Roger Ailes as its founding CEO. In the United States, Fox News Channel has been rated as the cable news network with the lar

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NOT SO F.A.Q.

DID YOUTUBE, MYSPACE AND FACEBOOK CAUSE THE ECONOMIC CRISIS? HOW MANY MAILBOXES DO YOU HAVE? DOES KNOWING MORE MAKE YOU CARE MORE OR LESS? HOW SECRET IS THE ANSWER TO YOUR SECRET QUESTION? WILL GOOGLE SAVE THE **BORINAGE?** HOW DO I SHOT WEB?

ARE YOU A BORING? HOW MANY TIMES A WEEK DO YOU READ A NEWS PAPER? HOW MANY HOURS A DAY DO **YOU WATCH TV?**

DO YOU CARE ABOUT THE WAR *IN AFGHANISTAN?* CAN YOU GIVE US ONE GOOD REASON NOT TO SUE YOUR

WHEN IS THE LAST TIME YOU GOT DUMPED BY E-MAIL? DO YOU SURF TEH INTERWEBZ? WHAT'S THE LAST WORD **YOU'VE GOOGLED?** HOW MANY MEGABYTES OF ILLEGAL SOFTWARE DO YOU

DO YOU LIKE TO CONTINUE? ARE YOU OF LEGAL AGE? DO YOU KNOW ANONYMOUS? DO YOU LIKE TO RECEIVE THE LATEST UPDATES ON OUR

HAVE?

PRODUCT? DO YOU WANT TO ADVERTISE ON OUR BACK COVER? HAVE YOU EVER READ ANY TERMS OF AGREEMENT?

ARE YOU THINKING YET?

EDITORIAL

YOU NEED TO ASK QUESTIONS IF YOU WANT

Crack a bottle and raise a glass has made its way onto the shelves. What you're holding in your hands is the first rock in a series of stones we're planning to cast into the media-mudslide that has engulfed us over the last years. In case you're wondering why it's the size of a poster, it's because we would like vou to put them up. On your front door, your kitchen window, your bedroom ceiling or even nailed to the door of your local city hall. Screw a blogosphere, we're taking it back to the oldest of old schools. We are the new pamphleteers, taking on the digital dictatorship of the 2.0 era. This is our answer to the big media ornorations who don't have any hing new to say. Indeed, we don't ive about our content like they do Ve're not saving that the evening

r that it does. The fact of the mat Ve want to know about that doze ind we want to let you know abou the papers, and it might conce

ght and wrong. The digital revo se gigantic amounts of worn or ic computer waste that are corr

g and leaking into Ghana's soil as f what you read in the next half hou omehow fails to explain the com olexity of it all, don't worry. This magazine is not her<mark>e to give you all</mark> c even any of the answers; we're her o raise some guestions of our own

We hope you enj<mark>oy reading t</mark>his first

THE COIN IS UP IN THE AIR

A SHORT AND BLATANTLY **OVERSIMPLIFIED**

HISTORY Ever since Gutenberg assembled his prototype of the modern press back in the thirteenth century, mass media have become one of the pillars of our society. It all started out with printed content in mail1, newspapers, magazines and of course advertisements. Radio then appeared, music to our ears right in the comfort of our own homes. We need only to remember Orson Wells and his 'War of The Worlds' to gauge exactly how well -the educated public dealt with that. After radio came television, which has practically become a member of the modern family unit. But the onslaught of media has only just be-

the internet, old and new media alike Believe that have starting breeding, crossing over, swapping genetics and mutating into new, uncontrollable and overall are highs, there scary furnishers of information true or false. Not to mention the lifetime of copyrighted content you really houldn't be having. There is no more control. There is no censorship. Or is no exception on

n the early days, control over the najority of media involved only a few plavers. Even Gutenberg found out he could print only what the atholic church allowed him to. Beogistic investments required, o media like newspapers, magazines, adio and television were prima with governments across the globe reeing up funds for public radio and ith an iron fist, one nation or party andling its broadcasts and conten omewhat more liberally, ethically or subjectively than the other. Mos ing no other available source

nformation than beyond what wen on in their city block, lapped up their messages in silent obedience. And all was good. For a while. t couldn't last. Those opposed to

he political stranglehold on the media started to revolt in many dif erent ways: this act of rebellion pawned counterpropaganda, alter native newspapers, haterags, pirate adio stations and the occasional

pments, technology drastically

royed. This network would be cal the world.

