

The Enhanced Newsroom

How Newsrooms of the Future are
Innovating in the Face of Change

 **Dataminr®** +

العربية
AI Arabiya

Agenda

Changing Landscape of Journalism

How have newsrooms adapted to change?

The Role of Social Media

How have newsrooms responded to the disruption?

The Modern Newsroom

What advanced technologies are the modern newsrooms using?

Case studies

Key examples of how advanced technologies help modern newsrooms

Kirsten Dewar



Client Engagement, EMEA
Dataminr for News

 **@KirstenDewar**

Ruba Ibrahim

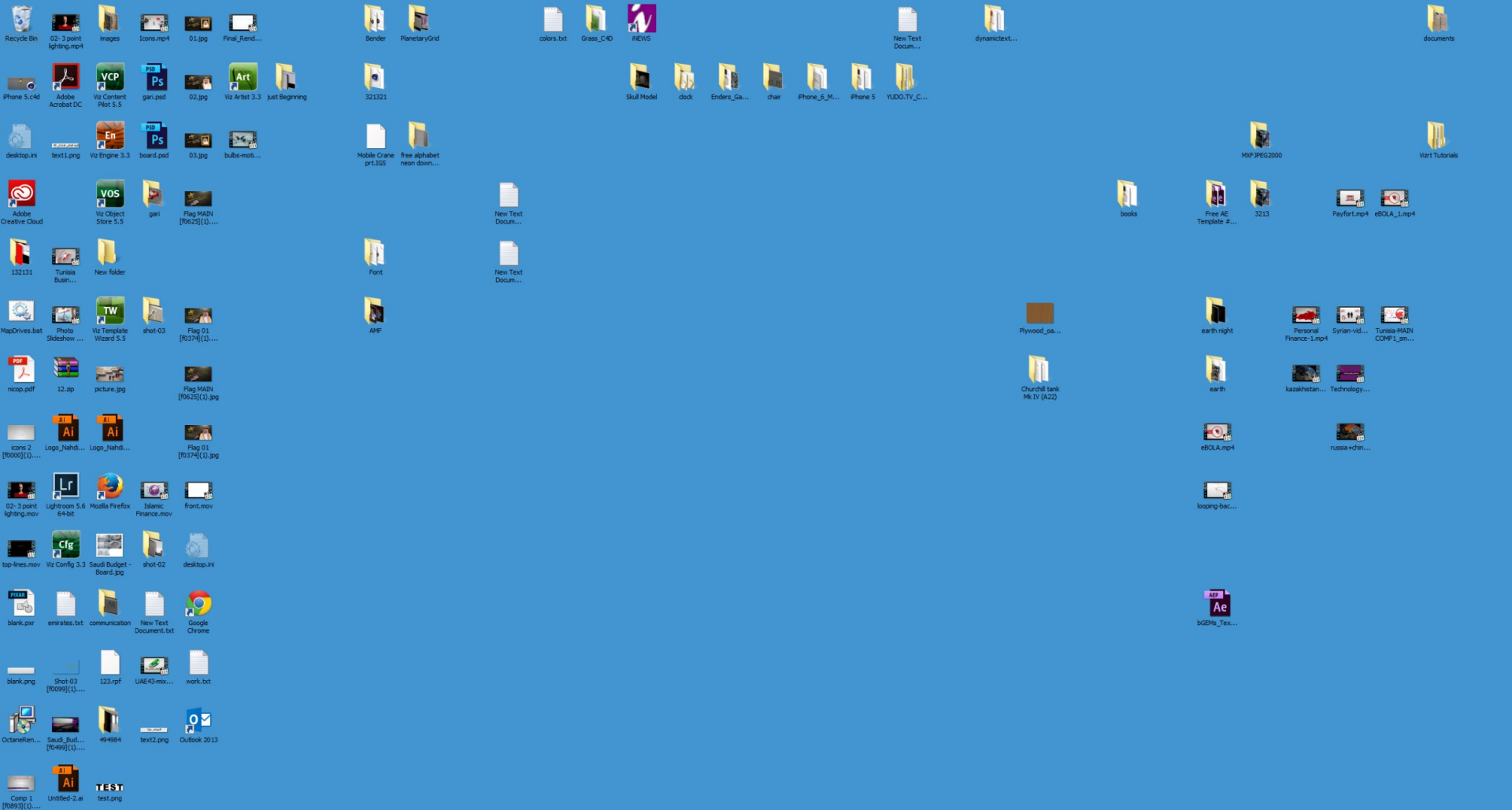


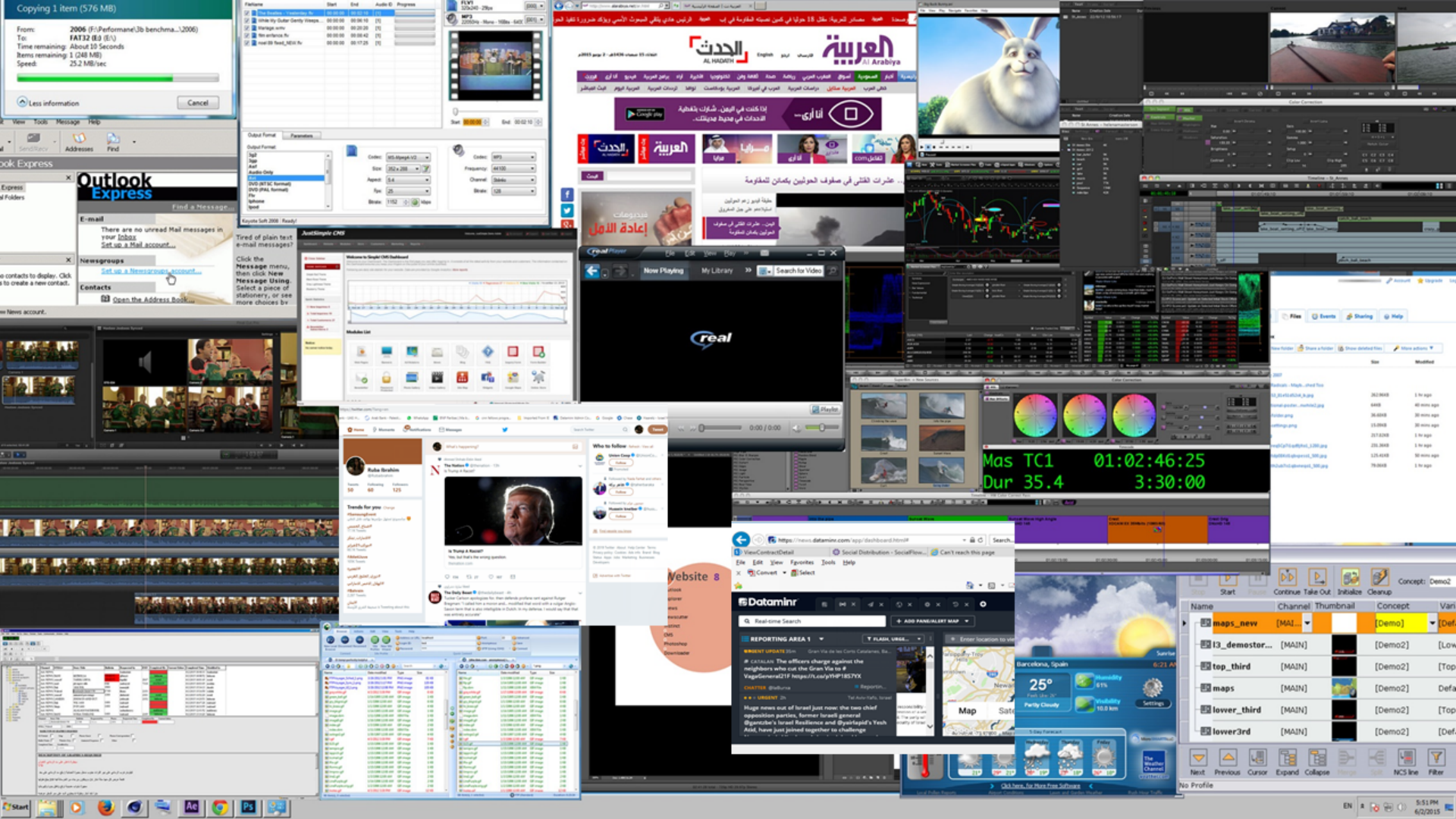
**Head of Operations
Al Arabiya**

 @Rubalbrahim

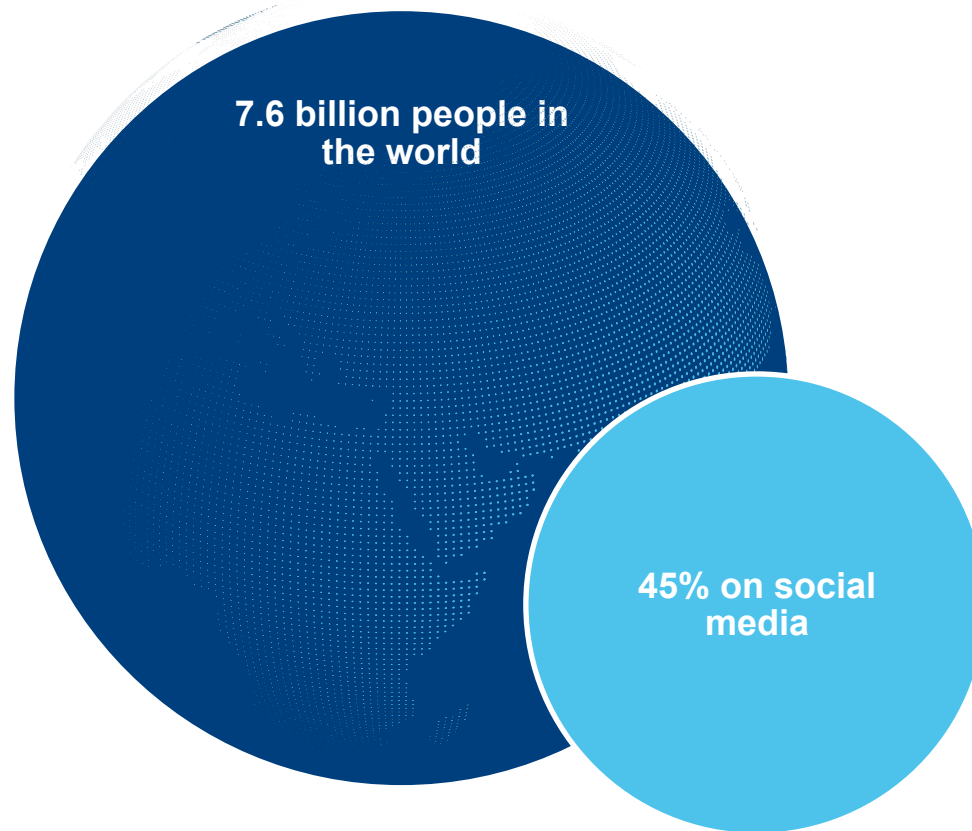
Journalism has evolved



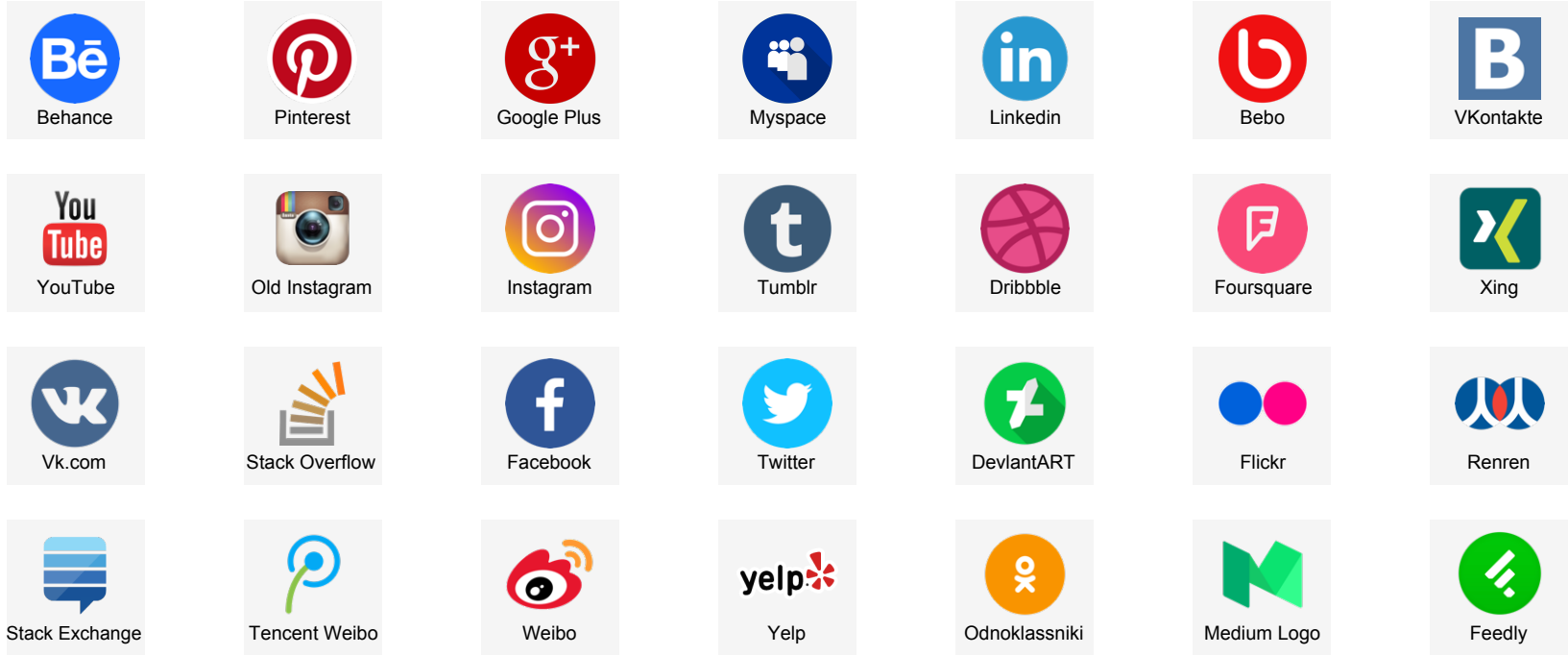




The rise of social media



The rise of social media



العربية
Al Arabiya

العربية
5KSA

مصر القمة العربية الأوروبية .. اتفاق على دعم الأمن والاستقرار في العالم

بدء انتخابات رئاسية في السنغال من المتوقع فوز الرئيس فيها

2:10
GMT





“Dataminr transforms real-time publicly available data into actionable information.”

Ted Bailey

CEO, Dataminr

600+ Newsrooms Around The World Rely on Dataminr



**With 500M Tweets
sent daily, how do
you find the signal
in the noise?**



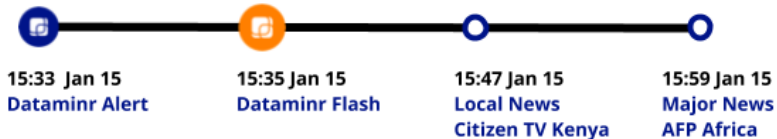


Nairobi, Kenya: Hotel Attack

DATAMINR IN ACTION

January 15, 2019

At about 15:00 local time on Tuesday, January 15th, al-Shabaab, a Somalia-based al-Qaeda affiliate, attacked the DusitD2 hotel complex in Nairobi, Kenya. 21 people were killed, including one American and one Briton. More than 700 people evacuated during the 20-hour security operation. All attackers were killed during the siege.



