





# NEWS IN NZ



- What's happened to the NZ media?
- Where are the Things That Matter?
- Is the fast and frivolous all there is?
- Or can something be done to re-imagine quality news for smart people - to stimulate, inform, provoke and change things for the better?

- How do we make sense of Global events and trends affecting NZ?
- Hang on. Help is on its way.





- A new, independent site doing in-depth news for thinking people
- The Things that Matter
- Beyond gossip, crime and celebrity
- Reinvigorating specialist news and current affairs

- Moving from 'Clicks to Clocks'
- Highlighting the good and exposing the bad
- Using clever video storytelling to enhance quality reading
- Created for a mobile World, shared on Social

# NEWSROOM PRO

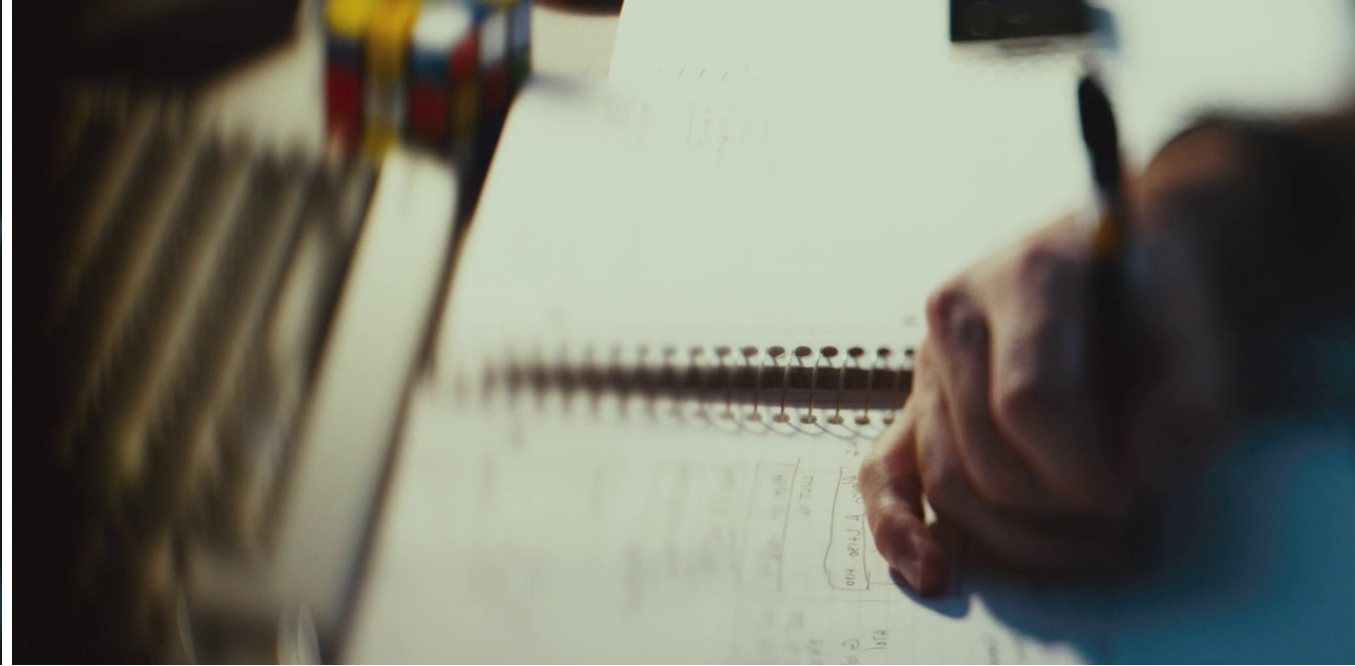
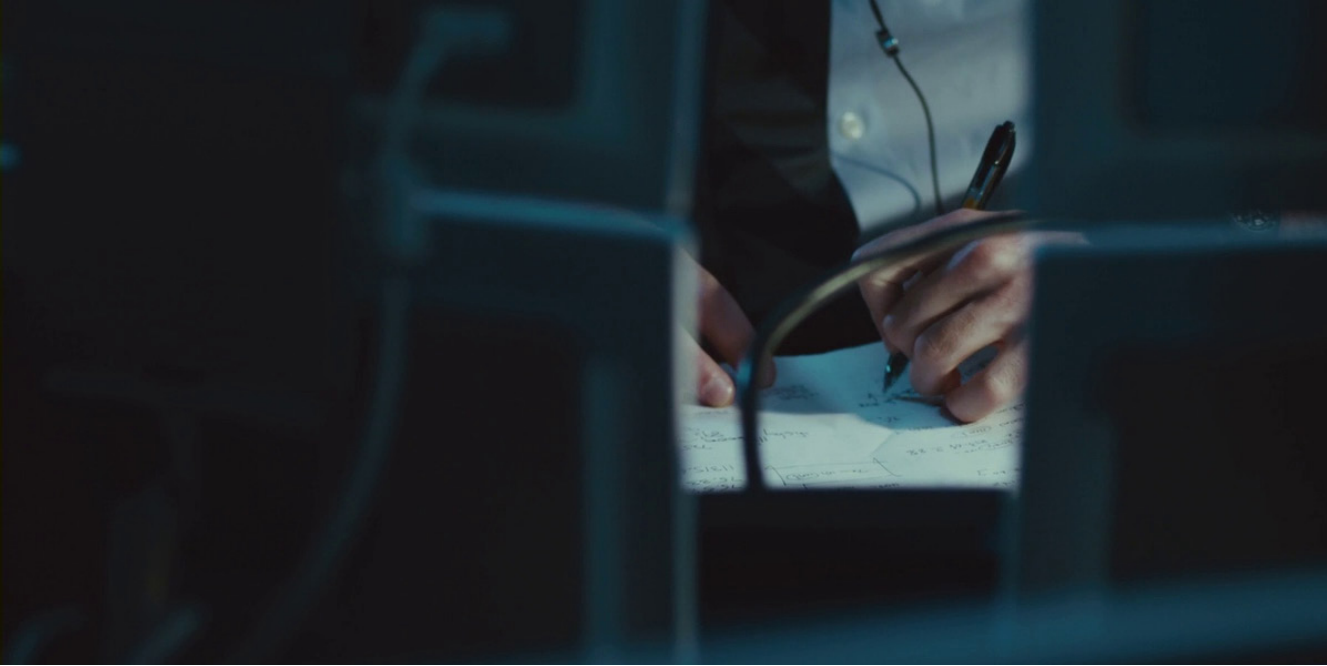


