

WAN-IFRA 2018

LISBOA

Folha believes in professional journalism, with paid content

- Folha was the first newspaper in Brazil to launch a **paywall**, in 2012
- **We fight piracy and content copying.**
We have been successful in court, time and again, including in cases against the federal government and the Brazilian congress

**For some time now,
Facebook has been showing
it is not an environment
for those who believe in
what we believe, despite
its claims to the contrary**

→ Mark Zuckerberg

Aug.2017

“As more people get more of their news from places like Facebook, we have a responsibility to create an informed community. We can’t do that without journalists. Giving people a voice is not enough without having organizations dedicated to uncovering new information and analyzing it. We’re going to keep experimenting with different ways to support the news industry”





→ Mark Zuckerberg

Jan.2018

“As we roll this out, you’ll see less public content like posts from businesses, brands, and media.

And the public content you see more will be held to the same standard — it should encourage meaningful interactions between people”

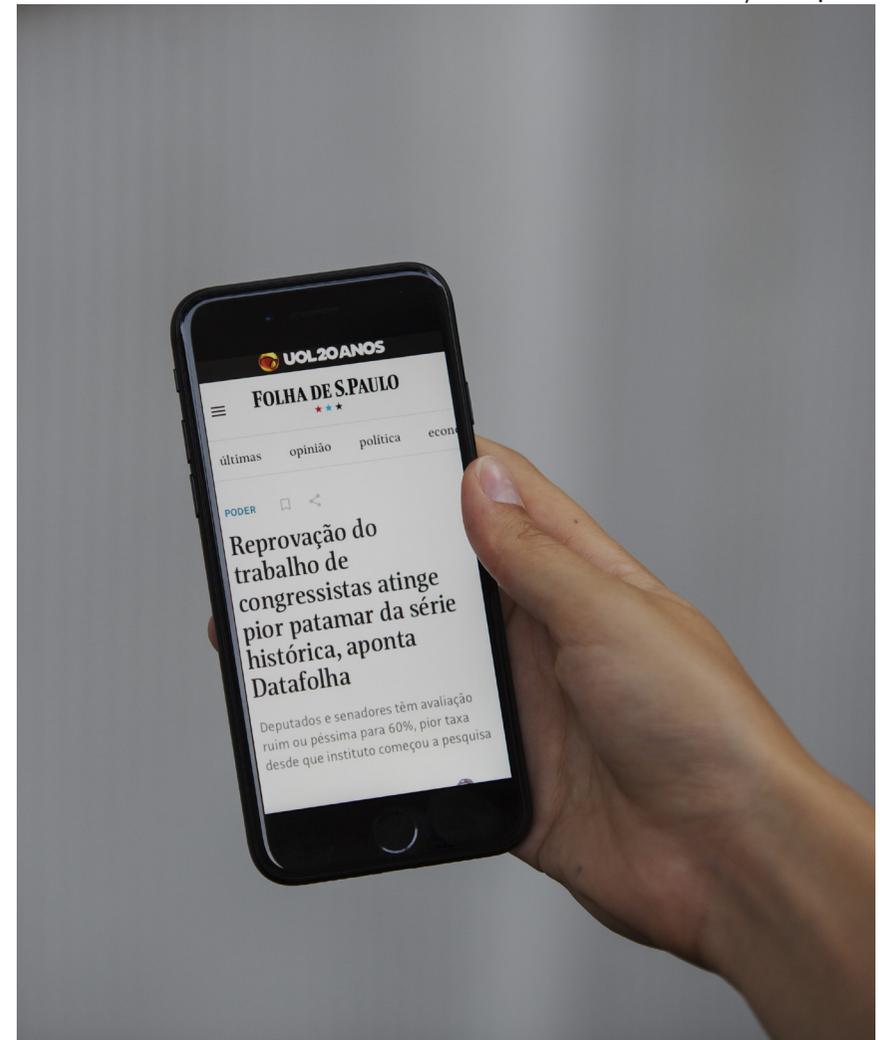
Facebook does not offer an alternative for paid content

→ IA (Instant Articles), for example, still does not allow paywall. Folha believes that **the present and the future of journalism lie in paywalls**, and it has never joined IA

→ This has never prevented us from testing the tools offered — solely as **experiences**



→ The algorithm has been changing for a long time. In 2015, Facebook accounted for 25% of visits; last year, however, it was **not even among the first four sources** of traffic



**A sustainable and serious
business cannot depend
on such a partner**

Folha has been considering, since 2017, to stop publishing on its fan page

→ At the time of Facebook's announcement, in January, our decision was already made



→ **February 8, 2018**
Folha announces
it will no longer
publish its content
on Facebook's
fan page



Diário de Notícias

Jornal de maior circulação do Brasil deixa de publicar conteúdo no Facebook

EL PAÍS

El mayor diario brasileño deja de publicar su contenido en Facebook

THE WALL STREET JOURNAL.

