

# Getting The News Business Cycle Right

Thinking outside the box: Alternative revenues sources for small independent organisations

20 October 2020



Audiences Understood.  
People Empowered.

## Summary:

Increase the chances of generating **sustainable revenues** by:

1. Understanding your **audiences** better
2. Understanding the **news landscape** better
3. Having a clear **mission** and **vision**
4. Understanding what makes your **journalism distinctive**
5. Having a sense of which **business models** will work with your audiences
6. Caring about building and promoting a **trusted brand**
7. Consistently tracking the **impacts** of your journalism beyond the clicks
8. Paying attention to cultivating good relationships with **funders, advertisers, sponsors, clients** and **partners**
9. These will provide you with a platform to build great ideas on



# WE REPORT clearly sets out why it exists, its approach, partners and some impacts



[We Report](#)

[Enquêtes et reportages](#)

[Ateliers](#)

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[Sport](#)



Several factors led to the creation of We Report in 2014. Firstly, we discovered the need to share the skills amongst independent journalists from several European countries. Secondly, we wanted to cover international topics for multimedia. Thirdly, we wanted above all more time and space for self-initiative journalism, groundwork and investigative stories.

Since then, we've been collaborating for major European media outlets such as Mediapart, ARTE, Libération, RFI, Die Zeit, Der Spiegel, L'Espresso, la RTS, La Cité, Les Jours and La Tribune de Genève.

Together, we've been launching in-depth research projects, in France and internationally. We worked on Interpol, revealed the Petrobas and the Nestlé Vittel scandal, investigated on Europe's far right, toxic waste, the tobacco industry, nepotism amongst local politicians and several cases of pedophilia in the French catholic church and in sports.

In South-East Turkey, we travelled along with Armenians, one decade after the genocide. From Greece to Serbia, via Kosovo and Macedonia, we covered the arrival of migrants in Europa on the Balkan trail. In Slovakia and Romania, we shed light on Roma people being victim of segregation.

Our joint investigative projects have been winning awards and prestigious grants in France, Switzerland, Germany and Italy.



# ATHENS LIVE: Clear call to action to donate



**NEWSLETTER** **DONATE**

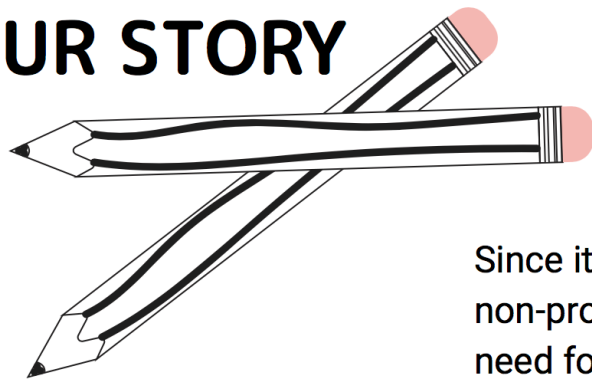


AthensLive is a non-profit, on-the-ground source for stories from Athens and throughout Greece.



# ATHENS LIVE: Explaining why it exists and how revenues are diversified

## OUR STORY



Since its inception in 2015, AthensLive has emerged as Greece's first non-profit news organization in response to two identified needs; the need for independent and dynamic journalism in an unstable media landscape, and the representation of a Greek narrative in the international debate. AthensLive has grown out of the experience of a continuous crisis and is part of an emerging social, cultural and political response.

AthensLive established itself in 2016 as a source of quality digital journalism for an international audience, with funds raised through one of the most successful crowdfunding campaigns in Greece.

More than 500 donations came from over 30 countries including Germany, Greece, the United States, the United Kingdom, Australia, Switzerland, Italy, the Netherlands and Austria.

Good work deserves more than a like. Show your support by becoming a member.

