VIVERE SENZA I MEDIA?

Claudio Semenza, 26 febbraio 2019

"Se non state attenti, i media vi faranno odiare le persone che vengono oppresse e amare quelle che opprimono."

MALCOLM X

A

"C'è da avere più paura di tre giornali ostili che di mille baionette."

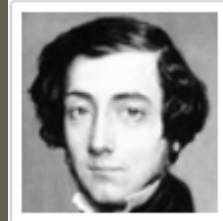
NAPOLEONE BONAPARTE

B

"Stampando una notizia in grandi lettere, la gente pensa che sia indiscutibilmente vera."

JORGE LUIS BORGES

C



"La stampa è per eccellenza lo strumento democratico della libertà."

VISCONTE ALEXIS DE TOCQUEVILLE

D

"Se non state attenti, i media vi faranno odiare le persone che vengono oppresse e amare quelle che opprimono."

MALCOLM X

A - Influenza (negativa)

"C'è da avere più paura di tre giornali ostili che di mille baionette."

NAPOLEONE BONAPARTE

B - Potere

"Stampando una notizia in grandi lettere, la gente pensa che sia indiscutibilmente vera."

JORGE LUIS BORGES

C - Manipolazione

"La stampa è per eccellenza lo strumento democratico della libertà."

VISCONTE ALEXIS DE TOCQUEVILLE

D - Valore

ABBIATE FIDUCIA

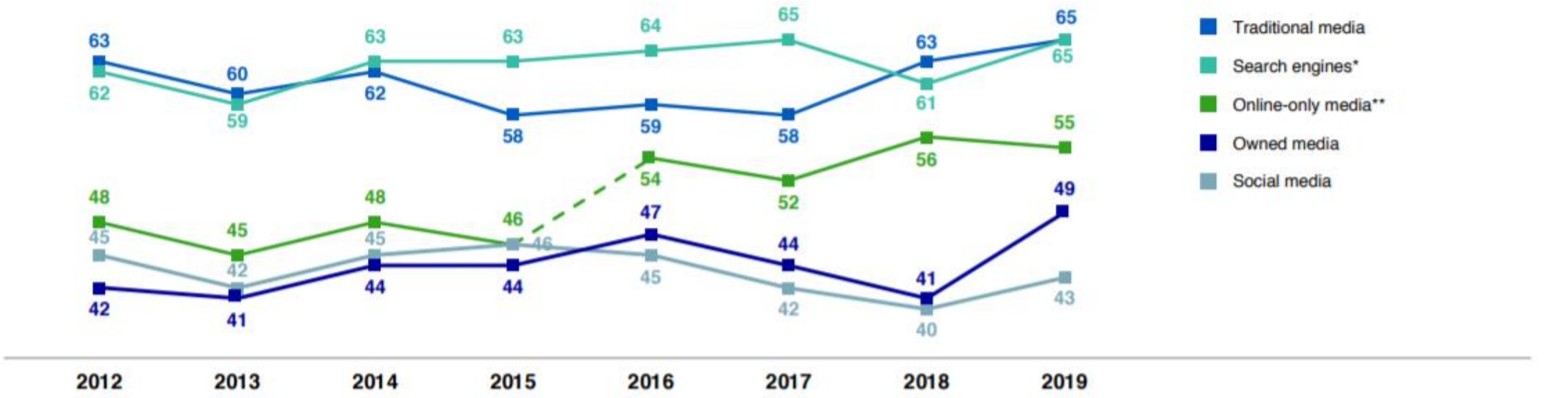
TRUST IN MEDIA RISES, REMAINS LEAST-TRUSTED INSTITUTION

Percent trust in media

2019 Edelman Trust Barometer. TRU_INS. [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." 9-point scale; top 4 box, trust. General population, 26-market average.

TRADITIONAL MEDIA, SEARCH MOST TRUSTED

Percent trust in each source for general news and information



2019 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 23-market average.

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."
**From 2012-2015, "Hybrid Media" was included as a media type. In 2016, this was changed to "Online-Only media."

DI CHI HANNO PIU' PAURA I MEDIA?