THE INTERNET: A GATEWAY TO GORE &

/hatever you are selling, there's et's repeat that for emphasis: whatever you are selling, there's always a spot for it on the internet.

'it' you're looking for) on the net, just waiting to be ordered and delivered to your mailbox or doorstep. Or downloaded free of charge, but that's another matter. Yes, the internets gave everyone with a computer in their vicinity and a moderate understanding of its language a digital wooden crate they could stand on to offer their product, of whatever dubious nature that product may be. The internet, being both relatively fast and anonymous (for now, that is) is of course the ideal trading ground for data that is best not handled in public places, which explains why some experts argue that the pornography sector is by far the main beneficiary of this new and ex-

wherever there are lows, and the world wide web is this rule.

The internet is a lot like Hollywood: it has a lot of famous people in it, it's candy for the eye and it's a land of opportunity for the ambitious and alented among us. Until you accidentally turn the wrong corner. Then all of a sudden there's no more spotlights, and you're in some badly lit alleyway, standing eye-to-eye with what looks like an Asian transsexual trying to sell you some barbiturates forigins unknown. And it only gets worse from there. Believe that wherever there are highs, there are lows, and the world wide web is no exception on this rule.

OLD VS. NEW: CLASH OF CONTENTS

At the moment the internets² are still free. Piracy reigns supreme due to the lack of an adequate onine policing agency. Because of its complex legal physiology, it's hard nough for the internet's armed forces to catch chatroom terrorists, hackers, and online con artists, let alone monitor the billions of spam-

mails, movies, and other kinds of

illegal software that so easily find dustry that takes credit (and cash) for other people's achievements and reations, on a small side note.

hanging: media giant Viacom took oogle to court last year to get the oading their videos, which were the Youtubes at work, things online

ces, which will mean hef-

police can start watchdogging sharing sites even more, tracking doorsteps and handing out mult But that scenario is a long way from now, especially considering the lac of an efficient international legisla tion concerning the issue and th absence of any prosecuting body to enforce it. Maybe once law enfor cement agencies and copyright e forcers stop falling over each other while dragging half the planet int court, things might change. But for now, the online realm remains ar impenetrable jungle of informa tion. Ironically, this is exactly what the internet was designed to be: a network in which the various parts are able to function completely independent from each other. It was built to allow for a strong degree of autonomy, which when unchecked can (and did) result in complete and utter anarchy. On a more personal note, we wonder if the nerds over at DARPA created the internet as a per-

Do you really believe that the webcam that comes standard on your iMac can only see something when you turn on Photobooth?

So it's clear that old media are lo

sonal legacy to generations of geeks

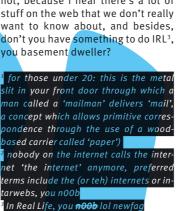
sing ground, desperately trying to adapt and fight back. Meanwhile the new media are becoming treache rous puddles of quicksand where there is no solid ground and there' no guaranteeing that your next step won't plunge you into some death trap of misinformation. We've never been fed or had access to more data before, but it seems that instead mankind has developed an immu nity to the onslaught of message constantly poking us in the head There's just no dealing with all of

it if you hope to maintain a shree of mental sanity. How can you no become desensitized with such variety of shocking truth no longer that will encrypt all the data you

IN CONCLUSION: MORE **CONFUSION**

send over the internet for this exact

So what does this mean for the ave rage media consumer? Nowadays some field or other through the never ceasing flow of data, whether accurate or completely unfounded Almost every one of us is a walking media conglomerate: we all have our own broadcasting stations: blogs vlogs, Facebook-accounts, websites podcasts,...everybody nowadays is all that makes us more informed Corelio Dutchspeaking papers that even mean anything or has this mudslide of content merely blunted apathy? Sure, you can say we are me sitting at his desk, trying to nail a ding ocean of information because





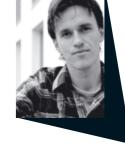


Peter Vandermeersch Managing Chief Editor

"Traditional media will continue to play a very important role."

