Journalists as Creators: A Social Video Growth Strategy

Transforming social media into a native editorial and revenue product

🏆 WINNER — INMA GLOBAL MEDIA AWARDS: BEST USE OF SOCIAL MEDIA

Grupo RBS

WHO WE ARE

Grupo RBS: One of Brazil's Largest Multimedia Groups

11MM

People Reached Monthly

Across all platforms and brands

68

Years of Operations

Serving southern Brazil since the 1950s

3

Regional Newspapers

Print and digital local journalism



Radio Broadcasting

News, sports and entertainment across southern Brazil's most trusted radio network



Television

Regional TV production delivering breaking news and sports coverage to millions

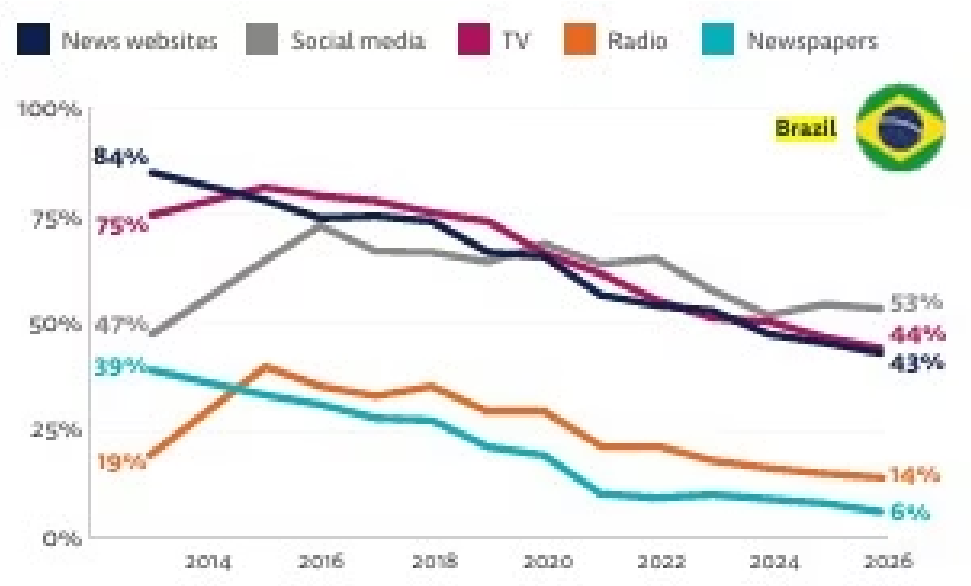


Digital Newsroom

An integrated, cross-platform newsroom powering GZH, clicRBS and Gaúcha digital properties

THE LANDSCAPE

The Way People Consume News Has Fundamentally Changed



Proportion who used each as a source of News in the last Week (Reuters, 2026)

