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summit
2017

Opening Remarks

Jason Kint

CEO

Digital Content Next

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The New York Times

Wednesday, April 26, 2012

U.S. INTERNATIONAL WFT
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Business Opinion Technology Science Health Sports Arts Style Food Travel Magazine

Countries have borders. Stories don't.

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Letterman Reflects on His 33-Year Run

On May 20, David Letterman will pen his last episode of "Late Show," ending a run that has been even longer than the three-decade tenure of his mentor, Johnny Carson.

What Came Before Baltimore's Riots

The riotous explosion of violence that erupted in Baltimore on Tuesday night was the latest in a series of urban uprisings across the country.

Editorial: A Letterman Marriage Case

WORLD IN COMMENT

Edsall: Reputations

Opinion

Nepal's Human Crisis Fuels a Cultural One

In many places, the destruction of centuries-old temples and palaces has been left unguarded after the earthquake, diminishing



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We believe facts are facts



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“We don't claim perfection; even the best journalism is but a first draft of history. But we bring to the challenge certain basic beliefs that aren't much in fashion these days. We believe facts are facts and that they are ascertainable through honest, open-minded and diligent reporting. We thus believe that truth is attainable by laying fact upon fact, much like the construction of a cathedral. News, in short, is not merely a matter of views. And truth is not merely in the eye of the beholder.”

– Peter Kann, letter to readers in The Wall Street Journal, January 12, 1993



ADWEEK



This Is (Not for) Us

Why Fox handed the season's biggest new show to NBC



Failing Pile of Garbage

BuzzFeed's flash sale of 'garbage' merchandise raises \$25,000 for CPJ



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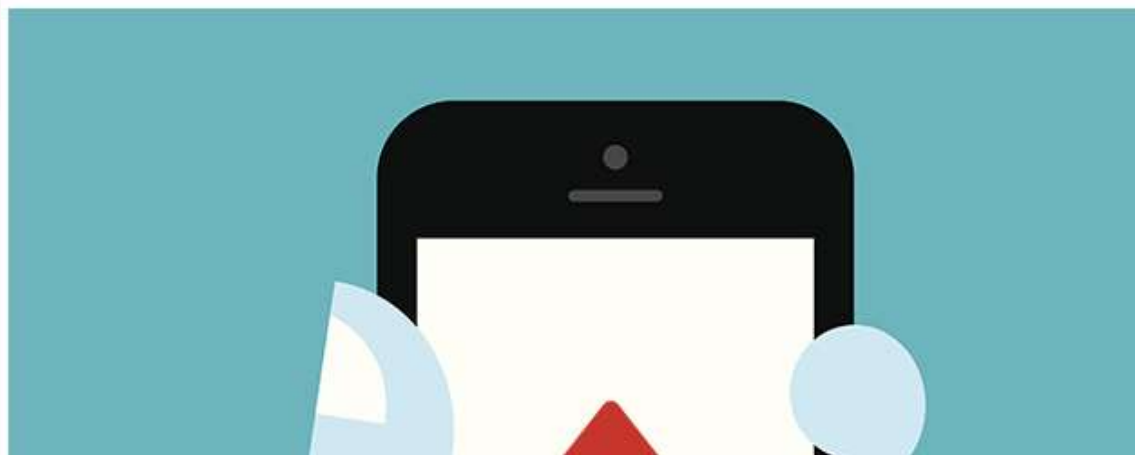
Ads on Premium Publishers' Sites Are 3 Times More Effective at Boosting Brand Favorability

ComScore report cites 'halo effect' of high-quality content

By Marty Swartz

July 14, 2016, 2:55 PM EDT

Technology



“According to comScore, larger and more well established brands focused less on awareness and more on driving results could also benefit from directing more of their online spending to premium publishers.”

