

# HOW DO WE SOLVE SOCIAL MEDIA DISRUPTION

kumparan



## FOUR PILLARS OF SOCIAL MEDIA EXISTENCE

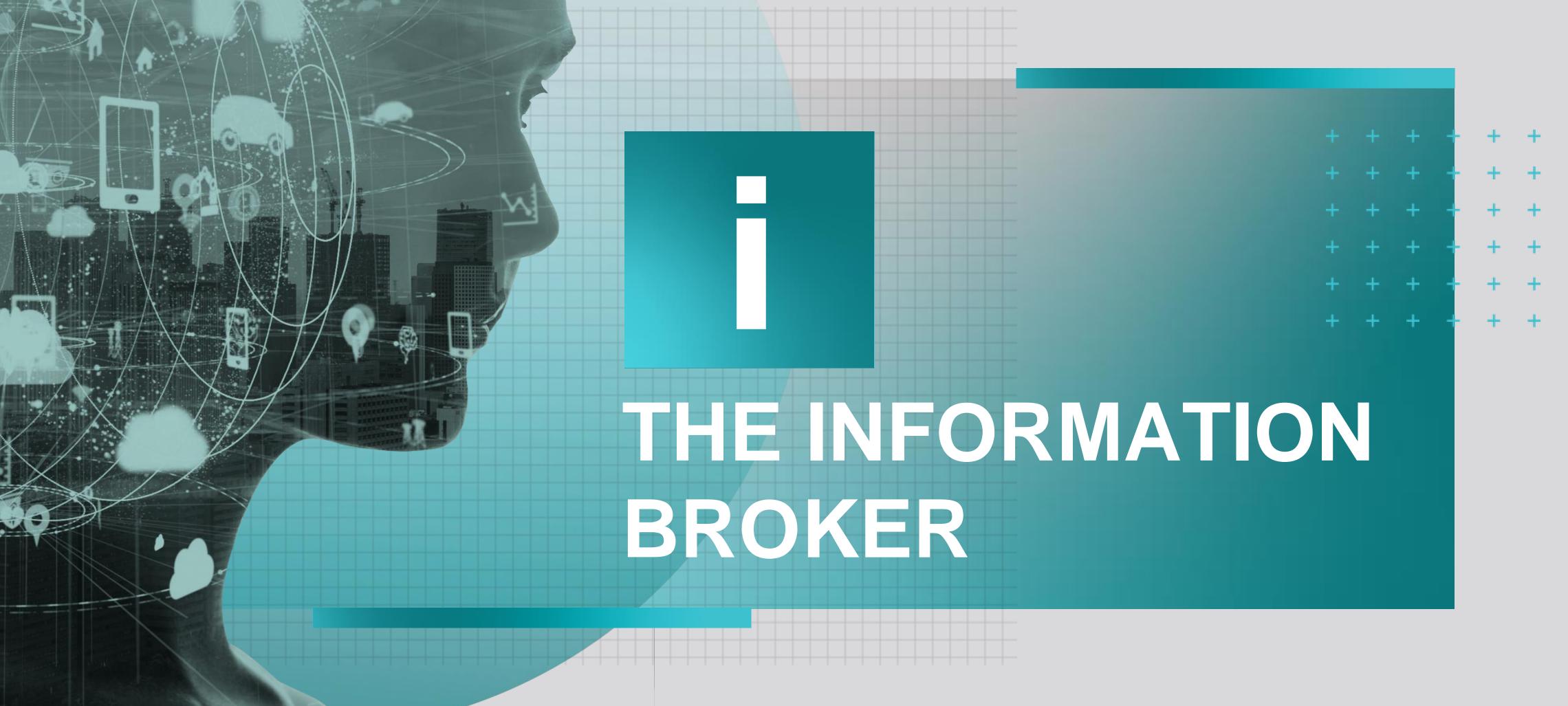




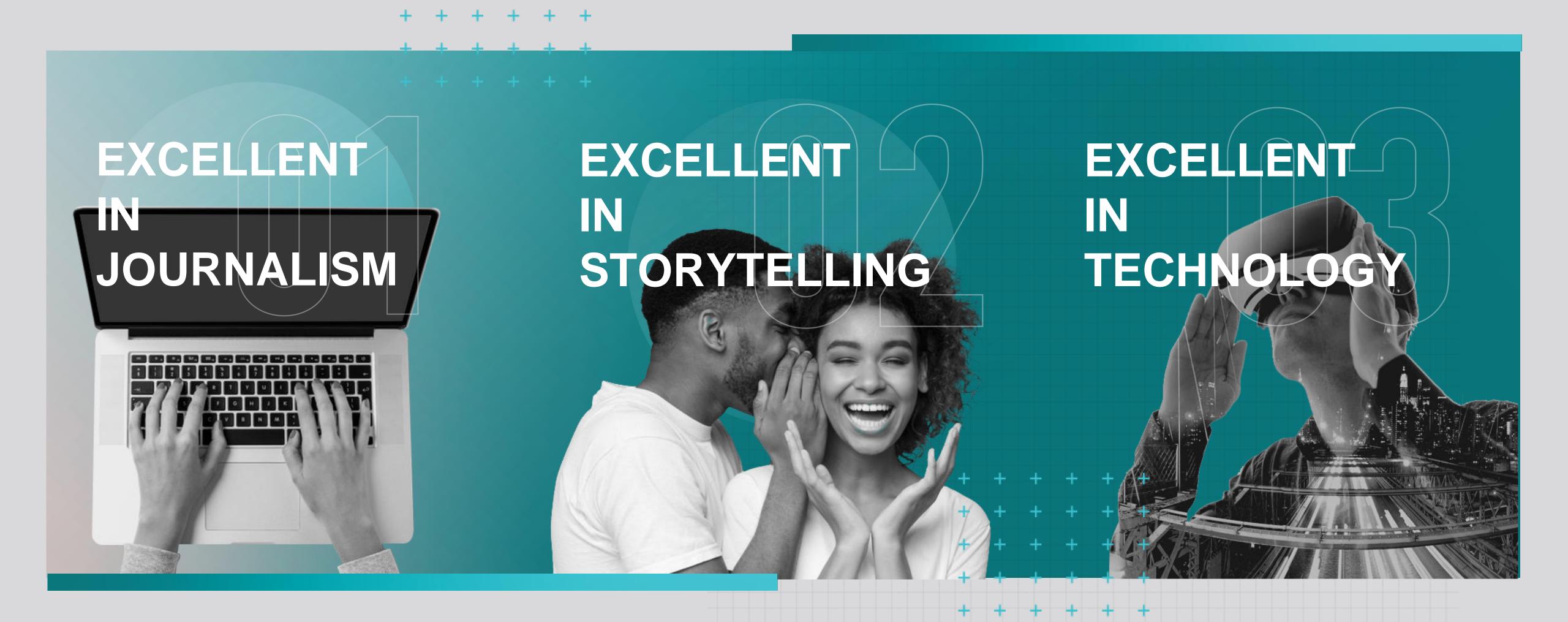
















- Accurate
- Fair
- Objective
- Responsible
- No Hoax





- Social Currency
- Triggers
- Emotion
- Public
- Practical Value
- Stories
- Flexible Format





- Data Driven
- A-B Testing
- Personalization
- Trending Prediction
- Inclusive



### We are a group of people that were at the forefront of digital media revolution in Indonesia in mid-1990s.

and we've been the Pied Piper of the digital media, its development and trend ever since.

Now we feel the time has come for a new innovation, to redefine digital media industry in Indonesia once more, and we are inviting you to join.









#### STREAMING









#### 14-15 NOVEMBER 2017

Jadilah saksi kolaborasi tokoh-tokoh inspiratif di kumparan onboarding!

#sekarangkumparan















#### THANK YOU

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