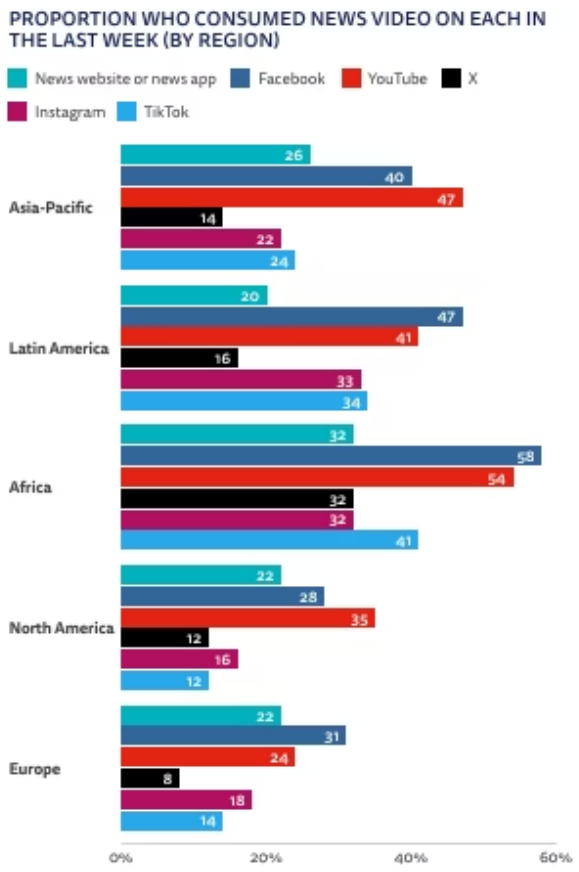
Social Media is Now the #1 News Gateway

According to the Reuters Digital News Report 2026, social media is the primary channel for news consumption for 43% of audiences under 35 and 30% of those over 35.

In Brazil, this transformation is particularly important. Social platforms are the leading source of news, with **53% of users turning to social media for news consumption**, ahead of websites and TV. At the same time, **33% of the population follows news creators and influencers,** highlighting the growing role of creator-led journalism in shaping information consumption habits.

THE LANDSCAPE

It's Not Just a Channel Shift — It's a Format Revolution



Short-form video has become the dominant format for news consumption on social platforms. Audience behavior has shifted decisively toward fast, visual, and mobile-first storytelling.

> "Social media and video networks are the main way people interact with news videos. Platforms like TikTok and Instagram are growing fast, while YouTube remains widely popular for video news. The use of publishers' own websites or apps for online news video is in decline." **— Reuters Institute Digital News Report**

Latin America and Africa lead globally in this behavioral shift, making this an especially urgent strategic priority for regional publishers like Grupo RBS.

THE PROBLEM

The Gap Between How Audiences Consume and How We Produce

Owned Platform Dependency

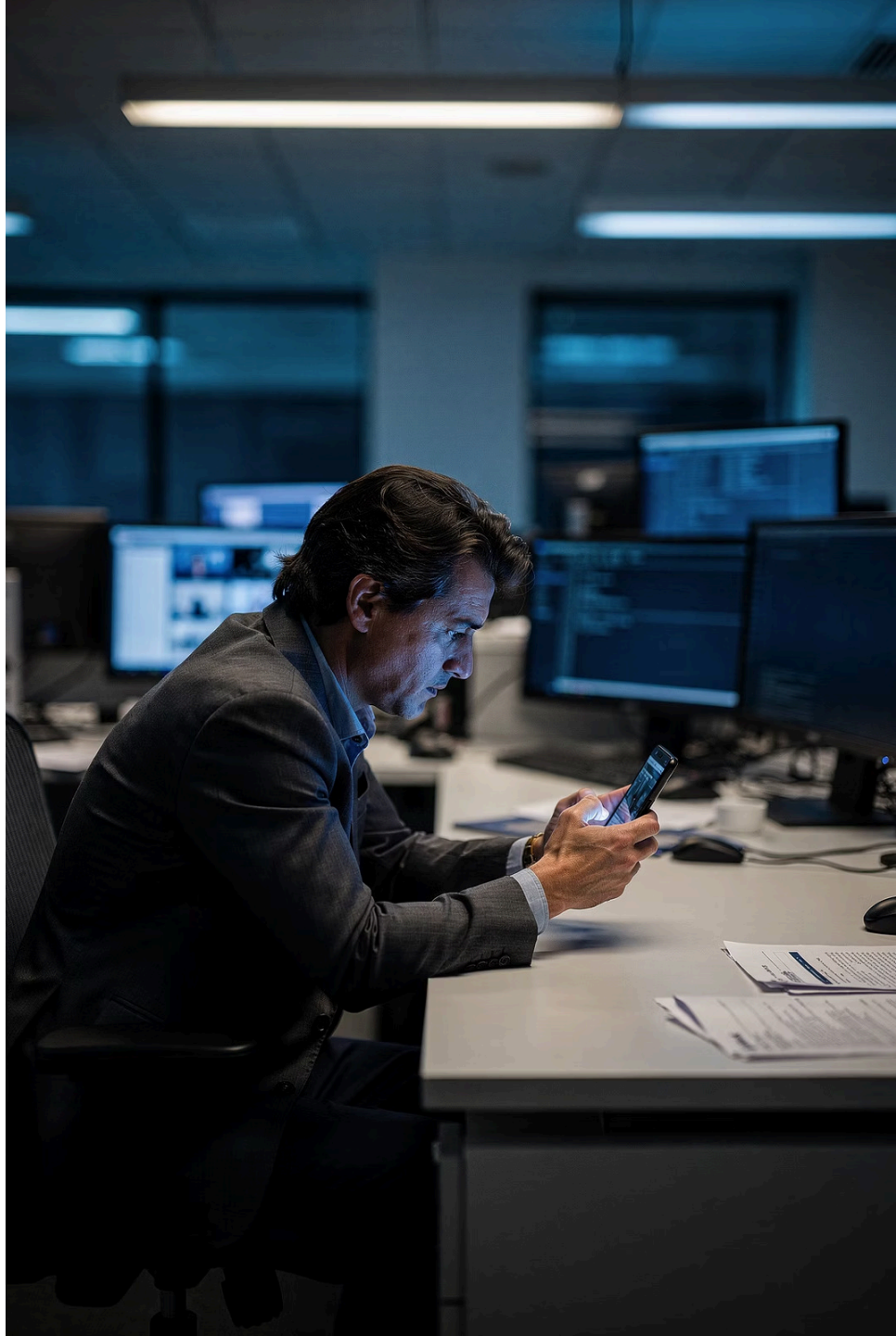
Newsroom focused content production exclusively on owned platforms — websites and apps — while treating social media only as a distribution afterthought.

