Solving for News: Real World Lessons From News Startups

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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 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.
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*. 
APPLE APP STORE

average rating

5 minutes

average time in app

27%

8-week retention
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 UNIQUE 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’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