- Paid subscriber, real time, news feed of “ The Things that Matter ”
- Incorporating economics and business expert, Bernard Hickey, and his existing Hivenews.co.nz business.
- Including newsroom’s existing paid media release, and news transcript service.

- Adding three further expert journalists in: Politics and Foreign Affairs / Environment/Health and Energy and Technology
- Targeting corporate clients, governments and agencies, local government, quangos by direct email



## WHO'S BEHIND IT



- **Some of the best editors and journalists in NZ – writers and broadcasters with expertise and profile**
- **Business and development support from:**
  - Technology sector leaders Selwyn and Craig Pellett**
  - Independent media company Allied Press (ODT)**

## WHY NOW ?



- **Mainstream media have largely withdrawn from quality news about our society**
- **Doubt over future of FairfaxNZ and NZME will increase the demand for alternative site.**
- **Journalistic talent market is fluid**
- **Public funding increasingly likely for video story telling on all digital platforms**
- **Opportunity from Facebook opening Instant Articles to all NZ content publishers**

# AUDIENCE



- **New Zealanders who care**
- **Educated, mid -income and higher, 25 plus**
- **Dispirited by NZ media offering - want to know what's really going on**
- **Newsroom site aiming for 100k unique monthly audience by end 2017, 350k end 2019**



# OUR CONTENT

World

## Syrian child refugees 'making UK clothes'

Syrian refugee children have been working in factories in Turkey making clothes for British high street retailer Marks & Spencer and online store...

