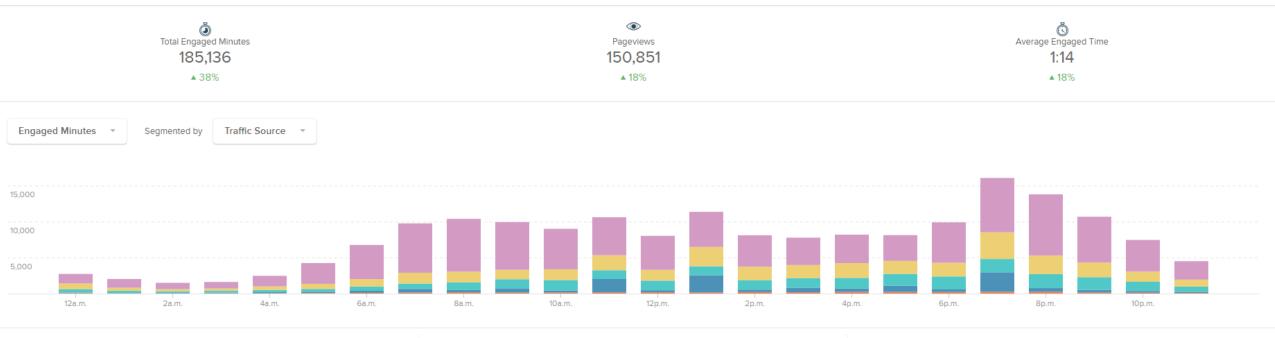
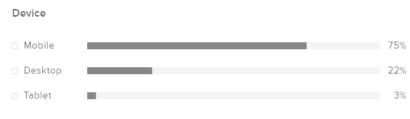
SMART JOURNALISM IN THE ERA OF GLOBAL CONFLICTS





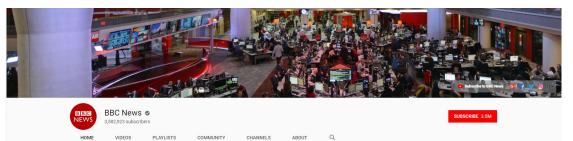
Traffic Source		
Social		57%
Internal		20%
Search		14%
🗆 Links	_	7%
Direct		2%

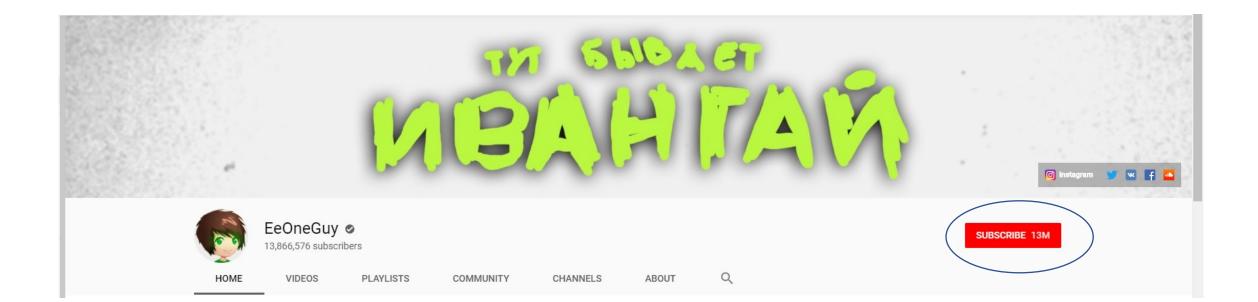


Visitor Frequency

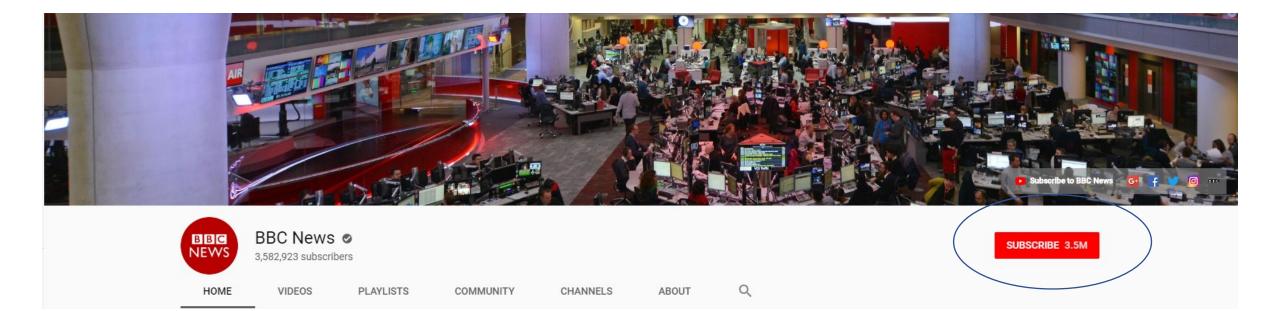
Returning	45%
New	30%
🗆 Loyal	 16%
Unclassified	 8%











