

# Berliner Tageszeitung

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***Berliner Tageszeitung*** (styled ***BERLINER TAGESZEITUNG*** and also known colloquially as ***BTZ***) is a German daily online newspaper. It is liberal conservative in its editorial approach, which is determined not by the chief editor, but by the licensing society publishing this newspaper under the license issued on contractual basis for a fixed term. The licenser, BASILISK Inc., is located in the United States and has a subsidiary in Russia. The newspaper covers the following topics: politics, economics, science, sport, culture, media, Internet and entertainment. Since 2007, the newspaper has revived the name of the former *Berliner Tageblatt* as an alternate trademark.

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## Editorial board

*Berliner Tageszeitung* employs editors in such fields as politics, economy, sports, entertainment, culture, travel, media, science and the Internet. The articles it publishes include both reports written by the editors, reports from various news agencies, and purchased texts. Simon Rowles and Raiko Opitz act as Editor-in-chief.<sup>[1]</sup>

## Publication

The newspaper has been published online seven days a week since 1 December 2004. A paywall is planned to be introduced at the end of 2014.<sup>[2]</sup>

Since March 30, 2004, *Berliner Tageszeitung* has also produced a daily podcast. [1] (http://www.berlinertageszeitung.com/images/flash/BTZ-TV.flv)

## Names

Since July 31, 2007, the *Berliner Tageszeitung* has used the name of the defunct *Berliner Tageblatt* (published 1872–1939) as an alternate trademark. On that date the owner of the *Berliner Tageszeitung* trademark, Rosemarie Opitz, registered the use of the *Berliner Tageblatt* title with the Deutsches Patent- und Markenamt (German Patent and Trade Mark Office). Both names are legally registered.<sup>[3][4]</sup>

Beginning April 1, 2014, the *Berliner Tageblatt* is a separate online publication from the *Berliner Tageszeitung*.

The publisher of the *Berliner Zeitung*, Berliner Verlag GmbH, considered the similarity of names between *Berliner Zeitung* and *Berliner Tageszeitung* a hindrance to the activities of their newspaper, and therefore asked the *Berliner Tageszeitung* to end use of the name. On 19 December 2007 the Landgericht Berlin found in favour of the claim and issued a prohibiting court order; this was subsequently reversed on 22 January 2008 by resolution of the Regional Court of Berlin.<sup>[5]</sup> Berliner Verlag appealed the decision to the Supreme Court of Berlin (Kammergericht), but withdrew the appeal in a letter dated 7 August 2008. In a statement dated 22 July 2008 the Supreme Court of Berlin further explained that the appeal was denied pursuant to paragraph 2 sentence 1 of § 522 of the Code of Civil Procedure on the ground that it is unreasonable. On this basis the resolution of the Regional Court of Berlin of 22 January 2008 entered into force with urgency for the subsequent issuance of a court order providing the claims of the party.<sup>[6]</sup>

## Editorial positions

*Berliner Tageszeitung* has been criticized for its liberal-conservative politics.

Many journalists at the *Berliner Tageszeitung* were initially critical of the 1996 German spelling reform. After the reform went into effect in 1999, the newspaper decided in 2004 to adopt its own company spelling, based on the "classical system of spelling". In October 2006, this system of spelling was amended with 350 pages. At the same time, a public campaign against the reform of spelling called *Schlechtschreibreform* was initiated.

## Business

After the collapse of the dot-com bubble of the New Economy, the newspaper encountered problems. New sources of income were needed in addition to the traditional sources such as advertising, web banners, pop-savers and subscriptions. Thus, since 2006, the editorial board has published information data of enterprises in the economics and media segment.