Distribution Mindset vs. Editorial Mindset

Traditional newsroom models were built for broadcast and print logic. Social environments require native storytelling fluency, not repurposed content.

The Consequences

Disconnection from new consumption habits, loss of reach and relevance, declining engagement, weakened direct audience relationships, and missed revenue opportunities in a fast-growing ecosystem.



How can our journalism remain relevant and sustainable in social-first news consumption environments?

STRATEGIC DECISION

Going All-In on Short-Form Video — Natively

We decided to maximize our presence on social media platforms and for that we created the Short Videos strategic project with the following objectives:

📱 Platform-Native First

Create content designed for Instagram Reels, TikTok and YouTube Shorts — respecting each platform's language, pacing and visual logic.

🎯 Reach New Audiences

Build the next generation of news and sports consumers by meeting them where they already spend their time.

💰 Generate New Revenue

Create native and high-quality content products that unlock B2B commercial opportunities and generate new revenue for our digital business.

PROJECT ARCHITECTURE

Three Pillars That Power the Project

Pillar 1: A Dedicated Short-Video Creator Team

Pillar 2: Integrated Multidisciplinary Operation

Pillar 3: Revenue Generation as a Core Mandate

PILLAR 1

A Creator Team Built for the Platform Era



Started with 3, Scaled to 6

A team built from the ground up — journalists who are also fluent creators, designing content natively for short-form social platforms.

Natively Designed Content

Every video was conceived for Instagram Reels, TikTok or YouTube Shorts — respecting each platform's language, pacing and visual logic. No repurposing, no adapting: native from day one.

