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# News and media startups



# Outline



What are news and media startups?



Factors driving the rise of news startups



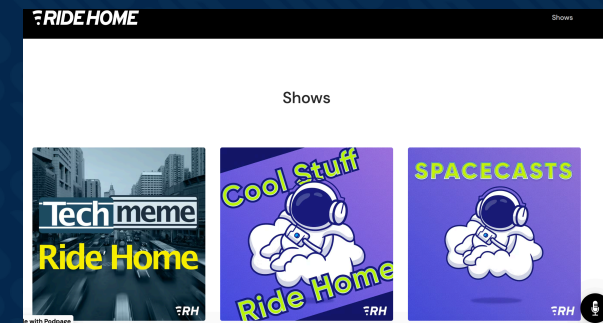
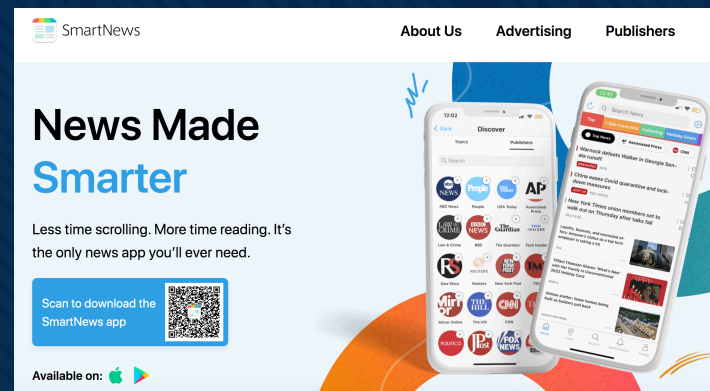
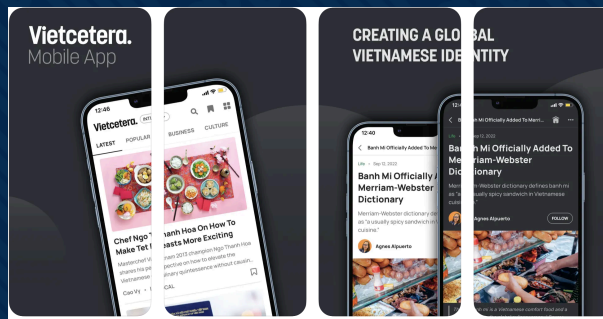
Benefits of news startups



Challenges that news startups face

# What are news startups?

News and media startups have become a significant force in the media landscape in recent years which is reshaping journalism and entrepreneurship. News startups are characterized by their use of technology, innovative business models, and a commitment to quality journalism.



## Factors driving the rise of news startups

- Traditional media industry facing challenges from the digital age.
- More people consuming news online, leading to decline in print circulation and advertising revenues.
- Social media making it easier for news startups to reach audiences.
- Rise of digital technology enable news startups to produce content more efficiently and cost-effectively. For example, some news startups use AI and machine learning algorithms to streamline their news production processes.

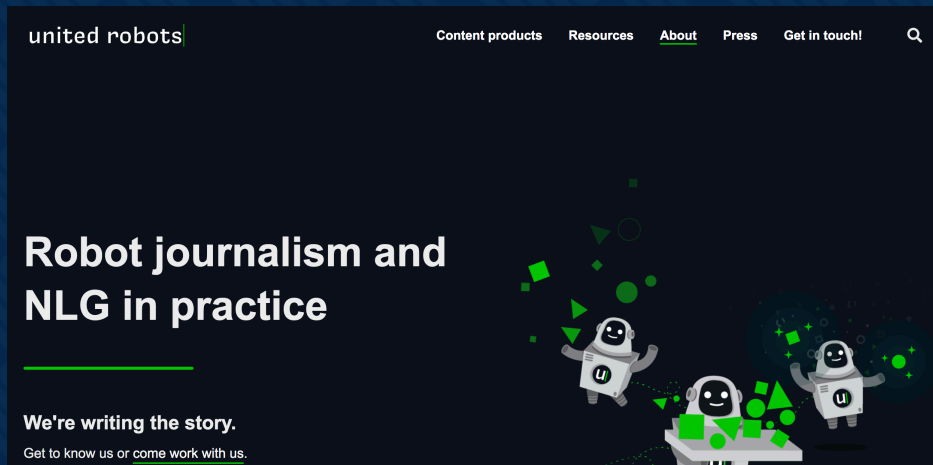


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# United Robots

Example of news startup using AI



- [United Robots](#) is a Swedish startup that provides news automation services.
- Uses AI and natural language processing to automatically generate news articles from structured data and other sources.
- Clients of the startup include media companies, news agencies, and other organizations.

