

HOW THE CARL INITIATIVE CAN HELP NEWSROOMS?



- 1 UNDERSTAND DATA**
Data interpretation assistance (also partially thanks to AI) and take necessary actions.
- 2 CREATE BETTER CONTENT**
Identify optimal content formats and distribution channels
- 3 ACHIEVE OPERATIONAL SUSTAINABILITY**
Reduce costs through intelligent resource management.
- 4 REBUILD TRUST IN THE NEWS**
Promote transparency, accountability, and quality in journalism.

MORE INFO ABOUT CARL

👉 Visit the Data for Creators website : <https://dataforcreators.com/>

👉 Join the Carl initiative on LinkedIn : <https://www.linkedin.com/company/data-for-media>

ABOUT OUR EUROPEAN PARTNERS

TULODZ	 https://tulodz.pl
LOUIE MEDIA	 https://louiemedia.com/
PRENSA IBÉRICA	 https://www.prensaiberica.es/
KARJALAINEN	 https://www.karjalainen.fi/
SME	 https://www.sme.sk/

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HOW NEWSROOMS USE DATA IN EUROPE TO FOCUS ON REPORTING?

Focus on CARL – A European initiative for sustainable, innovative, and audience-centered journalism.



CONTEXT

- Journalism is going through a crisis of trust and funding
- Information fatigue and deliberate news avoidance is growing
- Rapid evolution of social networks and AI Technology: challenges for traditional journalism
- Media and influencers : Traditional journalists face challenges in capturing attention, competing with influencers and ordinary individuals who often garner larger audiences..

40% SAY THEY HAVE TRUST IN THE NEWS,
FOUR POINTS LOWER OVERALL
THAN IT WAS AT THE HEIGHT OF THE CORONAVIRUS PANDEMIC

39% SAY THEY SOMETIMES OR OFTEN AVOID THE NEWS

22% IDENTIFY NEWS WEBSITES OR APPS AS THEIR MAIN SOURCE
OF ONLINE NEWS – THAT'S DOWN 10 PERCENTAGE POINTS ON 2018

Source : Digital News Report 2024 (Reuters Institute, University of Oxford) / 94k respondents



MÉLISSA BOUNOUA
Co-founder of Louie Media (France)

For the past 7 years, Louie Media has been offering podcasts that reach a young audience (18-35), interested in how the world works in all its complexity and nuances, thanks to documentary and narrative audio formats. But the data from the platforms that broadcast our podcasts is limited, and as a young media we needed a tool to react more quickly and identify their expectations more precisely. This is crucial for our future and that of our European partners. (Karlajainen, SME, Prensa Iberica, Tułódź).

CARL INITIATIVE

6 EUROPEAN PARTNERS JOIN FORCES UNDER CARL (CONTENT ANALYSIS AND RESEARCH LAB) TO DRIVE INNOVATION IN JOURNALISM THROUGH DATA.

The CARL initiative aims to **support the development of journalists and media** professionals, contributing to the creation of **a more sustainable media ecosystem** throughout Europe.

It focuses on **educating media professionals** on data analysis, the utilization of **innovative data tools**, fostering **data-oriented collaboration** and **knowledge-sharing** among them.



OUR TOOL

CARL FOR MEDIA IS A VIRTUAL DATA ASSISTANT CREATED
BY THE CARL DATA COMPANY TEAM.

The app simplifies daily tasks for **journalists, editors, and editors-in-chief** thanks to **automated data interpretation**. It offers **actionable advice** for improving content performance and **suggests inspirational trends**, eliminating the need for complex daily dashboard analysis.

Carl for Media 

VIRTUAL DATA ASSISTANT

TRANSLATING DATA TO ACTIONABLE
INSIGHTS.

Carl for Media simplifies daily tasks for
journalists, editors, and editors-in-chief.

It offers **actionable advice** for improving
content performance and suggests
inspirational trends, eliminating the need
for complex daily dashboard analysis.

