



# **From content to community: Why the future of media is user-centered, demand-driven, and interest-based**

**Alan Soon & Rishad Patel**  
**Splice Media**



## **Rishad Patel**

Rishad has designed product and brand for clients like MIT, The Straits Times, Mid Day, ETH, Dentsu, Ogilvy, and NTU, on projects for the web, mobile, radio, advertising, newsrooms, newspapers, magazines, and podcasting.

## **Alan Soon**

Alan is obsessed about newsroom operations, digital transformation and building the new business of media. Alan was Yahoo's Managing Editor for India and Southeast Asia. He's also been a producer and reporter at CNBC, Bloomberg and Kyodo News.



We're a media startup based in Singapore. We want to help drive the transformation of media in Asia.

**We work with the global media ecosystem to help you build a viable media business.**

**How do you define  
media?**

THE SPLICE DEFINITION OF MEDIA

**Media is anything that uses  
content to grab your  
attention.**

Content that informs, educates,  
entertains, and helps you make  
decisions

**But sorry friends,  
you're really not  
in the media  
business.**

**A modern media  
business is one that  
connects intention +  
attention.**

**A modern media  
business helps people  
solve problems and  
make decisions every  
day.**

**Polling booths**

**Investments**

**Schools**

**Jobs**

**Supermarkets**

**Travel**

**Healthcare**

**Business**

**Relationships**

**Parenting**

**Fitness**

**Housing**

# Reuters Institute Digital News Report 2022

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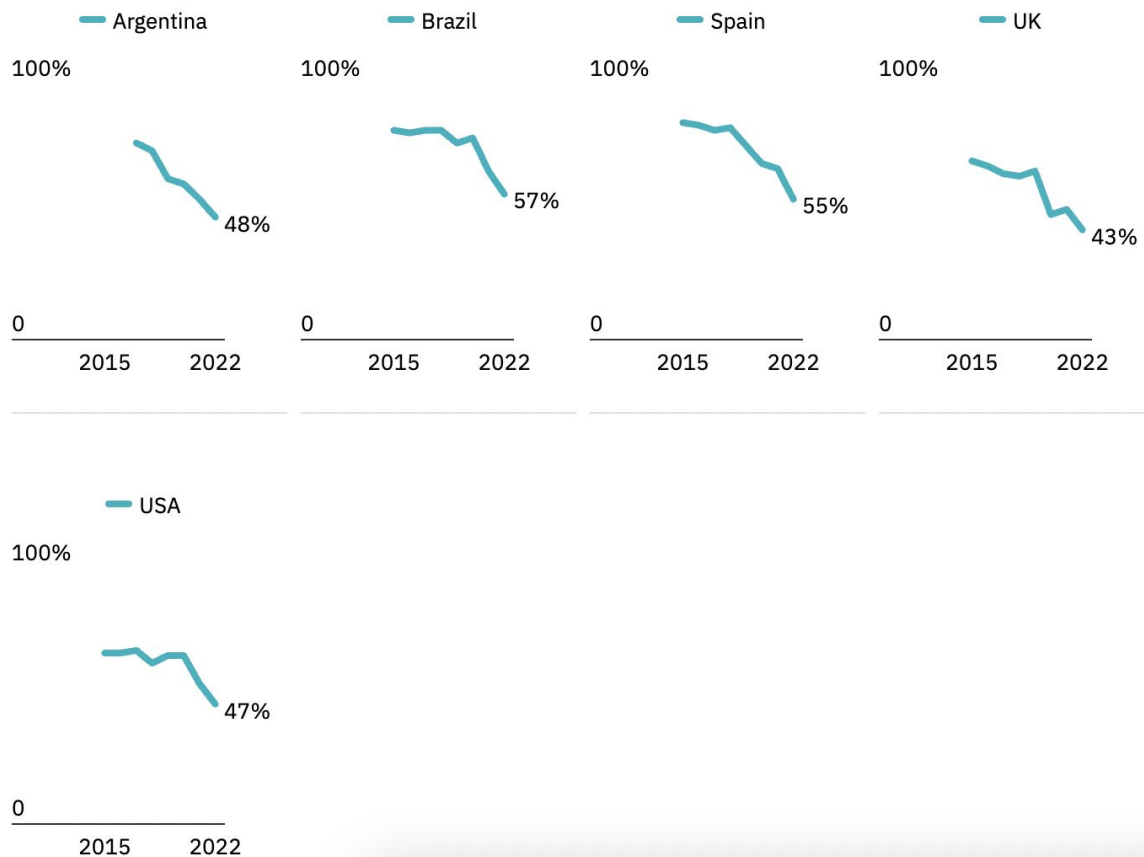
More information at  
[digitalnewsreport.org/2022](https://digitalnewsreport.org/2022)

