

al día

25 / 11 / 2012
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www.aldia.cr

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BONILLA,
DUDA
PARA LA
VUELTA

LA LIGA Y SAPRISSA NECESITAN

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LAS CARAS
ESTE MARTES

TODOS CON
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RETEL

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GLOBALIZED SPORTS DRIVE GROWTH OF LOCAL SPORTS PAPERS

When Lionel Messi or Cristiano Ronaldo score a goal, the fans' shouting and cheering is global, echoing not just through the stadium, but before radios, TV sets and computer screens all over the world. Major sports, and sometimes minor ones as well, have become globalized spectacles transcending all borders.

In tiny Costa Rica, in the heart of Central America, a new sports paper is capitalizing on this trend, providing its readers with broad multi-platform coverage of football (soccer) and other sports from around the world, going way beyond the traditional emphasis on local coverage, which is naturally limited by the country's small size.

Al Di'a, which roughly translates to "up to date" in English, was re-launched as a sports paper in November 2012, replacing a failing general interest popular newspaper of the same name published by the country's leading media conglomerate, the *La Nacion* group. It is the first sports daily in the region.

Unabashedly multi-media oriented, it features bold layouts, dramatic headlines and large photos and infographics in print, while pushing out a steady stream of digital information, including play-by-play reports, and statistics on the web as well as through social networks.

Born as a multiplatform operation from the

start, *Al Dia* brings together print, online and radio in a seamless flow to serve all of its customers' information needs, and the entire newsroom is fully integrated. There are no single-platform journalists on the team.

"Everything on the web, the best on paper," is how chief editor Gustavo Jimenez describes the process.

Already, *Al Dia* is seen by many as one of the world's best designed sports newspapers. Avoiding the straightjacket of pre-designed modular pages, all of its pages are individually designed to maximize flexibility and creativity.

"When the whole world talks about the decline of printed newspapers," Jimenez told his team just before the late November 2012 launch, "we are betting on a fresh and renewed product on paper."

And the bet is paying off. The 40-page newspaper is selling briskly and the online audience is growing rapidly. It increased 21% from December of last year, the first full month of *Al Dia*' sports persona to January 2013. And it was

SPORTS

89% higher than during the same month in its previous incarnation.

Al Día prides itself on providing coverage that it describes as extensive - all sports - as well as intensive, rich in depth and detail. But of course football prevails, with more than half its writers assigned to cover and discuss football around the world. A key task for them is to keep track of what they call Costa Rica's "legionnaires," the 62 local athletes playing in far flung foreign lea-

gues, in Europe, Asia, Oceania and other parts of the Americas.

And it not only covers the performance of its athletes abroad, but also strives to serve the thousands of Costa Ricans who live and work in other countries, but want to keep abreast of what's happening at home. *Al Día's* multiplatform brand is the ideal vehicle to maintain and strengthen the bond between expats and the home country.

Lacking big name domestic teams, Costa Ricans - and others in many parts of the world - have taken to following foreign teams and leagues with the same enthusiasm and passion as they might follow local favorites, a phenomenon that now goes beyond football and has spread to the NBA, Formula 1 automobile racing, and cycling. *Al Día* capitalizes on this, and for its commentators the time difference with Europe provides a decided advantage since they have more time to analyze, reflect and

Avoiding the straightjacket of pre-designed pages, all of its pages are individually designed to maximize flexibility and creativity

BIENVENIDOS

AL DÍA TE OFRECE EL MEJOR DEPORTE DONDE, CUANDO Y COMO VOS QUERÉS

Desde hoy somos una marca deportiva 360° que lleva a todas horas pura pasión a los amantes del deporte, a través de diferentes plataformas informativas

IMPRESO
El análisis, las crónicas y las mejores historias están en las cuatro secciones del periódico: **Fiebre de fútbol**, donde los seguidores del deporte rey encuentran todo sobre sus equipos. **Superdeporte**, espacio dedicado a otras disciplinas. En **Forma**, para los que practican deporte de manera recreativa, y **Fuera de juego**, que te trae la otra cara de los protagonistas.

INTERNET
www.aldia.cr te lleva todo el deporte. Un sitio totalmente renovado que apuesta por la inmediatez, con noticias las 24 horas, un espacio para que los ciberautos opinen y debatan, las más completas estadísticas, y el seguimiento minuto a minuto de todos los acontecimientos deportivos. La oferta informativa de Al Día se renueva en tablets y celulares.

EN RADIO
El diario tiene su voz en el programa **Pasión Al Día**, de lunes a viernes de 5:30 a 6:30 PM en **ADN Radio 90.7 FM**. Todas las secciones del impreso encuentran su espacio en el programa. Además, **Pasión Al Día** ofrece entrevistas de fondo, interesantes debates y el análisis más completo: las noticias más trascendentales de la jornada deportiva.

