3:30 pm - 4:30 pm | #ONA15startup

# Solving for News: Real World Lessons From News Startups

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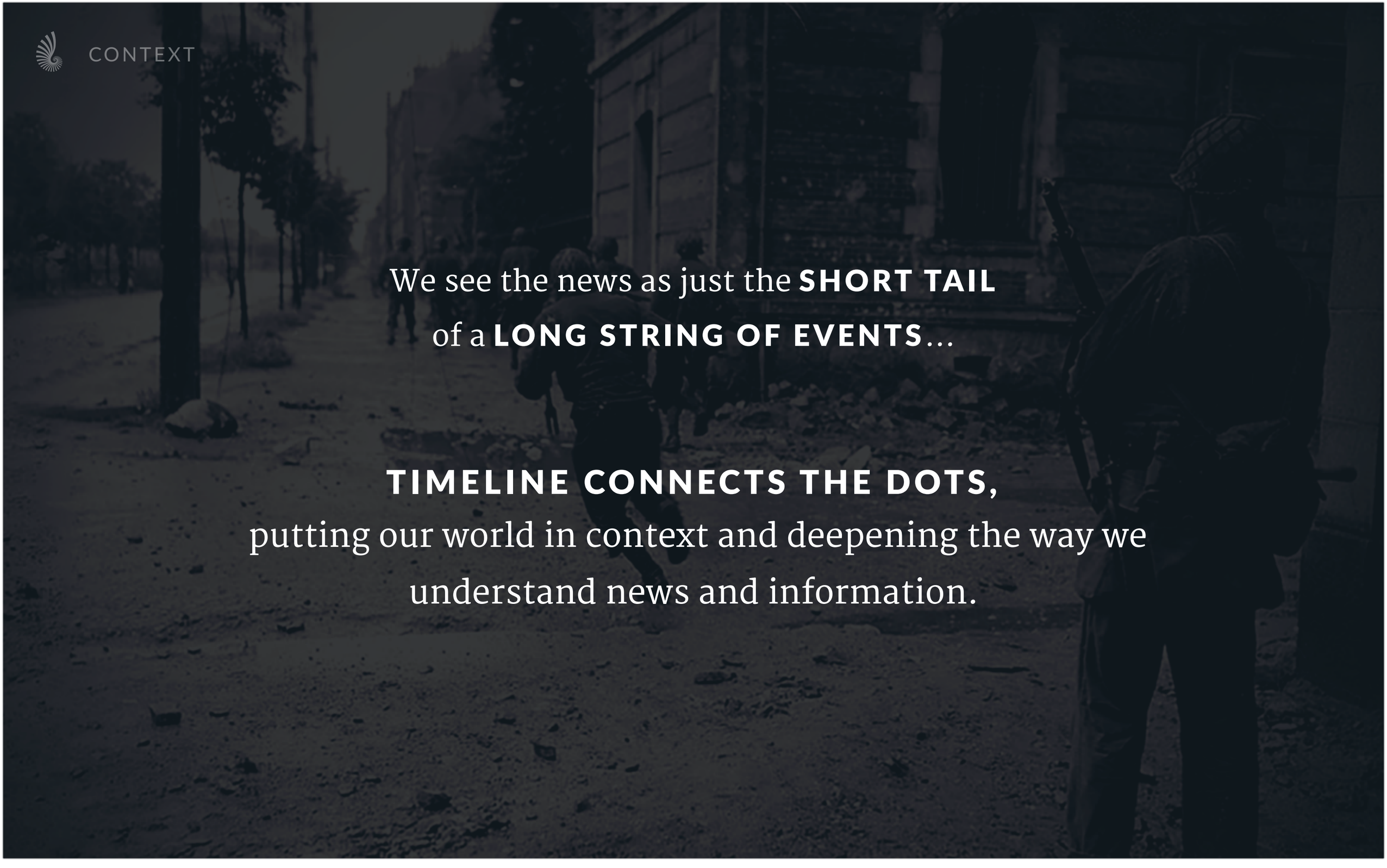
# TIMELINE

**CONTEXT** *is everything*



We see the news as just the **SHORT TAIL**
of a **LONG STRING OF EVENTS**...

**TIMELINE CONNECTS THE DOTS,**
putting our world in context and deepening the way we understand news and information.

# READERS WANT MORE

***Readers*** have an inherent and unmet desire to understand the ***context*** of the news and information they consume.