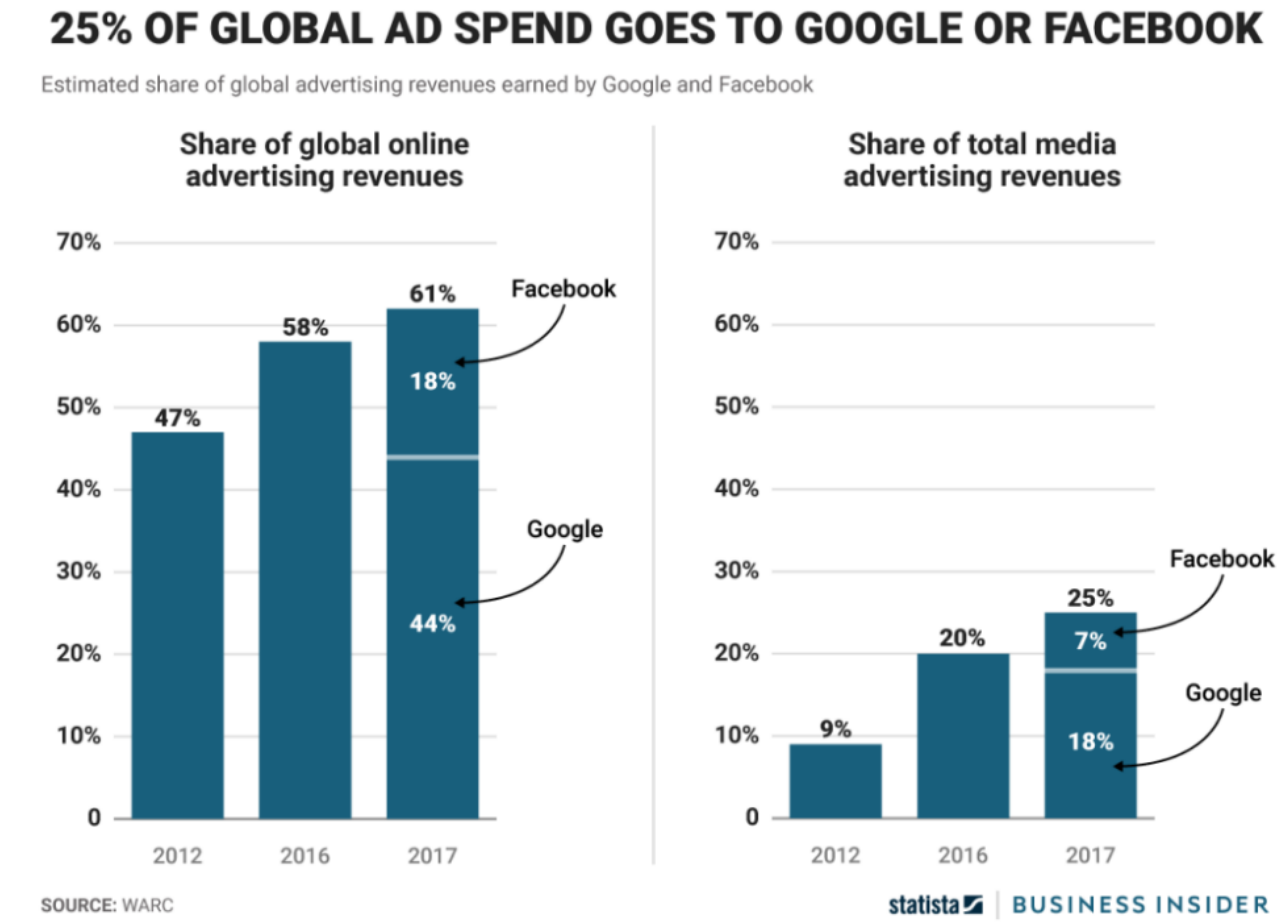
_____ _____

DI CHI HANNO PAURA I MEDIA?

G-----

F-------

GOOGLE E FACEBOOK



Facebook Journalism Project
19 febbraio alle ore 20:51 ·

The Facebook Journalism Project is proud to support the Local Media Association's and the Local Media Consortium's efforts to help local newsrooms develop revenue streams through branded content. Learn more about their open call to media organizations to apply to participate in a pilot branded content project.