@risj\_oxford | #DNR22



## Proportion who are very or extremely interested in news (2015-2022)

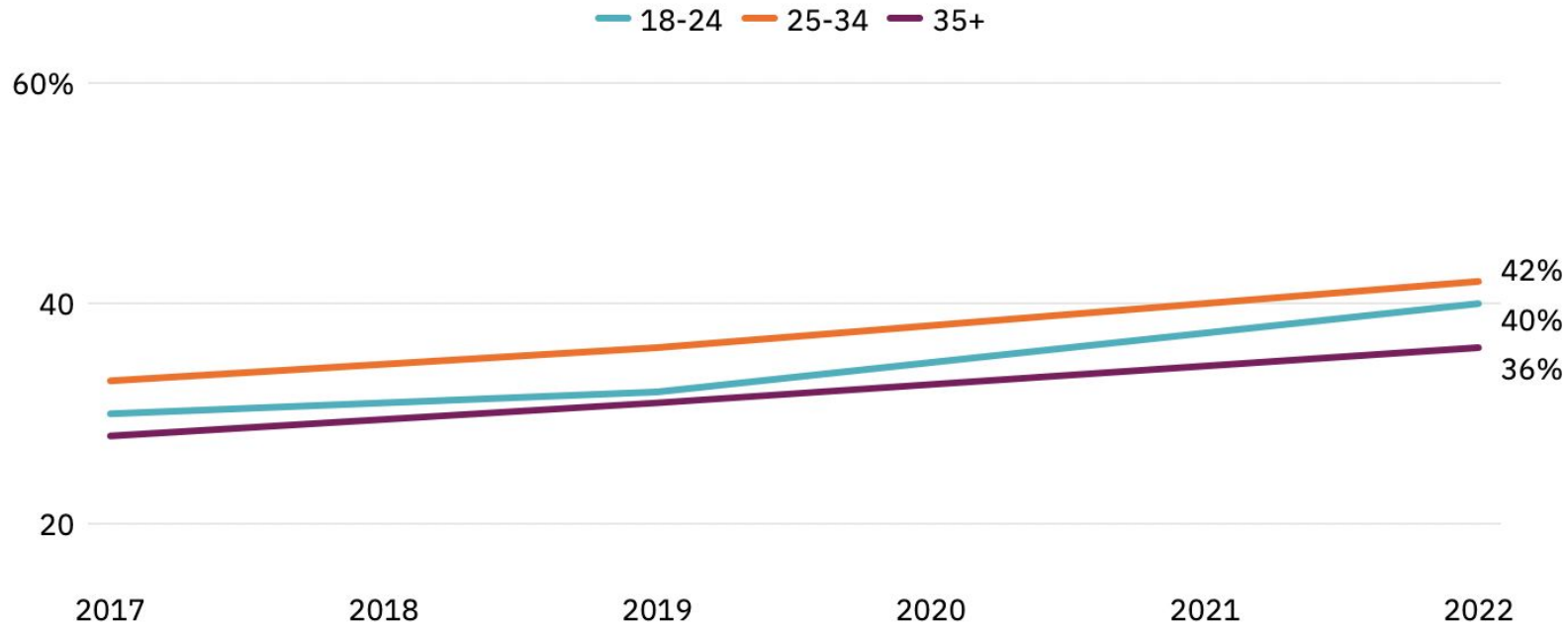
Selected countries with largest falls



# Proportion who sometimes or often actively avoid news – by age

2017–2022

All markets



**Q1di\_2017.** Do you find yourself actively trying to avoid news these days? *Base: 18–24/25–34/35+ in all markets from 2017–22: 2017 = 7991/12,711/51,103, 2019 = 8272/13,361/54,116, 2022 = 11,304/16,862/65,266. Note: 36 markets in 2017, 38 markets in 2019, 46 markets in 2022.*

**“I actively avoid news about politics as it frustrates me. It makes me feel small and no matter what my views it won’t make any difference at all to what goes on in the country or world, so there is no point listening to it.”**

**— Female, 22, UK**

The point of  
journalism isn't  
about making  
**more content.**



*“More misinformation.”*

**It's also not about  
trust.**

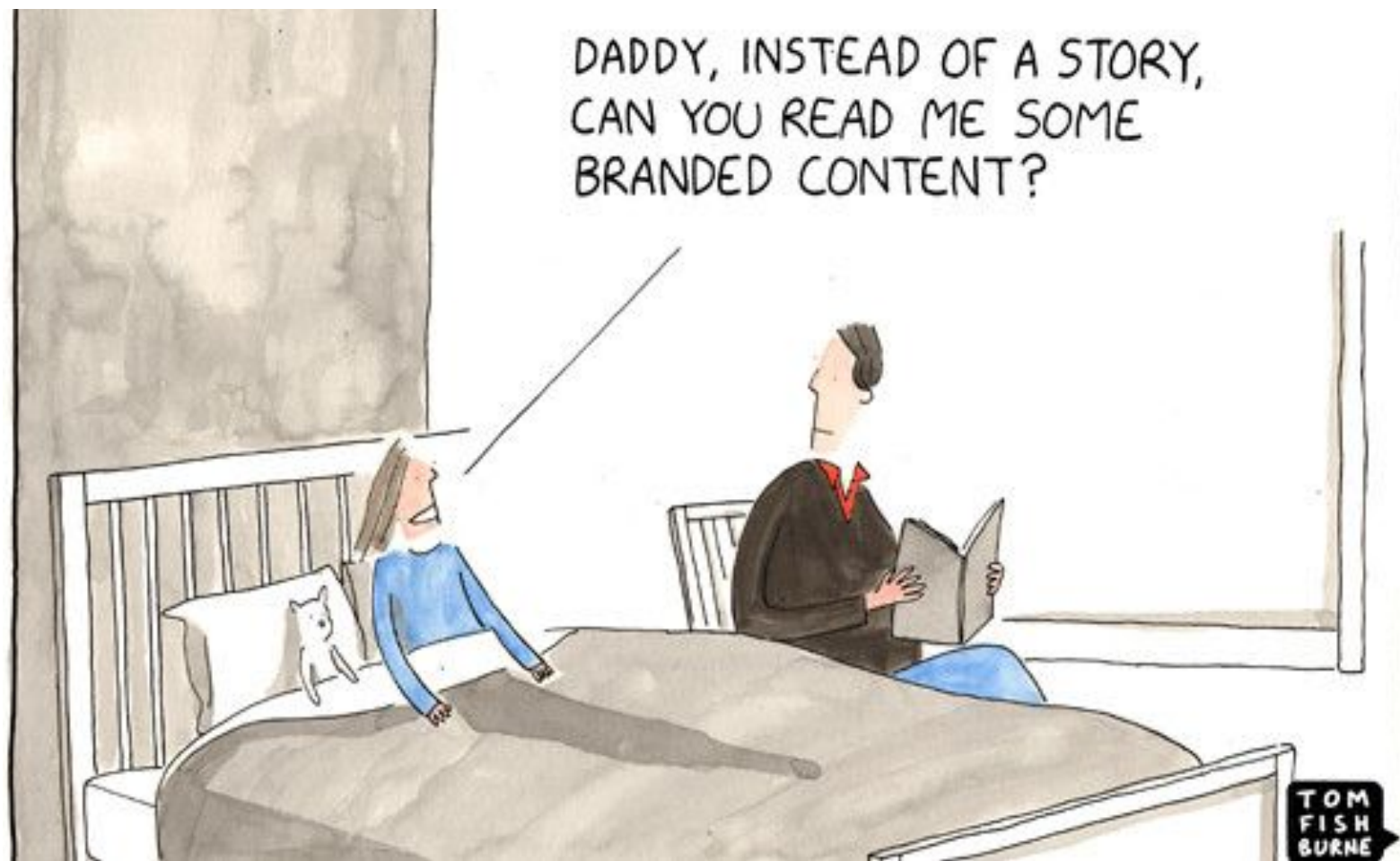
You can't build  
trust without first  
being **relevant**. Or  
useful.

