A cooperative media company by and for freelance journalists - A brief explanation

Teun Gautier - Publisher
30% of journalistic production is done by freelancers

That is expected to grow to 70%

Unbalanced and equal dependency on media clients

For vital and sustainable future of journalistic industry, we need vital and sustainable ecosystem of freelancers

We need to establish economic autonomy for freelancers
The Cooperation

1. Increased income: mostly through diversifying and broadening sources of income, syndication and self-publishing

2. Support: replicating traditional editorial supporting infrastructure
Summary: revenue diversification

- Traditional freelancing
- Donations
- Blendle income
- Fund
- Syndication
- Crowdfunding
- Advertising
- Research
- Speakers
- Consulting
- Training
The Cooperation

1. Increased income: mostly through diversifying and broadening sources of income, syndication and self-publishing

2. Support: replicating traditional editorial supporting infrastructure
Crowdfunding
Publisher
Workspaces/Network
Donations
Trainees
Insurances
Investigative group
Associate Partners
Speakers Agency

Payrolling / administration
Book Publishing
Brainstormgroup
Own titles/platform
Websites
Training/education
Matchingfonds
Publeaks
Sales/Syndication
Distributed Journalism
The current production chain of journalism

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Subscribers/readers

Newsroom

Media Company

Selection

Production

Quality validation
The current value chain of journalism

- Readers: 70%
- Advertisers: 27%
- Other: 3%

Revenue

Cost

- Profit: 18%
- Overhead: 25%
- Distribution: 30%
- Journalism: 22%
- Freelancers: 4%
From institutional, centralised production to distributed, network of freelancers
Distributed Journalism-Production

Subscribers/readers

Newsroom

Media Company

“Ecosystem of freelancers”

Support
Many different sources

Readers in the cloud

Subscribers/readers

Newsroom

Media Company

Distributed Journalism-Consumption
“Not reach of channel but reach of article”
“Not reach of channel but reach of article”

Direct publication and monetisation by freelancers
The future of the Journalist

Subscribers/readers

Newsroom

Media Company

Self publication (Blendle)

“Ecosystem of freelancers”

Support
Paradigm shift

“Not reach of channel but reach of article”

Direct publication and monetisation by freelancers

Embedded in collective publishing infrastructure
The cooperative, distributed journalistic model

Subscribers/readers

Newsroom

Media Company

Readers in the cloud

95% of revenue goes to journalist

Social Media

"Ecosystem of freelancers"

Fund

Support

Collective Publishing Company

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Journalistic production by newspapers

- Own journalists
- Syndication
- Press Agencies
Readers in the cloud

Collective Publishing Company

Content Database

Reporters Online 1 5 10 20

“Ecosystem of freelancers”

Fund Support

Media

Syndication
The Cooperation – global network

“Ecosystem of freelancers”

Collective Publishing Company

Collective Publishing Company

Collective Publishing Company
Be a member for € 5-10 per month

Enjoy the network, support and features and contribute

Start your own Cooperation

decoperatie.org or info@decooperatie.org