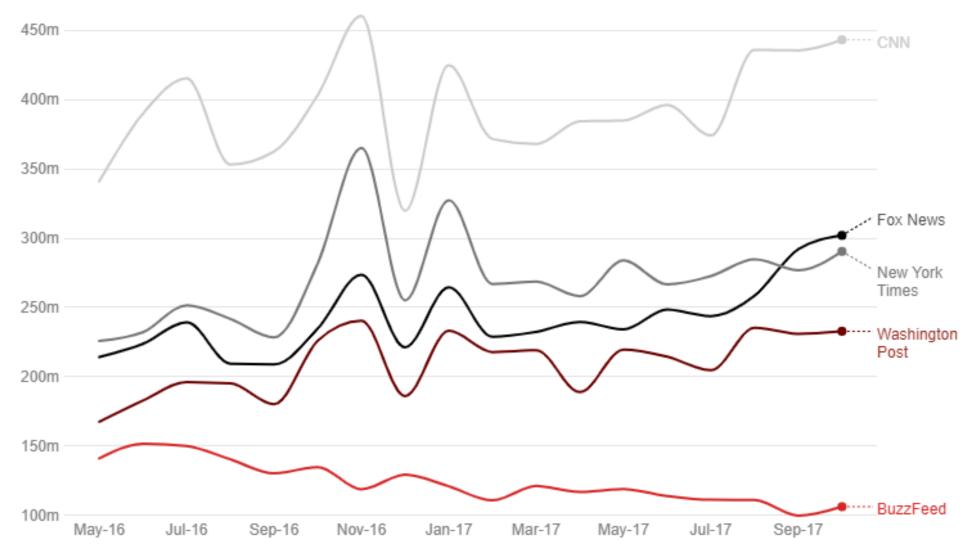


The Evolution of Dad Dancing

Contract of

The "Attempted One-Legged Chicken"

Monthly visits to top news sites



Source: SimilarWeb . Created with Datawrapper



LIBERTONAWARD



We are in the UK. We don't get unbiased. You are dealing with the BBC and the rest of the MSM. They do what they are told by WM

Like · Reply · 1d



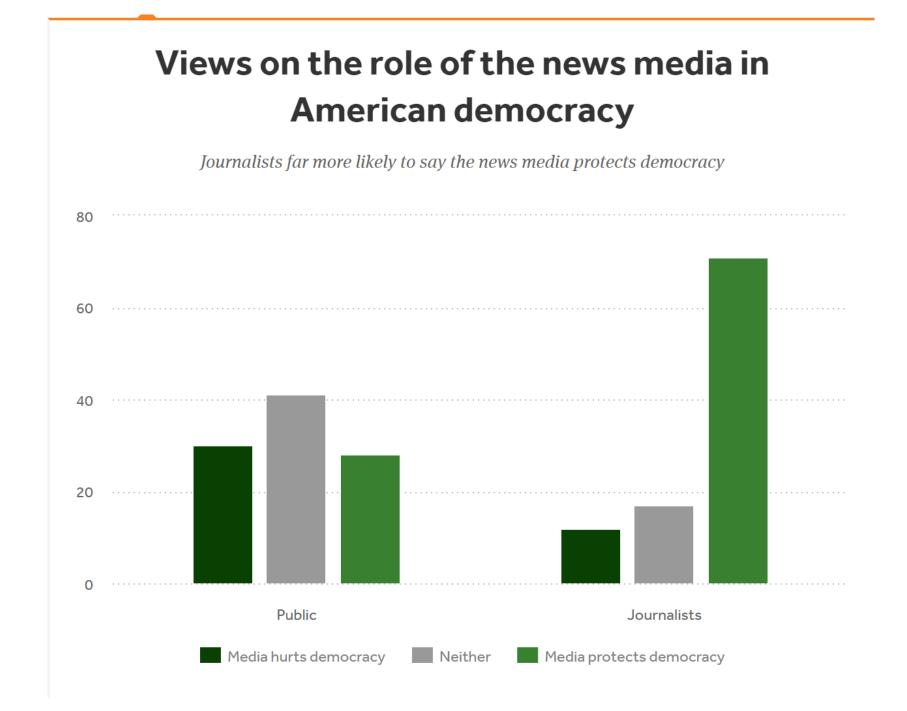
the news?

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Like · Reply · 1d
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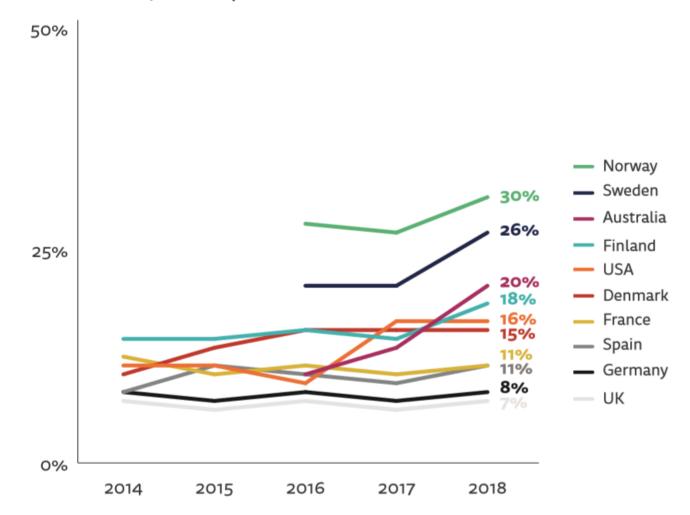
Hell no. I don't believe it at all.