***of US news consumers*** regularly delve deeper into news events they read about, seeking information that explains the news.

These readers are among the

**~ *500,000,000***

people who visit Wikipedia ***every month.***

**TIMELINE** presents contextual information to news that gives readers the ‘story behind the story.’

# HOW DO WE DO THIS?

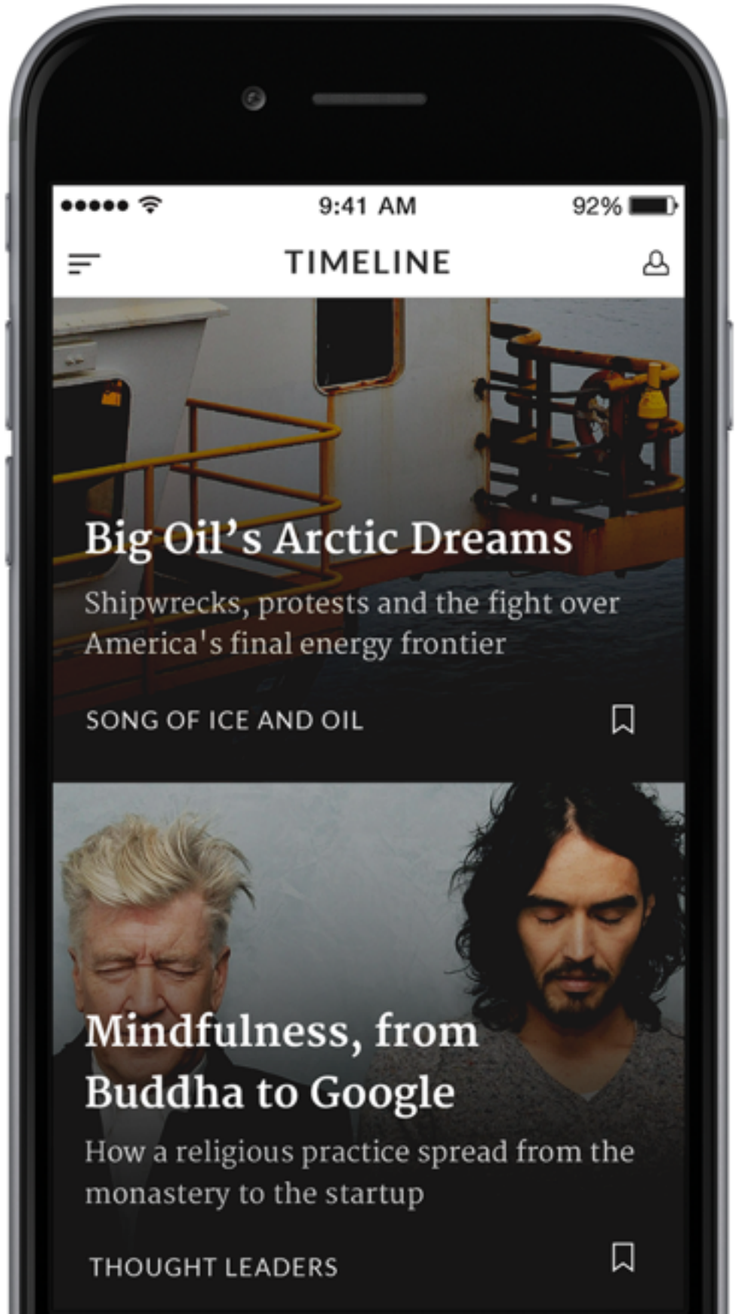
**TIMELINE PUBLISHING:**

We produce fresh content daily that provides essential historical context to major news events.

**TIMELINE TECHNOLOGY:**

We are developing a series of intelligent, semantically-driven **CONTEXT TOOLS** that extend the lifespan of content and surface useful archive-driven context for readers.

# TIMELINE PUBLISHING




## I. iOS APP

Our iOS app, twice featured as Apple's "#1 Best New App", fills a critical gap in the news experience by adding essential historical context to the biggest news events.

Our team of award-winning editors, technologists and designers are industry leaders in creating content in formats that make historical context *sticky* and *addictive*.