# Benefits of news startups

Alternative perspectives and viewpoints

- News startups provide alternative perspectives and viewpoints.
- Traditional media companies often focus on delivering news that appeals to a broad audience. News start-ups are more agile and can produce content that addresses niche topics and perspectives



# bendra.lt

Example of media startup providing alternative perspectives

BENDRA.lt

Žmogus Aplinka Valdžia

**Pirmoji ištraukiosios žurnalistikos platforma Lietuvai**

Nesvarbu iš kokio Lietuvos regiono esi, čia Tavo balsas gali įkvėpti naujienų darbotvarkę ir skatinti pokyčius. Bendrauk, siūlyk, klausk, abejok. Kartu nušvišime problemas.

Būk kartu Sužinok daugiau

**Rekomenduojama**

**Pokabiai**  
**Demokratija – tai yra nuolatinis ginčo, kuriame niekas nelaimi, judėjimas**  
Televizijos laidų vedėjas, nekonvencinių medijų projektų kūrėjas ir dalyvis, Vytauto Didžiojo universiteto dėstytojas Rytis Zemkau...

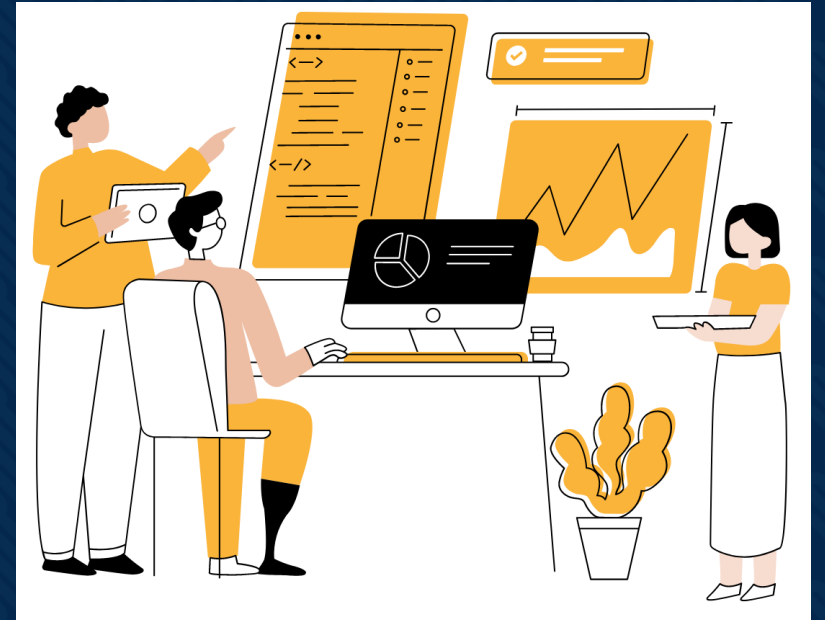
**Žmogus**  
**Rusakalbiai Visagino jaunuoliai: mes jaučiamės lietuviais**  
Kaip per karą jaučiasi rusakalbis Visagino jaunimas? Ar randa bendrą kalbą su tėvais, ar juos priima Lietuvos visuomenė? Bendra.lt...

- Lithuanian media startup [bendra.lt](https://bendra.lt) is a first engaged journalism platform in the country.
- Community members of the platform are invited to participate in the reporting process by offering story ideas and voting for the most interesting topics in their community.

# Benefits of news startups

## Innovative business models

- News startups are experimenting with new revenue streams, such as crowdfunding, sponsored content, and memberships.
- These new business models are helping to create sustainable revenue streams for news startups.



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# Benefits of news startups

Reshaping the way journalists work



- Digital technology enable journalists to work remotely and collaborate with other journalists from around the world.
- News startups create a more diverse and inclusive newsroom.

## Challenges facing news startups

- One of the biggest challenges is monetization. News startups often struggle to generate sustainable revenue streams.
  - This has led to many news start-ups closing down or merging with other companies
- Issue of trust:
  - With the rise of fake news and misinformation, many people are becoming increasingly skeptical of the media. News start-ups need to ensure that they are producing quality journalism and maintaining high ethical standards to build trust with their audiences.



## SUMMARY: Impact of news startups

- News startups are playing an important role in reshaping journalism and entrepreneurship
- They are disrupting the traditional media industry and providing alternative perspectives and viewpoints
- They are using technology and innovative business models to create sustainable revenue streams
- They are creating a more diverse and inclusive media landscape, where quality journalism can thrive



**Thanks for learning about  
news startups!**