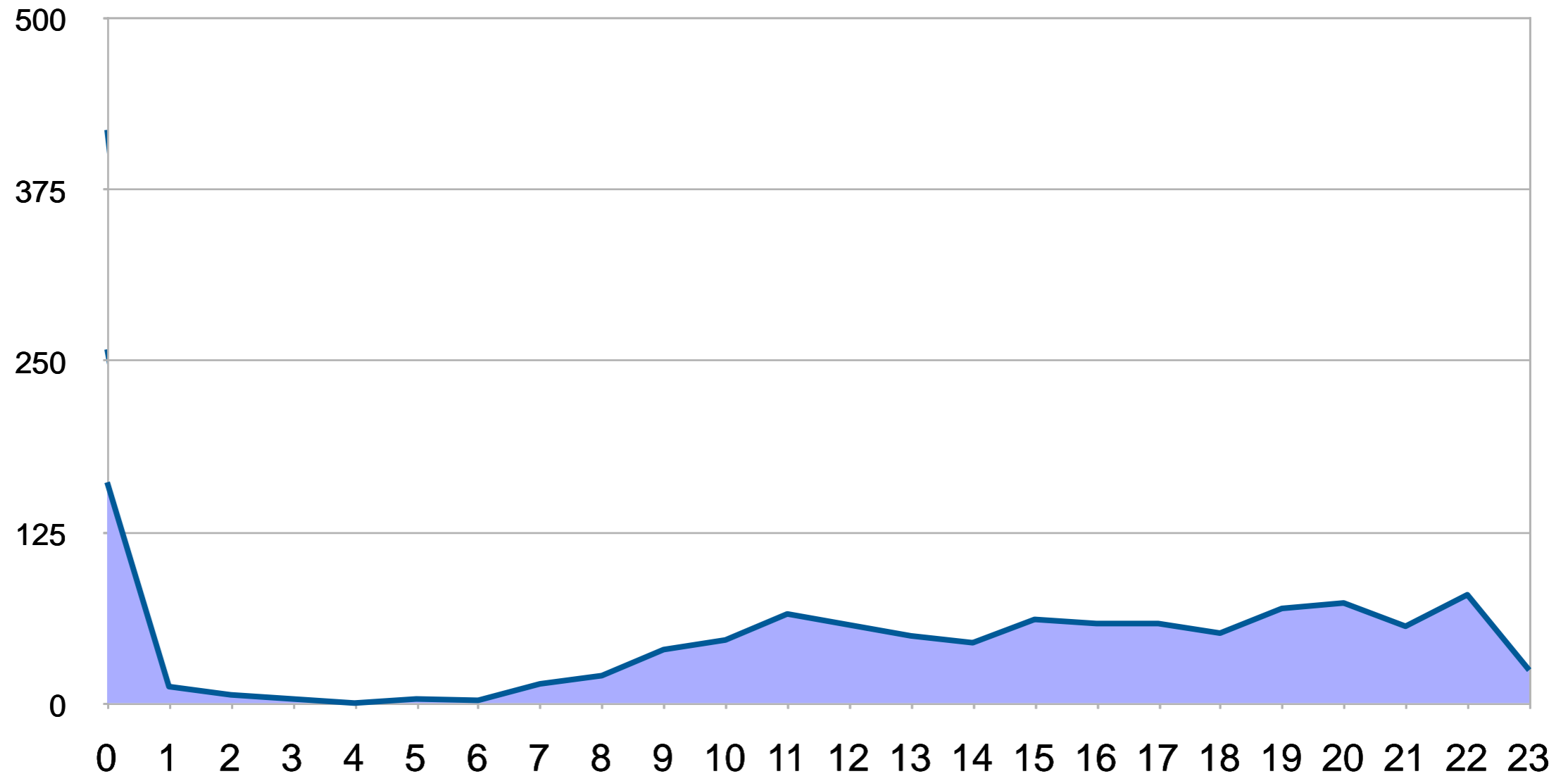
Arsenal v Manchester United

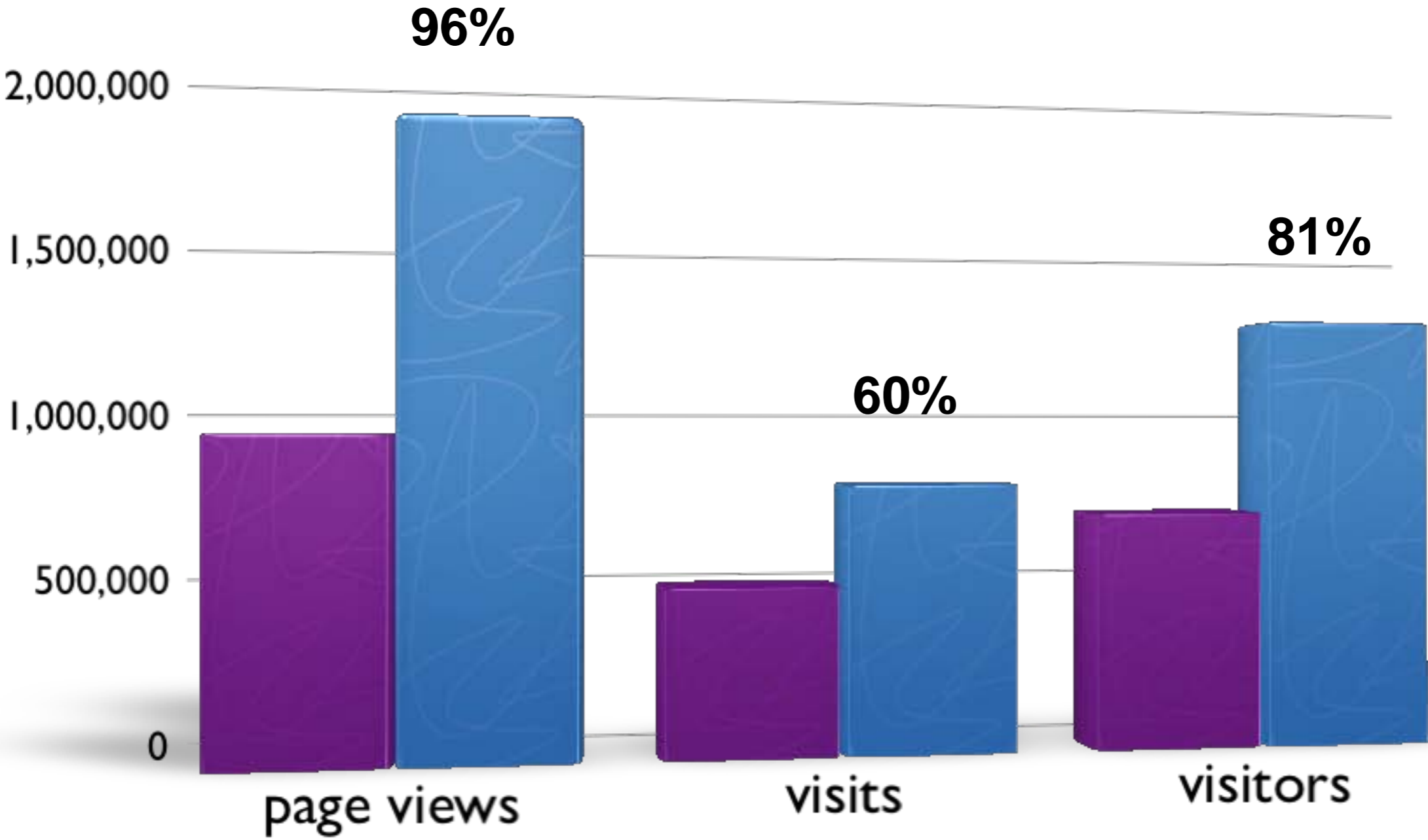
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Putting it together



theguardian

Mobile?



theguardian

Mobile?



Ian Tomlinson video, G20



Photo evidence from Tehran and G20



Guardian Local



Twitter outcry over Trafigura



Mobile



10:10 campaign



Twitter fall



'Your pictures'

theguardian

Revenue



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Gartner: Consumers Will Spend \$6.2 Billion On Apps This Year; Only \$600k From Ads

Comments (1)

Text Size: **A** **A**

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David Kaplan

@davidaKaplan

Jan 18, 2010 6:30 PM ET



The app market really heated up this year and shows no sign of stopping anytime soon, a report from Gartner says. But the revenue is going to come mostly from consumers, not advertising for at least some time. The consultant's report expects to see consumers spend \$6.2 billion in 2010 in mobile app stores. In contrast, ad revenue is projected to generate only \$600k about \$600 million globally. While it looks like people are ready to pay for the apps they want, Gartner added that free apps' dominance is assured. Specifically, the report says that mobile app stores will exceed 4.5 billion downloads this year, with eight out of ten of those apps will be of the free variety. That trend is likely to continue. Over time, worldwide downloads in mobile app stores will surpass 21.6 billion by 2013. Free downloads will account for 82 per cent of all downloads in 2010, and will account for 87 per cent of downloads in 2013.

Taking a wider look, global app stores' download revs blew past \$4.2 billion in '09 and are expected jump to \$29.5 billion by the end of '13. The continued preference for free apps means that advertising does have a chance to grow, Gartner's research indicates. Ad-supported apps will bring in almost 25 percent of app stores' revenue by 2013. **Release**

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email address



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videos

45 tweets

3

retweet

Share

How?



- **Mobile product manager**
- **Usability**
- **Designers**
- **Editorial producer**
- **Developed by Third Parties on Open Platform**

Thinking it through



Barac consulting

esign consultation for iphone pps, print, mobile and web. This log contains the work and ideas f John-Henry Barac.

TOP TAGS	apple..... 4	iPhone..... 4	new media..... 5	Uncategorized..... 17
	design..... 7	media..... 5	newspapers..... 5	All Tags..... 31

DEC 15, '09 12:07 AM Notes on designing the Guardian iPhone app

AUTHOR **John-Henry**
 CATEGORIES **Digital Media, design**
 TAGS **design, guardian, iPhone**

CALENDAR

March 2010

M	T	W	T	F	S	S
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8	9	10	11	12	13	14
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22	23	24	25	26	27	28
29	30	31				