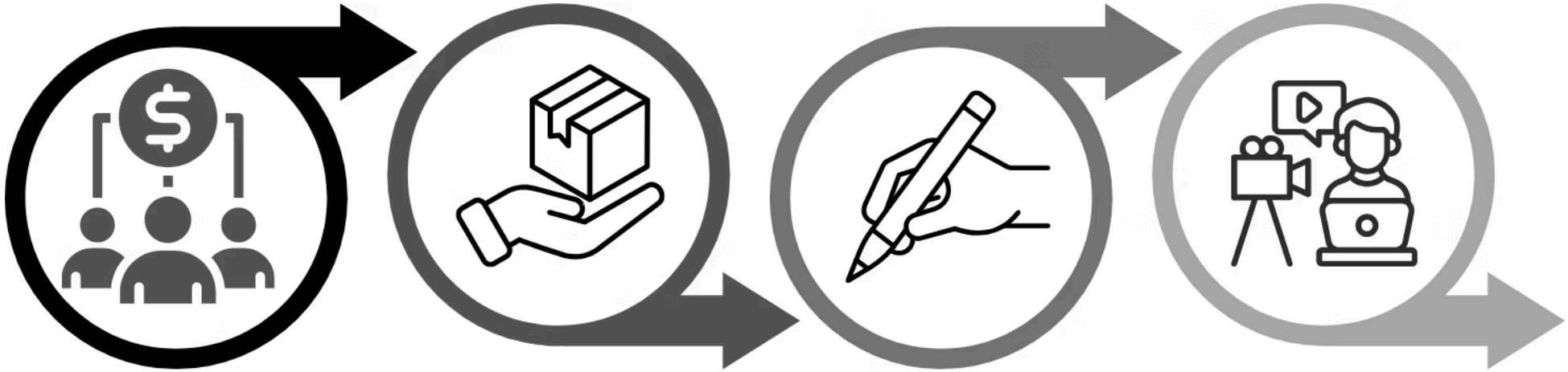
13,000+ Short Videos Published in 2025

Creators emerged as recognizable journalistic voices, building proximity and trust with audiences. More flexibility to test new formats and narratives within news and sports coverage.

PILLAR 2

A Dedicated Multidisciplinary Team Structure

Editorial, product, and commercial teams working in lockstep — unified around the same goals, workflows and performance metrics



Creator Journalism

Combined reporting skills with native platform language, pacing and editing — the creative engine of the operation.

Editorial Coordinator

Ensured narrative coherence, journalistic standards and strategic alignment across all content.

Product Team

Connected content decisions to format evolution, platform strategy and audience development.

Commercial Team

Linked content creation directly to monetization — enabling a clear workflow from idea to post-sale at scale.

PILLAR 3

Revenue as a Core Mandate

Business results are not secondary — they are built into the team's DNA, with individual performance tied to financial outcomes as **revenue, margin and client acquisition.** With the project, we created and boosted **new commercial formats** that expanded value generation for clients and revenue capture for our business.







Editorial Content Sponsorships

Brands sponsoring high-performing news and sports contents

Editorial Thematic Web Series

Short-form series built around specific verticals, sold as packages

On-Demand Branded Content

Custom content produced to client briefs, native to platform formats

RESULTS

Three Dimensions of Impact

1. Consumption & Reach
2. Audience Diversification
3. Financial Sustainability

RESULT 1 - CONSUMPTION E REACH

Views and engagement growth

Massive growth in views, engagement and platform presence far exceeding original targets.

559M

Total Views in 2025

Across all social platforms, demonstrating massive audience engagement.

290M

Views Jan–Jun 2026

Strong continued growth into the first half of the current year, indicating sustained momentum.

90%

Above Target

Performance far exceeded original projections, validating our approach to platform-native content.

