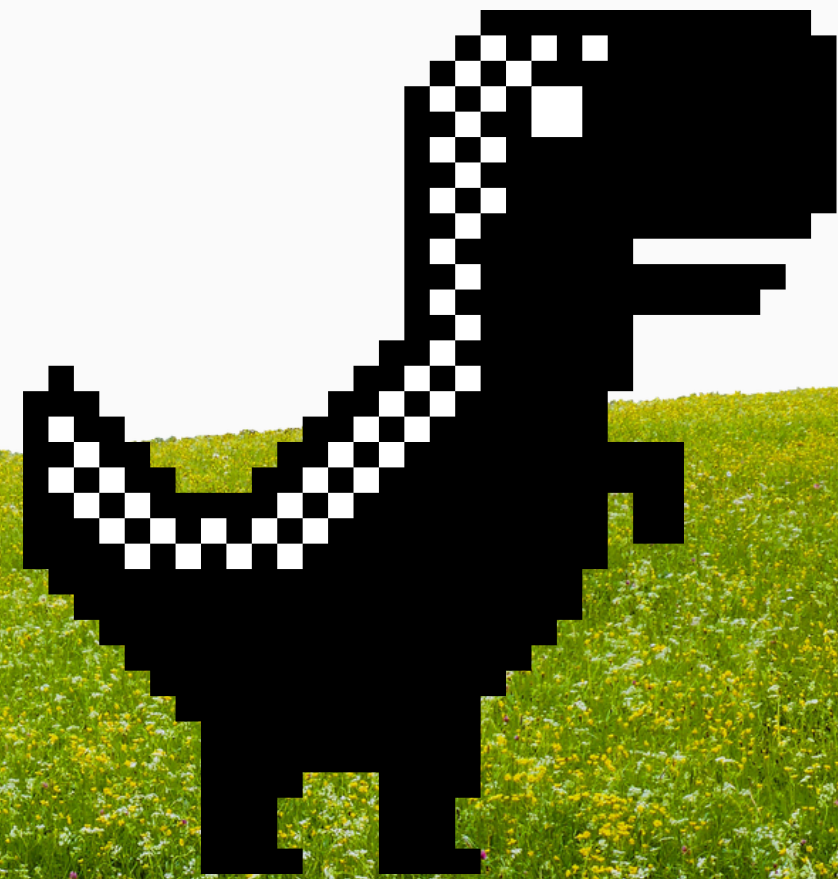
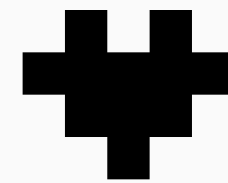
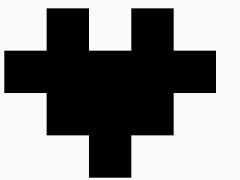
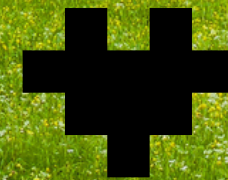


AXEL SPRINGER
ACADEMY

CREATOR X JOURNALISTS



01 THE IMPULSE

**REUTERS REPORT
2025**

- **GROWING IMPORTANCE OF SOCIAL MEDIA AND VIDEO PLATFORMS FOR NEWS CONSUMPTION.**
- **A FUNDAMENTAL QUESTION: HOW WILL JOURNALISM WORK IN A SOCIAL-FIRST MEDIA ENVIRONMENT?**

MENSCHEN FOLGEN MENSCHEN!