THE EXPERTS

"I'm not the type of person who on the information we receive nowas covered fifty years ago. The intion as we get it now, is more ole. We are informed faster and more accurate about the true state



Professor in Political

"In times of election, only a political junkie can handle all this

Communication - Leiden University

information." deal with hypercoverage these days. Mass media is focusing whether or not too much - on one particular event. During the US pre-

sidential election, all of the media were publishing extra specials and bulletins, and that's a good thing. ves people the possibility to pa ipate and that's a great evolution sometimes the reports on a sub

his overkill has two effects. A ot of people will drop out after a while, and some people will absorb continue to play a very important do their own research. But when it role. The substitutional role of the comes to new media, the websites



Brecht Decaestecker Media journalist/Prosumer -

De Morgen/brechtdc.wordpress.com

"Accuracy doesn't seem to be that important anymore, if only we can publish it.

> "Long time ago, people only had pa pers. When radio was introduced, they read papers and listened to the radio. Then television came, inter

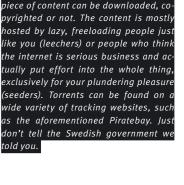
cent correct. Accuracy

ner, so they can create reliable ne

new media is too limited. Even less — that get the most visitors are still—of the people believe Paul D'Hoo than what I was hoping for at a cer- the ones that have their roots in tra- when he explains the crisis of the ditional media. So yes, I think the banks on the seven o'clock news." traditional media will continue to play a very important role."

TOUCH OF A PIRATE: A SLAP IN THE FACE OF COPYRIGHT PROTECTION You can't call yourself a pirate and then be a nice, respectful person in the face of your enemies. So naturally, the operators of the Piratebay took the insolent route and went to all out to ensure themselves the neverending hatred and rage of the IFPI. almost buying a retired drilling platform to start their own nation, thereby escaping Swedish copyright law taking over the URL of Sweden's division of international copyright protection agency IFPI • calling the trial 'the most expensive piece of theater ever staged by the Swedish government' (More thoughts on piracy in our future "Piracy Issue")

dirt cheap if you have a Rapidshare account), but the guardians of copyright want to protect their wallets and turn it into a sort of on-demand cable television/jukebox. However, even if they succeed, there's a fair chance you'll still be seeing the next lames Bond before it hits theatres near you. Because even if the Piratebay goes down, there's millions of other tracker sites ready to take its place. And even if they go down, people will probably just start sharing their torrents by e-mail, P2P, message boards, wherever. And even if all those millions of people



ints your computer to wherever so

GOOGLED, APPROVED AND GOOGLED AGAIN: LE BORINAGE

recently enabled the Palestinia

political party Fatah to find Hamas

target locations, somehow couldn

help us on our search for a data cer

ter of almost one square kilometre

Google is literally publishing the en-

tire world and facilitating freedom

to sharing information about them-

veiled in silence and secrecy.

selves, the company seems to be

what we thought of as a good base

to start our search, near to the in-

dustrial zone Ghlin Baudour. After

we did a bit of wandering around, a

gigantic and completely fenced off,

domain alongside the river attrac-

only through two small, supervised

ted our attention. It was accessible

gates, and our attempts to find out

whether this bulking builling was

or was not the infamous data cen

ter were swiftly extinguished by a

center, the guard confirmed our pre-

sumption by answering "Maybe".

that tailed us when we were defying

the natural barriers surrounding the

center. It almost made it impossible

to take some decent photographs.

Digital Innovation Valley didn't

seem very hospitable to us, untill

we got charmed by Google's neigh-

bours: a little farmhouse called Pic

& Plat, almost looking fairy-like in

HEN REVOLUTIONS COLLIDE, YOU CAN FIND US PLAYING GOLF IN DIGITAL

Digital Innovation Valley truly exists, we can say so because we were there. But contrary to popular belief, the hills of convenience, information and progression are actually an unimaginitive, industrial landscape situated in a run-down area of Belgium called the Borinage. While still being considered as one of our nation's most impoverished regions, it's a place where the very last scraps of the Industrial Revolution absurdly collide with the freshly arrived and by many cordially hailed technological era. And where helicopters make daily fly-overs to surveil the area, according to one of its blurred inhabitants. We paid the «economically promising» valley a visit, suspiciously investigating the arrival of one of the largest internet data centers on the Old Continent. We got tailed by arduous security guards, walked knee-deep in the mud and eventually ended up playing 'le golf du pauvre' in the shadows of the valley of information tech-