« Feb

MORE INFO

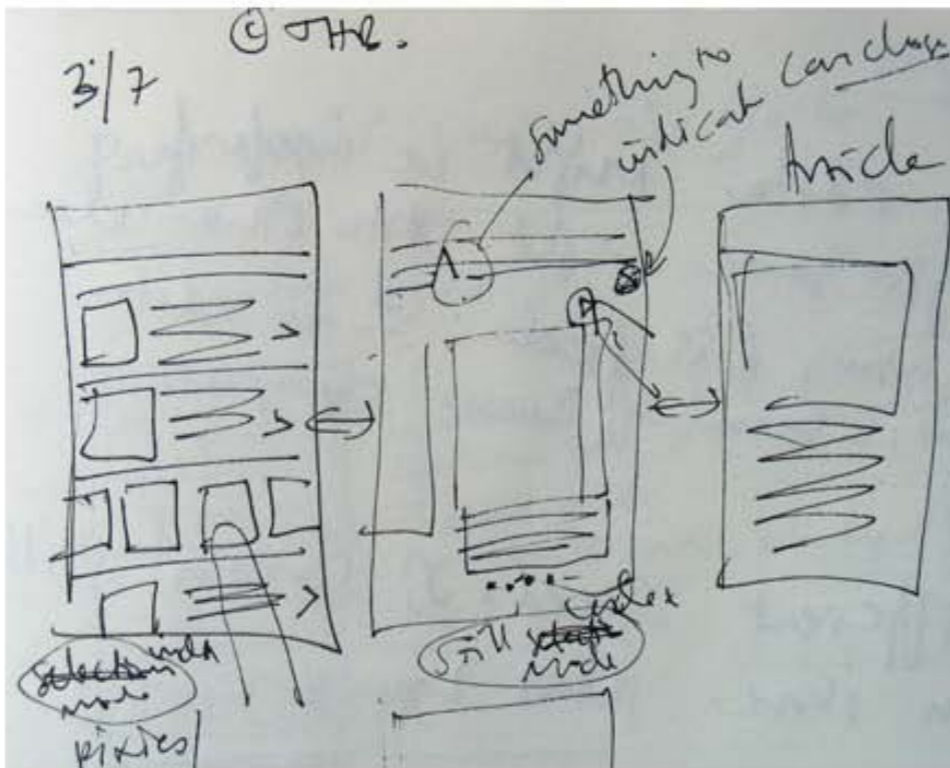
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Finally the **Guardian iPhone app** is out there – I'm distracted by Tweetdeck

m.guardian.co.uk



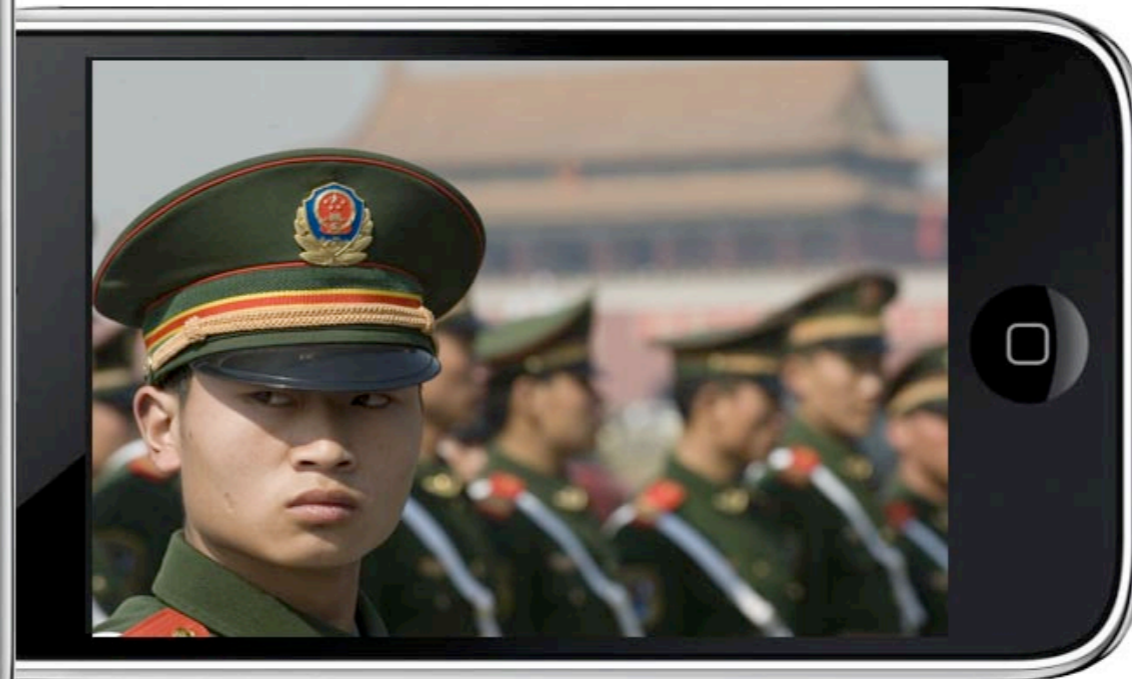
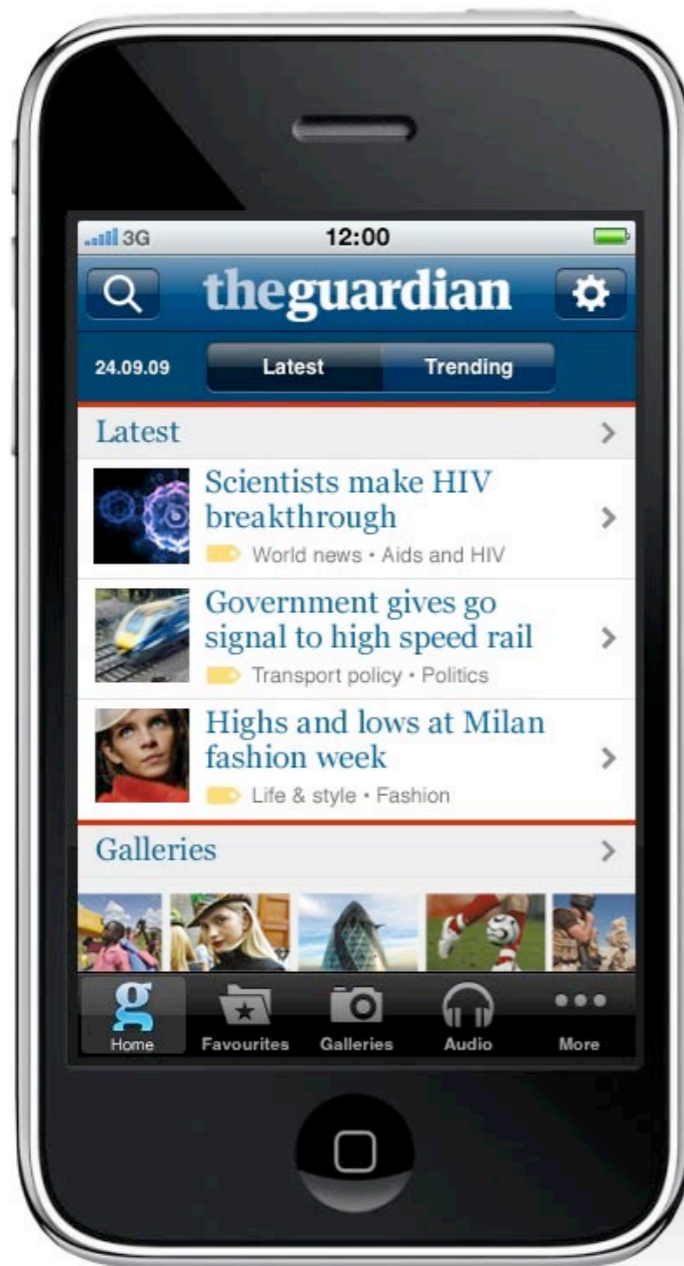
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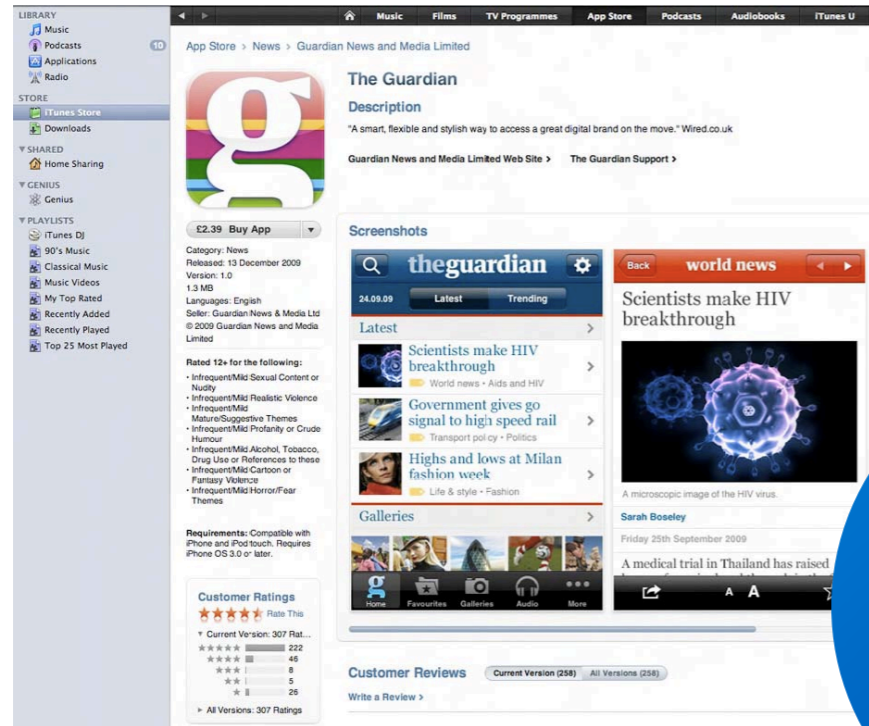