FACEBOOK.COM
Applications Available for LMA and LMC Branded Content Project

29 Commenti: 2 Condivisioni: 4

facebook for media

Soluzioni Formazione Storie di successo Blog

‹ Tutti i post

Introducing: The Facebook Journalism Project

Prodotti in evidenza

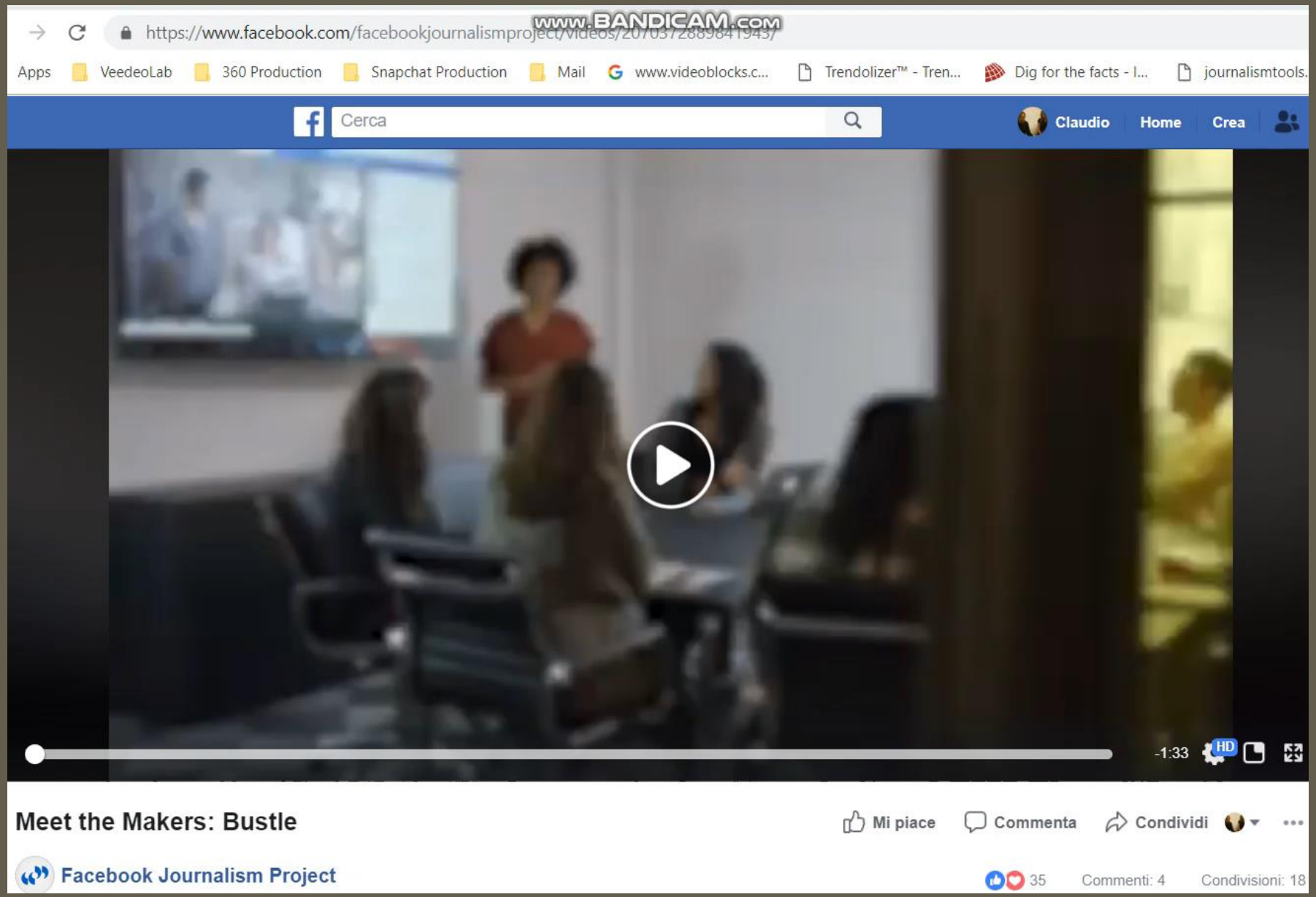
Facebook Journalism Project

Informazione

Facebook vuole investire 300 milioni in tre anni sulle news

Facebook investirà in diversi progetti legati al giornalismo e soprattutto all'informazione locale, messa a dura prova dal digitale

VENIAMO IN PACE…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journalismtools.
Cerca
Claudio
Home
Crea
-1:33
HD
Meet the Makers: Bustle
Mi piace
Commenta
Condividi
Facebook Journalism Project
35
Commenti: 4
Condivisioni: 18

