

Dear Readers,

Welcome to the first issue of JMM in 2001. The collection of papers presented in these pages discuss various aspects of Content Management.

Companies and organizations, which present information online, need valuable content suited to the user needs. The central problem today is not a lack of amount of information but a lack of systems and concepts which convert it to valuable content as well as enable to select, process and distribute the right content for the right group of users. Also there is still a need for sound business models for companies dealing with information products. New content management concepts, systems, services and intermediaries can help companies which need current, valuable and tailored information for their businesses, whether as a main product or as an added value for their core products.

Within our focus theme we have a leading article by Johannes Hummel and Ulrike Lechner which presents a new approach to Content Management: Community Model Management. This is widely illustrated by the case of the music industry. The authors indicate the role of communities and their management as crucial factors in new media management.

Another aspect of Content Management is presented by Bernd Wirtz and Joachim Schwarz in their article dedicated to personalized TV – a new phe-

nomenon on the television market. The article aims to outline changes that the interactive TV technology brings to the television market. We are strongly convinced that this will affect the way the content and concepts are being managed.

Everette E. Dennis and James Ash analyze opinions of new media CEOs in describing their industry. Results of the interviews show that it is still not clear what is really meant by the term new media – and there is still plenty of space for future research in this domain. The JMM could be a platform for an ongoing debate on this topic.

In the next article Katarina Stanoewska-Slabeva examines in depth changes on the Swiss telecommunication market and their implications to competition and possible market developments.

The JMM keyword article – meant to be an invitation to further discussion – presents the concept of print on demand and its economic foundations.

This issue is rounded out with three book reviews, a new section of the JMM that is aimed to keep you up to date with significant new publications in the field of media management and related disciplines.

We would also like to inform you about changes in our Editorial Team. The founding Executive Editor – Dörte

Wittig – who was working on launching the JMM and its successful rise for the last two years is moving forward in her career and is happy to hand over the publication to Bozena Izabela Mierzejewska, who will be the new Executive Editor of the Journal. Welcome aboard! Dörte Wittig wants to thank for your ongoing support of the JMM and all the cooperation and feedback she perceived. Special thanks goes to all members of the Editorial Team and the Editorial Board, to Bertelsmann Foundation as well as to Heinz Nixdorf Foundation, to the authors, the reviewers, and all the people and colleagues who supported the idea of an International Journal on Media Management and its implementation. Last but not least, thanks to all the readers, who are the reason for the existence of such a publication. It was a pleasure for Dörte Wittig to work for you all.

And now – enjoy reading this issue and visit our website <http://www.mediajournal.org> for latest news and call for papers.

*Beat F. Schmid*

*Peter Glotz*

*Peter Gomez*

*Bozena I. Mierzejewska*

*Dörte Wittig*