Glen North Oct 25 2016

### TOP STORIES



SPORT

#### Murray wants Djokovic ATP London showdown

[AAP Newswire](#) | Nov 17 2016



SPORT

#### Reborn Blair indebted to Bennett

[AAP Newswire](#) | Nov 17 2016



SPORT

#### Amateur Luck upstages Open drawcard Spieth

- High-appeal, quality journalism
- Calm and in context
- Expert staff writers and freelancers with personality
- In-depth reads and 'interpretative' style
- Additional content from top-class NZ and overseas sources
- Aggregating quality content and linking out



# NEWS AND CURRENT AFFAIRS



- **Investigations**
- **Technology & Innovation**
- **Politics**
- **The New Auckland**
- **Resurgent Regions**
- **Environment & Sustainability**
- **Inspiration**

- **Global issues**
- **Education**
- **Health**
- **Society & Culture**
- **The Real Economy**



# PLUS



## sportsroom

sport in-depth and video series



## boardroom

business and finance insights



PLUS



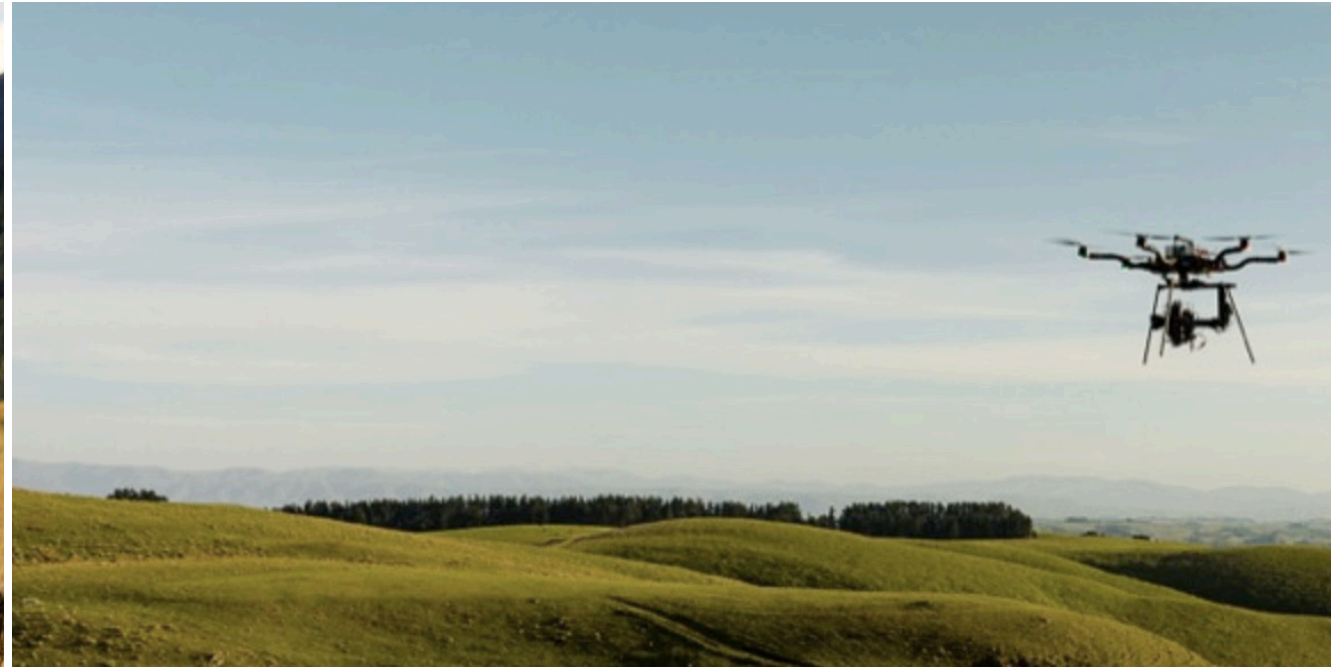
**viewingroom**

videos movies, media and screen industry

**livingroom**

best of NZ Life and Leisure Magazine

## VIDEO EXPERTISE



- **Visual storytelling for news, a multi-part series, and sponsored content**
- **Current affairs and media shows to run on site and broadcast**
- **Partner production houses Great Southern TV and 90 Seconds**
- **Using out-sourced, 3rd party facilities**



