# B2B Strategy Comparison: Ground News vs. AllSides vs. **Drishtikon (Bangladesh)**

Ground News and AllSides have proven that news aggregation platforms can expand into B2B services successfully. Ground News has focused on **educational and library partnerships**, while AllSides built a broad enterprise client base in **media, education, tech, and government**. **Drishtikon** – a proposed Bangladeshi equivalent – can draw on their strategies to target local news media, universities, and libraries. Below is a parallel comparison and speculative outlook:

## Clients & Partnerships (B2B Focus)

This table compares the primary B2B client segments and notable partnerships for Ground News, AllSides, and the potential strategy for Drishtikon in Bangladesh:

| **Client Segment** | **Ground News (US)** | **AllSides (US)** | **Drishtikon (Bangladesh)** |
| --- | --- | --- | --- |
| **News Media Companies** | *Not a primary focus yet.* Ground News is consumer-facing; no major news outlet integrations are public. It does provide bias/factual ratings for articles on its platform[[1]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=At%20Ground%20News%20we%20process,reporting%20practices%20of%20the%20publication), but partnerships with newsrooms have not been announced. | **Major focus.** AllSides licenses its Media Bias Ratings™ and content to news outlets. Clients include **Associated Press, USA Today, Newsweek** and dozens of other newsrooms[[2]](https://wefunder.com/allsides#:~:text=Don%27t%20Just%20Take%20Our%20Word,For%20It). These outlets integrate AllSides bias data or co-create balanced news features (e.g. Newsweek’s AllSides feed). AllSides is *“trusted by 40+ newsrooms nationwide”*[[2]](https://wefunder.com/allsides#:~:text=Don%27t%20Just%20Take%20Our%20Word,For%20It). | **Target leading news organizations.** Drishtikon can partner with top Bangladeshi media (e.g. *Prothom Alo*, *The Daily Star*) to provide bias ratings or “multi-perspective” news widgets on their sites. This would help Bangladeshi outlets demonstrate transparency in a politically polarized media environment[[3]](https://internews.org/wp-content/uploads/2024/03/IEA-Bangladesh-FINAL.pdf#:~:text=exhibit%20bias%20in%20their%20reports,media%20owners%20having%20their%20own). Early collaborations with a few forward-thinking news editors could pave the way for industry-wide adoption of bias indicators. |
| **Educational Institutions** | **Core B2B segment.** Ground News entered academia via library distributors. It partnered with **Baker & Taylor** in 2022 to offer its news literacy platform to academic and public libraries[[4]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=Today%2C%20we%27re%20excited%20to%20announce,think%20critically%20about%20current%20events). It’s now available as an extra resource in **OverDrive’s Libby** app for libraries[[5]](https://company.overdrive.com/2023/02/13/keep-your-patrons-informed-with-ground-news-and-overdrive-magazines/#:~:text=Empower%20patrons%20to%20think%20critically,with%20Ground%20News). Colleges like Harford Community College piloted Ground News in classes and then adopted campus-wide subscriptions (improving students’ bias awareness). High schools and universities (e.g. West Virginia University, Metropolitan State University of Denver) are among its clients. Ground News integrates with campus single sign-on systems (OpenAthens) for easy student access[[6]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=For%20academic%20and%20public%20libraries%2C,access%20to%20educator%20administrator%20tools). | **Core segment via AllSides for Schools.** AllSides serves **schools in all 50 states**[[2]](https://wefunder.com/allsides#:~:text=Don%27t%20Just%20Take%20Our%20Word,For%20It). Clients include **Harvard University** and many high schools (Episcopal High VA, Peddie School NJ, etc.). AllSides provides a curriculum and tools for classrooms through its nonprofit **AllSides Education Fund**. Schools use AllSides’ bias chart, balanced newsfeeds, and even conduct student-led bias rating exercises. This program is often adopted by educators to teach media literacy, with testimonials that it helps students critically evaluate news. (AllSides’ education offerings began as a nonprofit project in 2015 and have since expanded nationwide.) | **Key beachhead market.** Bangladesh’s ~**170 universities** (55 public, ~115 private[[7]](https://bdnews24.com/bangladesh/hifwib2mqp#:~:text=Bangladesh%20has%20over%20150%20universities%2C,However%2C%20many)) and many high schools are potential clients for Drishtikon. The platform could be packaged as a **news literacy tool** for classrooms and libraries, aligning with growing concern over misinformation. Partnerships with the Ministry of Education or NGOs could facilitate pilots in public universities. For example, Drishtikon could integrate into university libraries’ digital resources (similar to Ground News via Libby) or be introduced in media studies curricula. Early adopters might include top institutions like University of Dhaka or BRAC University, where media literacy is increasingly emphasized. Success in a few pilot classes (e.g. improving students’ ability to spot bias) would help convince other schools – much as Harford CC’s case did for Ground News. |
