



**New Media: The Press Freedom Dimension
Challenges and Opportunities of New Media for Press Freedom
15 & 16 February, 2007
UNESCO Headquarters, Paris**

**News Online
Neil Budde, General Manager, Yahoo!, USA**

Thank you. It's a pleasure to be here today at this very informative meeting. As a journalist with deep concerns about press freedom, it hasn't always been easy to be the head of Yahoo! News.

I've watched with some trepidation as my fellow journalists have reported in very stark black and white terms what are clearly very nuanced issues around press freedom online and the role of different companies. But I've been excited to watch as our corporate executives have taken a leadership position in helping foster multi-stakeholder discussions with some of the folks in this room to develop principles under which companies should operate.

I'm not here, however, to represent that part of Yahoo! I do speak as the editor in chief of Yahoo! News, Yahoo! Finance and Yahoo! Sports in the United States. I also speak as a long-time advocate of new media, having led the team that created the Wall Street Journal Online beginning in the mid-1990s.

And from those vantage points, I want to introduce a different element of press freedom to ponder in this world of news online. Let me begin by putting up a slide that shows the leading players in the U.S. online news. The top line is Yahoo! News, which now is viewed by 11 million more users a month than the next closest competitor the news site of the MSN portal. Also in the second tier is another portal – AOL News. CNN is the only independent news source in the upper group.

The largest U.S. newspaper site online – The New York Times – is well behind. And every other independent news site is below that level.

Why is this important to press freedom? Because I believe that one goal of a free press is to have a multitude of voices. With the largest online news sites garnering more and more of the users time, it becomes more important that the large players help provide ways to surface a wider range of voices. That is why I've worked hard at making Yahoo! News a place where other news media will find a willing partner.

Let me quickly give you a sense of the Yahoo! News approach.

Slides