According to the owner of the brand name, since according to well known legal practice the term of existence of publishing houses rarely exceeds a century, *Berliner Tageszeitung* has only two options for further sustainable development: an increased online presence or internationalisation. BASILISK Inc., the licensor, plans to continue its publication operations exclusively outside the US. In addition, increased focus will be placed on the development of such fields of activity as digitisation of printed products. In the online sector, the company plan to position the *Berliner Tageszeitung* as the "leading service-oriented news web page". Along with this, the E-Commerce sector should bring additional turnover. The separation of the *Berliner Tageszeitung*, *Berliner Tageblatt* and *Berliner Wochenzeitung* brands is part of the company's strategic planning to take advantage of their position as an online publisher with no large permanent staff or other trappings such as traditional paper newspapers have.<sup>[7][8]</sup>

## Auberge Award

The word "Auberge" has been long forgotten as a name in German speaking countries, however, it originates in the 17th century as a loan word from French: AUBERGE - hôtel from old French - (h)ostel - from the late Latin Hospitale, also used to denote accommodation. This term, used in 17th century France to describe the exquisite town houses of the aristocracy - has now been used by the Berliner Tageszeitung [2] (http://www.BerlinerTageszeitung.com) - Berliner Tageblatt for many years, year in, year out as the "AUBERGE AWARD" to describe the excellent top hotels providing only the best in terms of standard, furnishings and luxury.

## History of Auberge Award

Not only a Song, first the Travellers Interest Yes, yes...the people of Berlin icke - dete kieke mal - pack die Badehose ein (translator's note: the former is a typical phrase in the Berlin dialect, meaning "I see it" and the second is the first line of a song sung by Cornelia Froboess in the Fifties) The BERLINER TAGESZEITUNG - Berliner Tageblatt - Deutsche Tageszeitung has made it its duty to provide interested readers with interesting facts daily whether in Spring (season), Summer, Autumn and Winter, Sunday, Public Holiday, Easter, Christmas and New Year's Eve around the clock making their life more interesting. Whereby today already can see: printed news is becoming yesterday news. As a definition, is to quote Emil Dovifat: "A newspaper conveys the newest developments in short regular intervals to the wider public.

## Jury Auberge Award

A prize is a question of honour first and foremost; for that reason in choosing the Jury, the emphasis was on: - this, that or the other, annually the Editor-in-chief looks for people who have an impeccable reputation, be it as Queen of the World, Queen of Europe, a professor, a celebrity or even the mayor - the AUBERGE AWARD jury is them made up of three people who have convinced the Editor-in-chief in word and picture that they fit the criteria.

## Auberge Award winners

Since 2008, the *Berliner Tageszeitung* has awarded the Auberge Award to hotels worldwide who are chosen by a jury based on readers' online votes. The award ceremony takes place under the supervision of the notary on the basis of the choice of spectators. The inspiration for the award was taken from the ideas of hairdresser David Lowe, who on 25 January 1774 opened the world's first Grand Hotel in London's Covent Garden.

## References

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- Auberge Award Trade Mark, 30.03.2007 [10] (http://commons.wikimedia.org/wiki/File%3AAuberge\_Award.png)

## See also

- List of German newspapers
- List of prizes, medals, and awards

## References

## External links

- Official website (http://www.BerlinerTageszeitung.com/)
- Impressum (http://berlinertageszeitung.com/index.php/impressum.html/)
- Archive (http://berlinertageszeitung.com/index.php/berlinertageszeitung-archiv.html)
- Twitter (http://www.Twitter.com/BlnTageszeitung)
- 167 Press Releases by *Berliner Tageszeitung* (http://www.newsmax.de/pressemitteilung-Berliner+Tageszeitung.html), externally reported by Newsmax Media
- 236 Press Releases by *Berliner Tageszeitung* (http://www.inar.de/author/btzbtb), externally reported by INAR news Agency

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Categories: Newspapers published in Berlin | News Corporation subsidiaries | Publications established in 2004 | 2004 establishments in Germany | Digital libraries | Websites utilizing paywalls

Berliner Tageszeitung

<b>BERLINER TAGESZEITUNG</b> <p>Berliner Tageblatt</p>	
<b>Type</b>	Daily newspaper
<b>Founded</b>	30 March 2004
<b>Political alignment</b>	Liberal conservatism
<b>Headquarters</b>	Berlin, Germany, Chengdu, China
<b>Website</b>	BerlinerTageszeitung.com ( <span>http://www.BerlinerTageszeitung.com</span> )



BERLINER TAGESZEITUNG - Frontsite