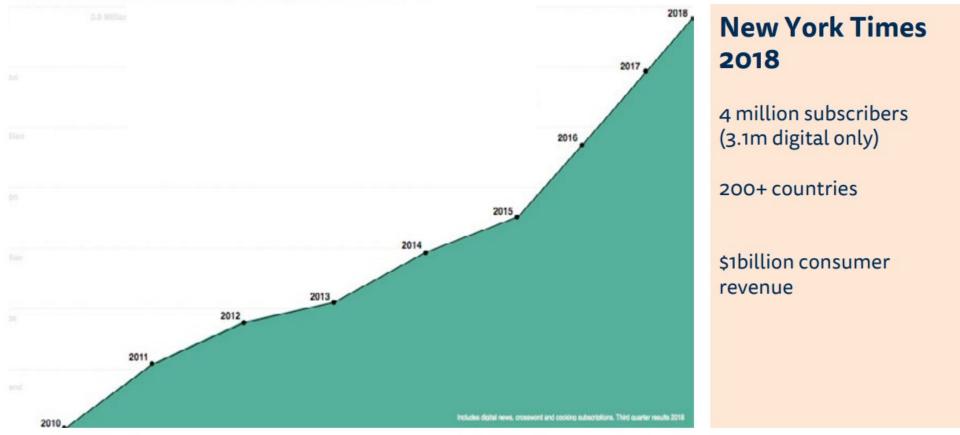
Like · Reply · 1d





PROPORTION THAT HAVE PAID FOR ONLINE NEWS IN THE LAST YEAR (2014–18) – SELECTED MARKETS

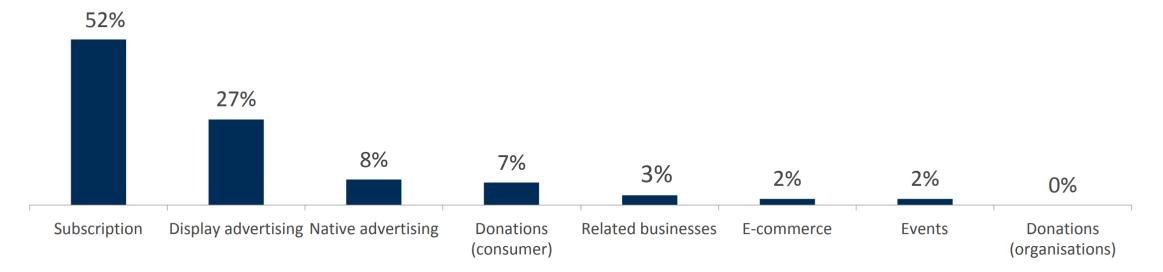




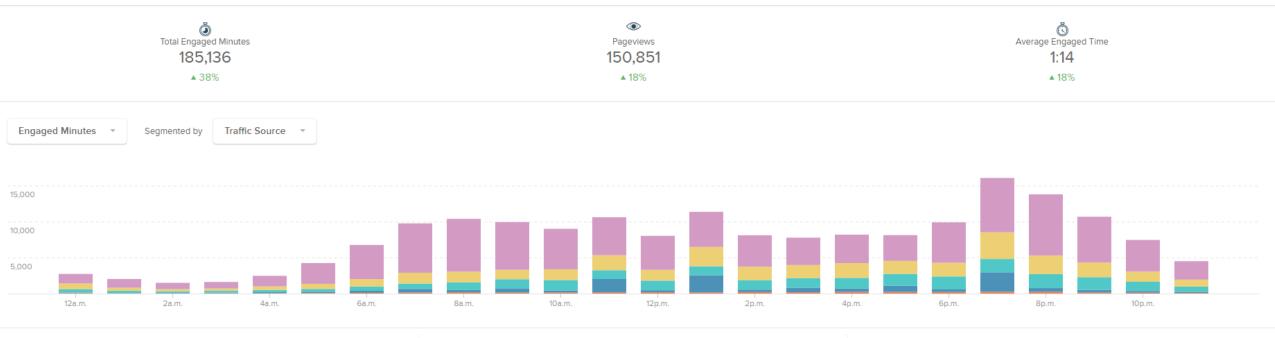
New York Times subscription growth 2010-18

Source: New York Times

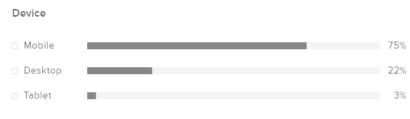
Main revenue focus in 2019



Q5. Which of the following digital revenue streams is MOST important for your company in 2019? Digital leaders survey 2019, N=163



Traffic Source		
Social		57%
Internal		20%
Search		14%
🗆 Links	_	7%
Direct		2%



Visitor Frequency

Returning	45%
New	30%
🗆 Loyal	 16%
Unclassified	 8%







