“Making money with good journalism - testing the models one by one”
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About me

- Tassos Morfis
- Journalist from Athens, Greece
- Director and Co-founder of AthensLive
- Mentor @ CoE’s Diversity Accelerator.
Pretty much Greece’s only news startup

Founded in 2016 and based in Athens, Greece, AthensLive is dedicated to providing English-language multimedia reporting and analysis on the situation in Athens and throughout Greece.

We are a nonpartisan and nonprofit organization aimed to make change in Greece's media, not just cash.

We are not affiliated with any mainstream Greek media organization and we have no political agenda.

Our mission is to incorporate the Greek narrative into the international discussion with a credible new voice. Our vision is to create an international multilateral media institution downtown Athens.
The Problem(s)

- There is a need for comprehensive and independent English language reporting about Greece. Greece is misrepresented in international media outlets.

- Only 26% of the country’s population finds the national media trustworthy. *Eurobarometer Survey on Media Pluralism and Democracy November 2016.*

- Greece ranked 89th out of 180 countries in the 2017 World Free Press Index – just below Togo and Mozambique.

- The Greek financial crisis, now in its 7th year, has shuttered news outlets across Greece, depressed working conditions and severely undermined the quality of reporting.
About #MakeAthensLive

- While we have been featured in German National TV, BBC, The Nation and Monocle Magazine among others in Greece only a fashion magazine and a local newspaper from Crete wrote about us.

- We received 100 CVs during our crowdfunding campaign.

- It is the most successful crowdfunding campaign in the Greek media so far.

- We failed!
Our business model: “Medialignment”.


- Acquiring users/customers, monetizing them profitably, and scaling very quickly.

- We want to engage people, not only online, but also in real life.

- We hope that it will enable us to preserve the international journalism standards and ethics that make our reporting credible in the eyes of the Greek people and the global community.
What we want to do.

- Present a genuine Greek narrative, in English.

- Foster quality digital journalism from Greece.

- Develop a new and independent platform for reporting stories that matter from Greece.

- Create opportunities for media workers.
What we currently do.

• We are launching an online news platform that will scale our newsgathering efforts beyond our social media channels.
• At a time when many established news organizations are retrenching, we are harnessing the digital transformation to tell the real story from Greece through innovative multimedia across online and social platforms.
• We partner with a range of independent media organizations, including Athens-based photo agency Fosphotos and crowdfunded outlets across Europe, to share diverse content and expand our global reach.
Thank you!

**Follow us:**

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Some thoughts.

• A Journalist has to be a Businessman (and a Publisher) Too
• Cut the middleman!
• Entrepreneurial Journalism is a marathon, not a sprint.
• We have to start with economics, what’s not working is the money part.
• It’s OK to not have the business model when you start.
• We want to show everyone that being successful is a matter of collective will and community support, rather than corporate will and political support.
• “Do something that kicks ass and the money will come to you.” Werner Herzog