

Creating the news

By Simon Haydon

International Sports Editor

Associated Press

Change?

- Navigating a Changing landscape – a masterpiece in understatement.
- Quick background on changes rocking the media world
- Report the boring stuff? It has to be funded.
- Death of the agency? Long Live Buzzfeed?

Sport

- My current speciality
- Sport is more popular than ever.
- Challenge is meeting the demand.
- Still massive demand for quality
- Also demand for second tier

New stuff

- Rob Harris
- Multi platforms
- News Whip
- Periscope
- Regulation