

## NEXT GEN NEWS 2

# Recommendations for news producers

Based on our research, we have developed recommendations for news producers tailored to each mode of engagement.

## SIFT

How I discover information

### Scroll

- > Package for the platform
- > Select stories/topics that break through
- > Win the first two seconds

### Seek

- > Guide discovery
- > Give control
- > Personalize with purpose

### Subscribe

- > Sync with habits
- > Build for completion