nology, where rhum is served abundantly in large soda glasses. This fine piece of what we would like to call corporate madness meets beautiful simplicity has its origin in 2005, when a representative of an American company called Zenzu registered at the reception desk of a distinguished castle in Garfield Street (Washington DC), currently giving shelter to the Embassy of Belgium. The mysterious company had a strenuous wishlist, mainly consisting of three essential elements: water, space and electricity. To be searched and found on Belgian territory by the local government and preferably in large amounts. The eager, 'unknown' bidder - that later on

turned out to be none less than the giant internet company Google -specifically demanded a domain counting at least 90 hectare, the proximity of water and the possibility to consume 150 megawatt a year, a ridiculous amount that even dazed Electrabel and Elia.

After the Belgian diplomacy forwarded Google's proposal to the three regions in the country, only the southern part was really taking the bait. The Walloon representatives of the OFI, the Office for Foreign Investors, soon set up a meeting with the people of Zenzu. Undoubtedly unlike what they were expecting, three young men around their thirties showed up, carrying nothing but a backpack. But as relaxed as they looked, the more determined they came through, considering other areas in France and Sweden and juggling with mindboggling amounts of cash. The private money to be invested would run up to 250 million euro, the amount of tax payer's money was initially set at 5 million euro. However, the

factory that was going to be built,

would do something in return,

"Like all our data centres, the St-Ghislain centre will process and store information that enables us to power a range of our services"

creating about 150 temporary jobs and later on employing about 120 very grumpy and very silent secupeople permanently, mostly vacan-rity guard, who kindly obliged us cies for highly educated people. The to change tactics when we arrived negotiations were difficult but the at the second gate. When asked if agreement could soon become the we were at the right location for symbolic saviour of an economically our appointment at the Google data Saint-Ghislain, January 2009. As the But he wouldn't enlighten us any

Belgium's main energy companies data center was set to open at the further, nor would the security car end of 2008 in the industrial zone Ghlin-Baudour, we decided a bit of field research on how Google had affected the Borinage couldn't cause any harm. After all, this is Google we're talking about, the company with one of the strongest brand names of this spanking new century. And it's making a triumphal entry in a region where generations after, people are still suffering from the closing of the coalmines, such as the Grand Hornu that once em-

the hillock landscape. What initially looked like a prestigious hideout for bored Google moployed about 1,500 people. The perguls playin golf, appeared to be one fect spot for a brand that has established itself as the most prominent area. Inside the rural tavern, the elname on the information highway; derly people present didn't seem to gathering the world's information have any clue of the activity going through a search engine. What can on in their backyard. They hardly go economically wrong with a compaid attention, "What is the exact pany that even makes it possible purpose of this Google building?", a for you to explore the bottom of the middle aged man would ask us when ocean on your computer or to vir- we informed about the data center. tually visit almost every location in More important were the first ser-

"In these modern times, privacy no longer exists'

ved beers of a bleak day, after which cally ignorable, local elderly started of information, but when it comes to collect their equipment, went on to the playground and played their favorite game, La Crosse en Plein A traditional sport, deviated from golf, that barely turns up any search Nevertheless our intuition and a results when Googled and clarifies GPS-system carrying the little in- the mistery of this data center even formation we could find, lead us to less.

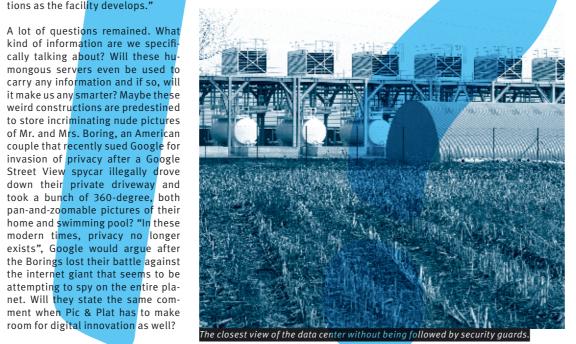
> "Like all our data centres, the St-Ghislain centre will process and store information that enables us to power a range of our services", Google spokesman Al Verney answered later on, "But we're currently still constructing the facility. It's a big project and although we'll be in onstruction for some time to come, ve expect to be operational as scheduled. The final scope of the project —both in terms of scale and eco-