Results?



100,000+ downloads by end of Feb '10

91,000 Active users (Feb)



Guardian iPhone app exceeds 70,000 downloads
 LONDON - The Guardian iPhone app, which allows readers to access the latest news and multimedia content, has achieved 70,000 download sales in its first month.



The app, which went on sale 14 December 2009 priced £2.39, has produced a further revenue stream for Guardian News & Media as it looks to offset falling print revenues.
 Designed by an in-house team and built by 2ergo, the app for the iPhone and iPod touch showcases news, comment, features, photo galleries and audio, and also enables users to browse the latest content most relevant to them, even offline.

"A smart, flexible and stylish way to access a great digital brand on the move."

- Wired.co.uk

Source: Omniture SiteCatalyst



And the iPad..?



guardianeyewitnessapp

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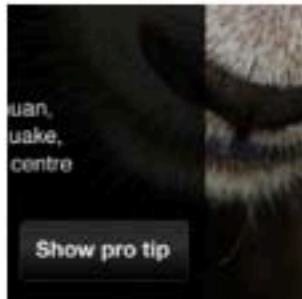


Features



100 days in photos

Rolling, free access to the last 100 images in our award-winning Eyewitness series



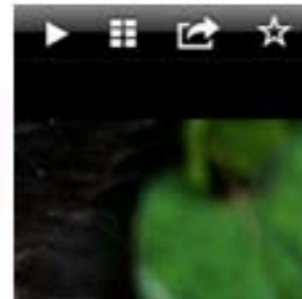
Pro tips

Each day our photography team explain the technical and artistic merits of their chosen image



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Save any image to your favourites area to enjoy whenever you use the app



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Guardian iPad Eyewitness app video

the guardian

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theguardian eyewitness



23 March 2010

Giant panda cubs at the Bifengxia Panda breeding centre in Sichuan, China. As almost all panda facilities were destroyed in the earthquake, most of the captive Pandas in Wolong Research & Conservation centre have relocated to Bifengxia.