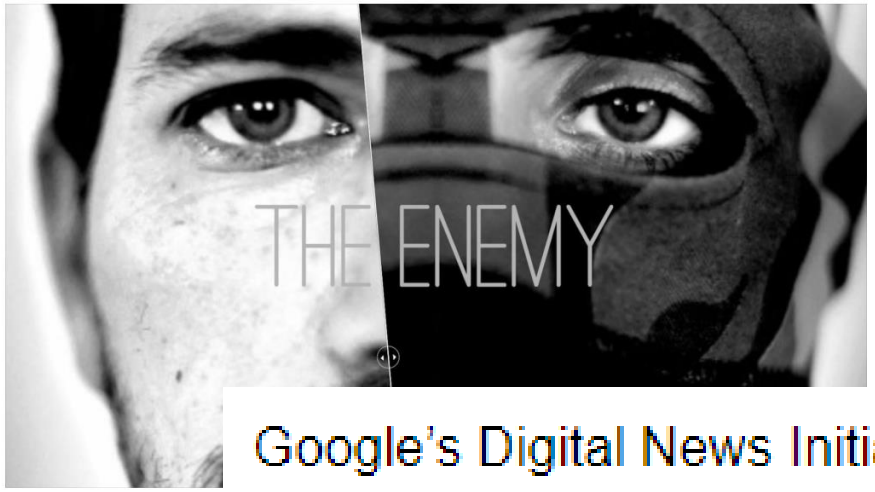
Google News Initiative

Digital News Innovation Fund Overview Insights Projects Report Participate Funding Closed

The Enemy: Using VR to disrupt the news

The Enemy uses VR and AR to make the news a fully interactive experience.

Read More



Google's Digital News Initiative (DNI) has supported 461 innovative projects since its launch three years ago and spent more than £83 million supporting media innovation.

VENIAMO IN PACE… ANCHE NOI

www.BANDICAM.com

https://www.youtube.com/channel/UC6CSDSDMpceGOr_9N0W3kUg

Apps | VeedeoLab | 360 Production | Snapchat Production | Mail | www.videoblocks.c... | Trendolizer™ - Tren... | Dig for the facts - I... | journalismtools.io | Bitly | URL Shortene... | Other bookmarks

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Video piaciuti
Ronaldo

ISCRIZIONI
coach6100
The Ringer
jawed
Serie A
EICMA

Google News Initiative

Google News Initiative

9.389 iscritti

ISCRIVITI 9389

HOME PAGE | VIDEO | PLAYLIST | COMMUNITY | CANALI | INFORMAZIONI

Introducing the Google News Initiative

10 mesi fa

The Google News initiative is our company-wide effort to help journalism thrive in a digital age. It brings together everything we do across products, partnerships and program to build a better future for news. Our goals with the GNI are threefold:

1. To evolve new business models to support quality journalism
2. To strengthen and elevate quality journalism

ULTERIORI INFORMAZIONI

CANALI POPOLARI

Me contro Te — ISCRIVITI
GBR - Giochi per Bamb... — ISCRIVITI
Fanpage.it — ISCRIVITI
JustR3mo — ISCRIVITI
Silvia & Kids — ISCRIVITI

Case Studies ▶ RIPRODUCI TUTTI

Address

ITA 1:32 PM 2/26/2019

QUANTE COPIE VENDONO I QUOTIDIANI ITALIANI

	QUOTIDIANI	Novembre 2018	Novembre 2013	%
1	CORRIERE DELLA SERA	275.998	464.428	-40,57%
2	la Repubblica	209.362	382.234	-45,23%
3	24 ORE	168.555	315.521	-46,58%
4	LA STAMPA	146.558	221.659	-33,84%
5	La Gazzetta dello Sport	143.483	224.558	-36,10%
6	Avvenire	118.042	105.563	11,82%
7	Il Messaggero	95.451	142.188	-32,87%
8	QN il Resto del Carlino	89.765	123.747	-27,46%
9	Corriere dello Sport	71.136	122.400	-41,88%
10	QN LA NAZIONE	64.908	99.906	-35,03%
11	IL GAZZETTINO	55.688	70.439	-20,94%
12	il Giornale	49.937	105.773	-52,79%
13	Il Giorno	45.811	50.829	-9,87%
14	il Fatto Quotidiano	44.859	64.384	-30,33%
15	TUTTOSPORT	44.599	95.788	-53,44%

Prima Comunicazione | Confronto 2’18/1ì2013 dati ADS

FIDUCIA, SFIDUCIA. PERCHE'?