PUBLISHING

★★★★½

**APPLE APP STORE**

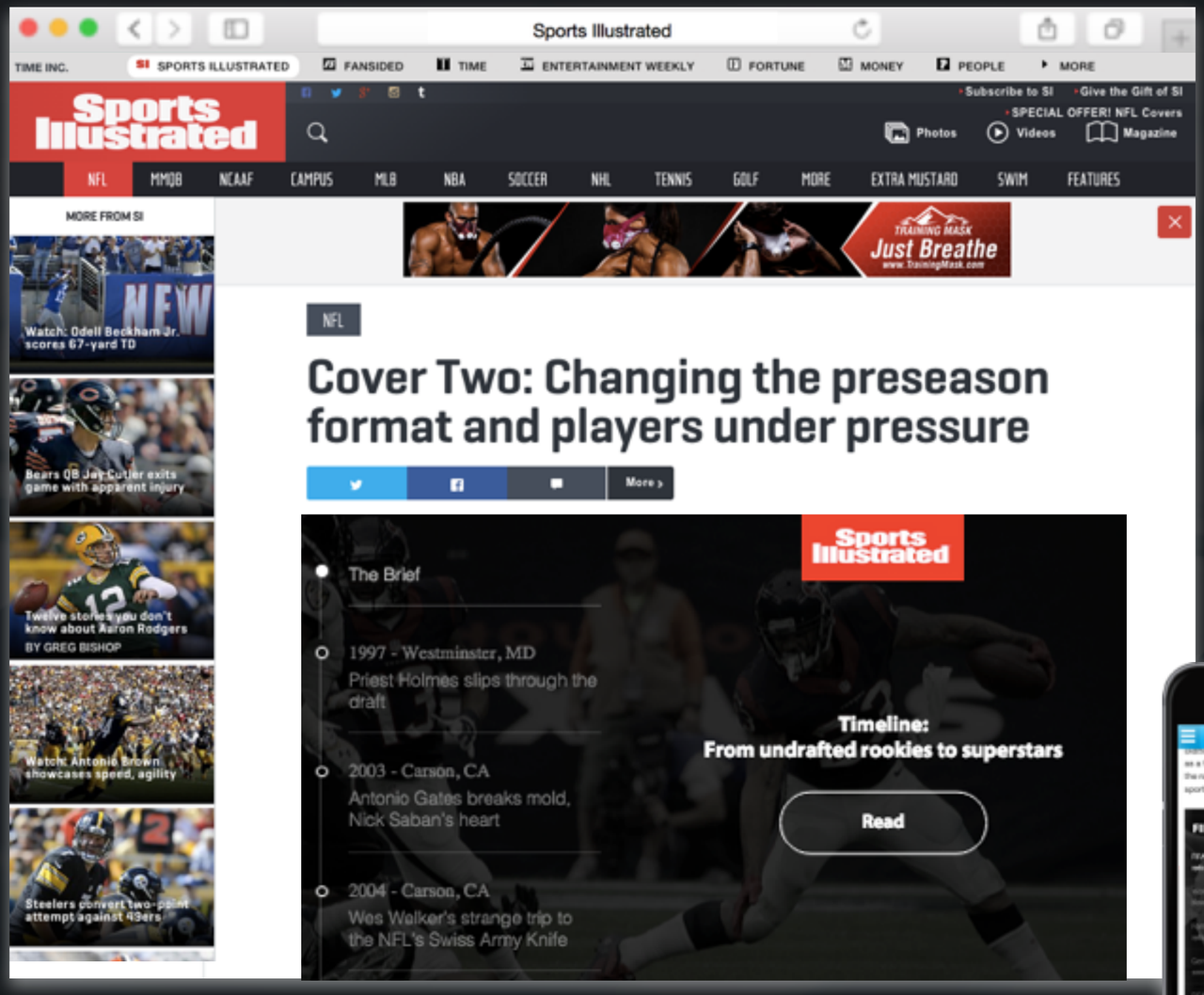
average rating

**5 minutes**

average time in app

**27%**

8-week retention




## II. TIMELINE EMBEDDED CONTEXT

**TIMELINE's** embeddable context boxes bring ***context to the reader.***

1. We supply essential context that enhances great reporting, without straining in-house editorial and developer resources.

2. Each timeline is deeply researched, written, fact-checked and copy-edited by a team of experienced journalists to the highest editorial standards.