Photograph: Dan Chung / The Guardian

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March 2010



In association with Canon

Canon

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140

Latest: RT @rww Prepare for an #iPad App Explosion: Developer Activity Up 185% Since Apple Announcement <http://bit.ly/dlugr1> about 23 hours ago

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stuarthenshall 3 CHEERS @stephen_abbott "Twitter is coming to the #guardianapp in a couple of weeks" @rayyans #fixit worked <http://twitmart.org/v/7MAAD>

about 19 hours ago from web



stephen_abbott @rayyans @stuarthenshall Hi guys. I work at the Guardian. Thanks for feedback. Twitter is coming to the #guardianapp in a couple of weeks

about 19 hours ago from TweetDeck



baractweet RT @hayjane: Woop! The #guardianapp has been voted number 2 in PC Pro's list of their top 100 apps!

1 day ago from TweetDeck



johnhenry RT @hayjane: Woop! The #guardianapp has been voted number 2 in PC Pro's list of their top 100 apps!

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4 days ago from UberTwitter



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509 tweets

212

following

359

followers

9

listed

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n. a simple video sharing option for your tweets.

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34

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xfactor

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#ccb7

#bigdigitaltrends

Lists



mobile

@alexrahaman/

What's happening?

140

Latest: RT @rww Prepare for an #iPad App Explosion: Developer Activity Up 185% Since Apple Announcement <http://bit.ly/dlugr1> about 23 hours ago

Tweet

Real-time results for #guardianapp

+ Save this search



stuarthenshall 3 CHEERS @stephen_abbott "Twitter is coming to the #guardianapp in a couple of weeks" @rayyans #fixit worked <http://twitmart.org/v/7MAAD>

about 19 hours ago from web



stephen_abbott @rayyans @stuarthenshall Hi guys. I work at the Guardian. Thanks for feedback. Twitter is coming to the #guardianapp in a couple of weeks

about 19 hours ago from TweetDeck



baractweet RT @hayjane: Woop! The #guardianapp has been voted number 2 in PC Pro's list of their top 100 apps!

1 day ago from TweetDeck



johnhenry RT @hayjane: Woop! The #guardianapp has been voted number 2 in PC Pro's list of their top 100 apps!

1 day ago from TweetDeck



N_Allan RT @hayjane: Woop! The #guardianapp has been voted number 2 in PC Pro's list of their top 100 apps!

4 days ago from UberTwitter



steve_wing

509 tweets

212

following

359

followers

9

listed

Twit-Vid

n. a simple video sharing option for your tweets.

Home

@steve_wing

Direct Messages

34

Favorites

Retweets

#guardianapp



Saved Searches



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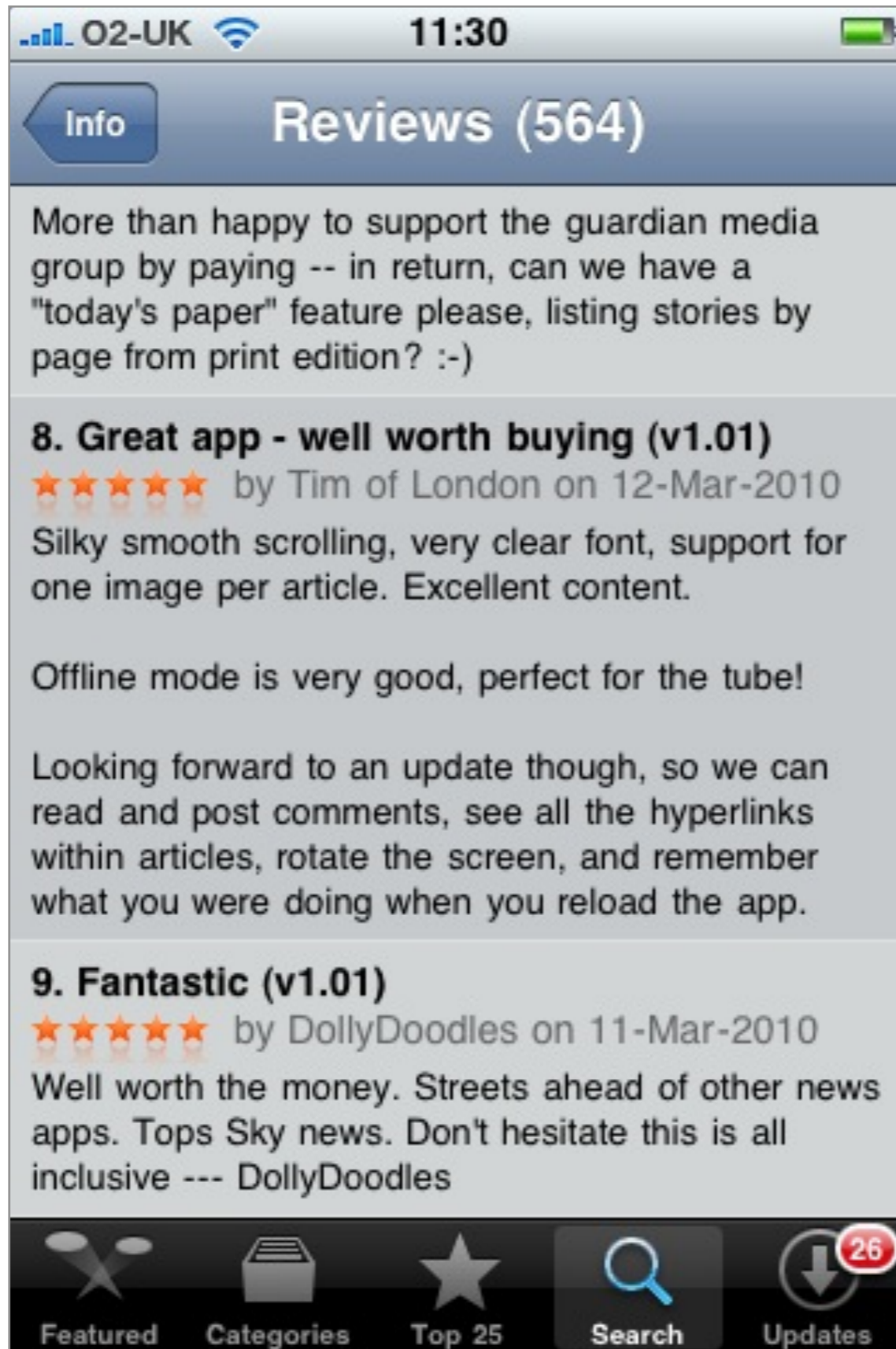
#bigdigitaltrends