PERSONALE NELLE REDAZIONI DAL 2009 A OGGI NEL MONDO

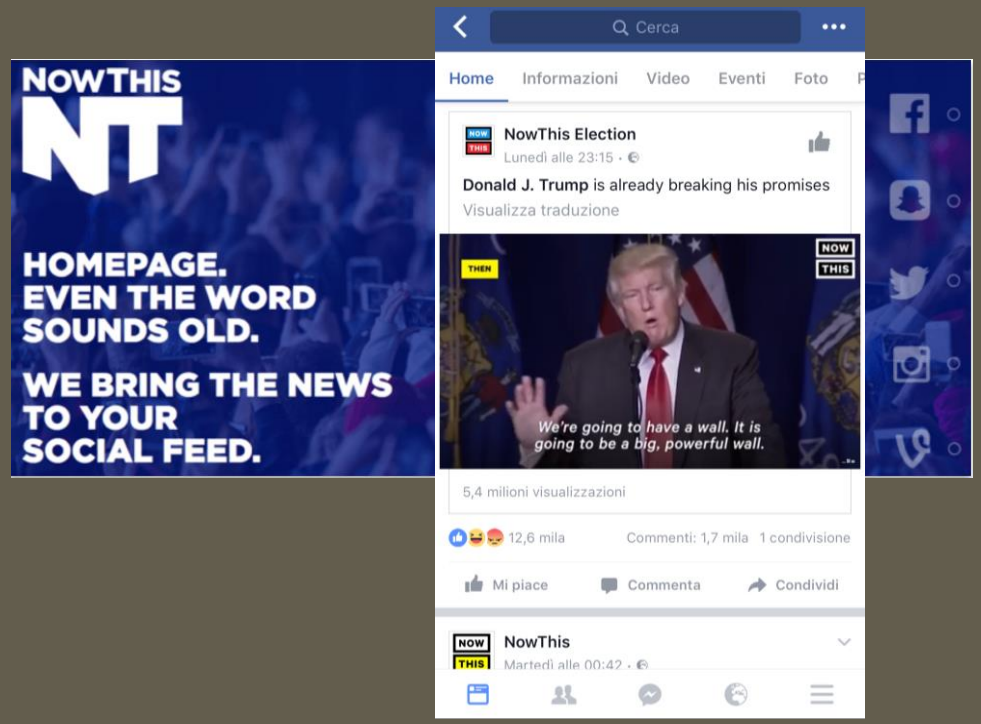
-23%

E’ UNA GUERRA.
COME SI COMBATTE?

I) ALLA CONQUISTA DEI MILLENIALS

Seriously.tv

2) SOLO SOCIAL



- Social only
- 7B video views in 12 mesi*
- 74% meno di 34 anni
- 68% tra18 e 34 anni

Source: * NowThis: Most Watched News Publisher on Facebook http://tubularinsights.com/nowthis-facebook/#ixzz4QIWaQ3QF

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NowThis

https://www.facebook.com/NowThisNews/?fref=ts

Apps | New Tab | VeedeoLab | 360 Production | Snapchat Production | Mail | Other bookmarks

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- Eventi
- Foto
- Persone a cui piace
- Note
- Post

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1 h ·

We can't wait!

Visualizza traduzione

Sito Web di notizie/media

Cerca post in questa Pagina

Piace a 8.384.786 persone

Invita i tuoi amici a mettere "Mi piace" a questa Pagina

INFORMAZIONI

Chat (36)

Search Windows | Address | ITA | 10:32 PM 11/16/2016

MA LA CRISI HA COLPITO ANCHE ALCUNI EMERGENTI

- Negli Stati Uniti anche nel 2019 annunciati nuovi licenziamenti nei media

A union organizing effort was already underway at BuzzFeed when the company laid off about 15 percent of its work force in January. Drew Angerer/Getty Images

By Jaclyn Peiser

Feb. 12, 2019

Last month, BuzzFeed laid off more than 220 employees, or 15 percent of its work force. On Tuesday, employees at the company's news

MA QUALCUNO CE LA FA?

CHI GUIDA LA RISCOSSA…

New York Times Tops 4 Million Mark in Total Subscribers

The New York Times Company added revenue by leasing four floors in its headquarters after an extensive renovation. Jeenah Moon for The New York Times

NEL 2017 ANCHE AL NYTIMES…

MEDIA 06/29/2017 03:23 pm ET | **Updated** Jun 29, 2017

New York Times Employees Walk Out As Layoffs Loom

Copy desk to management: “You turned your backs on us.”

By Andy Campbell

NEW YORK — In a show of solidarity, employees of The New York Times walked out of their office on Thursday to protest layoffs expected to hit the paper’s copy desk.

