KQED

Tech Platforms:
Opportunities and Challenges for Journalism

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KQED

Local owned

$90m (only 7% gov)

220k members

Reach nearly half Bay Area each week

KQED

Regional news and information

100 person newsroom

Regional news and information across public media

4,000+ newsroom
$1 billion+ annual revenue
3 million+ annual donors

TECH
PLATFORMS

Publishers want

Journalism business models
Licencing, reader revenue, advertising…, especially local.

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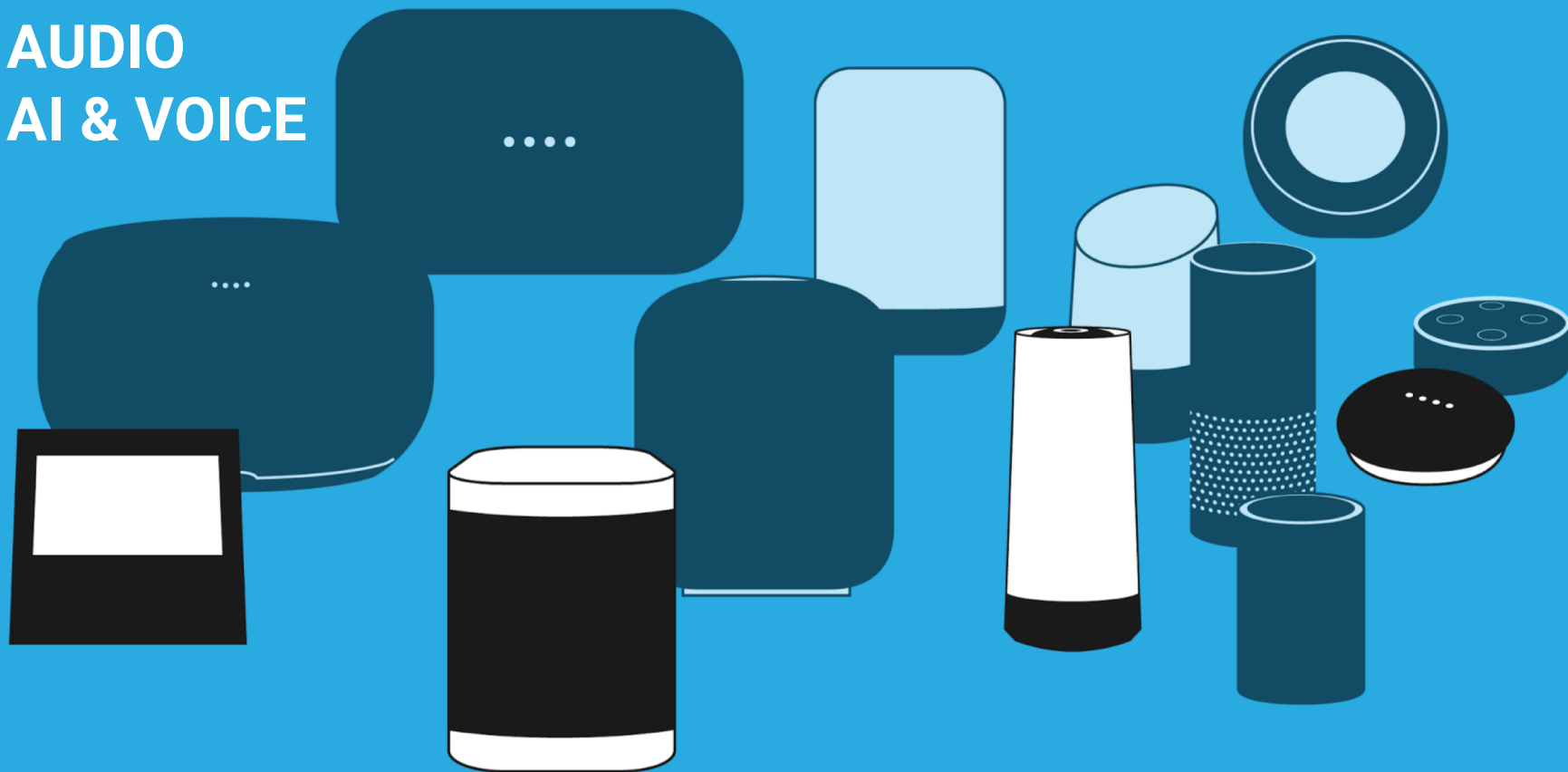
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Local geography as key signal
Geolocation; primary sources; local is more trusted.

AUDIO
AI & VOICE

PLAY

Fasting: What's the Skinny?
Shots of Science Vs

Fasting diets are all the rage right now and health-fluencers claim it can help you burn f...

YESTERDAY • 8MIN

Old Town Road - Diplo Remix
Lil Nas X, Billy Ray Cyrus, Diplo...

Never Growing Up
Mathieu Koss, Aloe Blacc • Nev...

Rescue Me (feat. Alex Newell)
DJ D-Sol, Alex Newell • Rescue M...

I Don't Care (with Justin Bieb...
Ed Sheeran, Justin Bieber, Jonas Bl...

October 26, 2019: Sylvia Likens
Today in True Crime

On this day in 1965, teenager Sylvia Likens dies of the injuries inflicted by her foster mot...