SEE THE TRENDS

tableau

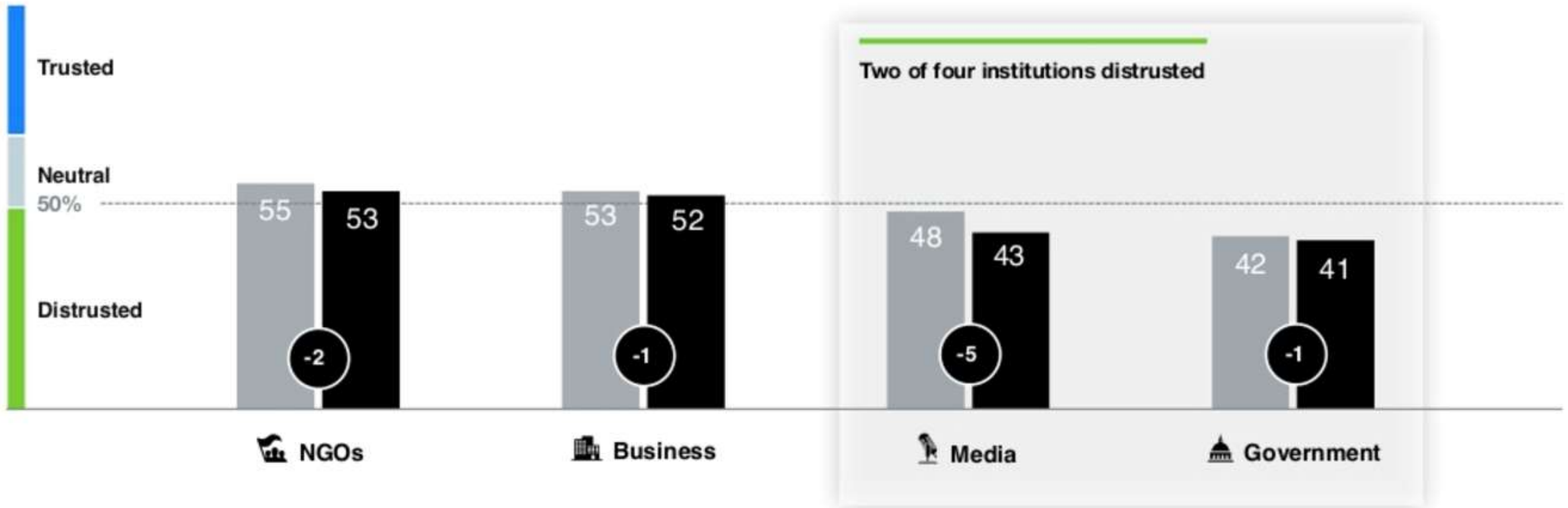
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Trust in all four institutions declines



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Percent trust in the four institutions of government, business, media and NGOs, 2016 vs 2017



Source: 2017 Edelman Trust Barometer Q1 1-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total.

Out of the ashes



It is universally understood that trust can only arise under conditions of uncertainty and vulnerability.

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A call for action

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A powerful trade body for big publishers sent a letter imploring the CEOs of Google and Facebook to tackle fake news



Lara O'Reilly

Nov. 23, 2016, 7:20 AM 3,127



FACEBOOK



LINKEDIN



TWITTER



Digital Content Next, a US trade body that represents premium online publishers, has sent a letter to Facebook CEO Mark Zuckerberg and Google CEO Sundar Pichai, calling on the two companies to do more to





Duopoly and “everyone else”