HUFFPOST/ANDY CAMPBELL

Dozens of New York Times employees stage a walkout after cuts to the publication’s copy desk were announced.

TRENDING

When Staff Sought Better Jobs, Amy Klobuchar Tried To Undermine Them

Amy Klobuchar Screamed At An Aide And Then Ate Her Salad With A Comb

Donald Trump Names Kelly Craft As New UN Ambassador

Exposing Amy Klobuchar’s Mistreatment Of Staff Is Not Sexist

The Amazon Bathing Suit That Looks Good On Everyone

HUFFPOST

Not all of the new subscribers signed on for news. The Times reported that, of the 203,000 net increase in digital subscribers, 143,000 signed on for digital news products, with the remainder paying for the company's cooking and crossword features.

NON SOLO NEWS…

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NON SOLO NEWS…

«STIAMO INVESTENDO»

"This quarter, subscription revenues accounted for nearly two-thirds of the company's revenues," Mark Thompson, the chief executive and president, said in a news release. "We're investing aggressively in our journalism, product and marketing and are seeing tangible results in our digital growth."

Related Coverage

Aug. 8, 2018

New York Times Co. Reports $24 Million Profit, Thanks to Digital Subscribers

May 3, 2018

New York Times Co. Reports Revenue Growth as Digital Subscriptions Rise

LA RICETTA

1)-------

2)----------

LA RICETTA

1)Q------

2)I----------

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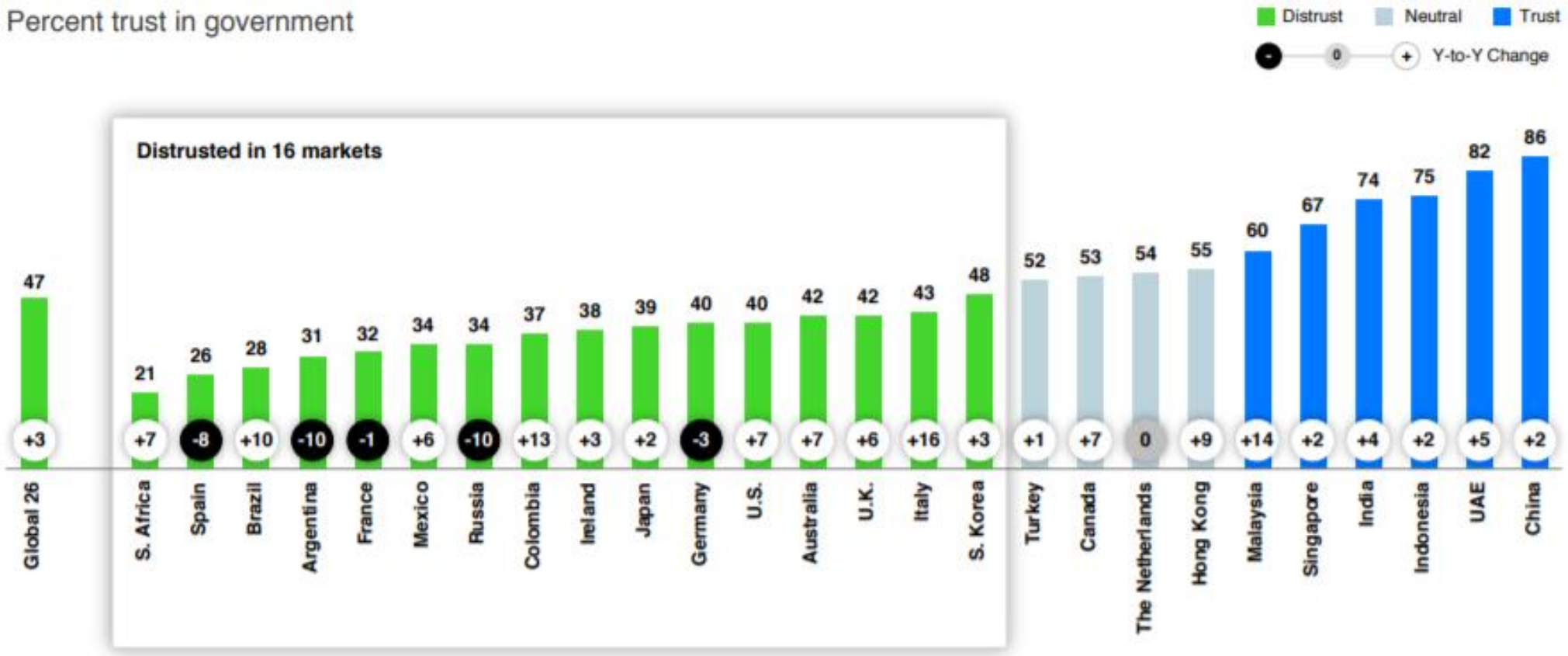
E-mail claudio.semenza@live.it

