

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