Lists

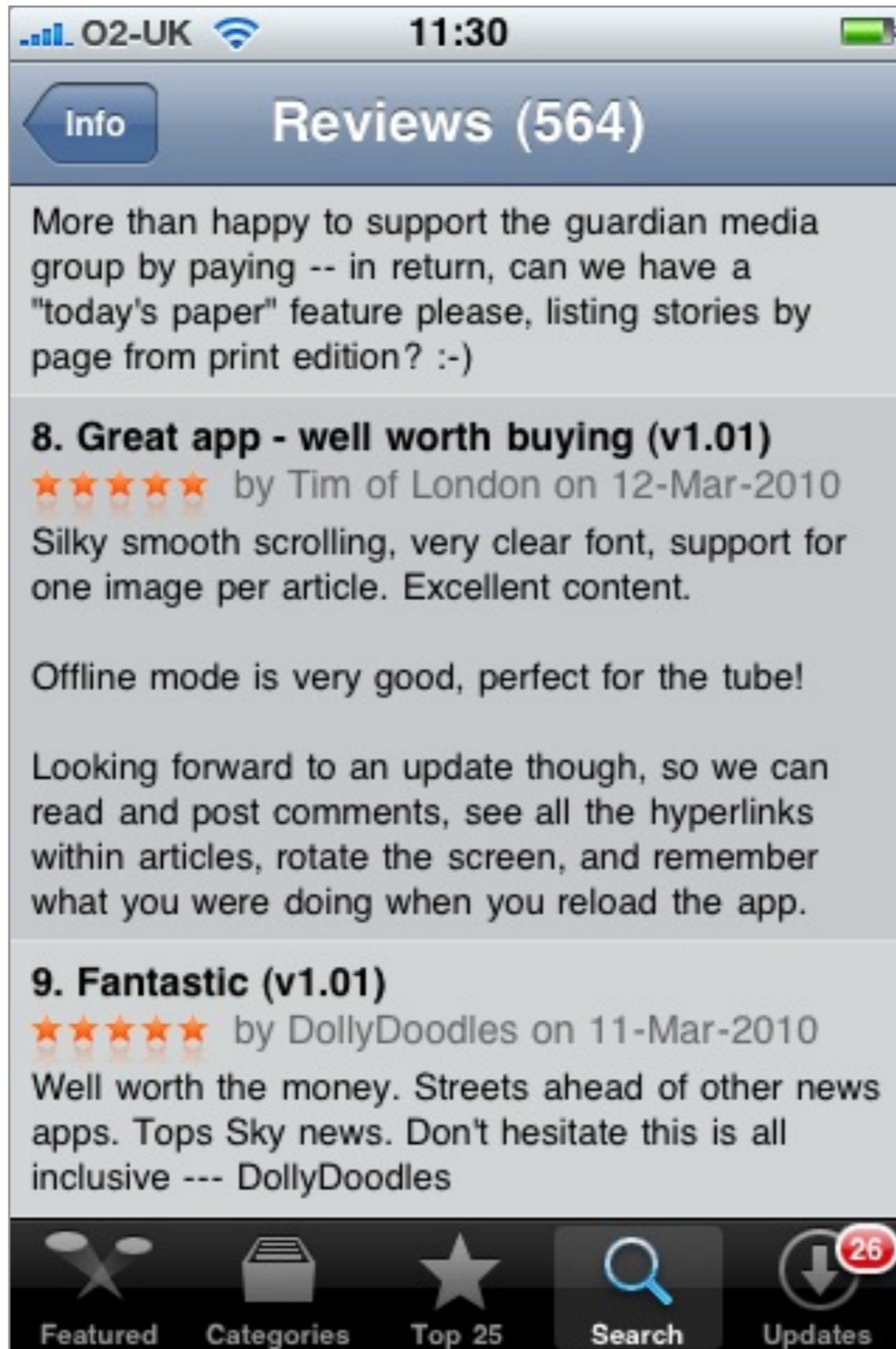


mobile

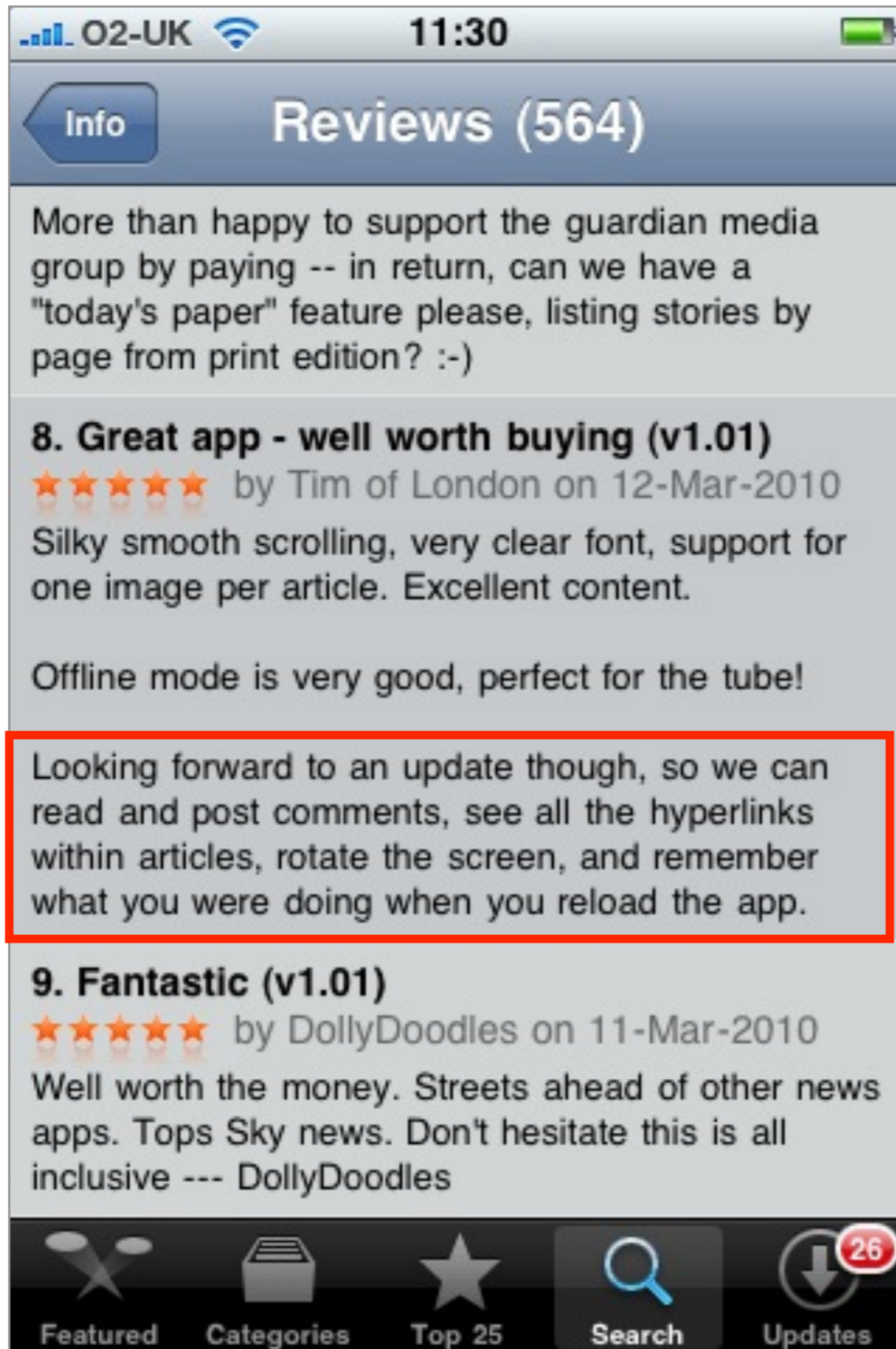