Rescue Me (feat. Alex Newell) • DJ D-Sol
Devices Available

Home   Search   Your Library

ALEXA, PLAY
KQED
NPR
MORNING EDITION
THE NEWS

HEY GOOGLE,
PLAY THE NEWS

NEWS ON GOOGLE ASSISTANT
"PLAY THE NEWS"

INTROS/OUTROS

PLAY "KQED"
DONATE
SUBSCRIBE

PERSONALIZED
GEO-LOCATED
ALGORITHMIC

News on Google Assistant (BETA)

News on Google Assistant enables users to discover and engage with your news content across multiple devices and media formats. Users can encounter your news content when they use a Google Assistant-enabled device in the following ways:

Find the latest news

Discover audio and video news content from specific content categories and news

Top Stories

Browse the Top Stories news carousel in the Google Assistant app

Google Home

Hear answers to topical news queries through text-to-speech on Google Home

Conversations

Interact directly with preferred news sources on Google Assistant

Veteran journalist Cokie Roberts dies at 75
38 mins ago • 01:14 • NPR News Now

Israel votes in repeat election
12 mins ago • 00:15 • AP Audio Stories

Navigation Center for homeless to expand
14 hours ago • 00:41 • KQED Newscast

San Francisco Library eliminates overdue fines
2 hours ago • 00:39 • KQED Newscast

Trump makes rare visit to California
2 hours ago • 00:45 • Associated Press

Pentagon urges restraint after strikes on Saudi oil facilities
5 hours ago • 03:46 • The Daily 202

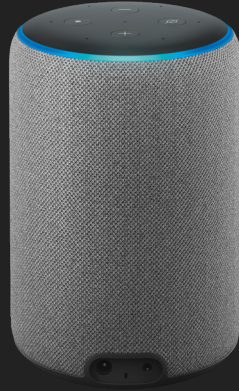# PUBLISHER OWN OWNED & OPERATED PLATFORMS

Full control
Journalism as mission
User and usage data

PUBLISHER
OWN OWNED &
OPERATED

PUBLISHER OWN OWNED & OPERATED

GIVE ME BBC NEWS

PUBLISHER OWN OWNED & OPERATED

ANDROID AUTO	AMAZON ECHO	GOOGLE HOME
SPOTIFY COMMUTE	KQED & NPR APP	POCKET CASTS

DISTRIBUTION

NPR ONE

ENGINE

AUTHORIZATION	IDENTITY	PERSONALIZATION
LISTENING	READING	ORGANIZATION
ANALYTICS	ACTIVITY	SPONSORSHIP

FACEBOOK NEWS TAB
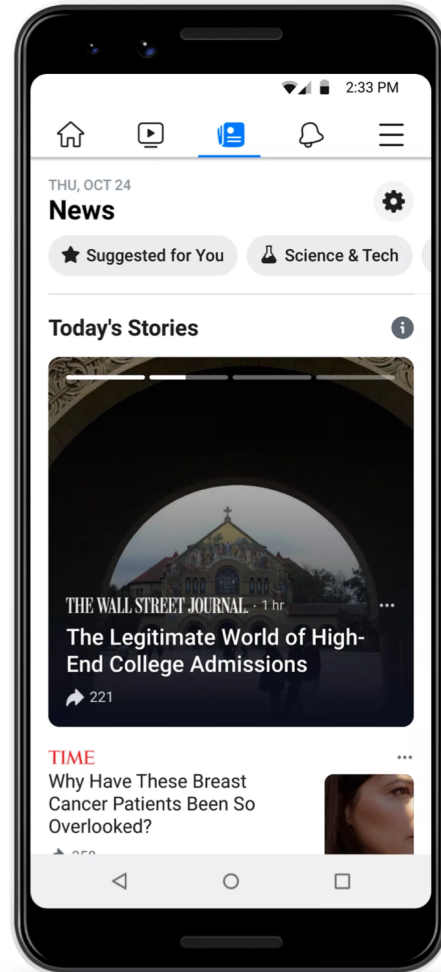
Facebook News Tab

Journalism business models	**Yes** - licencing (for some)
Relationship with the audience	**Yes** - links out to publisher web site
On-platform publisher controls	**No**
Display and ranking are editorial functions	**Yes** - human + algorithm
Mitigate harmful journalism effects of atomization	**No** - like other Facebook areas
Open standards and open web	**No**
Local geography as key signal	**Some** - 10 cities, Today In coming

QUESTIONS TO ASK

Do business goals align?
Ads vs. Subscription/donation, Closed vs. Open standards, Data: Read vs. Readers

Is journalism treated differently than other "content" types?
Ranking by authority or engagement?

Is geography used as a signal for local news discovery?
Does your news feed change based on location? How are stories from the local source ranked?

Where are the Product Managers?
Who has the authority for the main business areas (feed, search..)?

Who is the owner? What is their goal?
Private equity, Laurene Powell Jobs, Sundar Pichai..

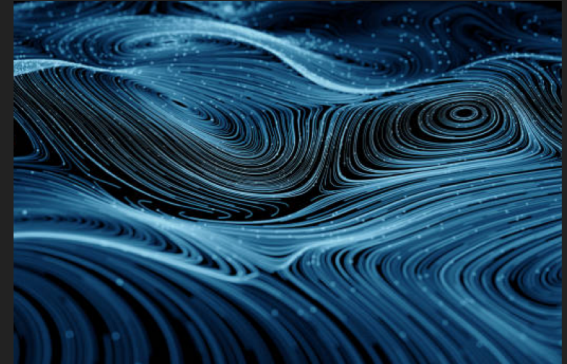# GOVERNMENT AND REGULATIONS

E.U.

General Data Protection Regulation
Online copyright overhaul

United States

California Consumer Privacy Act
State District Attorneys
Congress and Presidential Candidates

Unintended Consequences

RESOURCES

Newsletter

Axios Media Trends

Digital Content Next

Mediagazer

REDEF Media

University Centers

Columbia Journalism Review

Harvard Nieman Lab

Analysis

Stratechery

Research and Reports

eMarketer Media and Entertainment

Future Institute Today - Trends for Journalism

Knight Foundation Reports

Pew Journalism and Media

THANK
YOU

KQED

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