**The media  
business  
model is broken  
transformed.**






DADDY, INSTEAD OF A STORY,  
CAN YOU READ ME SOME  
BRANDED CONTENT?





**For the past decade,  
we've been  
desperately trying to  
force-fit old media  
concepts into new,  
digital formats.**

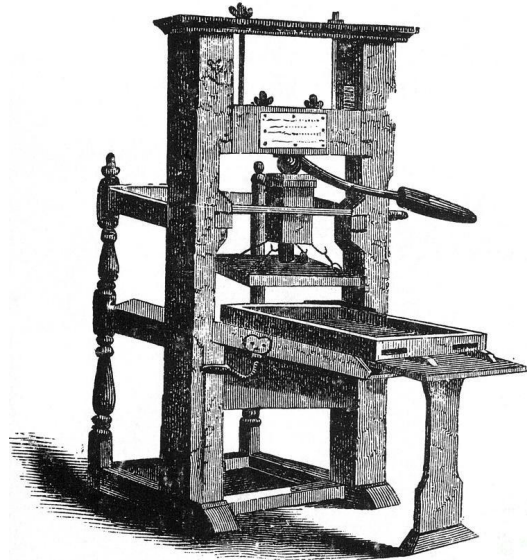
A black and white photograph of a large, dense crowd of people, likely at a movie theater or a large-scale event. Every person visible is wearing a pair of 3D glasses, suggesting they are all watching a 3D film. The crowd is diverse in age and appearance, and they are all looking in the same direction, towards the left side of the frame. The image is used as a background for a text overlay.

**The biggest mistake  
that media companies  
make is to assume that  
the internet audience is  
a mass one.**



**The promise of the internet is  
the opposite.**

It offers publishers, journalists,  
creators, influencers, academics,  
and institutions the opportunity  
to reach **specific, niche,  
engaged communities.**



**“We are coming at  
last to the end of the  
Gutenberg Age.”**

**—Jeff Jarvis**

Tow-Knight Center for  
Entrepreneurial Journalism

**The future of media  
is user-centered,  
demand-driven, and  
interest-based.**

**Here are some  
uncomfortable  
questions. 🦷**



How many people  
can you name in  
your audience?

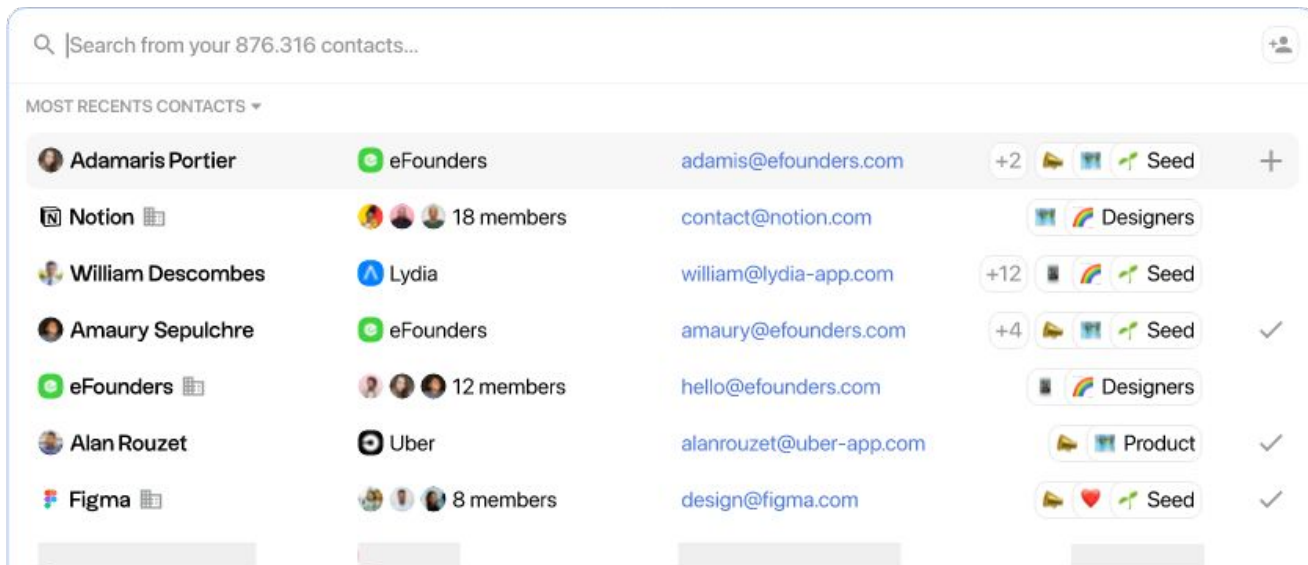
**1? 10? None?**



**When did you last  
meet with someone  
who reads your  
newsletter?**

**Last week? Last year?  
Never?**

# In 2022, your secret weapon isn't your CMS. It's your **CRM**.



To be discovered,  
everything you do must  
be **targeted and specific.**  
And it must serve a **need.**

And that's how you  
build a **viable** media  
business in 2022.