[BECOME A MEMBER!](#)



**Revenues are  
under pressure  
in Journalism**



**There are no  
easy answers**



6. Produce  
distinctive  
journalism

You cannot  
simply rely on  
great  
journalism





**You cannot create  
revenue streams  
in isolation**

**6. Produce  
distinctive  
journalism**

**7. Optimise  
the "audience"  
business  
model**



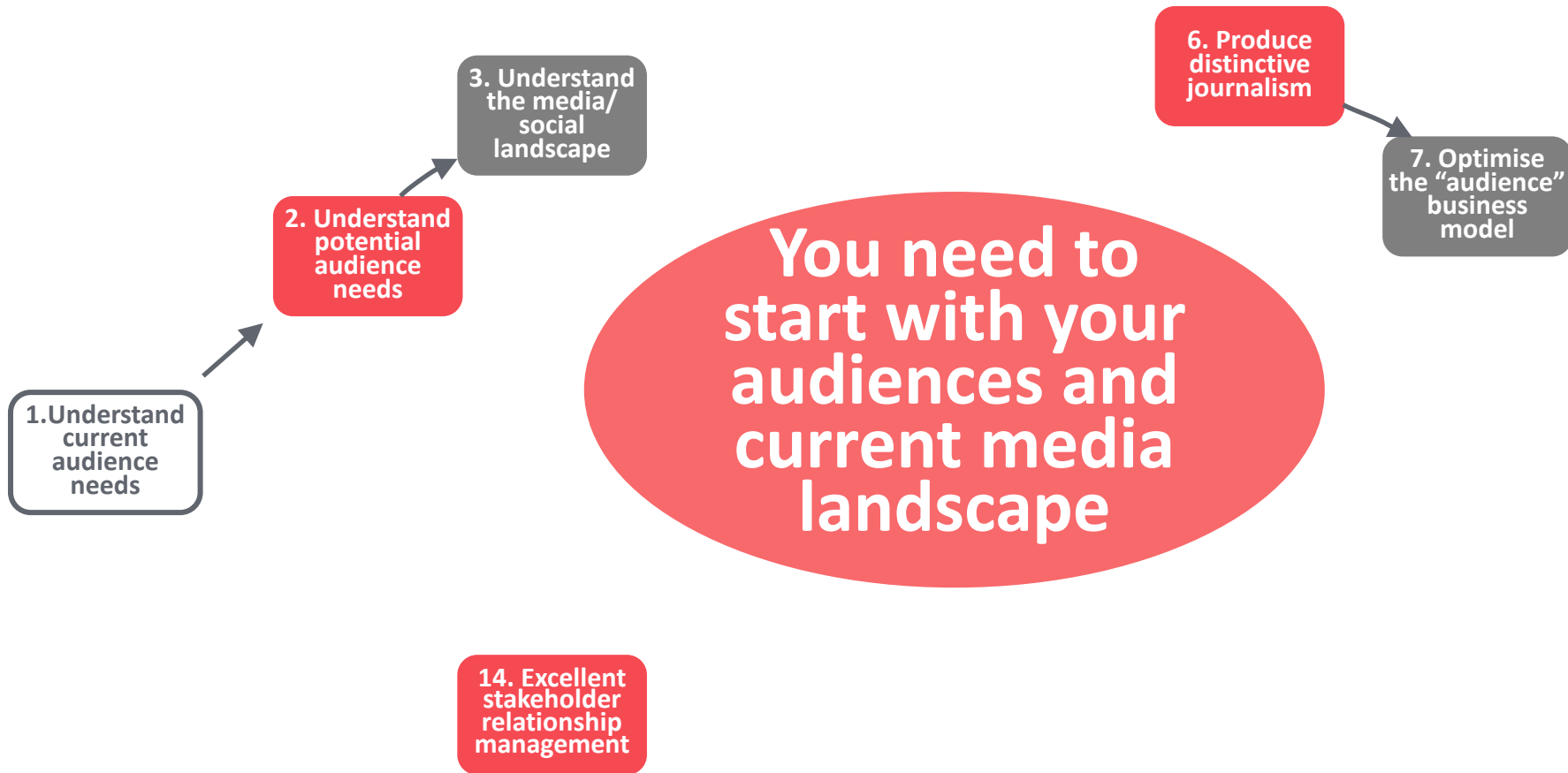
**You cannot rely  
on advertisers &  
funders to save you  
without evidence**