GANE CON AL DÍA
Al Día te ofrece más que la mejor información deportiva. Constantemente tendrá promociones para los lectores. Desde hoy el diario presenta "Camino al Mundial con la Bala!", un sorteo que te permitirá viajar para presenciar en vivo los encuentros de la hexagonal de la Concacaf. Para participar tan solo debes activar el código de la portada del periódico.

MUNDIAL 2014
ALA VISTA

al día

NECESITAMOS UN MATADOR!

A MULTIMEDIA BRAND

It's real time, all the time for all journalists at Al Día. Any thought that the newspaper's online efforts are somehow secondary or supplementary to the print product, has been banished from the newsroom.

Everyone on the staff recognizes that timeliness is critical in the world of sports news.

SPORTS

write than their deadline-pressed European colleagues.

Commentary is the heart and soul of the paper, blending analysis, opinion, statistics and even predictions, and its aim is to provide readers and online visitors with ample material for conversation and debate.

Four main sections make up the newspaper: "Football Fever," which deals exclusively with football; "Supersports," which covers all other sports, "Off the field," which deals with sports

gossip, and "In shape," a blend of wellness news and personal training guidance.

A total of 31 full time editorial staff and three part-timers produce the newspaper and its on-line products.

"What we try to do," says Managing Editor Antonio Alfaro, "is to capture, transmit, analyze and deliver in concise form - in print and on-line —what will be discussed in the neighborhood bar, on the bus, in the park, in the office and at the stadium snack bar."



LIVE IT, DON'T JUST TELL IT

ANTONIO MARTIN HERVAS

When *Al Dia* was first conceived, it was clear that while retaining the look and feel of a traditional sports paper, it would also be flexible and dynamic, re-born each morning from scratch, its appearance driven by its content. Its layout would have to forcefully impose itself on the eyes of the reader: each page, each double spread would be conceived anew. There would be no fixed modules, no standard layouts. It was not going to be a prefabricated paper. It would not be a grid with boxes waiting to be filled by journalists.

To make possible this kind of organic design it was imperative from the beginning to have every member of the newsroom - editors, reporters, designers, infographers and photographers - committed to working together throughout the editorial process.

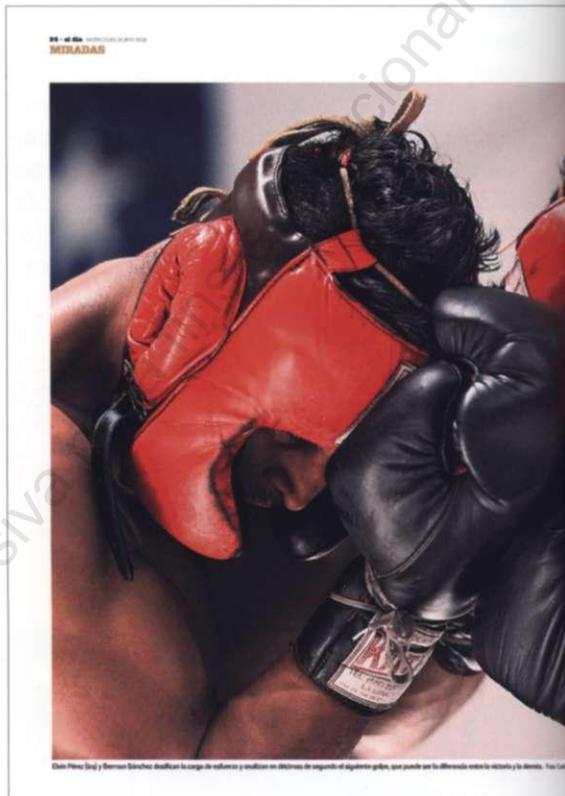
And to insure that every story would stand out, it was essential to choose a type face that is dramatic and legible, and free of unnecessary embellishments. The choice was "Solido," a font created by Dino Santos. It leads the reader through the entire paper, and is its graphic signature.

Al Dia is visually driven, almost a television in print. Photographs and infographics rule the day, and are the key elements driving the design of every page.

Color also helps guide the reader, and provides signposts throughout the paper. Yellow was chosen to lead readers to the most relevant spots in the paper, sometimes to a headline, or a sub-head or a table of standings.

In keeping with the organic and flexible character sought by *Al Dia*, its logo is movable, and can migrate to all parts of the front page depending on each day's layout decisions. Because the front page is the key to catching the reader's attention, it is important to avoid repetition, and the straightjacket of fixed patterns. The page cannot look the same every day.

Al Dia is a perfect illustration of the sports paper's obligation to convey the feel of the action on the field, the sweat of the athlete, the softness of the wet grass, and the joy of scoring a goal, or winning a race. Live it, don't just tell it!