**What is your why?**

**Why do you exist?** What  
problem are you solving  
that nobody else is?



**What is your why?**

**What problem are you solving?**



**A**

**What is your why?**

**What problem are you solving?**



**A**



**B**

**What is your why?**

**What problem are you  
solving?**



**Define yourself by the  
need you serve, not by the  
number of articles, videos,  
podcasts you produce.**

**Where's the best  
place to find need  
and utility?**

**Where's the best  
place to find need  
and utility?**

**Community.**

# Facebook targeting Partial list

Countries, Country/Region, City, Zip/Postal Code  
Everyone in this location  
People recently in this location  
People Traveling to this location  
From 13 years old to 65+  
Language  
Gender  
Relationship  
Interested In Men  
Interested In Women  
Interested In Men and Women  
Relationship Status  
Single  
In a relationship  
Married  
Engaged  
Complicated  
Open Relationship  
Domestic Partnership  
Separated  
Divorced  
Widow  
Education  
In High School  
High School Grade  
In college  
Some College  
College Grade  
Associate Degree  
Professional Degree  
Master Degree  
Doctorate Degree  
Field of Study  
Schools  
Undergrad Years  
Work  
Employer  
Job Title  
Financial  
Income  
Net Worth  
Liquid Asset  
Total Value  
Industries  
Administrative  
Architecture and Engineering  
Art, Entertainment, and Media

Business and Financial Operations  
Cleaning and Maintenance  
Community and Social Services  
Computer and Mathematics  
Construction and Extraction  
Education and Library  
Farming, Fishing, and Forestry  
Food Preparation and Services  
Government Employees  
Healthcare and Medical  
IT and Technical  
Installation and Repair  
Legal  
Life, Physical and Social Science  
Management  
Military  
Nurses  
Personal Care  
Production  
Protective Service  
Retail  
Sales  
Temporary and Seasonal  
Transportation and Moving  
Veterans  
Office Type  
Home Office  
Small Business  
Small Office  
Home  
Home Type  
Apartment  
Condo  
Multi-Family Home  
Single  
Square Footage  
Year Home Built  
Home Value  
Property Size  
Home Ownership  
First-Time Home buyer  
Home Owners  
Renters  
Household Composition  
Family Based House Hold  
Grandparents  
Housemate-based Households

New Parents  
New Teen Drivers  
Veteran In Home  
Working Women  
Young & Hip  
Young Adult in Home  
Ethnic Affinity  
African American  
Asian American  
Asian  
European  
Hispanic  
Generation  
Baby Boomers  
Generation X  
Millennials  
Parents  
All Parents  
New Parents  
Parent With Toddlers  
Parents with preschoolers  
Parents with easy school-age children  
Parents with Preteens  
Parents with Teenagers  
Parents with Adult Children  
**Moms**  
**Big City Moms**  
**Corporate Moms**  
**Fit Mom**  
**Green Moms**  
**Moms of Grade School Kids**  
**Moms of High School Kids**  
**Moms of PreSchool Kids**  
**New Mom**  
**Soccer Moms**  
**Stay-at-home Moms**  
**Trendy Moms**  
Life Events  
Anniversary with in 30 Days  
Away From Family  
Away from Home Town  
Long Distance Relationship  
New Job  
New Relationship  
Newly Engaged (3 Month, 6 Months, 1 Year)  
Recently Moved  
Upcoming Birthday

Each of these audiences is a potential media startup

**Moms**  
**Big City Moms**  
**Corporate Moms**  
**Fit Mom**  
**Green Moms**  
**Moms of Grade School Kids**  
**Moms of High School Kids**  
**Moms of PreSchool Kids**  
**New Mom**  
**Soccer Moms**  
**Stay-at-home Moms**  
**Trendy Moms**

- Financial Operations
- Maintenance
- Legal Services
- Logistics
- Personnel

Art. 10. The Commission shall be composed of 10 members, 5 of whom shall be representatives of the State and 5 of whom shall be representatives of the private sector. The Commission shall be chaired by the Minister of the Economy and Finance.

New Parents  
New Teen Drivers  
Veteran in Home  
Working Women  
Young & Hip  
Young Adult in Home  
Ethnic Affinity  
African American  
Asian American  
Asian  
European  
Hispanic  
Generation  
Baby Boomers  
Generation X  
Millennials  
Parents  
All Parents  
New Parents  
Parent With Toddlers  
Parents with preschoolers  
Parents with early school-age children  
Parents with Preteens  
Parents with Teenagers  
Parents with Adult Children  
**Moms**  
**Big City Moms**  
**Corporate Moms**  
**Fit Mom**  
**Green Moms**  
**Moms of Grade School Kids**  
**Moms of High School Kids**  
**Moms of PreSchool Kids**  
**New Mom**  
**Soccer Moms**  
**Stay-at-home Moms**  
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Life Events  
Anniversary with in 30 Days  
Away From Family  
Away from Home Town  
Long Distance Relationship  
New Job  
New Relationship  
Newly Engaged (3 Month, 6 Months, 1 Year)  
Recently Moved  
Upcoming Birthday

# Craigslist

Each of these categories is a potential media startup

craigslist

[create a posting](#)

[my account](#)

## event calendar

| M  | T  | W  | T  | F  | S  | S  |
|----|----|----|----|----|----|----|
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |

[craigslist app](#) <sup>new</sup>

[help, faq, abuse, legal](#)

[avoid scams & fraud](#)

[personal safety tips](#)

[terms of use](#)

[privacy policy](#) <sup>new</sup>

[system status](#)

[about craigslist](#)

[craigslist open source](#)

[craigslist blog](#)

[best-of-craigslist](#)

["craigslist joe"](#)

[craig newmark](#)

[philanthropies](#)

[progressive directory](#)

