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Follow me @_Sampat
Got a smartphone?
Take it out.
Wave it.
The biggest competitor for any organisation is time...

Bathe
Hunt
Eat
Make love

Once upon a time...

Shower
Eat
Work
Commute
Walk the dog
Make love
Prepare dinner
Cook Dinner
Drink
Wash dishes
Take kids to the park
Watch TV news
Listen to the radio
Read the paper
Go for a drive

Life changed...

Shower
Eat
Read the paper
Work
Commute
Drink
Watch Netflix
Whatsapp friends
Watch Amazon
Sit on Facebook
Sit on Twitter
Watch YouTube
Watch news
Read news online
Listen to radio
Walk the dog
Make love
Prepare dinner
Cook Dinner
Wash dishes
Go to the cinema
Take kids to the park
What does news even mean today?

Audiences can’t see the difference between news and op-ed

Politicians call things they don’t like FAKE News - we live in alternative facts and news sources questioned

Identity politics: users want more **opinion** - want to hear from **voices** similar to their own

FOMO: See a tweet, RT and don’t read or ask questions

News is I saw it on Netflix (millenials spend 13 years of their life watching Netflix)

News is I saw it YouTube

News is my dad spamming me on WhatsApp with forwards

Users experience content distributed in a **dispersed** manner
UK VOTES 'LEAVE'
BRITISH PRIME MINISTER DAVID CAMERON

Brexit vote to kick off lengthy divorce proceedings with EU
Result will also heap pressure on PM David Cameron to resign
Tortoise is a response to two problems

The daily noise: we are overwhelmed by information. The problem isn’t just fake news or junk news, because there’s a lot that’s good – it’s just that there’s so much of it, and so much of it is the same. In a hurry, partial and confusing. Too many newsrooms chasing the news, but missing the story.

The power gap: the divide between the powerful and the powerless is widening. We feel locked out. Alarmed by the lack of vision, hungry for leadership in business, technology and society. We believe in responsibility; we care about dignity.
What we won’t do.

Not breaking news, but what’s driving it. The news not as it happens, but when it’s ready.

We don’t do breaking news, but what’s driving the news.
We don’t cover every story, but reveal a few.
We take the time to see the fuller picture, to make sense of the forces shaping our future, to investigate what’s unseen.
We don’t take ADs

We’re not going to cover press conferences.
We’re not racing after breaking news.
We’re not going to recreate the old structures in newsrooms: political editors, economics editors, etc.
What we focus on
We focus on the five forces shaping society:

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<th>Our Planet</th>
<th>100 year life</th>
<th>New Things</th>
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- Responsible capitalism
- Schools you can believe in
- The world's worst air pollution
- Losing the war on drugs
- Attack of the drones
Our Product
Not breaking news, but what’s driving it. The news not as it happens, but when it’s ready.

The Daily Edition
Our slow news feed
2 Stories per day

The Tortoise Quarterly
Our short book of long reads

Daily emails - The Sensemaker.

ThinkIns
The engine of our journalism. In person, live in our newsroom

The Daily Edition Our slow news feed
2 Stories per day
Rule 1. No questions
Rule 2. Watch the clock

Tortoise ThinkIns are live, unscripted conversations where we harness the diverse experience and expertise of our members to shape the way we see the world. Members and guests can join the conversation in person - both in our newsroom and at venues across the UK and the world - or watch live online. So far, we’ve hosted ThinkIns in Amsterdam, New York, Lesvos, Manchester, Edinburgh, Davos, Bristol, Birmingham and Washington DC.
Members drive our journalism

ThinkIns. Harness the experience and expertise of our members to shape the way we see the world.
Our engagement metric is face to face contact with our members...
It all starts with our members

Tortoise is a membership business, built with and for our members.

- 34% of our members are under 30
- 80% of our active users are under 55
- 20% of our members are outside the UK in 50 countries
A different kind of newsroom.

Slow news. Open journalism.

DIVERSITY - working with connectors like charities, NGO’s, non-profit companies to get membership to the right people

FEEDBACK LOOP - we listen to our members. We change our product often based on member feedback

19,500 Members and counting

#1 Biggest journalism project ever on Kickstarter

50 Countries
Join us...

Become a member, as my friend....
Go to tortoisemedia.com/friend and use the code RAVIN50 to join from just...

£1
11.83 NOK
12.45 SEK
€1.16
.........a week

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