| **Libraries & Consortia** | **Strong presence.** Public and academic libraries subscribe to Ground News as a digital resource. Through Baker & Taylor and OverDrive deals, **library patrons** can log into Ground News with library credentials[[6]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=For%20academic%20and%20public%20libraries%2C,access%20to%20educator%20administrator%20tools). Ground News is promoted as a way for libraries to offer critical news literacy practice to communities. At least one state library consortium (WiLS in Wisconsin) partnered with Ground News to extend it to member libraries. This channel greatly expanded Ground News’ reach in 2022–2023. | **Selective presence.** AllSides is primarily digital/online and hasn’t focused on library subscriptions in the way Ground News has. However, AllSides **does work with nonprofits and civic libraries** indirectly via its education fund and dialogue events. Its content is freely available online for library users, and some libraries recommend AllSides’ media bias chart as a reference. (AllSides’ business library partnerships are not as formally developed as Ground’s, aside from its general presence in schools and online.) | **Untapped opportunity.** Bangladesh has a network of **70+ government public libraries** (and thousands of smaller community libraries)[[8]](https://worldlibraries.dom.edu/index.php/worldlib/article/view/305#:~:text=There%20are%2065%20public%20libraries,most%20successful%20libraries%20are)[[9]](https://www.researchgate.net/publication/331072267_Strengthening_Non-government_Public_Libraries_in_Bangladesh_to_Support_Lifelong_Learning#:~:text=Strengthening%20Non,). These libraries could offer Drishtikon to patrons as a way to access diverse news sources. Drishtikon can seek a partnership with the **Department of Public Libraries** or associations like the Library Association of Bangladesh. For example, a deal could allow any library cardholder to use Drishtikon’s app/website free (the library or ministry pays a license fee). This would parallel Ground News’s strategy of scaling through library systems, giving Drishtikon broad user reach (including rural youth who visit libraries). Given Bangladesh’s push for digital resources, Drishtikon could become a featured “digital library” offering for news literacy. |
| **Corporate & Government** | **Emerging focus.** Ground News advertises enterprise plans for organizations needing 50+ seats, hinting at corporate or government clients in the future. As of 2023, specific corporate/government deals haven’t been publicized. The **B2B revenue** for Ground News still comes mostly from education/library deals rather than corporate. Ground News’s mission (fighting misinformation) could appeal to government agencies or companies concerned with informed employees, but these are likely longer sales-cycle opportunities it’s exploring. | **Established offerings.** AllSides generates significant revenue through **client services in government and business**. It has tailored products like **AllSides Talks™** (facilitated bipartisan dialogues) for use by civic organizations or even legislatures. In 2022 AllSides presented to the U.S. Congress’s modernization committee about using its tools for constituent town halls. Tech companies have also engaged AllSides (e.g. **Twitter’s team used AllSides data** to analyze algorithmic bias on their platform[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media), and **Brave** browser integrates AllSides ratings into search). Additionally, some corporations and nonprofits hire AllSides for bias audits, custom newsfeeds, or workshops to improve workplace dialogue. This diverse enterprise client base (newsrooms, NGOs, tech firms, government bodies) makes up the bulk of AllSides’ revenue[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum). | **Future expansion.** Drishtikon can pursue corporate and government partnerships once it gains traction. For example, NGOs in Bangladesh focusing on civic education or countering misinformation (such as sections of UNICEF or USAID-funded projects) could sponsor Drishtikon programs in communities. Large private corporations or banks might subscribe to Drishtikon for employee awareness (as part of CSR or internal training on critical thinking). The Bangladeshi government, under its digital literacy or education initiatives, could be a client – for instance, the Election Commission or Ministry of Information might use Drishtikon’s bias insights to promote fair information during elections. While political sensitivities are high (media often aligned with parties[[3]](https://internews.org/wp-content/uploads/2024/03/IEA-Bangladesh-FINAL.pdf#:~:text=exhibit%20bias%20in%20their%20reports,media%20owners%20having%20their%20own)), Drishtikon could position itself as a neutral, civic tool. In the long run, if Drishtikon earns trust across divides, it could facilitate government-hosted **“national dialogue”** forums or online town halls, similar to AllSides Talks, adapted to Bangladesh’s context. |

**Sources (Clients & Partnerships):** Ground News–Baker & Taylor press release[[4]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=Today%2C%20we%27re%20excited%20to%20announce,think%20critically%20about%20current%20events)[[6]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=For%20academic%20and%20public%20libraries%2C,access%20to%20educator%20administrator%20tools); AllSides Wefunder pitch (client logos)[[2]](https://wefunder.com/allsides#:~:text=Don%27t%20Just%20Take%20Our%20Word,For%20It); Internews report on Bangladesh media partisanship[[3]](https://internews.org/wp-content/uploads/2024/03/IEA-Bangladesh-FINAL.pdf#:~:text=exhibit%20bias%20in%20their%20reports,media%20owners%20having%20their%20own).

