

# Ravin Sampat

Head of Storytelling at Tortoise Media

Former Exec Producer BBC Stories, BBC News

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**Got a smartphone?  
Take it out.  
Wave it.**

# The biggest competitor for any organisation is *time*...

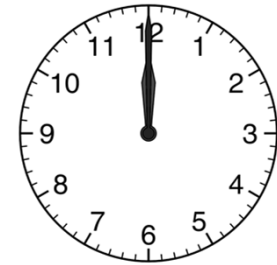
Bathe  
Hunt  
Eat  
Make love

## 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



LONDON  
08:18

BREXIT  
REFERENDUM

**LIVE**  
**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

**BREAKING  
NEWS**

**euronews.**

: 18



## 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.

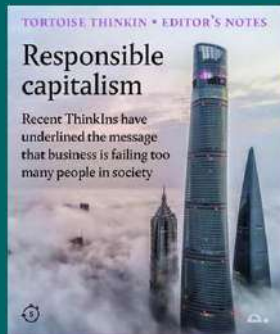
We're not going to recreate the old structures in newsrooms: political editors, economics editors, etc.

# What we focus on

We focus on the five forces shaping society:

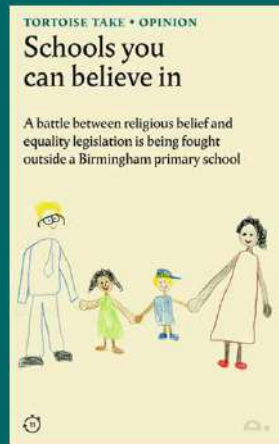
## Wealth

Fairness  
Investment  
Prosperity



## Belonging

Society  
Identity  
Belief



## Our Planet

Geopolitics  
Environment  
Natural resources



## 100 year life

Health  
Public policy  
Education



## New Things

Technology  
Engineering  
Science





# Our Product

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



**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

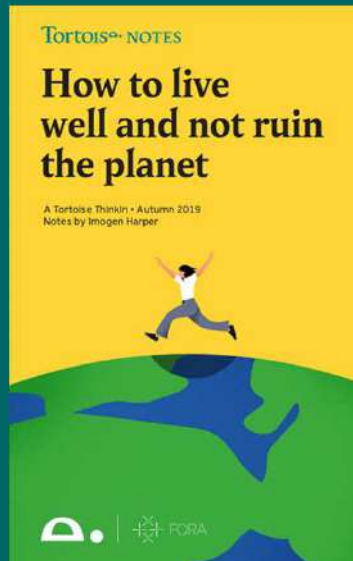
Tortoise ThinkIns are live, unscripted conversations where we harness the diverse experience and expertise of our members to shape the way we see the world. Members and guests can join the conversation in person - both in our newsroom and at venues across the UK and the world - or watch live online. 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...

## Notes



## Read-out

### Can we eat well and not ruin the planet?

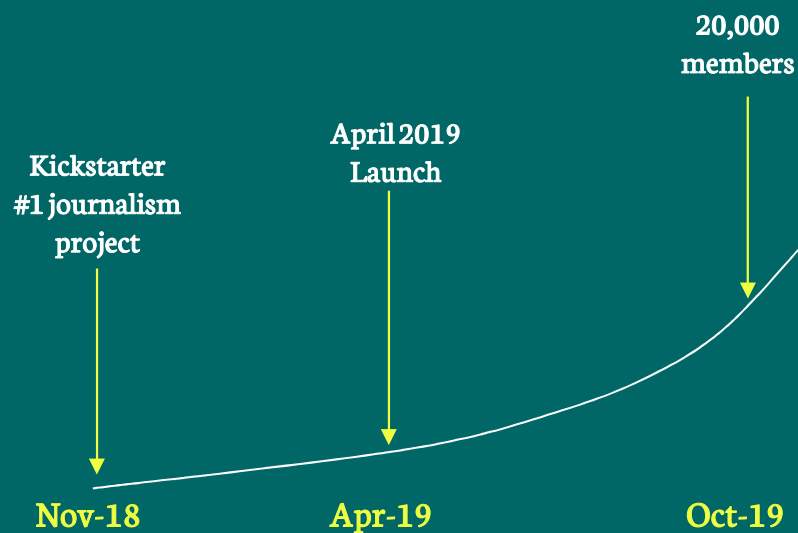
EDITOR Merope Mills  
GUESTS Gizzi Erskine, Morten Toft Bech, Ruth Rogers, Patrick Holden & Anthony Warner 'The Angry Chef'





## 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](http://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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