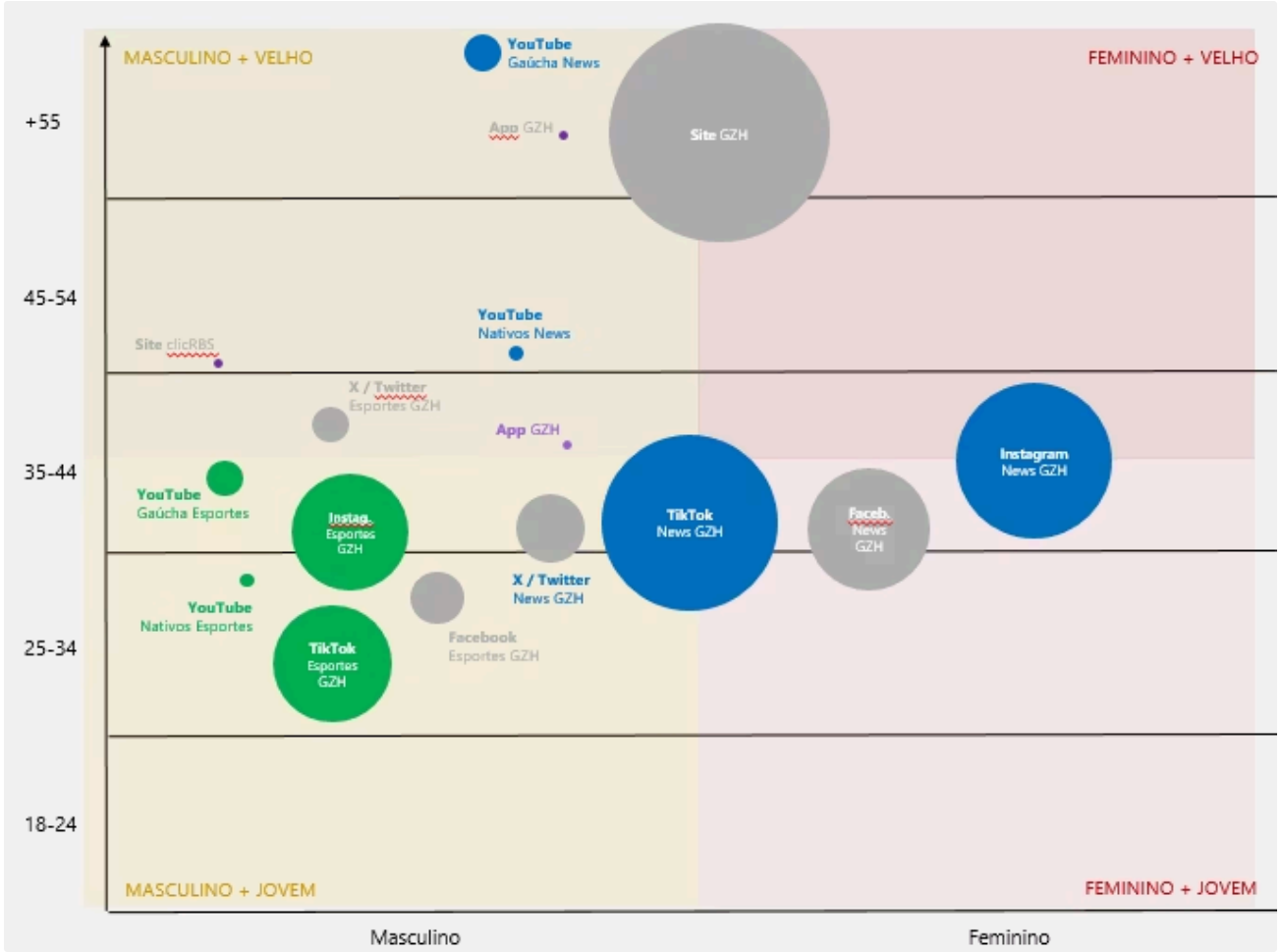
This audience growth was fueled by authentic editorial relevance and fluency in social formats, not through content replication or distribution efforts.

RESULT 2 — AUDIENCE DIVERSIFICATION

Reaching New Audiences Across the Portfolio

Prior to this initiative, Grupo RBS's digital portfolio was concentrated in the **male 35+ demographic** across all platforms.

The Short Videos project enabled meaningful expansion into younger and female demographic segments previously unreachable through legacy platforms, with TikTok channels serving as the primary discovery layer for younger audiences.



RESULT 3 — BUSINESS IMPACT

A Financially Sustainable Editorial Product

Short-form video evolved from an experimental format into a core revenue product.

Brands adopted the format as a strategic storytelling solution — not a media buy.

The project proved that quality journalistic content, built natively for social platforms, can generate meaningful business results with lean operations.

