

QUARTA | 2 | AGOSTO | 2006

JORNAL DA COPA

ZERO HORA

> NEWSPAPER ZERO HORA

RBS Group's website (news portal)

www.clicrbs.com.br



Newspaper's website

zh.clicrbs.com.br

City: Porto Alegre - Rio Grande do Sul state - Brazil

Zero Hora's average circulation: 170.000 copies/day

The WWW World Cup

A newspaper made by the ^{Web} reader

> THE PROJECT

Zero Hora has begun to prepare itself for the Germany World Cup one year before it started, in June 2005.

The reason was that we knew this would be the most interactive World Cup of all times. In 2002, at

the time of the last World Cup, the Internet was not so disseminated in our country. In 2006, differently, one out of 10 homes has access to the Web. Brazilians who would travel to Germany would carry with them digital cameras, and

they'd be able to send photos back to Brazil – thus, also to the news rooms, when stimulated. We've known that the Era in which the newspapers were made only by journalists was over – and the World Cup 2006 has proved it.

WE JOINED FORCES WITH THE COMPANY'S NEWS WEBSITE TO PRODUCE THE SAME PRODUCT, PRINTED AND ONLINE.



WE CREATED THE ROLE OF THE INTERACTIVE EDITOR, PLAYED BY DANIELLA PERETTI. SHE HAD GREAT POWER TO ACCOMPLISH HER MISSION: TO SPREAD THE READER ON EVERY PAGE OF THE SUPPLEMENT DEDICATED TO THE WORLD CUP.