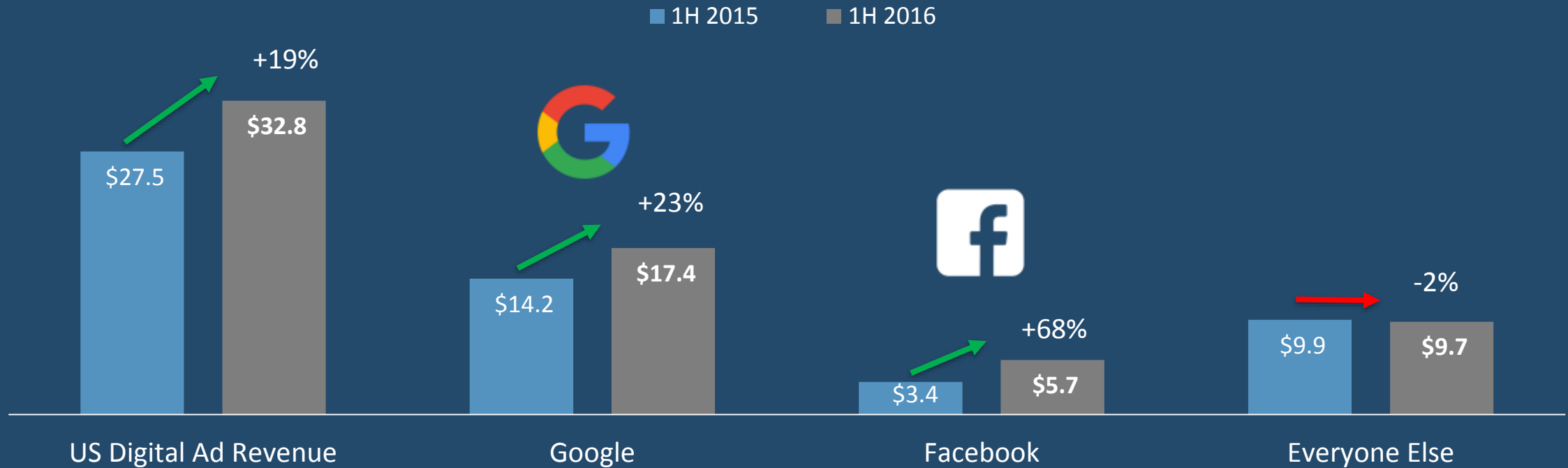


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US Digital Ad Revenue, Billions (\$)