BUSINESS | MEDIA & MARKETING

Brazil's Largest Newspaper to Cease Posting on Facebook

Bloomberg

Facebook Ditched by Brazil's Biggest Paper Because of News Feed Tweaks

The Guardian

Brazil's biggest newspaper pulls content from Facebook after algorithm change



Brazil's largest newspaper to cease posting on Facebook

LA NACION

LA NACION | TECNOLOGÍA | TECNOLOGÍA

El diario Folha de Sao Paulo dejará de publicar sus contenidos en Facebook

Frankfurter Allgemeine

ZEITUNG FÜR DEUTSCHLAND

FOLHA DE SAO PAULO

Brasiliens bedeutendste Zeitung postet nicht mehr auf Facebook

Facebook's image has had some difficult days as of late, and society seems to have become aware of the problem

→ **April 10, 2018**

For the first time, Facebook's CEO Mark Zuckerberg testifies before US Congress

Win McNamee/AFP



→ **May 22, 2018**

Zuckerberg says Facebook was slow and asks the European Parliament for forgiveness

John Thys/AFP



**However, journalism
really does not seem to be
a part of their business:
the company is worth more
now than before the crisis**

→ Facebook shares

From June 2017 to May 2018



On the other hand, Facebook does not affect us. We have had much more extensive readings, related to important news events, after we left the social network

→ **April: Lula arrested**
224 million pageviews
32 million unique visitors

Eduardo Anizelli/Folhapress



→ **May: Truckers' strike**
243 million pageviews
36 million unique visitors

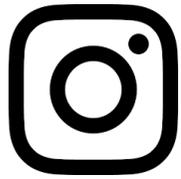


Folha is still present on social networks



→ Facebook Messenger Bot





→ **Instagram**
808 K followers



→ **Twitter**
6,3 M followers



→ **LinkedIn**
820 K followers



→ **WhatsApp**
We talk to an average of 100 people
every day on app

...more shareable than ever

BATE-PAPO EMAIL BUSCA UOL UOL HOST PÁGSEGURO CURSOS ONLINE

FOLHA DE S.PAULO

cotidiano > febre amarela ao seu tempo massacre nos presídios

Maior lixão irregular tem crianças em condição degradante perto do Planalto

A 18 km do Palácio, aterro de onde famílias inteiras tiram o sustento se prepara para ser fechado

2,1 mil



4 jan. 2018 às 02h00
Atualizado: 4 jan. 2018 às 10h36

EDIÇÃO IMPRESSA ERRAMOS

A- A+

Natália Cancian e Pedro Ladeira

BRASÍLIA Na capital federal, a menos de 18 km do Palácio do Planalto e do Congresso, um grupo corre em direção a um caminhão repleto de sacos de lixo doméstico. É quase meio-dia, chove fino na região da Estrutural, em Brasília.

Em poucos segundos, o caminhão é cercado por homens e mulheres à espera do despejo. Sob risco de queda e pressionados pela concorrência, alguns se penduram atrás da enorme caçamba.

Há velhos, jovens e crianças -elas são as primeiras a subirem na montanha de lixo que se forma, numa competição diária para ver quem carrega mais plástico, latas e outros recicláveis

relacionadas

'Reorientação sexual' em terapias tem novo aval de juiz; conselho irá recorrer

Bombeiro furta caminhão, dirige por 20 km e é parado a tiros em Brasília

Justiça do DF autoriza família a plantar maconha em casa para tratar filha

UOL 20 ANOS

FOLHA DE S.PAULO

cotidiano > febre amarela ao seu tempo

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23

Folha is still on social media because...

- It wouldn't be smart to change all variables at once, we are obsessed with measuring results
- We keep trying things, without losing focus on results and performance

Thank you!