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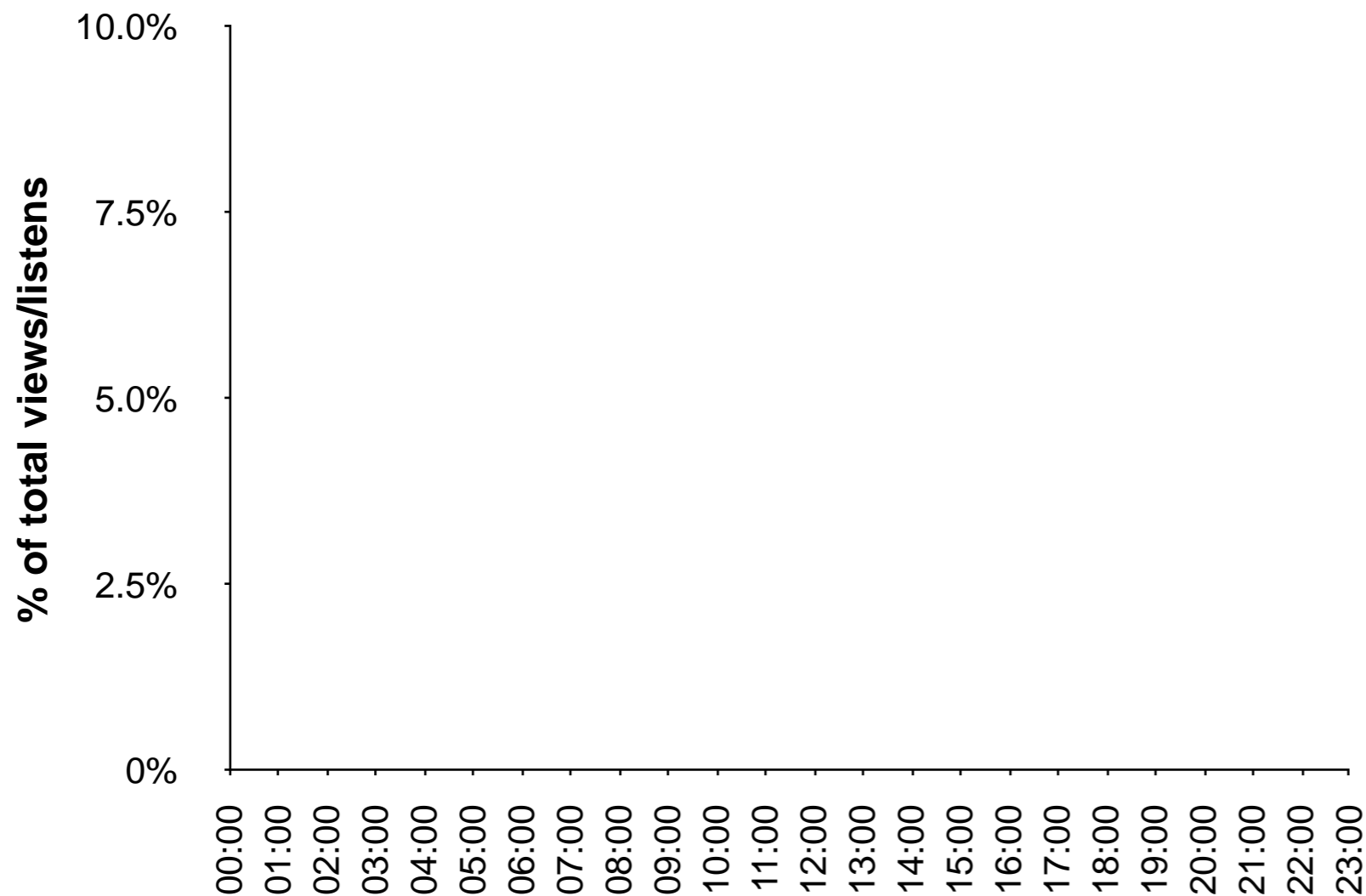