3. Our embeddable context is a *timeless* and *reusable* plug-and-play solution that keeps readers engaged for longer.

## III. TIMELINE VIDEO

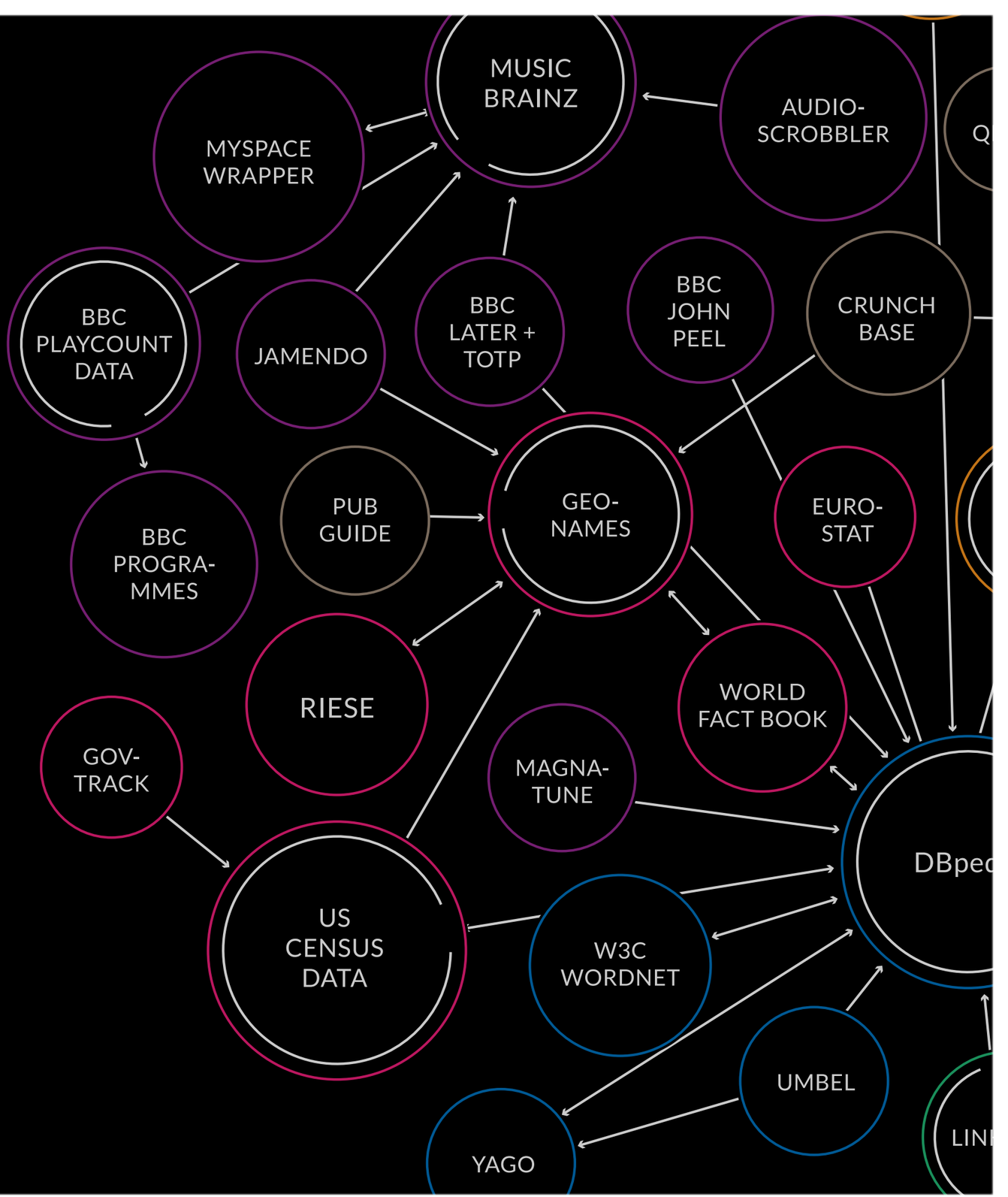
Our video partnership with **FUSION** on their **SNAPCHAT DISCOVER** channel provides compelling context that connects today's headline news to its historical roots, reaching around **100,000 UNIQUES PER DAY.**