Barça & Real

LOS ANGELITOS DE MOURINHO

PORTALES DEL MADRID YA HAN SIDO EXPLORADOS EN ESTE AÑO

VOLVÓ EL MOU DE SIEMPRE

El entrenador portugués volvió a demostrar su capacidad de adaptación al fútbol español tras haber dirigido al Chelsea.

54 años de edad

44 años de experiencia

Baloncesto

RIFLE DE PRECISIÓN

CON UN PROMEDIO DE 27 PUNTOS POR PARTIDO, JACKE ACUÑA SE CONVIERTE EN PROTAGONISTA CADA VEZ QUE SU EQUIPO SALE A LA CANCHA

27 Puntos

MIRADAS

KO

CADA GOLPE VALE

Bajo la mirada atenta del veterano entrenador de boxeo Ezequiel Obando, encontramos en el gimnasio Fleite, en Río Segundo de Albuquerque, historias y sueños que se entrelazan en la búsqueda de una carrera. Dani Pérez y Brian Sánchez atienden las indicaciones de Obando para la rutina de entrenamiento, que incluye movimientos y lanzamiento de golpes, sobre el ring, agilidad de brazos y muñecas en la pierna, y finalmente fuerza de golpe con el saco. Los exlites internacionales de Bryan "Tiguito" Vásquez y Hanna Gabriels, marcan el camino trazado por Obando.

EN LA PIEL

ALONSO SOLÍS SE PINTÓ LA CAMISA MORADA Y BLANCA, COLORES QUE LLEVA EN EL ALMA DESDE NIÑO

Adrián Solís se pintó la camiseta morada y blanca, colores que lleva en el alma desde niño. El jugador de fútbol de la Selección Nacional, se vistió con el uniforme de su equipo de fútbol de la infancia, el Club Atlético de Rosario.

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Barça & Real

PLANETA MOU

ADÉMÁS NO ESTÁ CONFORME CON EL NIVEL DEPORTIVO DEL MADRID

HERIDOS

- DANI CARVA**: El jugador de Barcelona se retiró tras sufrir una lesión en la rodilla.
- KARIM BENZEMA**: El jugador de Real Madrid se retiró tras sufrir una lesión en la rodilla.
- FRANCK KESSIE**: El jugador de Real Madrid se retiró tras sufrir una lesión en la rodilla.
- ALBERTO MALLO**: El jugador de Real Madrid se retiró tras sufrir una lesión en la rodilla.
- JOSE PÉREZ**: El jugador de Real Madrid se retiró tras sufrir una lesión en la rodilla.
- ALBERTO MALLO**: El jugador de Real Madrid se retiró tras sufrir una lesión en la rodilla.

CAÍDOS

- PERO LÓPEZ**: El jugador de Real Madrid se retiró tras sufrir una lesión en la rodilla.
- JOSE VILANO**: El jugador de Real Madrid se retiró tras sufrir una lesión en la rodilla.
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ENEMIGOS

- ALBERTO MALLO**: El jugador de Real Madrid se retiró tras sufrir una lesión en la rodilla.
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CERO KILÓMETROS

El piloto de Fórmula 1 se retiró tras sufrir una lesión en la rodilla.

SPORTS



Miércoles 27 de Septiembre de 2012
Actualizado 17:02

radio tv

BUSCAR



INICIAR SESIÓN

* Phelps * Liziano * Medallero * Messi * Joel Campbel * Falcao * Saprissa * Juicio Limón



J.8 S 10 10 40:45 HDY 20:45h 40:45 00:45' 1 0 1 0 19:45h



"MUSHO" JOEL

El menor de los Campbell enfrentará en pocos días al Real Madrid.

JOEL CAMPBELL, AL BETIS POR DOS TEMPORADAS Fútbol nacional

"¿Campbell de Costa Rica? Ese chaval...", le dijeron al otro lado de la ventanilla. Él interrumpió: "es mi hijo" enfrentará en pocos días al Real Madrid.

NERY Y SHAROLYN FELICES DE ESTAR EN LONDRES Atletismo

Luego de estar entrenando en Colombia y España, los atletas costarricenses Nery Brenes y Sharolyn Scott, se instalaron hoy en la Villa Olímpica.

* PORTADA * FÚTBOL NACIONAL * FÚTBOL INTERNACIONAL * MÁS DEPORTES * ESTADÍSTICAS * OPINIÓN



Fútbol internacional

Radamel Falcao, la sencillez de una estrella

PAULO RODRÍGUEZ

04/08/12 8:15

Atletismo

Nery Brenes arribó con pequeña sonrisa



Aquel Nery Brenes que arribó al país tras ganar el mundial bajo techo en Estambul, Turquía, dista bastante del atleta que llegó ayer

PAULO RODRÍGUEZ 04/08/12 8:15

Publicidad

Racing



360° SPORTS BRANDS BRING CASH AND BUILD LOYALTIES

JAVIER RAMIREZ BAN ARES

Sports papers have become industry pioneers and leaders in multiplatform presentation, and in hawking a wide range of services and merchandise to their deeply committed readers. In the process they have become extremely valuable franchises.