[weather](#) [quake](#) [tide](#)

SF bay area

[sfc](#) [sby](#) [eby](#) [pen](#) [nby](#) [scz](#)

## community

|            |               |
|------------|---------------|
| activities | lost+found    |
| artists    | missed        |
| childcare  | connections   |
| classes    | musicians     |
| events     | pets          |
| general    | politics      |
| groups     | rants & raves |
| local news | rideshare     |
|            | volunteers    |

## services

|             |               |
|-------------|---------------|
| automotive  | labor/move    |
| beauty      | legal         |
| cell/mobile | lessons       |
| computer    | marine        |
| creative    | pet           |
| cycle       | real estate   |
| event       | skilled trade |
| farm+garden | sm biz ads    |
| financial   | travel/vac    |
| health/well | write/ed/tran |
| household   |               |

## discussion forums

|          |          |          |
|----------|----------|----------|
| apple    | frugal   | philos   |
| arts     | gaming   | photo    |
| atheist  | garden   | politics |
| autos    | haiku    | psych    |
| beauty   | help     | recover  |
| bikes    | history  | religion |
| celebs   | housing  | rofo     |
| comp     | jobs     | science  |
| cosmos   | jokes    | spirit   |
| diet     | legal    | sports   |
| divorce  | manners  | super    |
| dying    | marriage | tax      |
| eco      | money    | travel   |
| feedback | music    | tv       |
| film     | open     | vegan    |
| fixit    | parent   | words    |
| food     | pets     | writing  |

## housing

[apts / housing](#)  
[housing swap](#)  
[housing wanted](#)  
[office / commercial](#)  
[parking / storage](#)  
[real estate for sale](#)  
[rooms / shared](#)  
[rooms wanted](#)  
[sublets / temporary](#)  
[vacation rentals](#)

## for sale

|                                |                                  |
|--------------------------------|----------------------------------|
| <a href="#">antiques</a>       | <a href="#">farm+garden</a>      |
| <a href="#">appliances</a>     | <a href="#">free</a>             |
| <a href="#">arts+crafts</a>    | <a href="#">furniture</a>        |
| <a href="#">atv/utv/sno</a>    | <a href="#">garage sale</a>      |
| <a href="#">auto parts</a>     | <a href="#">general</a>          |
| <a href="#">aviation</a>       | <a href="#">heavy equip</a>      |
| <a href="#">baby+kid</a>       | <a href="#">household</a>        |
| <a href="#">barter</a>         | <a href="#">jewelry</a>          |
| <a href="#">beauty+hlt</a>     | <a href="#">materials</a>        |
| <a href="#">bike parts</a>     | <a href="#">motorcycle parts</a> |
| <a href="#">bikes</a>          | <a href="#">motorcycles</a>      |
| <a href="#">boat parts</a>     | <a href="#">music instr</a>      |
| <a href="#">boats</a>          | <a href="#">photo+video</a>      |
| <a href="#">books</a>          | <a href="#">rvs+camp</a>         |
| <a href="#">business</a>       | <a href="#">sporting</a>         |
| <a href="#">cars+trucks</a>    | <a href="#">tickets</a>          |
| <a href="#">cds/dvd/vhs</a>    | <a href="#">tools</a>            |
| <a href="#">cell phones</a>    | <a href="#">toys+games</a>       |
| <a href="#">clothes+acc</a>    | <a href="#">trailers</a>         |
| <a href="#">collectibles</a>   | <a href="#">video gaming</a>     |
| <a href="#">computer parts</a> | <a href="#">wanted</a>           |
| <a href="#">computers</a>      | <a href="#">wheels+tires</a>     |
| <a href="#">electronics</a>    |                                  |

## jobs

[accounting+finance](#)  
[admin / office](#)  
[arch / engineering](#)  
[art / media / design](#)  
[biotech / science](#)  
[business / mgmt](#)  
[customer service](#)  
[education](#)  
[etc / misc](#)  
[food / bev / hosp](#)  
[general labor](#)  
[government](#)  
[human resources](#)  
[legal / paralegal](#)  
[manufacturing](#)  
[marketing / pr / ad](#)  
[medical / health](#)  
[nonprofit sector](#)  
[real estate](#)  
[retail / wholesale](#)  
[sales / biz dev](#)  
[salon / spa / fitness](#)  
[security](#)  
[skilled trade / craft](#)  
[software / qa / dba](#)  
[systems / network](#)  
[technical support](#)  
[transport](#)  
[tv / film / video](#)  
[web / info design](#)  
[writing / editing](#)

## gigs

|                          |                         |
|--------------------------|-------------------------|
| <a href="#">computer</a> | <a href="#">event</a>   |
| <a href="#">creative</a> | <a href="#">labor</a>   |
| <a href="#">crew</a>     | <a href="#">talent</a>  |
| <a href="#">domestic</a> | <a href="#">writing</a> |

## resumes

[english](#) ▾

## nearby cl

[bakersfield](#)  
[chico](#)  
[fresno](#)  
[gold country](#)  
[hanford](#)  
[humboldt](#)  
[inland empire](#)  
[klamath falls](#)  
[las vegas](#)  
[los angeles](#)  
[medford](#)  
[mendocino co](#)  
[merced](#)  
[modesto](#)  
[monterey](#)  
[orange co](#)  
[palm springs](#)  
[redding](#)  
[reno](#)  
[roseburg](#)  
[sacramento](#)  
[san luis obispo](#)  
[santa barbara](#)  
[santa maria](#)  
[siskiyou co](#)  
[stockton](#)  
[susanville](#)  
[ventura](#)  
[visalia-tulare](#)  
[yuba-sutter](#)

## us cities

## us states

## canada

## cl worldwide

# Craigslist

Each of these categories has a potential for making money

**apts / housing**  
**housing swap**  
**housing wanted**  
**office / commercial**  
**parking / storage**  
**real estate for sale**  
**rooms / shared**  
**rooms wanted**  
**sublets / temporary**  
**vacation rentals**

The screenshot shows the Craigslist website for the San Francisco Bay Area. A pink circle highlights the 'housing' category in the 'community' section. The 'housing' category lists various options including 'apts / housing', 'housing swap', 'housing wanted', 'office / commercial', 'parking / storage', 'real estate for sale', 'rooms / shared', 'rooms wanted', 'sublets / temporary', and 'vacation rentals'. Other categories visible include 'community', 'services', 'forums', 'jobs', 'gigs', and 'resumes'. The right sidebar shows a language dropdown set to 'english' and a 'nearby cl' list of nearby cities.