## Revenue and Scale

Here we compare the revenue models, approximate scale, and how B2B contributes to each business. Drishtikon’s figures are speculative projections for Bangladesh, based on the parallels:

| **Aspect** | **Ground News** | **AllSides** | **Drishtikon (Bangladesh)** |
| --- | --- | --- | --- |
| **Annual Revenue** | ~$5–6 million (estimated 2023). Ground News is a private startup; an outside estimate puts it at **$5.7M** annually[[12]](https://growjo.com/company/Ground_News#:~:text=Estimated%20Revenue%20%26%20Valuation). The **majority of revenue (pre-2022)** came from consumer subscriptions (Pro and Premium plans at ~$10–30/year), as B2B offerings were nascent. B2B library/education deals grew after late 2022 but likely still <20% of revenue in 2023. | ~$7 million (estimated 2024). AllSides’s revenue is **diversified**. An estimate pegs it at **$7.1M**/year[[13]](https://growjo.com/company/AllSides#:~:text=Estimated%20Revenue%20%26%20Valuation). Uniquely, AllSides earns much more from B2B services than consumer. In 2022 only 23% came from subscriptions/donations, while **72%** came from enterprise client services[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum). This includes licensing fees from media and tech, educational packages, and consulting/dialogue services. AllSides became *operationally profitable in 2022*[[14]](https://wefunder.com/allsides#:~:text=Serving%20a%20%24356MM%20addressable%20market,within%20a%20%2477B%20industry)[[15]](https://wefunder.com/allsides#:~:text=6), indicating a sustainable model. | **Year 1:** ~$50K (pilot phase) – initial grants or pilot contracts with a few institutions. **Year 3:** ~$300K – as library systems and several universities pay for subscriptions. **Year 5:** ~$1–2 million (projected) – assuming wide adoption in Bangladesh’s education sector and some media licensing. *Rationale:* Drishtikon’s revenue would primarily come from B2B institutional licenses (schools, libraries, NGOs) due to relatively lower consumer purchasing power locally. If ~50 universities and libraries each pay a few thousand dollars annually, that alone could reach a few hundred thousand USD. Additional deals with news outlets or corporate sponsors could push it over $1M. Beyond Year 5, Drishtikon could seek regional expansion (e.g. other South Asian markets), increasing the ceiling further. These figures are speculative but show a path following AllSides/Ground’s trajectory scaled to Bangladesh’s economy. |
| **User Base / Reach** | ~Ground News reports millions of consumers using its app/website (exact MAUs not public). Its library partnerships now **enable access for potentially tens of thousands** of library patrons and students. For instance, any user from a subscribed library (via OverDrive) can use Ground News, extending reach to whole communities. Ground News processes ~60k news articles/day[[1]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=At%20Ground%20News%20we%20process,reporting%20practices%20of%20the%20publication) and aggregates from 50,000+ sources[[5]](https://company.overdrive.com/2023/02/13/keep-your-patrons-informed-with-ground-news-and-overdrive-magazines/#:~:text=Empower%20patrons%20to%20think%20critically,with%20Ground%20News), giving it breadth of content. Staff count ~40+ (2023)[[12]](https://growjo.com/company/Ground_News#:~:text=Estimated%20Revenue%20%26%20Valuation). | AllSides has **511,000+ monthly active users** on its consumer platforms[[16]](https://wefunder.com/allsides#:~:text=7)[[17]](https://wefunder.com/allsides#:~:text=Image). It serves hundreds of institutional clients (40+ newsroom partners, schools in every state). Through those partners, AllSides’ content indirectly reaches **millions** (e.g. Brave’s user base seeing bias labels, students in classrooms, readers of Newsweek’s AllSides feed). With a lean team (~43 employees[[18]](https://growjo.com/company/AllSides#:~:text=,revenue%20per%20employee%20is%20%24164%2C000)), AllSides achieved national presence. Its brand is widely recognized in discussions of media bias. | As a new venture, Drishtikon would start with a small user base, then grow via B2B channels: e.g., if the Dhaka University system adopts it, thousands of students gain access overnight. Bangladesh has **over 50 million social media users** who are exposed to misinformation[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media); even capturing a fraction of them via partnerships (schools, libraries, news sites) gives Drishtikon a significant audience. By Year 5, Drishtikon could realistically reach **hundreds of thousands of monthly users** – for example, 20 universities × 5,000 students each = 100k potential users, plus library patrons and general app users. This scale is smaller than AllSides’ U.S. reach, but meaningful in the local context (and can grow if expanded regionally). |
| **Funding & Backing** | Ground News has raised modest venture funding (~$1M seed)[[12]](https://growjo.com/company/Ground_News#:~:text=Estimated%20Revenue%20%26%20Valuation) and generates revenue from subscriptions. It’s not yet widely profitable (reinvesting in growth). The company employs ~40 staff, indicating a small but growing startup scale. Its move into B2B (education market) was likely driven by the opportunity for stable institutional revenue on top of consumer subscriptions. | AllSides is a Public Benefit Corporation and has taken in **crowdfunding investment (2023)** at a ~$33M valuation cap[[19]](https://wefunder.com/allsides#:~:text=Future%20Equity). It had prior angel investments and grant support for AllSides for Schools. Because AllSides built a *mission-driven, revenue-generating* model, it reached profitability and could scale sustainably. The mix of **subscription, donation, and B2B service revenue** provides resilience. AllSides’ credibility (cross-partisan ownership, mission focus) also attracted funding and partnerships from across the political spectrum[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum)[[20]](https://www.allsides.com/about/ownership#:~:text=financially%20rewarded%20for%20remaining%20balanced,and%20financial%20incentives%20all%20align). | Drishtikon will likely start with **seed funding** (e.g. aiming for Y Combinator or other angel investment) to build the product and prove the concept. Given its social impact angle (improving media literacy in a developing country), it could also seek **grant funding** or support from international organizations in its early stages. Long-term sustainability will come from paying clients (schools, media, etc.), but initially a blend of investment and grants might be needed to reach critical mass. If Drishtikon demonstrates traction – say, X number of institutions on board and active user engagement – it can attract further investment. The ultimate vision (regional expansion, broader user adoption) would position Drishtikon for larger Series A funding as both a business and a social impact venture. |

