

CREATOR JOURNALISTS & SHORT-FORM VIDEO

Transforming social media into a native editorial and revenue product

CATEGORY: Best Use of Social Media

GZH

SCENARIO

SHIFT IN NEWS CONSUMPTION

- Short-form video became the dominant format for news consumption on social platforms
- Audience behaviour shifted to fast, visual and mobile-first storytelling
- Traditional newsroom distribution models lost relevance in social environments



PROBLEM

REDISTRIBUTION MINDSET

As news consumption shifted toward short-form video on social platforms, most news organisations continued to treat social media as a secondary channel, simply adapting existing newsroom content. This created a growing gap between **how audiences consume news** and how journalism is delivered, while increasing dependence on third-party platforms weakened direct audience relationships and **limited revenue opportunities**.

PROBLEM:

HOW CAN JOURNALISM REMAIN RELEVANT AND SUSTAINABLE IN
SOCIAL-FIRST NEWS CONSUMPTION ENVIRONMENTS?

STRATEGIC DECISION

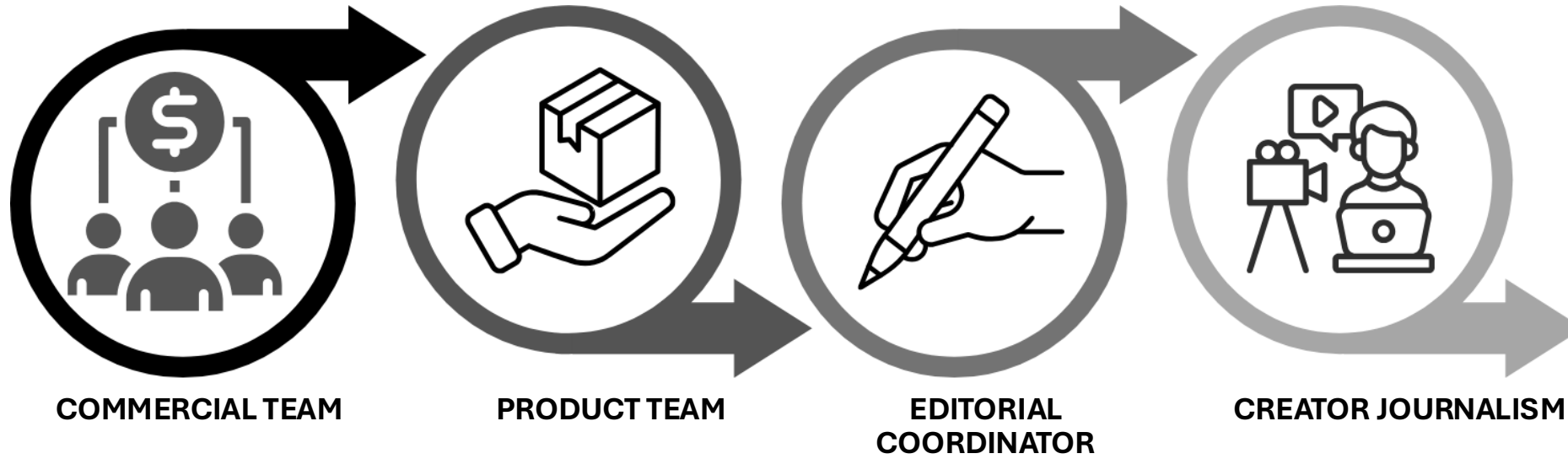
NATIVE-FIRST JOURNALISM

- Short-form video requires creators fluent in platform language, visual storytelling and editing
- Journalism must be conceived for the format, not adapted after publication
- Social platforms were treated as original editorial environments, not distribution endpoints



TEAM & STRUCTURE

DEDICATED MULTIDISCIPLINARY TEAM



- A dedicated structure was created exclusively for short-form video, treating social platforms as original editorial environments
- Creator-journalists led content creation, combining reporting skills with native platform language, pacing and editing
- Editorial coordination ensured narrative coherence, journalistic standards and strategic alignment
- Product and commercial teams worked alongside the newsroom, connecting content decisions to format evolution and monetisation
- A clear workflow linked idea, production, validation, distribution and post-sales, enabling scale without

EXECUTION

PLATFORM-FIRST

- Short-form video production became a daily editorial operation, not a campaign-based effort
- Content was designed natively for Instagram Reels, TikTok and YouTube Shorts, respecting language, pacing and visual logic of each platform
- Creators emerged as recognisable journalistic voices, strengthening proximity and trust with audiences



AUDIENCE IMPACT

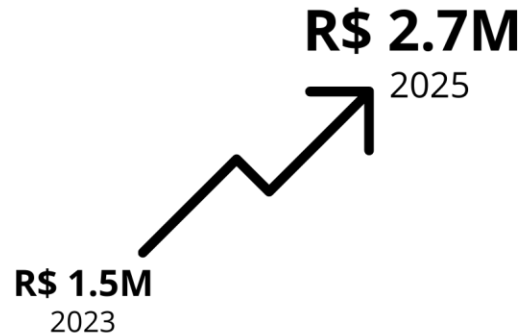
SCALE WITH RELEVANCE

- Short-form video generated **559 million views in 2025** across social platforms
- Performance exceeded original targets by more than **90%**, confirming the effectiveness of native storytelling
- Audience growth was driven by editorial relevance and format fluency, not content replication



BUSINESS IMPACT

A SUSTAINABLE EDITORIAL PRODUCT



REVENUE GROWTH



STRONG OPERATING
MARGIINS

+200
brand partners in 2025

MARKET ADOPTION

- Short-form video evolved into a financially sustainable editorial product
- Lean structure delivered strong operating margins
- Brands adopted the format as a strategic storytelling solution

EDITORIAL & CULTURAL IMPACT

NEWSROOM

TRANSFORMATION

- Social platforms became spaces for original journalistic storytelling
- Creator-journalists emerged as recognisable editorial voices
- Social media became a core editorial and business pillar



CONCLUSION

WHY IT MATTERS

By designing journalism specifically for social platforms, rather than adapting existing newsroom content, we transformed short-form video into a native editorial product. The combination of creator-journalists, clear workflows and commercial integration proved that social-first journalism can scale with editorial quality, audience relevance and financial sustainability. This initiative repositioned social media as a core editorial and business pillar, strengthening the long-term viability of journalism in social environments.

Thank you for your consideration!

*For any questions, please contact
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