R$3MM

Revenue in 2025

Up from R$785K in 2022 — nearly 4x growth in three years

+200

Brand Partners

Commercial partners in 2025 alone, demonstrating broad market adoption

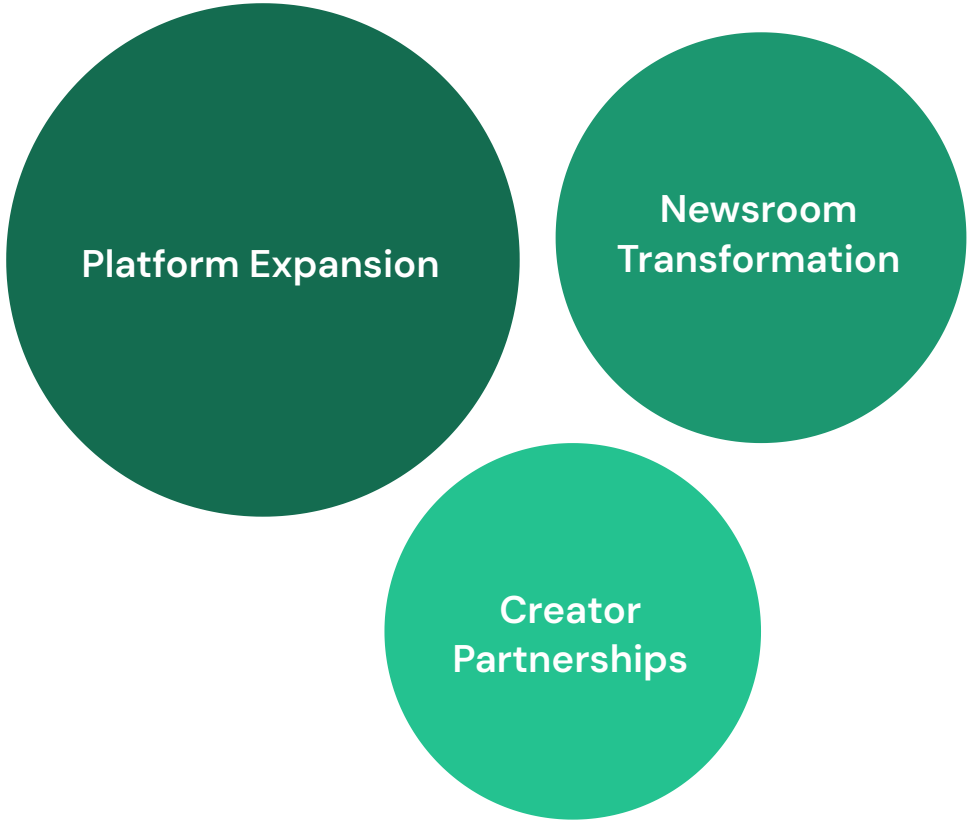
70%+

Operating Margin

Lean team structure delivered strong, sustainable margins

WHAT WE ARE WORKING ON NOW

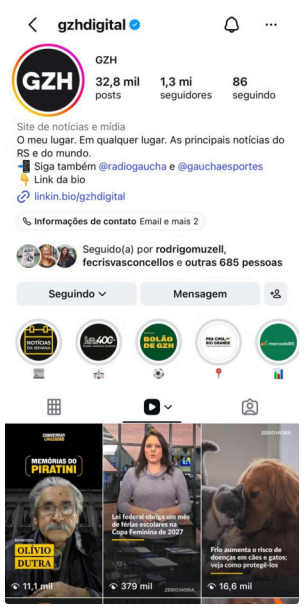
The Next Chapter: Scaling What Works

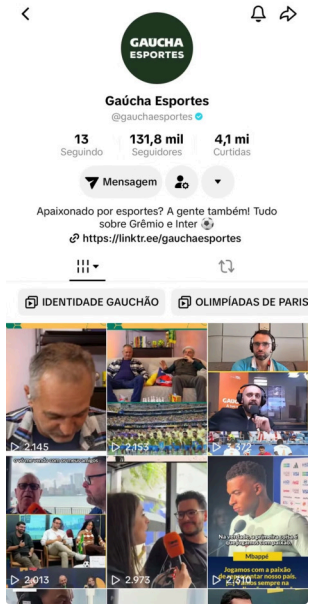


NEXT STEP 1

Platform Expansion: From One Profile to an Ecosystem







New profiles on social media and video networks, expanding beyond a single brand profile into a **strategic ecosystem of targeted accounts** — each serving a distinct audience segment and content vertical.

