CROWDFUNDING
for the revive of War Reporting

A new sustainable Business Model
A new way of engagement
Il Giornale is the fourth national newspaper in Italy.

The print edition has a daily circulation of approximately 200,000 copies and the digital version has more than 600,000 daily unique readers.
Over the last few years we have been witnessed to progressively impoverished media, especially the traditional one, something in which the current global editorial crisis is complicit. War reporting has been one of the major casualties: it is extremely expensive. The victims of this situation are the readers who, until now, have had little if any possibility to intervene in changing that which apparently seems the inevitable course of things to come. Loss of high quality journalism is thus at a risk.
To solve this problem we decided to bet on our major resource: THE READERS
We started to **CROWDFOUND**

We asked our readers to choose and finance reportings, involving them in the production of the news.

And **IT WORKED...**
HOW

We established a new brand, Gli Occhi della Guerra, which literally means The Eyes of War.
HOW

We created a completely new website (www.occhidellaguerra.it) connected to the newspaper website (www.ilGiornale.it).

This website is enriched by the reportings and by critical analysis and commentary on international affairs.

On the website the readers can donate money through an in-house crowdfunding platform.
HOW

To ensure complete transparency and integrity of the readers' money, ilGiornale.it started a measurable no profit association, Associazione per la Promozione del Giornalismo (The Association to Promote Journalism).

The readers can keep track of all the reportings expenses: every single receipt produced by the reporters is published on a specific section of the website.
HOW

We launched an intense recruiting campaign to find young and skilled reporters.

These can cover any conflicts in any area of the world at any time.
Then, after the first successful crowdfunding campaign, we started creating a community through:

- direct marketing
- social media
- public events
- publishings
IT WORKED !
RESULTS

We completed more than 20 REPORTINGS

Afghanistan Libya Syria Hungary Iraq Hungary Central African Republic Somalia Ukraine Turkey France Kurdistan India Bosnia Chechen Republic England Myanmar Germany Northern Ireland Lebanon Belgium Azerbaijan
Gli Occhi della Guerra became a monthly supplement of the print newspaper.

On the first Thursday of every month all the reportings completed through the crowdfunding are published on il Giornale.

Therefore the readers are connected with Gli Occhi della Guerra and they may become supporters too.

Surely, this is a case of effective integration between print and online.
Today Gli Occhi della Guerra is a real **COMMUNITY** of thousands of **supporters**.

Assisted by us, the readers create public events (photographic exhibitions, book presentations, conferences) so as to raise money for new reportings.

Readers are thus our **MAIN SPONSOR**.
In 2015 ilGiornale.it increased its digital readership by +67% unique visitors and +31% page views compared to the previous year.

War reportings are also the most shared posts on the social media.

Surely this growth was due to the project Gli Occhi della Guerra.
RESULTS

We created a new sustainable and profitable business model and, at the same time, solved the problem: quality of journalism has thus increased benefiting both the newspaper and readers.
THANK YOU