**craigslist**

create a posting  
my account  
search craigslist

SF bay area sfc sby eby pen nby scz

**community**

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- missed connections
- musicians
- pets
- politics
- rants & raves
- rideshare
- volunteers

**housing**

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

**services**

- labor/move
- legal
- lessons
- marine
- pet
- real estate
- trilled trade
- biz ads
- vel/vac
- te/ed/tran

**forums**

- philos
- photo
- politics
- psych
- recover
- religion
- rofo
- science
- spirit
- sports
- super
- tax
- travel
- tv
- vegan
- words
- writing

**for sale**

- antiques
- appliances
- arts+crafts
- atv/utv/no
- auto parts
- aviation
- baby+kid
- barter
- beauty+hlth
- bike parts
- bikes
- boat parts
- boats
- books
- business
- cars+trucks
- cds/dvd/vhs
- cell phones
- clothes+acc
- collectibles
- computer parts
- computers
- electronics
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycle parts
- motorcycles
- music instr
- photo+video
- rvs+camp
- sporting
- tickets
- tools
- toys+games
- trailers
- video gaming
- wanted
- wheels+tires

**jobs**

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- etc / misc
- food / bev / hosp
- general labor
- government
- human resources
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing

**gigs**

- computer
- creative
- crew
- domestic
- event
- labor
- talent
- writing

**resumes**

english

**nearby cl**

- bakersfield
- chico
- fresno
- gold country
- hanford
- humboldt
- inland empire
- klamath falls
- las vegas
- los angeles
- medford
- mendocino co
- merced
- modesto
- monterey
- orange co
- palm springs
- redding
- reno
- roseburg
- sacramento
- san luis obispo
- santa barbara
- santa maria
- siskiyou co
- stockton
- susanville
- ventura
- visalia-tulare
- yuba-sutter

**us cities**

**us states**

**canada**

**cl worldwide**

# Reddit's fastest growing communities

Each of these subreddits is a potential media startup

1 r/pics  
2 r/Iama  
3 r/NintendoSwitch  
4 r/AskReddit  
5 r/worldnews  
6 r/HumansBeingBros  
7 r/soccer  
8 r/pcmasterrace  
9 r/fivenightsatfreddys  
10 r/Music  
11 r/ABoringDystopia  
12 r/Art  
13 r/MaliciousCompliance  
14 r/PS4  
15 r/mildlyinteresting  
16 r/theydidthemath  
17 r/Damnthat'sinteresting  
18 r/rareinsults  
19 r/tifu  
20 r/MurderedByWords  
21 r/powerwashingporn  
22 r/coolguides  
23 r/AskUK  
24 r/sadcringe  
25 r/h3h3productions  
26 r/OutOfTheLoop  
27 r/MMA  
28 r/educationalgifs  
29 r/halo  
30 r/tooktoomuch  
31 r/CatastrophicFailure  
32 r/RoastMe  
33 r/Eldenring  
34 r/marvelstudios  
35 r/discordapp  
36 r/iamatotalpieceofshit  
37 r/ChoosingBeggars  
38 r/niceguys  
39 r/tennis

40 r/AbruptChaos  
41 r/askscience  
42 r/vexillology  
43 r/Botchedsurgeries  
44 r/ToiletPaperUSA  
45 r/quityourbullshit  
46 r/smashbros  
47 r/Documentaries  
48 r/ElderScrolls  
49 r/facepalm  
50 r/europe  
51 r/blackmagicfuckery  
52 r/HydroHomies  
53 r/BrandNewSentence  
54 r/KidsAreFuckingStupid  
55 r/zelda  
56 r/AskMen  
57 r/CozyPlaces  
58 r/gaming  
59 r/texas  
60 r/hmmm  
61 r/Seaofthieves  
62 r/FormerPizzaHuts  
63 r/Guiltygear  
64 r/IDontWorkHereLady  
65 r/ProRevenge  
66 r/Breath\_of\_the\_Wild  
67 r/DunderMifflin  
68 r/youseeingthisshit  
69 r/NoStupidQuestions  
70 r/lostarkgame  
71 r/battlestations  
72 r/Coronavirus  
73 r/thalassophobia  
74 r/OldPhotosInRealLife  
75 r/Bossfight  
76 r/UpliftingNews  
77 r/rickandmorty  
78 r/Cringetopia  
79 r/xboxone

80 r/explainlikeimfive  
81 r/OnePunchMan  
82 r/Shitty\_Car\_Mods  
83 r/freefolk  
84 r/confession  
85 r/nintendo  
86 r/OldSchoolCool  
87 r/loseit  
88 r/forza  
89 r/FellowKids  
90 r/politics  
91 r/forbiddensnacks  
92 r/TheLastAirbender  
93 r/Battlefield  
94 r/blunderyears  
95 r/PeopleFuckingDying  
96 r/news  
97 r/fo76  
98 r/awfuleverything  
99 r/Metroid  
100 r/PrequelMemes