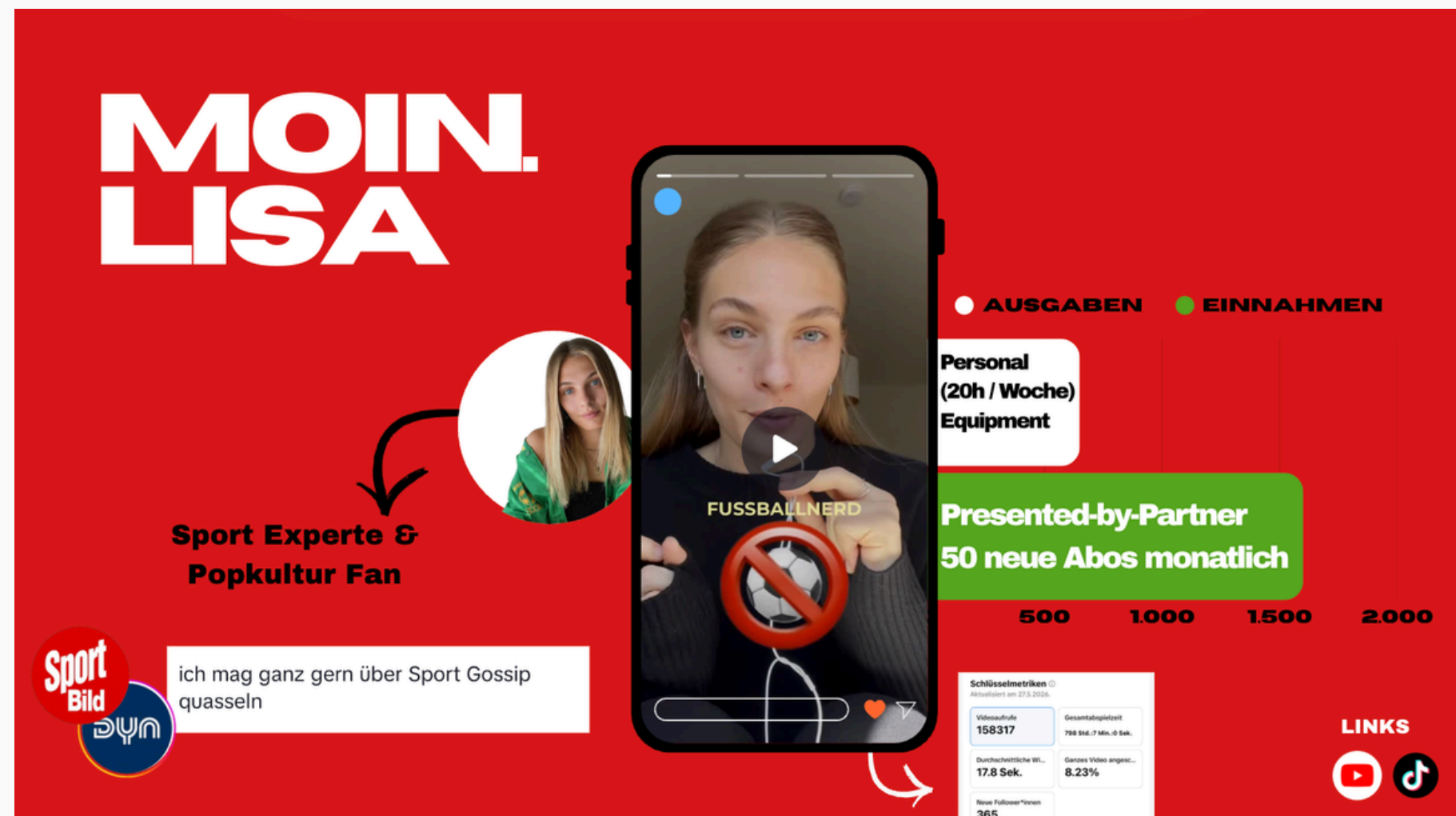
02

THE FACTS

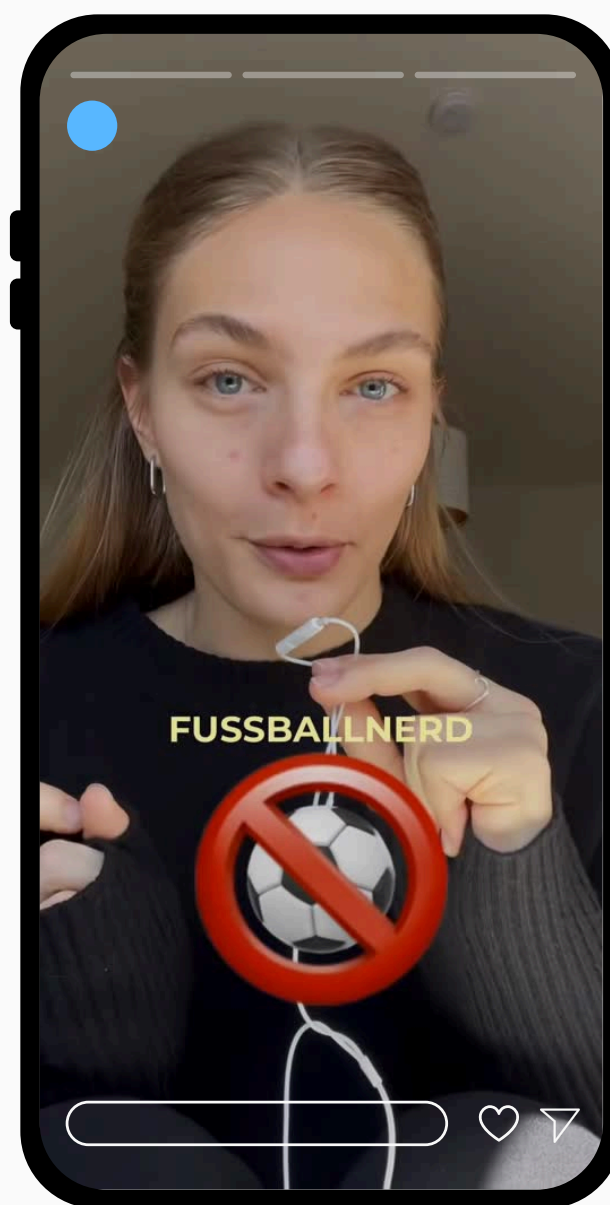
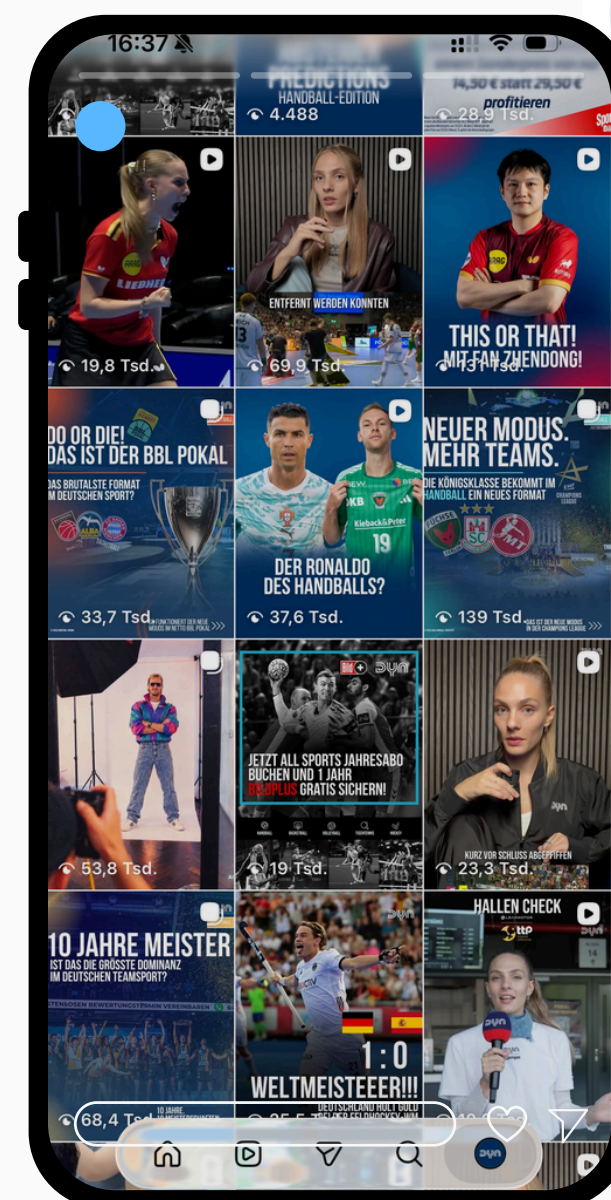
- **CREATORS BUILD TRUST AND AUTHENTICITY**
- **55% OF TIKTOK USERS WHO GET NEWS ON THE PLATFORM RECEIVE IT FROM CREATORS – NOT MEDIA BRANDS**
- **TIKTOK IS THE #1 NEWS SOURCE FOR MANY TEENAGERS**

03 THE PROJECT

We experimented with formats, storytelling, tone of voice and the role of the creator.



04 THE INTEGRATION



04 THE INTEGRATION