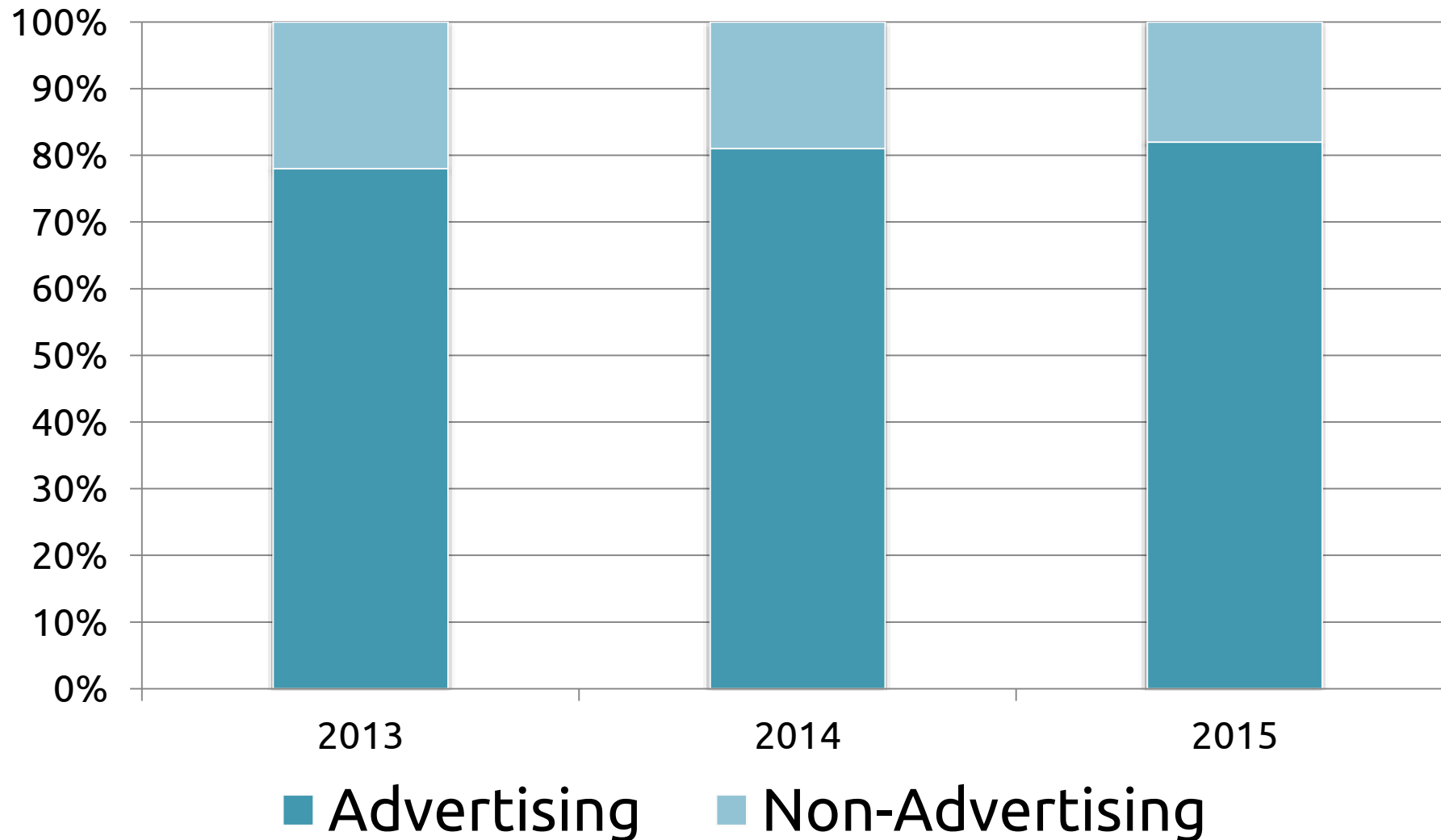
BI INTELLIGENCE

Source: IAB, Facebook, Google, Digital Content Next

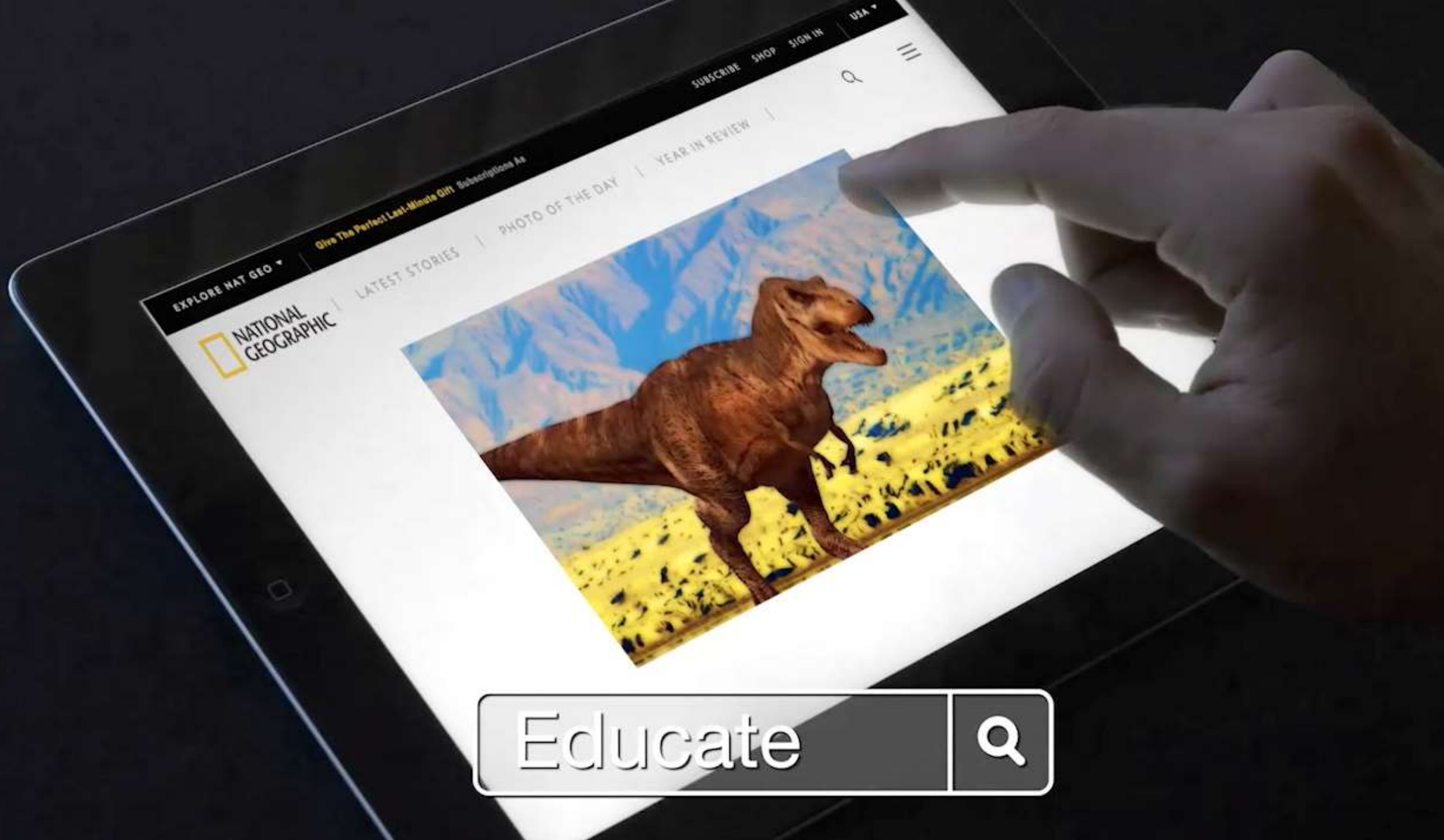


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