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Nota di contenuto	Title Page -- Copyright -- Contents -- Executive Summary -- 1. Why are Some Digital News Organisations More Successful than Others? -- 2. The Guardian -- 'Global, Open, Digital' -- 3. The New York Times -- Digitising 'The Grey Lady' -- 4. Quartz -- What Would The Economist Look Like if it had Been Born in 2012? -- 5. BuzzFeed -- Making Life More Interesting for the Hundreds of Millions Bored at Work -- 6. Vice Media -- 'We are the Changing of the Guard' -- 7. Conclusions -- So Why are Some Digital News Organisations More Successful? -- Notes -- Interviewees -- Acknowledgements -- Contents -- Executive Summary -- Why are Some Digital News Organisations More Successful than Others? -- The Guardian -- 'Global, Open, Digital' -- The New York Times -- Digitising 'The Grey Lady' -- Quartz -- What Would The Economist Look Like if it had Been Born in 2012? -- BuzzFeed -- Making Life More Interesting for the Hundreds of Millions Bored at Work -- Vice Media -- 'We are the Changing of the Guard' 1 -- Conclusions -- So Why are Some Digital News Organisations More Successful? -- Notes -- Interviewees -- Acknowledgements.
Sommario/riassunto	News organisations are struggling with technology transitions and

fearful for their future. Yet some organisations are succeeding. Why are organisations such as Vice and BuzzFeed investing in journalism and why are pedigree journalists joining them? Why are news organisations making journalists redundant but recruiting technologists? Why does everyone seem to be embracing native advertising? Why are some news organisations more innovative than others? Drawing on extensive first-hand research this book explains how different international media organisations approach digital news and pinpoints the common organisational factors that help build their success.
