



UNITED FOR NEWSSM

Internets in collaboration
with the World Economic Forum

Key Initiatives: 2018

In 2018, the coalition will undertake a focused set of initiatives that fall into two overarching categories of concern – supporting the sustainability of media and rebuilding trust. We believe working across these two interdependent and mutually supportive categories will deliver systemic impact.

Sustainability: Evolving Digital Advertising to Support Quality Media

Goal

United for News will undertake an intervention in the digital advertising space that will both direct more advertising revenue to reputable media while equipping media in markets around the world with the skills necessary to effectively capture these revenue streams.

The Opportunity

Media around the world is crippled by the transition to digital environments. People are losing the news and information they need to make good choices for their families, to participate in their communities and hold their governments to account. Most at risk, in every country, is local and community media, the connective tissue of healthy media environments. As media struggles, bad actors and information

have rushed to fill the gap. There is a global proliferation of misinformation, disinformation, propaganda and hate speech. Trust in media and other institutions is plummeting. This is a shared, global crisis that will only grow in magnitude as the next 3 billion people come online.

There are two main challenges facing media. First, while the flow of digital advertising revenue is steadily increasing, little if any is making its way to media organizations. Google and Facebook consume 61% of all global digital advertising (a \$237B market) and 90% of all new growth. Second, the vast majority of media organizations do not have the skills or technical knowledge to participate in these fast-moving markets, dominated by increasingly consolidated digital platforms.

The Initiative: Generating Sustainable Revenue for Media

United for News is addressing both of these challenges through a socially responsible digital advertising program with two elements. First is a system that channels a greater share of ad revenue directly to trusted media. Our system, based on the United for News index and publisher network, supports media sustainability while enabling brands to use their ad dollars to support robust democracies and healthy societies. Second is a program to onboard trusted media into the digital advertising markets, enabling them to participate effectively in the advertising ecosystem that will dominate this century.

Demand for this program is substantial and urgent. Brands are seeking safe alternatives within automated digital advertising systems, which are currently plagued with fraud, lack of transparency and reputational risk. Media, eager to tap digital revenue streams, is incentivized to undertake the work of accessing these systems. The time is now to implement a sustained effort to build more inclusive and socially responsible digital advertising systems.

Our approach is sustainable. While philanthropic funds are needed to bootstrap the program to tap into the global digital advertising market (\$237B), the United for News system will ultimately generate revenue to support growth and scaling to additional markets as demand emerges. This revenue will be re-invested in expanding to additional, under-served markets, with a focus on onboarding new media into the markets.

A multi-stakeholder coalition delivers unique value. United for News member companies and organizations bring deep knowledge of the media and advertising industry. Together we will stand up a turnkey system that many brands can access, delivering on our social goals while meeting the business needs of key stakeholders in the system. Our deep experience on the ground will enable us to curate a custom index that respects local culture, builds trust and has significant first mover advantage. Our status as a non-profit coalition ensures that all revenue will be directed to furthering our mission.

Trust: Gender and Inclusion in Media

Goal

United for News' trust initiative in 2018 aims to increase the frequency that female experts are quoted in news reporting, guided by the understanding that news that reflects the makeup and viewpoints of the broad community accrues greater trust.

The Opportunity

Trust in media begins with inclusion. When people feel that their issues are covered and their voices are heard, trust can flourish. However, women are underrepresented across the board in media, in newsrooms and in the news. Worldwide, only 27% of the top

management jobs in the media sector are occupied by women. Globally, women hold just one third of full-time media positions, and even fewer work in ICT and media management positions.

Women and girls' voices are often ignored and their lives are rendered invisible in the information spaces we all use to navigate our lives, make choices, and influence policy.

Only 24% of the people we read or hear about in print, radio, or television news stories are women or girls, while even fewer are showcased as authorities or subject matter experts in news stories. Roughly 80% of the "experts" interviewed by the news media are men.

Initiative 1: Amplifying Women's Voices

United for News will build on work being piloted at Bloomberg LP, through their New Voices initiative. (Some of this work has not been publicly announced, but will be in the coming months). The organization and its leadership are deeply aware that women on-air experts are radically and regularly under-represented in their newsrooms around the world. To address this issue, Bloomberg is compiling a global database of women experts and pairing its launch with a requirement for all its newsrooms to increase the percentage of women cited in all stories. This is a powerful, and relatively straightforward, approach. While there are a range of

existing lists of women experts, very few media organizations have taken the important step of requiring their reporters to utilize women experts in news.

To amplify Bloomberg's approach and accelerate the adoption of their best practices, United for News will launch a global campaign, challenging additional media to increase the percentage that women experts are cited. The initiative will also build a toolkit with resources to help newsrooms track their progress, access expert directories and help female experts get the training they need to be interview ready.