

THE NEWS MOVEMENT

Beside our audience, reporting their reality

We told more than 6,000 stories to over 800M people in 2025...

...and our content reaches

2 IN 3

18-34 year olds in the U.K.

THE NEWS MOVEMENT



WHO WE ARE

We tell stories through the side-door by platforming lived experience, partnering with credible creators, and holding space – not court.

Original
journalism and
storytelling



Creator-led
content and
tentpoles



Partnerships
that educate,
entertain, and
inspire



WHO WE REACH



REACH

65 MILLION+

Monthly Uniques



75 MILLION+

Average Monthly Views



DEMOGRAPHICS

68%

aged 18-34



57%

U.S. Based

We reach

1 IN 2

18-34 year olds in the
U.S.

We reach

2 IN 3

18-34 year olds in the
U.K.

THE NEWS MOVEMENT



Building a newsroom for the future

TNM

The traditional newsroom is dead.

- Large newsrooms & bureaus and overseas teams**
- Editor as God**
- Meet us where we are. Consume our journalism on our terms**
- Church and state**

Building a newsroom for the future

TNM

Long live the newsroom

- Lean newsrooms - with generalist reporters**
- Expertise from outside the newsroom**
- Audience listening**
- Meet your audience where THEY are**

Why creators?

TNM

- Masthead journalism is changing* [Reuters]
- Hierarchy of trust shifts from brands to individuals
- Explosion of news from social
- Deficit of trust between audiences and news media
- Audiences demand credibility, trust and authenticity [and fallibility]

How

- **Repeatable formats where creators have credibility**
- **Community-access and identity led storytelling where creators are trusted**
- **The newsroom commissions and enforces editorial guidelines**
- **Journalists borrow from the creator playbook**



What we've learnt

TNM

Creative

- Audience trust relies on authenticity
- Co-creation beats dictation
- Do your due diligence

What we've learnt

TNM

Getting it done

- Creator workflows require flexibility
- Clear guidelines prevent friction
- Not a straight commissioning model

What we've learnt

TNM

Proving it works

- Diversify beyond Pay-per-Post
- Metrics must evolve past vanity view
- Creators are NOT cheap

Creators x Brands

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Creators as ‘modern messengers’

- Maintains editorial distance - without turning down briefs**
- Audiences are mature about sponsored content**
- Publishers as ‘agents’**
- Control over delivery, mechanisms and campaign goals**

Hinge



Department
for Transport



TNM



Final thoughts

TNMM

- Creators aren't a threat...**
- ...but you have to shift your mindset**
- Creators have much to teach us...**
- ...but we've been in the storytelling business for a long time!**