# REVENUE SOURCES



- **Foundation investment**
- **Enhanced existing revenues from newsroom.co.nz subscribers**
- **'Family of Five' corporate sponsors**
- **NZ University partnerships**

- **NZ On Air funding for digital**
- **Pre-roll video and banner advertising**
- **Voluntary audience micropayments**

## WHO WE ARE



### **Mark Jennings – co-editor**

Mark Jennings is the former group head of news for Mediaworks. He played a key role in establishing a news service for TV3 when it became the first private television network in New Zealand. Prior to this he worked as a reporter in Australia for 10 years, breaking stories for Seven, Nine and the ABC. Mark was responsible for developing many news programmes for TV3 and recently oversaw the development and launch of Newshub. In May this year he was appointed to the complaints committee of the Online Media Standards Authority (OMSA)

### **Tim Murphy – co-editor**

Tim Murphy led the editorial team at the New Zealand Herald and nzherald.co.nz for 14 years as editor and editor-in-chief. He took the Herald to multiple awards for newspaper and news site of the year and introduced a host of new publications and digital channels. He also worked in the 1990s in Singapore and Auckland for a leading NZ public relations company, served on the executive of the NZ Press Council and was for five years chairman of the national Media Freedom Committee. In 2016 he has written regularly on politics, public issues and media for three digital outlets.



## WHO WE ARE



### **Melanie Reid – investigations editor**

Melanie Reid is a multi-award winning journalist who started her career at TVNZ and then helped Mark Jennings set up TV3's Christchurch news office. In 1997, based in Auckland, she became 2nd in charge of news and current affairs for the network. As a senior reporter with 60 minutes, 20/20 and 3rd Degree, her investigative journalism career has taken her the length and breadth of the country, uncovering diverse and nationally important stories.

### **Melanie Reece – commercial adviser**

Melanie Reece is mentor-in residence at the Lightning Lab at the University of Auckland Business School, a programme helping early-stage start-up businesses develop and thrive. She is a former general manager of integration at MediaWorks, commercial director of Pandora internet radio, and Group Sales Manager for TVNZ.

# WHO WE ARE



## **Troy Rawhiti-Forbes – social media editor**

Troy broke new ground as the New Zealand Herald's social media editor, using emerging digital platforms to establish the brand's leadership in the social space. He helped nzherald.co.nz to Canon Media Awards and personally won Best Digital Community Interaction for a trailblazing effort during the Canterbury earthquakes. In 2013 Troy moved to Telecom and was an integral player in the telco's rebranding to Spark. He will be Newsroom's social media editor and writer on technology and society

## **Bernard Hickey – economics editor**

Bernard Hickey, economics editor and coordinator of Newsroom Pro, is a highly-regarded multi-media journalist who founded [hive.co.nz](http://hive.co.nz), an influential paid political and economics newsletter, writes columns for the Herald on Sunday and National Business Review, comments on Radio Live and contributes to [Interest.co.nz](http://Interest.co.nz). Bernard will bring [hive.co.nz](http://hive.co.nz) into the Newsroom Pro daily intelligence offering and write on economics for Newsroom.



## WHO WE ARE



### **Steve Deane – sports editor**

Steve is currently editor of Smash media, a digital journalism venture he established in 2015 after seven years of sports and investigative writing at the New Zealand Herald. He has developed video storytelling, branded content in conjunction with franchises and sponsors, and has been involved in boxing and Rugby 10s event management.



