

Providers of content in the Online Media World

The online media has five main providers of content, these are:

Editorial News Sites

These are the nearest equivalent to the traditional print media. A journalist will review your story and choose to write (or not to write) about the information that you have provided. The difference is that the numbers of readers online is significantly greater than offline - for example;

Total Telecom Magazine - 18,200 readers per month
[Total Telecom Online](#) - 105,000 unique users per month
A 577% difference!

Guardian Newspaper - 360,415 circulation (1,121,000 readership)
[Guardian Online](#) - 19,519,923 unique users per month and the 25th most visited website globally
Based on readership rather than circulation, a 1741% difference!

Blogs

Anyone can become a blogger, it's a shareable online log of events or commentary in which the blogger expresses an opinion or comments on anything of his or her choosing. Anyone visiting a blog can add their own views, which may or may not agree with the blogger's.

Blogs cover every topic you can think of from; consumer affairs, business, technology to niche special interests – even [knitting!](#) - with many of them highly regarded in their own sphere of influence. Those that deal with products or services can be immensely influential; some are written by well known journalists, who also write for the world's leading publications.

There are over 100 million blogs worldwide and some have huge readership, for instance [Gizmodo](#) a blog about consumer technology has seven million unique readers per month.

Selective Publishers

There are many sites online that are seeking to provide their readers with more high quality relevant content through the publication of relevant press releases. Here an editor could select your press release for publication if they deem it of sufficient quality and relevance. An example of such a site from the Contact Centre industry is [Contact Center World](#) which has over 100,000 subscribers. A significant potential readership for such a niche site.

Non-selective Publishers and Aggregators

These are sites that have decided directly or indirectly to publish all news that is provided to them by trusted sources such as RealWire because they know it will pass their quality and relevance tests. Your news, if relevant to the content of the site, is loaded, unedited, direct to the appropriate section of the site or linked to in the case of Aggregators. A very high traffic example of such a site is [Hoovers](#) which is a business information provider from Dun and Bradstreet and has over three million unique visitors per month.

User generated content platforms

These are sites such as [YouTube](#) and [Wikipedia](#) where it is consumers themselves who provide and update the content. Sharing their creativity and knowledge with the global community at large. These sites provide you with the opportunity, in the case of something like YouTube, to tell your stories through the medium of video to a vast global audience. YouTube is the third most visited site on the planet as rated by Alexa (the website traffic measurement site) and over five billion videos were watched in July 2008 in the US alone, by over 90 million people.