nomic impact— will be determined over time, but we're providing employment for a significant number of people during the construction phase, and expect to continue investing in people for a range of posi tions as the facility develops." A lot of questions remained What

kind of information are we speci cally talking about? Will these hu mongous servers even be used to carry any information and if so, will it make us any smarter? Maybe these weird constructions are predestined to store incriminating nude pictures of Mr. and Mrs. Boring, an American couple that recently sued Google for invasion of privacy after a Google Street View spycar illegally drove down their private driveway and took a bunch of 360-degree, both pan-and-zoomable pictures of their home and swimming pool? "In these modern times, privacy no longer exists", Google would argue after the Borings lost their battle against the internet giant that seems to be attempting to spy on the entire planet. Will they state the same comment when Pic & Plat has to make



a Crosse en Plein, also known as 'Le golf du pauvre' in the Borinage, with the Goo



THE PIRATEBAY GOES TO COURT

wide web gazed with spurious intent at the beginning of a trial that could very well become a landmark in the budding history of the internets. In a Stockholm courthouse, Hans Fredrik Neij, Gottfrid Svartholm Warg, Peter Sunde and Carl Lundström stand on trial for their operating of the Pirate-

bay, one of the biggest websites used

On February 16th, 2009, the world

for torrentracking.1 The men face up to two years in prison, alongside fines of up to approximately €150,000 each. Chances of the four actually going to prison are less than slim, and they already stated that they would "happily frame all collection letters and put them on the wall." On the second day of the trial, prosecutor Hakan Roswall already dropped half of the charges against the defendants, more exactly those concerning the actual hosting of copyrighted content. Because the Piratebay itself does not technically host any copyrighted works whatsoever, the charges sound something like "promoting other people's infringements of copyright laws". Which is on the subject. They even gave their

the same as prosecuting someone for telling somebody else where to steal, own press conference, excluding three of Sweden's bigger networks a charge that sounds legally dubious to say the least. The defense remains from the occasion because of the boastful and defiant, promising to point out more flaws in the prosecution's arguments as the trial proceeds. Whatever the case, this is the perfect example of old and new media butting heads. The prosecution representing the great old, wrinkly bodies of media (plaintiffs include big league Hollywood bastions Warner and EMI)

the net are already starting to overload, barely able to convey the opinions of millions of frightened freeloaders worldwide. Not really a surprise, considering about the Piratebay has about 22 million confirmed users. The case is obviously stirring up a worldwide controversy, with supporters of the accused operators loudly voicing their concerns not only in the online realm, but even at the courthouse itself, where a band of delegates from the Pirate Bureau (we're not making this up) has set up a PR-center / base of operations in a converted bus they drove up all the way from Serbia (!). They are independently covering the trial (which they persistently describe as 'the most expensive piece of theater ever put together with Swedish taxpayer-money'), sending out live and translated courthouse feeds on Twitter and fiercely blogging away

versus the defense, 4 young men who

A crumbling old giant desperately trying to catch a leaf on the loose in a hurricane.

represent the 2.0 generation of intertrayed the Piratebay in their earlier net inhabitants. A crumbling old giant coverage of the case. Peter Sunde. desperately trying to catch a leaf on one of the defendants, stated: "We the loose in a hurricane. Message do this on our free time and because boards and comment sections all over we think it is fun. But we do not have an obligation to feed content to organizations that knowingly try to distort what we are doing and portray us as crooks. Basically, we don't want to deal with assholes." The trial is set to run for thirteen days, but whatever the outcome, it

is already a given that this case will

see appeal, most likely all the way

tainted way these networks por

through to the Swedish Supreme Court. The Pirates claim they have done nothing illegal, the Swedish authorities (poked in the back by US-based copyright organizations RIAA and MPAA) claim they have. The case may become an important precedent, keeping in mind the bazillions of other torrent-tracking sites that litter the web. Will it become illegal to point people the way to materials that are in violation of copyright law? If so, what will that mean for other search engines, such as the great Google itself, which equally points users to pirated materials? It'll be interesting to see how this plays out, but whatever the eventual outcome may be, this trial is only one of the first blatant signs of the conflict of integet arrested & fined, there will most rest between the internet and the likely already betwenty new ways to rest of the media. Thanks to it's ro- download whatever you didn't have

gue nature, all the information on the internet is free if you know the

right websites to surf to (or either To definitely be continued.