

NEWS

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Earth247 is in the business of providing a global platform to watch and share news

# Changes create opportunities

1. The audience dictates the interaction with media, when, what, how, driven by brands, interest and peers
2. With new technologies, the user can record the news, tell the story, comment, discredit and add value to news.
3. Legacy news media losing audiences, unable to “share power” with user

# Opportunity: “Next Generation News”

► A **facilitator, platform** of news with

📖 Platform for great news channels

📖 Personalised, on-demand content

📖 Real time reporting from eye-witness

📖 Sharing & Social networking

📖 Audience shaping the news

📖 Excellence in delivery and usability

📖 Availability over Web, Mobile, TV

# Vision

**the global news platform of the digital age, integrating journalistic values with the power of users to shape and share news**

# Value Proposition

## ▶ For Channels

📖 "White label" video platform

📖 New visitors driven by:

- ▶ Frontpage
- ▶ Related News
- ▶ Social Networks

📖 Ad revenue share

📖 Possibility for syndication

## ▶ Audience

📖 Top news as decided by editors

📖 News as watched by friends

📖 News personalised to your historical tastes

📖 News of interest today

📖 Ability to comment, share, see breaking views

# Global ... really

- ▶ English, Chinese, Arabic, Japanese, French, Spanish, Russian
- ▶ Any others overnight
- ▶ User-generated translation / subtitles
- ▶ Available over the web, phone, TV
- ▶ Fast download, over the LAN P2P

Coming to you before 2009!

Sign up to be pilot sites!

Contact Sean Ang!  
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