# Reddit's fastest growing communities

Each of these subreddits is a potential media startup

1 r/pics  
2 r/IAmA  
3 r/RandomThoughts  
4 r/AskReddit  
5 r/WorldNews  
6 r/HumansBeingBros  
7 r/soccer  
8 r/pcmasterpiece  
9 r/fivenightsatfreddys  
10 r/Music  
11 r/ABoringDystopia  
12 r/Art  
13 r/MaliciousCompliance  
14 r/PS4  
15 r/mildlyinteresting  
16 r/theydidthemath  
17 r/DamnThatsInteresting  
18 r/rareinsults  
19 r/tifu  
20 r/MurderedByWords  
21 r/powerwashingporn  
22 r/coolguides  
23 r/AskUK  
24 r/sadcringe  
25 r/h3h3productions  
26 r/OutOfTheLoop  
27 r/MMA  
28 r/educationalgifs  
29 r/halo  
30 r/tooktoomuch  
31 r/CatastrophicFailure  
32 r/RoastMe  
33 r/Eldenring  
34 r/marvelstudios  
35 r/discordapp  
36 r/iamatotalpieceofshit  
37 r/ChoosingBeggars  
38 r/niceguys  
39 r/tennis

40 r/AbruptChaos  
41 r/askscience  
42 r/vexillology  
43 r/Bothsidesurges  
44 r/RedditPaperUSA  
45 r/quityourbullshit  
46 r/smashbros  
47 r/Documentaries  
48 r/Elderscrolls  
49 r/facepalm  
50 r/europe  
51 r/blackmagicfuckery

80 r/explainlikeimfive  
81 r/OnePunchMan  
82 r/Shitty\_Car\_Mods  
83 r/freefolk  
84 r/confession  
85 r/nintendo  
86 r/OldSchoolCool  
87 r/loseit  
88 r/forza  
89 r/FellowKids  
90 r/politics  
91 r/forbiddensnack

## r/IAmA

75

↑

↓

Posted by u/meliricker 3 days ago

Author

**I'm the author of the new DIY neuroscience book, Smarter Tomorrow. For 10 years, I've been looking in brain labs, testing out wearables, and running experiments on myself - in search of how we can upgrade our brains at home. My training is in neuroscience. Ask me anything.**

Hi, Reddit! I'm Elizabeth Ricker, the author of the new book [Smarter Tomorrow: How 15 Minutes of Neurohacking a Day Can Help You Work Better, Think Faster, and Get More Done](#) (Little, Brown Spark/Hachette). The book is my best answer to a DIY neuroscience question that's fascinated me for over a decade.

About me:

- [Proof that I'm me](#)
- I've been interested in the brain for a long, long time; I first started working in a neuroscience lab in high school.
- Then, I studied Brain and Cognitive Sciences at MIT for undergrad and Mind, Brain, and Education at Harvard for grad school. I got to work in both neuroscience and

59 Comments

Share

Save

...

### About Community

I Am A, where the mundane becomes fascinating and the outrageous suddenly seems normal.

21.3m  
Members

3.1k  
Online

Created May 27, 2009

r/IAmA topics

AMA

Meta/Reddit

# The nichest of the niche? TikTok.

#tiktok  
#foryoupage  
#fyp  
#foryou  
#viral  
#love  
#funny  
#memes  
#followme  
#cute  
#fun  
#music  
#happy  
#fashion  
#follow  
#comedy  
#bestvideo  
#tiktok4fun  
#thisis4u  
#loveyoutiktok  
#cutebaby  
#cutegirl  
#cuteness  
#cuteboy  
#edutokmotivation  
#talk  
#myvoice  
#inspirational  
#edutok  
#madewithme

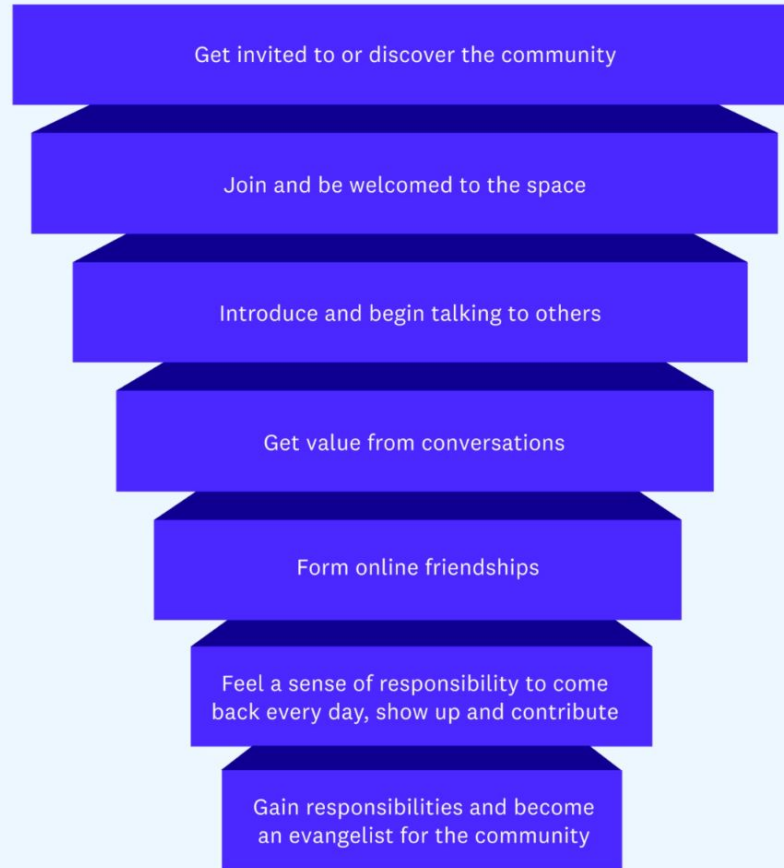


#decision  
#feacherthis  
#life  
#tiktokgallery  
#wrong  
#couplegoals  
#quotes  
#motivation  
#mentalhealth  
#storytime  
#story  
#goal  
#inspiration  
#diycraft  
#craftchallenge  
#mycraft  
#artandcraft  
#crafty  
#crafttime  
#newspapercraft  
#crafting  
#easycraft  
#5mincraft  
#photography  
#lifehack  
#art  
#howto  
#diy  
#happyathome  
#feacherme  
#livemorechallenge  
#clear

**Questions?**  
**Need a break?**  
**(No, we're not  
done yet.)**

**Shared values**  
**Shared interests**  
**Shared stories**  
**Shared output**  
**Shared economics**  
**Shared rituals**  
**Shared belonging**

# The Community Funnel



# The Splice community funnel

**Help your user discover your community**

**Welcome them in**

**Introduce yourself — but more importantly, introduce them to each other**

**Seed conversation and help them get value from each other**

**Keep them coming back**

**Empower them as co-hosts in the community**

# Who is this for?



## China In Eurasia

In recent years, it has become impossible to tell the biggest stories shaping Eurasia without considering China's resurgent influence in local business, politics, security, and culture.