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Multiple touchpoints



Guardian digital content accessed by time of day (weekday)



iPhone App

m.guardian.co.uk

Video

Audio

guardian.co.uk

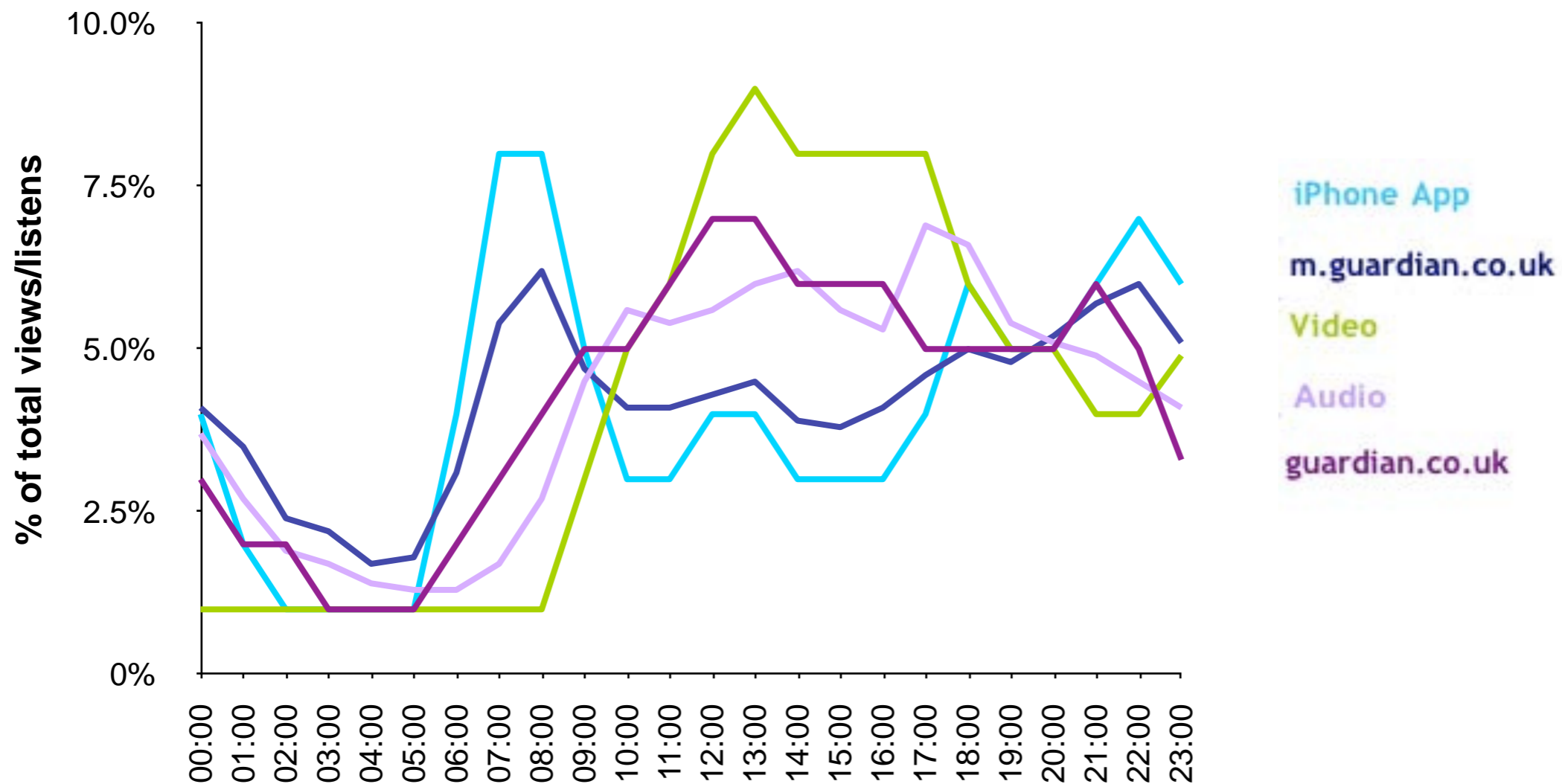
Source: Omniture SiteCatalyst, 1 - 17 March 2010

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Multiple touchpoints



Guardian digital content accessed by time of day (weekday)



Source: Omniture SiteCatalyst, 1 - 17 March 2010

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What lessons?

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- **Look at your organisation's skills. Are you user-centered?**



Thank you

<http://www.guardian.co.uk/open-platform>

<http://www.guardian.co.uk/mobile>

twitter: @cuica