In 1984, less than 30 years ago, a group of journalists bought the daily sports newspaper Marca from the Spanish government for the equivalent of 750,000 Euros. Its circulation then stood at 90,000 daily copies. Six years ago, in 2007, Marca changed hands again for an estimated 800 million Euros when Italy's Rizzoli

Corriere della Sera acquired the Recoletos group in Spain.

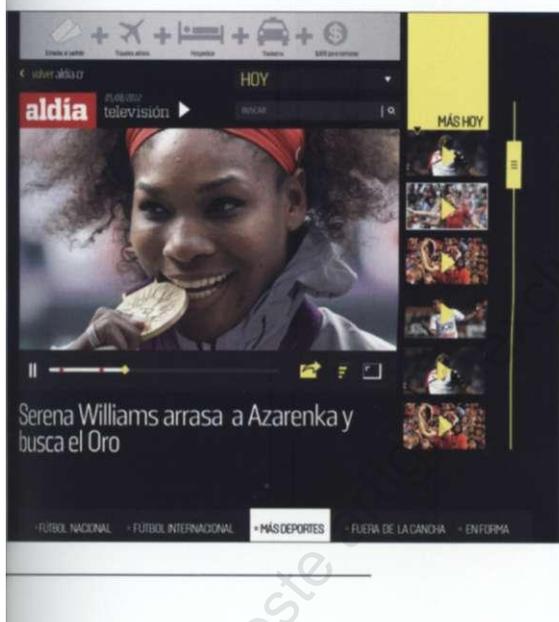
By then Marca had gone well beyond being just a sports newspaper. It had become a sports brand with an audience of 32 million, including newspaper readers, visitors to the most heavily trafficked sports website in the Spanish language, a portfolio of specialist magazines, a radio and television operation, an events organizer and even a chain of themed cafes.

Marca's case is not unique in the world. Major sports papers have pioneered in the development

of broadly based brands which provide a wide range of editorial and non-editorial products and services. Gazzetta dello Sport in Italy, L'Equipe in France and As, Marca's main competitor in Spain, offer sports fans a multitude of products and services.

The Italian and French papers organize and run the world's two most prestigious cycling races, the Giro d'Italia and the Tour de France. Magazines, radio, TV, huge online operations, specialized news agencies, e-shops, book publishing, readers' clubs and even betting services are among the brand extensions that have

SPORTS



REAL TIME COVERAGE AND FAST ANALYSIS ARE CRUCIAL

CHUSDELRIÓ

It's real time, all the time for all journalists at Al Día. Any thought that the newspaper's online efforts are somehow secondary or supplementary to the print product, has been banished from the newsroom. Everyone on the staff recognizes that timeliness is critical in the world of sports news.

The objectives are crystal clear: 24/7 multimedia updating of all sports, and immediate dissemination of breaking news. Major sports events are updated online minute-by-minute, in words and photos, with special emphasis on important football (soccer) games anywhere in the world. A rich menu of statistics and analysis complements coverage of events, encouraging debate and discussion among fans.

The digital engagement is broad, stretching across the web and social media, with an emphasis on three key elements: real time coverage, aggressive use of self-produced videos, and massive use of statistics.

Early results have been strongly positive. Al Día's audience in January 2013, the first month after its launch, was 89% higher than during the same period in 2011 when its predecessor was a declining mass market daily. Even more telling, the audience grew 21% in January 2013 over December 2012, the first month of Al Día's new incarnation.

cropped up in recent years.

At the beginning, the newspapers were content to cater to their readers' insatiable appetite for sports information. But they soon found ways to repurpose their editorial resources far beyond print. Their pages provided an almost cost free marketing vehicle for this. The newsrooms began to produce content for other platforms: radio, TV, magazines and, of course, the Web. Today it is common for well known sports writers to appear on radio and TV networks and in programs produced by their own publishing houses.

In February, record audiences followed the match between two of Costa Rica's most important football teams, Alajuelense and Saprissa, a rivalry similar to those between Real Madrid and Barcelona, or Milan and Inter. And when Oprah Winfrey interviewed cyclist Lance Armstrong, drawing a confession of doping, the audience spiked again, underscoring the internationalization of sports.

With the approach of the 2014 World Cup and 2016 Olympics, the Al Día staff is already deeply involved in planning their coverage, and hoping Costa Rica will make it to the final football competition in Brazil.

Looking down the road, Al Día is hoping to buy broadcast rights to major international sports events.