Specialized Profiles

Moving from one generic profile to a portfolio of accounts with specific audiences, topics and revenue potential.

Revenue Expansion

Each new profile represents a new commercial inventory — widening the product portfolio and audience reach for advertisers.

Live, On-Demand & Clips

We are growing our portfolio of live and on-demand content on YouTube, increasing the volume of clips, highlights, and short-form videos to maximize distribution, audience reach, and engagement across platforms.

NEXT STEP 2

Newsroom Transformation: Video First

Social video expertise cannot remain siloed in a specialist team. We are expanding the newsroom's capacity to create social-first video content, with a strong focus on producing and distributing short-form videos to drive greater reach, engagement, and relevance.

6-Month Training Program

May–October 2026, covering 180 journalists across all platforms and formats

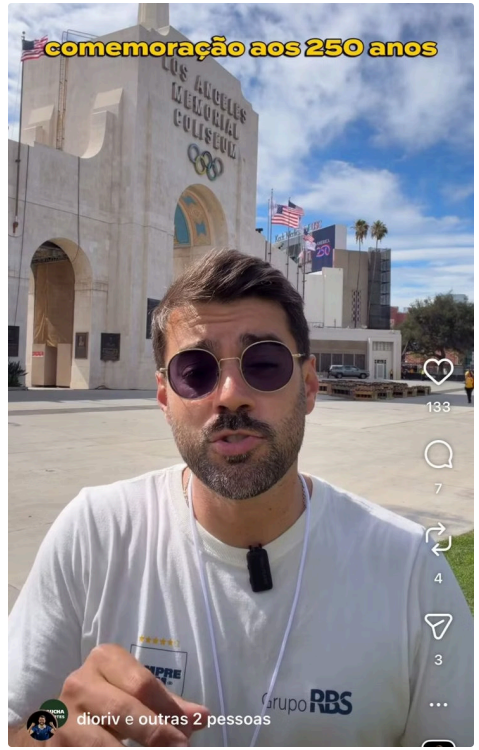
Collab Strategy

Expanding collaborative publishing between brand accounts and individual reporter/columnist profiles to amplify reach

Short-Form Video Coverage

For major events, we prioritize social-first storytelling through short-form video. During the FIFA World Cup, our team of 20 reporters and content creators on the ground across Canada, US and Mexico produced more than 760 short-form videos, driving audience engagement across platforms (+44K new followers)





NEXT STEP 3

Creator Partnerships: Accelerating Reach Through Collaboration





Partnering with established content creators allows us to reach audiences and territories not yet covered by our own profiles — accelerating growth without proportional cost increases.

Podanymar — World Cup Partnership

Creator with 1M+ TikTok followers. Collab publications during the World Cup to boost followers on our new channels.

Rádio Gaúcha Memes — Revenue Share

148K-follower humor/react profile. One-year commercial partnership with revenue sharing on all monetized content.

Key Takeaways

1 Social Platforms Are Editorial Environments — Not Distribution Pipes

Journalism must be *conceived* for the format, not adapted after publication. The distinction is the difference between relevance and irrelevance on social.

2 You Need a Specialist Team — But You Also Need to Train Everyone Else

Short-form video requires creators fluent in platform language, visual storytelling and editing. A dedicated team gets you started; a trained newsroom scales the impact.

3 Revenue Opportunities Are Real — But Require Integration

Significant revenue can be generated through social video when editorial, product and commercial teams operate as one. Treat it as a business from day one.

4 Creator Partnerships Accelerate Reach and Revenue

Collaborating with established short-form video creators is a high-leverage strategy to expand your brand into new audiences and territories quickly and cost-effectively.

5 Maximizing Social Platform Presence Is Vital for Publishers' Relevance

Short-form video is the primary format for discovery and audience attraction in this new information ecosystem.

Thank you!

Débora Pradella Pires

debora.pradella@gruporbs.com.br

Grupo RBS