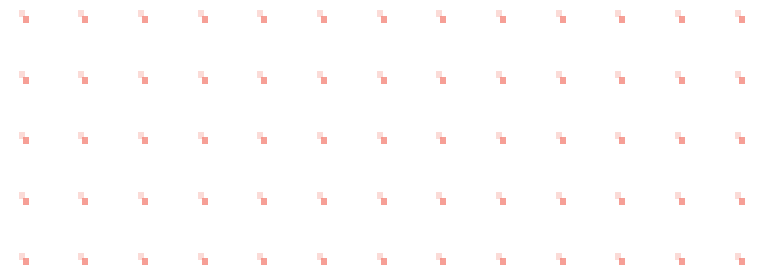




SWISS
BLOGGER
AWARDS
2008

S.E.ZONNE
VOLKERKUNST
BIEL - BIENNE



SWISSBLOGGERAWARDS.CH

LANGE:DE

Willkommen zur erstmaligen Verleihung der Swiss Blog Awards! Wir freuen uns, euch ein reichhaltiges Programm präsentieren zu dürfen. Die meisten Texte in diesem Programm sind wegen der Viersprachigkeit unseres Landes in englischer Sprache gehalten. Wir bitten um Verständnis, wünschen viel Spass und Inspiration.

LANGE:FR

Bienvenue à la première édition des Swiss Blog Awards! Nous avons le plaisir de vous présenter un riche programme ce soir. Comme on parle plusieurs langues dans ce pays, nous nous sommes décidés pour l'anglais pour la majeure partie des textes de ce dépliant. Merci de votre compréhension, et bien du plaisir!

LANGE:IT

Benvenuto/benvenuta ai primi Swiss Blog Awards! Per questa sera abbiamo preparato un programma ricco e variato. Per facilitare la navigazione nel multilinguismo svizzero, questo programma è principalmente scritto in inglese. Speriamo che ciò non costituisca un ostacolo e che troviate la serata divertente e ricca d'idee e d'ispirazione.

LANGE:EN

We are delighted to welcome you to the first Swiss Blog Awards! We have organised an extensive programme for you this evening. Given the fact that Switzerland has four official languages, the language in this booklet will primarily be English, for the sake of simplicity. We hope this does not spoil your enjoyment and that you will go away from this evening filled with inspiration and new ideas.

KEEP BLOGGING!

The Organisers of the Swiss Blog Awards:

Markus Boeniger, Bertrand Delacrétaz, Nick Lüthi und Jan Zuppinger

IMPRESSUM

Editors Nick Lüthi & Jan Zuppinger

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Volkshaus Biel-Bienne | Aarbergstrasse 112 | 2502 Biel-Bienne

17:00 Doors open

17:30 - 18:15 **Open discussion:** How much are weblogs really worth – money and the blogosphere
[see p. 5 for more info]

▶ kleiner Saal

18:30 - 19:15 **Panel discussion:** mass media and media for the masses – irreconcilable worlds?
[see p. 6 for more info]

▶ grosser Saal

19:15 - 19:45 Aperó - foyer

19:15 - 19:45 **2 minutes of fame**
[see below for more info]

▶ kleiner Saal

19:45 Doors open, grosser Saal

20:00 **Award Ceremony:** the nominees are ...
[more info as of p. 7]

▶ grosser Saal

21:15 - 21:30 Interval - foyer

21:30 - 22:00 **Award Ceremony:** the winners are ...

22:00 - ... **After-hours party:** DJ starfrosch
To round off the evening in style, the Blogger and Net.Audio-Activist DJ Starfrosch from Berne will play some of the coolest sounds around in the pöoc club.
[Entrance directly adjacent to the Volkshaus]

▶ pöoc | biel-bienne

2 MINUTES OF FAME: NEW IDEAS FROM THE SWISS BLOGOSPHERE

Ajax, Web2.0, QR-Code – creative masterminds present the latest products that will set bloggers' hearts racing!

Host: Bertrand Delacrétaz, Swiss Blog Awards
Presentations in the speakers' mother tongues. Simultaneous translation not provided.
19:15 - 19:45 | kleiner Saal | 1st floor, Volkshaus, Biel

HOW MUCH ARE WEBLOGS REALLY WORTH - MONEY AND THE BLOGOSPHERE

Earning money with weblogs is no longer in the realms of the impossible. However, professional bloggers who manage to earn a living from their work are few and far between. Weblog service provision has remained a marginal business sector compared to the rest of the e-Economy. Will weblogs continue to be a niche market, where money plays only a subordinate role? Or do weblogs have the potential to become lucrative business models? Three Swiss blog entrepreneurs talk about their practical experiences. An open discussion with:

ROGER FISCHER CEO Kaywa AG

«Die ersten Zeichen des Wandels vom «Push» zum «Pull» sind offensichtlich, nun gilt es sie richtig zu deuten und für die Zukunft fruchtbar zu machen. Wer den Menschen in den Mittelpunkt stellt, eine hohe Benutzerfreundlichkeit bietet und die Unberechenbarkeit der Entwicklung in sein Denken miteinbezieht, hat bereits den ersten Schritt in die neue Welt gemacht.»