APPENDICE

News Corporation
Obama over visit to

TRUST IN GOVERNMENT INCREASES IN 20 OF 26 MARKETS

Percent trust in government



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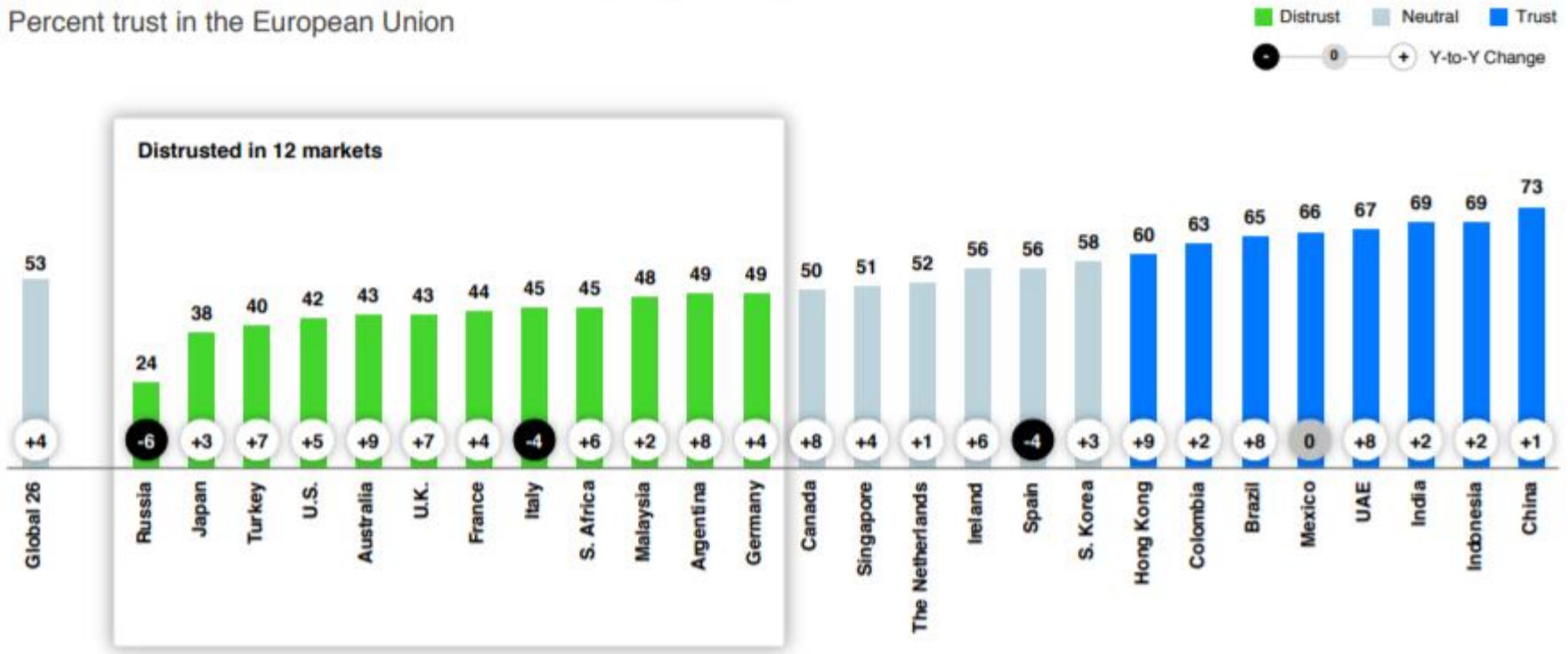
TRUST IN THE EUROPEAN UNION INCREASES IN 22 OF 26 MARKETS