### **Suzanne McFadden – contributor, Sports and Inspiration**

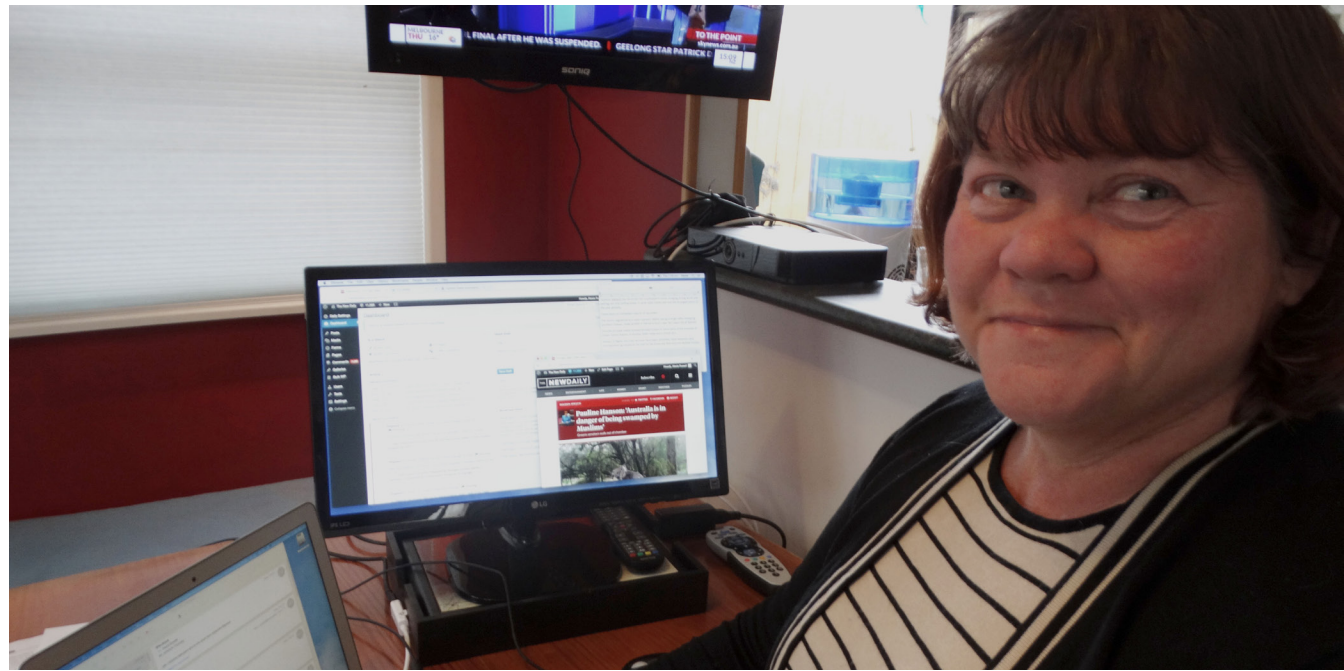
Suzanne is an author and freelance journalist who has written in both national and international media, making her name covering the America's Cup between 1995 and 2003. Suzanne has been freelancing since 2001, broadening her scope to include human interest features for some of the country's leading magazines. She was Qantas Sports Feature Writer of the Year two years running, and is also a two-time winner at the New Zealand Magazine Awards.



### **Rod Oram – contributor, Business and the Environment**

Rod is a prominent business journalist, commentator, author and speaker who has worked at the Financial Times, NZ Herald, as a columnist for the Sunday Star-Times and on RNZ's Nine to Noon and NewstalkZB drivetime. Rod will contribute video interviews with business leaders and in-depth analysis.

## WHO WE ARE



### **Eloise Gibson – environment and science Editor**

A former environmental lawyer, Eloise has been a journalist covering science, the environment and consumer issues since 2007. Last year, she won Fulbright scholarship to Columbia University, New York for an MA in Climate science, neuroethics and medical reporting. She won the top prize for masters students.

### **Alexia Russell – am.editor and EDM editor**

Alexia is overnight editor for Australian start up news website, the new daily.com.au. A former newspaper reporter for seven years, she was national news editor for Newstalk ZB for 20 years until 2015, producing programmes, directing resources and covering major events for the top rating breakfast programme. She will develop Newsroom.co.nz's daily electronic mail out to registered viewers.



# PARTNERSHIPS