▶ roger.kaywa.ch

CHRISTIAN STOCKER Founder/Manager of Bitflux GmbH

«Die Benutzung von Blog-verwandten Technologien in verschiedensten Online-Produkten wird zur Selbstverständlichkeit und spezialisierte Blog-Software zur Commodity, wie es heute Foren und Fotogalerien schon sind.»

▶ blog.bitflux.ch

HANNES GRESSERT Founder/CTO mediagonal AG

«In einem Jahr wird die Weblog-Branche so viel umsetzen wie die gesamte Web-Branche - ganz einfach, weil zwischen den beiden nicht mehr unterschieden werden wird: Die Prinzipien der Weblogs sind ins Gemeingut übergegangen.»

▶ hannes.kaywa.com

Host: Nick Lüthi, Swiss Blog Awards
The discussion will be held in German. No simultaneous translation will be provided.
17:30 - 18:15 | kleiner Saal | 1st floor, Volkshaus, Biel

MASS MEDIA AND MEDIA FOR THE MASSES - IRRECONCILABLE WORLDS?

In recent years, practically all large Swiss media outlets and broadcasters have experimented with weblogs. Some were rather successful; others showed that they were less than comfortable with this new medium. It would appear that at least they have sat up and taken notice that there was and still is work to be done with regard to their internet presence. Assessments of the weblog phenomenon often come up against a telling wall of silence. Although the internet has been around for quite some time, the «old» media world continues to regard it with scepticism and even puzzlement. This rather problematic relationship will be discussed:

BRUNO GIUSSANI

Writer [also Technology Correspondent with the New York Times]

giussani.typepad.com

JEAN-CHRISTOPHE LIECHTI

Executive Editor Nouvo TSR

nouvo.ch

JULIKA HARTMANN

Lecturer and IT consultant

frausinn.ch

MARTIN HASLEBACHER

Managing Editor Interaktiv Berner Zeitung/espace.ch

espace.ch

Host: Nick Lüthi, Swiss Blog Awards
Presentations in the speakers' mother tongues. Simultaneous translation not provided.
18:30 - 19:15 | grosser Saal | 1st floor, Volkshaus, Biel

SWISS BLOG AWARDS - THE WHYS AND WHEREFORES

The Swiss Blog Awards, like so many ideas born in the blogosphere, came about rather spontaneously. In Spring 2005, two bloggers from Berne got together to exchange ideas. At some point, the phrase «Blog Awards» entered into the conversation, initially without any clear notion of the whys and wherefores. A few email exchanges later, the idea of a prize-giving ceremony began to take shape. Rankings and ratings are prolific in the blogosphere; personal ratings of films, books and anything else that you can touch or see can be regularly found in blog entries. So, why not draw up a list of favourite blogs? There is no place for objectivity! What counts is one's subjective impression. After all, collective subjective opinions may be more objective than ratings given by a few experts.

After a brief welcome address by the President of the City of Biel, Hans Stöckli, and by OK member Nick Lüthi, Franziska von Grünigen and Salvi Atasoy from virus – radio neuste generation will be your hosts for the evening. Further information on the voting procedures and rules can be found in the voting documentation. The voting procedure is coordinated by brainstore.

RECAP:

BEST SWISS BLOG

The name says it all: Best Swiss Blog is the best Switzerland-related weblog. Or to be more precise: the favourite weblog. After all, the prize is not awarded by a jury, but by the general public.

The winner is then able to feel like the favourite blogger for one whole year – or at least until the next Swiss Blog Awards. All weblogs nominated for this award must have a clear connection to Switzerland.

BLOGGINGTOM

«Macht Spass, deckt auf, fühlt auf den Zahn. Mit einem journalistischen Ansatz, der auch Hintergründe aufdeckt - zum Beispiel rund um dubiose Debitkarten-Anbieter.»

bloggingtom.ch



CH INTERNET SZENE

«blogg.ch keeps blogs going ... blogg.ch keeps an eye on your internet provider!»

blogg.ch



DER LEUMUND.CH

«155 readers, 1333 days, 2144 entries, 7195 comments! choose life, choose fun, choose blogs, choose bloggrrr and never stop what you're doing! Thank YOU!!!!»

leumund.ch



DON'T MENTION THE SKIING

«It details the times of a brit expat woman in Switzerland, usually with humour and irony but on occasion looking at the more serious sides of life.»

dontmentiontheskiing.com



POLITIK FORUM


«Politik Forum ignoranz.ch. Political blogging since 2004. We fight ignorance, swiss right wing parties and other abject things. Blog - Board - News»

ignoranz.ch



BLOG.CLAUDIOSCHWARZ.COM

«My life's a puzzle, war im Nov. 05 mein Motto. Ehrlich gesagt profitierte ich von der 'Aggregatoren Affäre' und hatte zack, my 15 Minutes of Fame, die hoffentlich nun verlängert werden.»