Percent trust in the European Union



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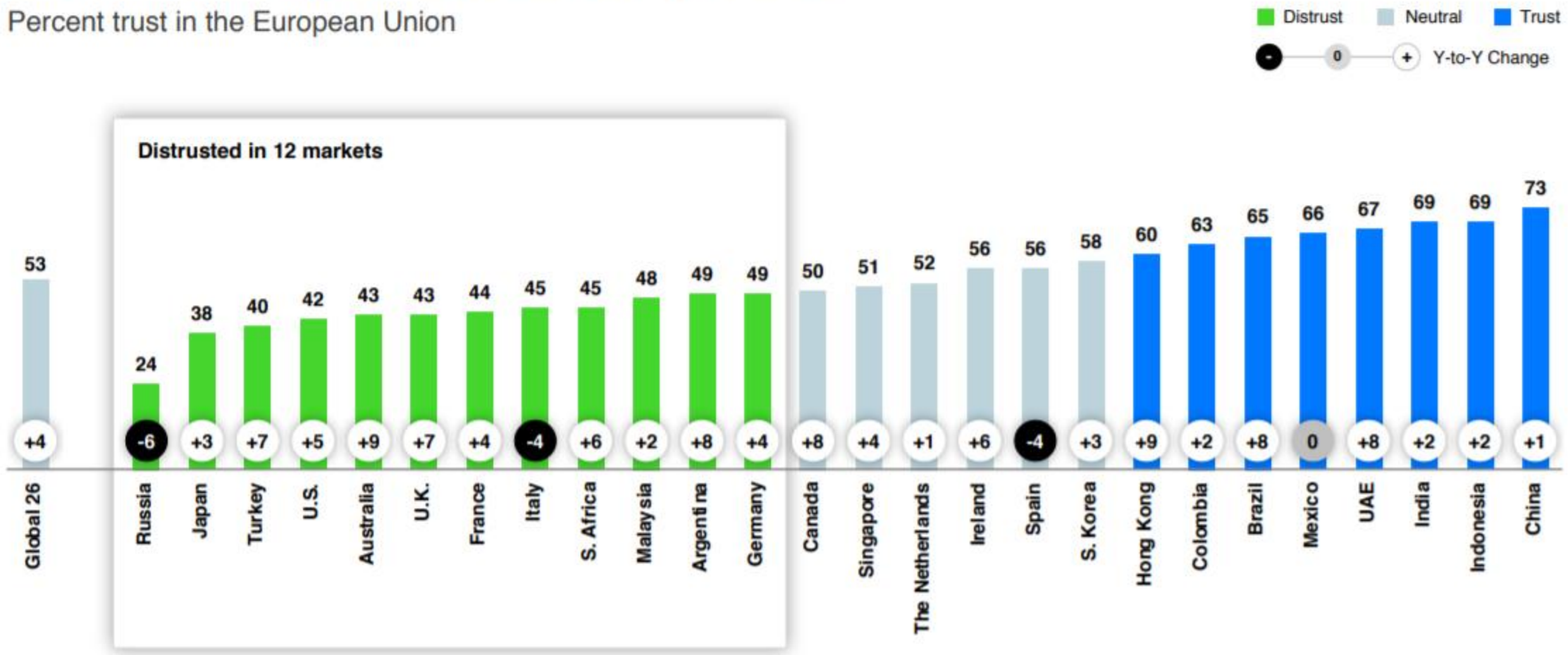
TRUST IN THE EUROPEAN UNION INCREASES IN 22 OF 26 MARKETS

Percent trust in the European Union



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19th ANNUAL EDELMAN TRUST BAROMETER

Methodology

Online Survey in 27 Markets

33,000+ respondents total

All fieldwork was conducted between October 19 and November 16, 2018

27-market global data margin of error: General population +/- 0.6% (N=31,050), informed public +/- 1.3% (N=6,000), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8 (N=15,525).

Market-specific data margin of error: General population +/- 2.9 (N=1,150), informed public +/- 6.9% (N=min 200, varies by market, China and U.S. +/- 4.4% (N=500), mass population +/- 3.0 to 3.6 (N =min 739, varies by market).

Employee MOE: 27-market = +/- 0.8% (N=16,944)
Market-specific = +/- 3.2 to 4.6% (N=min 446, varies by market)

General Online Population

1,150 respondents per market

Ages 18+

All slides show general online population data unless otherwise noted

Informed Public

500 respondents in U.S. and China; 200 in all other markets

Represents 16% of total global population

Must meet 4 criteria

- Ages 25-64
- College-educated
- In top 25% of household income per age group in each market
- Report significant media consumption and engagement in public policy and business news

Mass Population

All population not including informed public

Represents 84% of total global population

2019 Focus on Employer-Employee Relationship

55% of global general population are full- or part-time employees (but not self-employed)

Oversample of employees of multinational companies: 500 respondents per market