Source: Social Media

Event Snapshot

26 minute beat over Major News

Majority of information supplied by
Local Sources, Reporters, Blogs, Local News



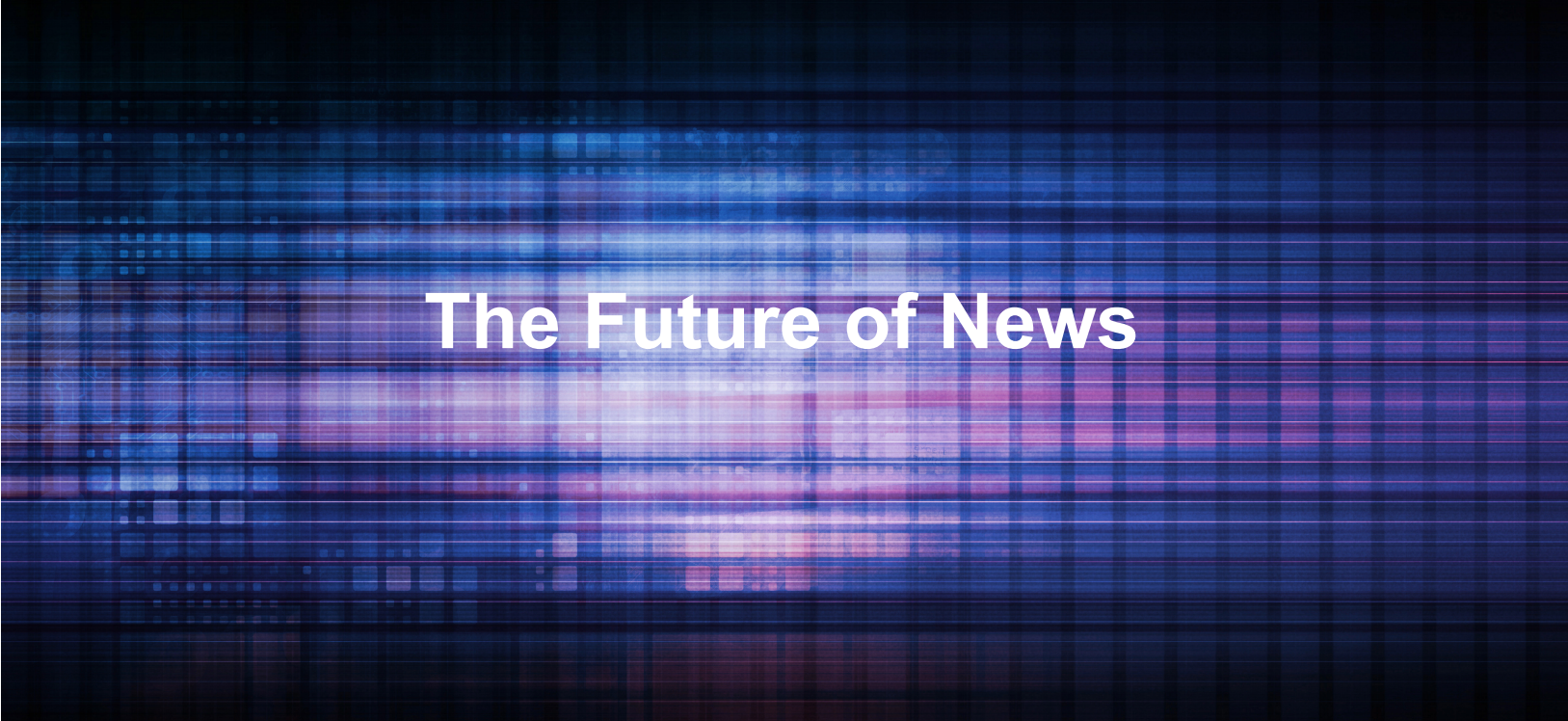
**“Media outlets should develop their digital capacity
and embrace a culture of innovation.”**

Media Freedom in the Middle East

Brookings Report, 2018



10 Year Outlook



The Future of News

Questions

Thank You