 blog.claudioschwarz.com

**CH INTERNET SZENE**

«blogg.ch: monopoly with jens, carsten and fredy»

 blogg.ch

**MORPHI'S BLOG**

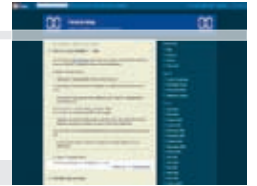
«A little boy in little Amsterdam»

 blog.morphi.ch


**PENDLERBLOG**

«Dank der konsequenten Qualitätssicherung durch das Pendlerblog konnte die Gratiszeitung 20 Minuten kürzlich die 1-Million-Leser-Grenze überschreiten.»

 pendlerblog.blogspot.com

**RHO BLOG**

«Die Letzten werden die Ersten sein!
RHOblog - Mit allen Sinnen Nonsens geniessen!»

 rho.slowli.com

**REDAKTIÓN:****ROOKIE AWARD**

The Rookie Award distinguishes a blogger, who launched a weblog in 2005 or even later, and who within a short period of time has provided original content which has got him/her noticed.

Age is not important, as this is not a 'Young Blogger of the Year' award. Enterprising senior citizens who have set up their own blog can also put themselves forward for the Rookie Award.

ARTCAST


MULTIMEDIA AWARD

Until very recently, a weblog was made up of only text and pictures. But things have moved on since then. Film, sound or dynamic software components can now be integrated in a weblog.

The Multimedia Award distinguishes a blogger, who understands like no-one else how to bring together different components to produce a harmonious whole, i.e. blogs seen as a piece of multimedia art.

ARTCAST BASEL

«ArtCast als Kulturpodcast ist unmittelbar, portabel, flexibel, experimentell, niederschwellig, tiefsinnig, kompetent unterhaltend - was wird, werden wir hören.»

 artcast.ch



BKANAL.CH/BLOG


«Updates zu Geschichten im Magazin, aber auch Surf- und Ausgetipps, News und allerhand Spassiges.»

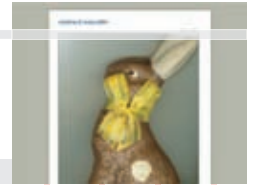
 blog.bkanal.ch



SCANBLOG

«scan what you can. the world is not flat. neither are scannable things.»

 jungundfrei.ch/photoblog



MIMI'S BLOG

«mimi's in love again is the picturisation of a book, an environmental study and a filmic improvisation in one.»

 mimiagain.ch/blog



STARFROSCH

«Starfrosch is a user driven music blog with high-traffic podcasts. At starfrosch, users submit Creative Commons music or videos.»

 starfrosch.ch




MIGROS
kulturprozent

namics



Capture. Envoie. Partage.

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Bundesamt für Kommunikation BAKOM
Office fédéral de la communication OFCOM
Ufficio federale delle comunicazioni UFCOM
Uffizi federal da comunicaziun UFCOM

Biel
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BITFLUX



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PERSONAL
BABBLISHING



raven.ch

comunica-ch
Plate-forme suisse pour la société de l'information
Schweizer Plattform zur Informationsgesellschaft
Piattaforma svizzera per la società dell'informazione
Swiss platform for the information society

KAYWA
SERVICES FOR THE MOBILE INTERNET

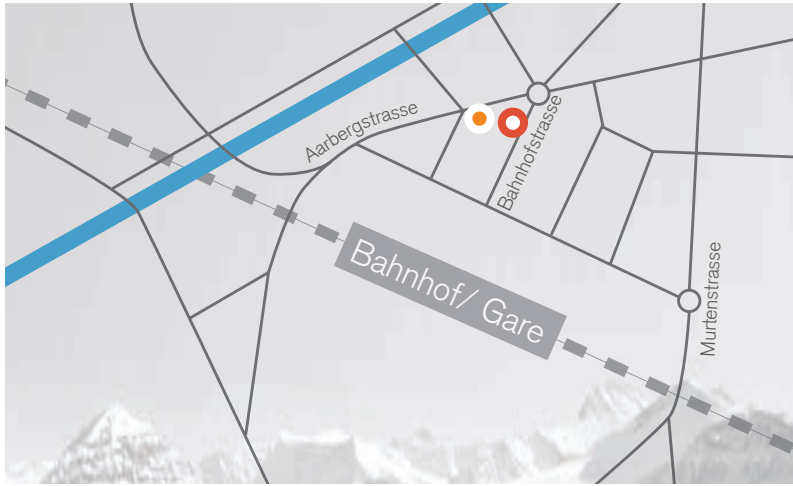
RHO.SLDWLI.COM


THANKS TO:


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KEEP BLOGGING - OR START NOW!

design + layout by fnz @ web+laun.ch



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