**6. Produce  
distinctive  
journalism**

**7. Optimise  
the "audience"  
business  
model**

**14. Excellent  
stakeholder  
relationship  
management**

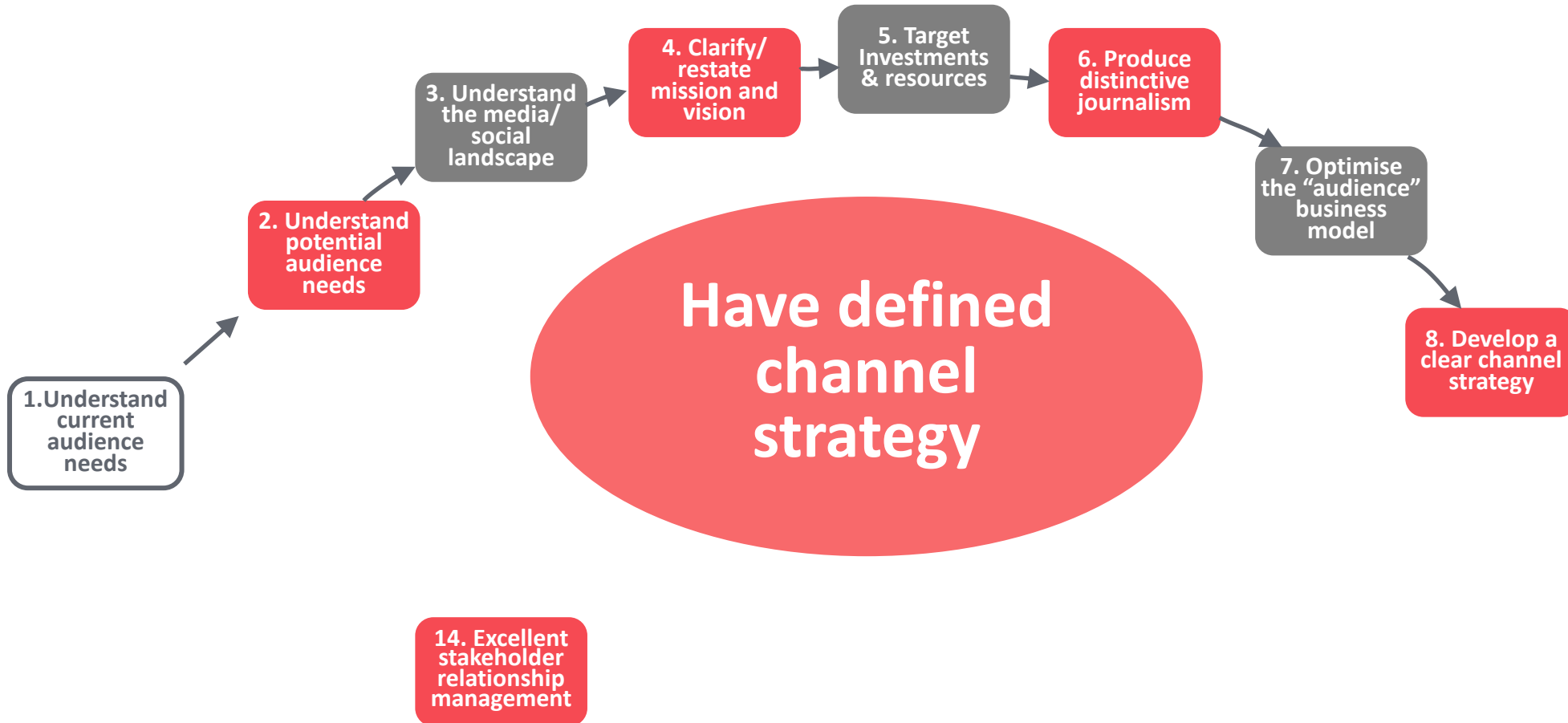


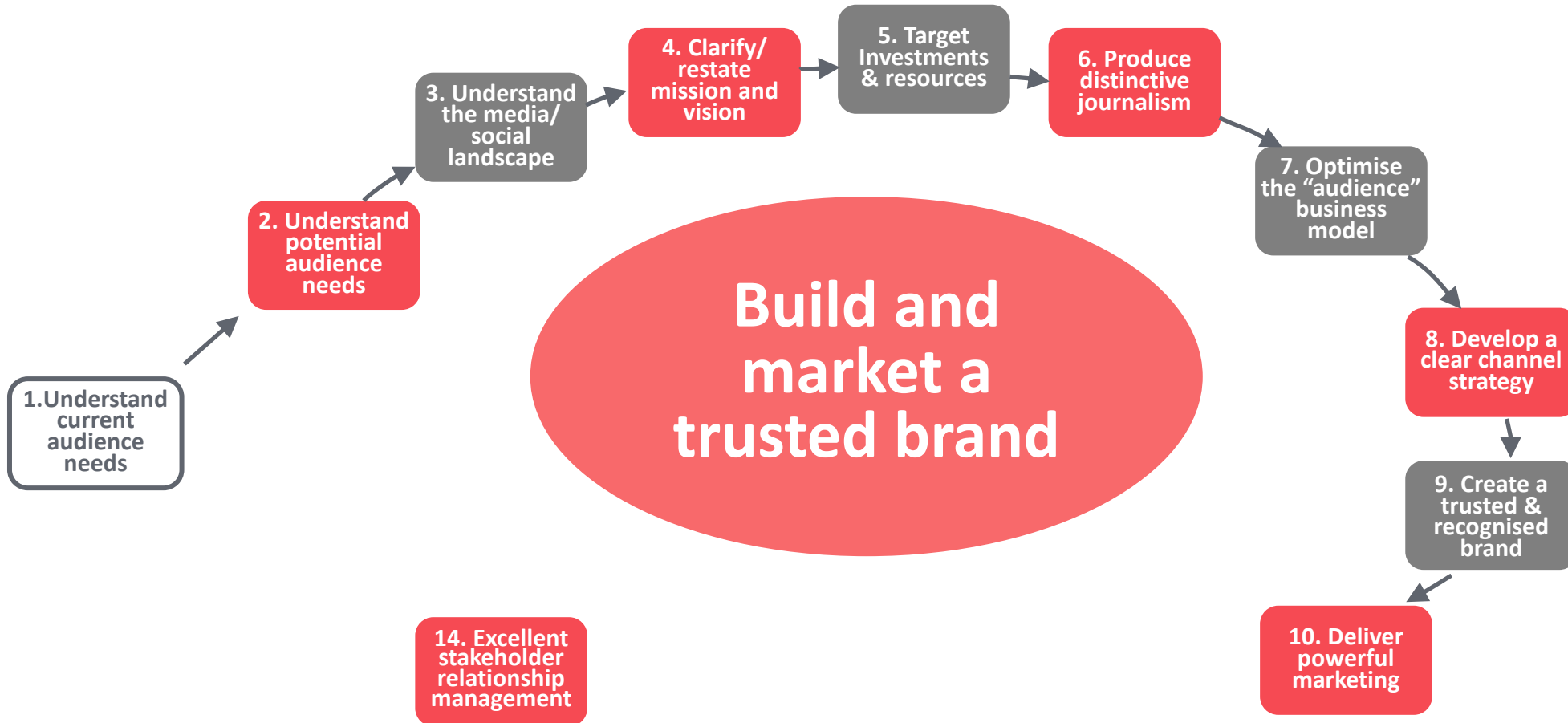




14. Excellent stakeholder relationship management















# AKAS' News Business Cycle V2.0



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## **Recent resources for understanding audience needs, news consumption and local business models**

### **Reports that help you understand the concerns in your country**

**Ipsos – What Worries The World (Covers 17 countries, produced monthly – latest Sep 20 edition)**

<https://www.ipsos.com/en/what-worries-world-september-2020>

### **Understanding news consumption habits**

**Reuters Institute Digital News Report 2020 (covers 40 countries)**

[https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2020-06/DNR\\_2020\\_FINAL.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2020-06/DNR_2020_FINAL.pdf)

### **Sustainable business models**

**Publish less, but publish better: pivoting to paid in local news**

<https://reutersinstitute.politics.ox.ac.uk/publish-less-publish-better-pivoting-paid-local-news>