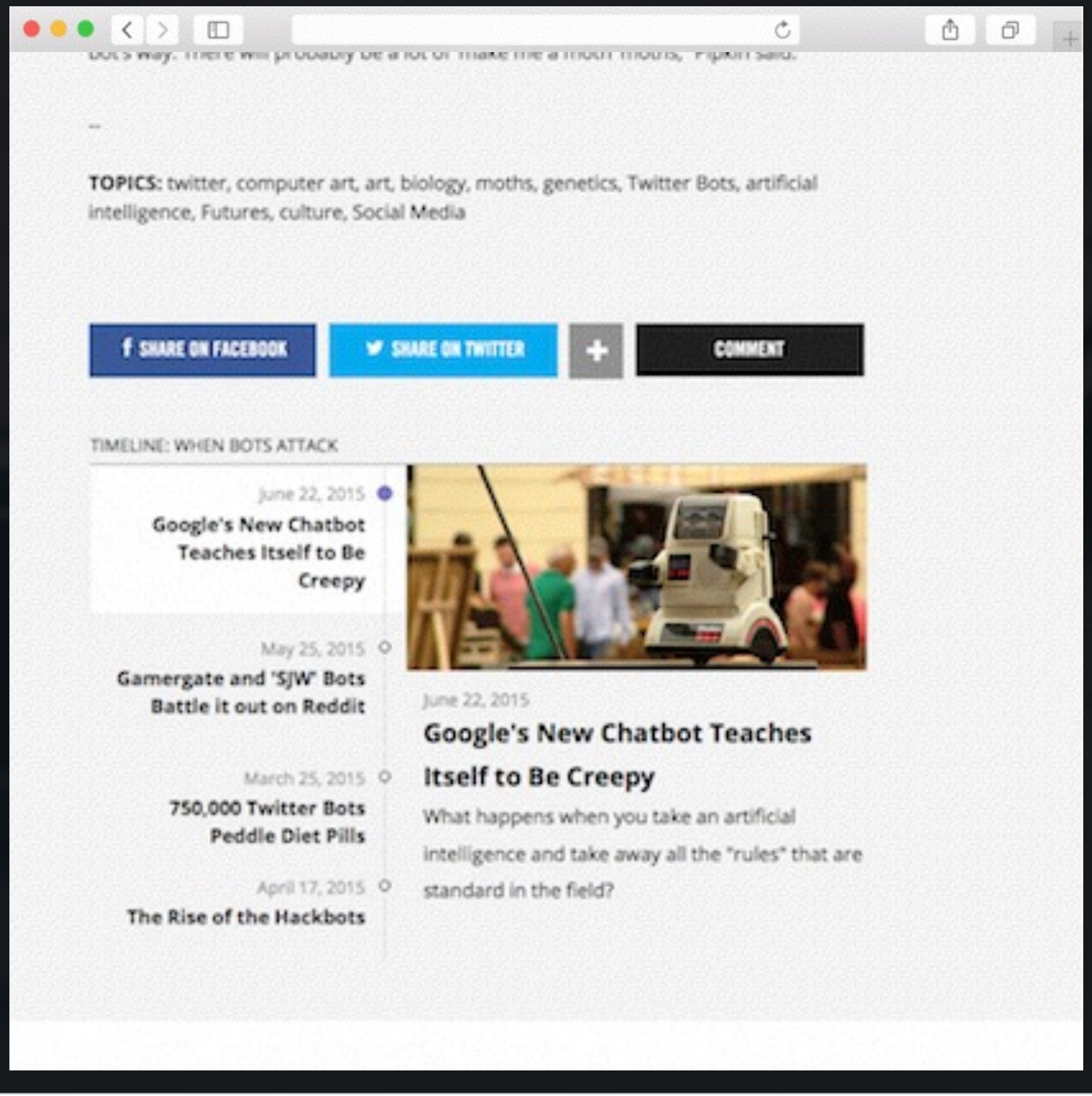
# OUR TECHNOLOGY

# CONTEXT ENGINE

**TIMELINE** is building proprietary ***semantic technology*** that automatically and instantaneously surfaces the context readers need – directly from a publisher's archives.

This will dramatically improve the efficiency of content ***research***, ***recirculation*** & ***creation***, increasing the lifespan of stories and leading to truly ***timeless content...***






## TIMELINE EMBEDDED STORY THREADS

**TIMELINE's** embedded Story Threads give readers an easy gateway to contextual content discovery from a ***publisher's own archives.***

Our timelines…

- can be embedded with a single line of code
- are tailored to sync with the design of a publisher's website
- are fully responsive and mobile-friendly

# OUR FUTURE

Our context technologies have use cases that span huge global sectors, including

**MEDIA, EDUCATION & RESEARCH**

Our technologies and content will reach

**HUNDREDS OF MILLIONS OF USERS**

We will monetize these users through

**NATIVE ADS, SPONSORED CONTENT & TECHNOLOGY LICENSING**

TIMELINE