Subscribe to this dispatch in which regional expert Reid Standish builds on the reporting from RFE/RL's journalists across Eurasia to give you insights into Beijing's ambitions and challenges. The newsletter is sent on the first and third Wednesdays of each month.

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# What is the user's intent here?



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# What problem is this newsletter solving for your user?



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All you have to  
do is ask.



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**Journalism is a  
process that allows  
you to publish to an  
audience.**

**Journalism is a  
process that allows  
you to publish to an  
audience.**



**Journalism is a  
process that allows  
you to collaborate  
with a community.**

**You're not here to  
build a community.  
You're here to serve  
one with your  
journalism.**

**Content +  
Community +  
Commerce = An  
amazing way to  
build a media  
company in 2022**

**So how do we think about  
what communities want?**

So how do we think about  
what communities want?

**How can we build content and  
products that meet those  
needs?**

So how do we think about  
what communities want?

How can we build content and  
products that meet those  
needs?

**And how do we build  
something that's valuable  
enough to pay for?**

**Netflix did not kill Blockbuster.**

It was the ridiculous late fees.

**Uber/Gojek/Grab did not kill the taxi business.**

It was limited access and fare controls.

**Apple did not kill the music industry.**

We no longer wanted to buy full-length albums.

**Amazon did not kill other retailers.**

It was poor customer service and limited inventories.

**Airbnb isn't killing the hotel industry.**

People wanted different experiences and prices.

Technology itself is not  
the disruptor.

Technology itself is not  
the disruptor.

The biggest threat to  
the media business is  
**failing to give people  
what they want.**

So how do you  
build a **viable**  
media product?

**By giving  
people what  
they want.**

**By asking  
people what  
they want.**

**By**

**listening.**

**By**  
**acting.**

**Ask.  
Listen.  
Act.**

|         |         |         |         |         |
|---------|---------|---------|---------|---------|
| Ask.    | Ask.    | Ask.    | Ask.    | Ask.    |
| Listen. | Listen. | Listen. | Listen. | Listen. |
| Act.    | Act.    | Act.    | Act.    | Act.    |
| Ask.    | Ask.    | Ask.    | Ask.    | Ask.    |
| Listen. | Listen. | Listen. | Listen. | Listen. |
| Act.    | Act.    | Act.    | Act.    | Act.    |
| Ask.    | Ask.    | Ask.    | Ask.    | Ask.    |
| Listen. | Listen. | Listen. | Listen. | Rinse.  |
| Act.    | Act.    | Act.    | Act.    | Repeat  |



*"No caffè latte? And you call yourselves a bookstore?"*

PEDESTRIAN  
WALKWAY



**You're lucky.**  
**You're journalists**  
**living in the Golden**  
**Age of media.**

**1. You have everything you need to create, publish, and amplify content on your phone. 2. All the tools you need to get started are practically free. 3. You have more access to knowledge and networks than ever**

need to get started are practically free. **3. You have more access to knowledge and networks than ever before.** **4. There is a media startup opportunity for every single interest out there.** 5. You can hire and work with thousands of

every single interest out there.

**5. You can hire and work with thousands of product, data, and editorial professionals around the**

**world. 6. You can learn practically anything you need to learn on YouTube. 7.**

Platforms are all in: you can create, publish, distribute

world. 6. You can learn practically anything you need to learn on YouTube. **7. You can create, publish, distribute, monetise on every major platform out there.**

**Remember, you're not in  
the media business.**

**You're in the business of  
helping people solve  
problems and live better  
lives.**

Talking to your users isn't  
the job of a person or  
department. **It's the  
mindset that builds a  
viable business.**



# Demand

**What problems  
currently exist?**

What do people  
need?



**Demand**

**What problems  
currently exist?**

What do people  
need?

**Capability**

**What is the  
solution?**

Can you build it?



**Demand**

**What problems  
currently exist?**

What do people  
need?

**Capability**

**What is the  
solution?**

Can you build it?

**Feasibility**

**Can you make  
money?**

Is it a sustainable  
business?

**“If you’re not an entrepreneur in journalism these days, you should get out of journalism.”**

—Kara Swisher, Recode



**Everything**<sup>4</sup>  
**competes**<sup>8</sup> **for**<sup>2</sup> **your**<sup>43</sup>  
**attention**<sup>12</sup> **on**<sup>6</sup> **the**<sup>32</sup>  
**phone.**<sup>3</sup> It's all the  
same to your brain.

**So everything  
you do needs to  
stand out.**

**Articles Social posts Social stories Short video Long video Documentary Photographs Illustrations Podcasts Live audio rooms Newsletters Events Messages Databases Reports Presentations Commenting Training Memes Games**

**It's time to  
redefine how you  
think about  
competition.**

**Hint: It's not the  
newsroom down  
the street.**

**Tesla.**

**A car company?**

**Or an energy company?**



**Grab/Uber/Gojek.**

**A taxi company?**

**Or a logistics  
network?**





**YouTube.**

**A video platform?  
Or an advertising  
company? Or an  
education network?**

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Email Rishad

Email Alan