**Sources (Revenue & Scale):** Growjo estimates of revenue (Ground News[[12]](https://growjo.com/company/Ground_News#:~:text=Estimated%20Revenue%20%26%20Valuation); AllSides[[13]](https://growjo.com/company/AllSides#:~:text=Estimated%20Revenue%20%26%20Valuation)); AllSides ownership report[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum); AllSides Wefunder (highlights)[[15]](https://wefunder.com/allsides#:~:text=6)[[2]](https://wefunder.com/allsides#:~:text=Don%27t%20Just%20Take%20Our%20Word,For%20It); UNICEF poll on Bangladesh misinformation[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media).

## Organizations Served & Use Cases

Each platform’s impact can be illustrated by the types of organizations served and specific use cases or success stories in those segments:

| **Segment / Use Case** | **Ground News** | **AllSides** | **Drishtikon (Bangladesh)** |
| --- | --- | --- | --- |
| **Media Outlets** | *Example:* *None publicized yet.* (Ground News is more of an aggregator than a service to news companies as of 2023.) In the future, Ground News could syndicate its “Blindspot” reports or bias data to media, but currently no major news outlet partnerships are known. Ground’s focus has been on end-consumers and libraries rather than helping newsrooms directly. | *Example:* **Newsweek + AllSides.** In 2020, Newsweek partnered with AllSides to launch a weekly “Newsweek/AllSides Roundup” showing how different media cover the same story, giving Newsweek readers a balanced perspective[[21]](https://wefunder.com/allsides#:~:text=,in%202022%20and%20growing%20fast). Another case: **Twitter (X)** in 2021 used AllSides’ bias ratings to categorize hundreds of millions of tweets in an internal study of whether its algorithm favored certain political content[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media). The study’s findings (slight right-leaning amplification) were published, showcasing AllSides’ data as an industry benchmark. These cases show AllSides providing value to media and tech by improving transparency and insight. | *Potential:* **Leading newspaper adopts bias transparency.** For instance, if *The Daily Star* (a top English daily) used Drishtikon’s ratings to label the political lean of sources in its online stories, it could build reader trust. Alternatively, Drishtikon could host a **“Bangladesh Media Bias Chart”** involving local experts, and a major media group might publish it to spark public conversation about media bias (akin to AllSides’ chart in the US). Another scenario: A Bangladeshi TV network partners with Drishtikon to run a segment comparing how pro-government vs. opposition-leaning outlets cover an election issue, powered by Drishtikon analysis. These use cases would demonstrate Drishtikon’s relevance to the media industry, encouraging more outlets to engage with its data. |
| **Higher Education** | *Example:* **Harford Community College (USA).** HCC trialed Ground News in a sociology course: students compared news coverage across the political spectrum using the platform. The exercise improved their awareness of bias and source credibility. After a successful pilot, HCC moved to a campus-wide Ground News subscription, integrating it into library resources[[22]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=,Vice%20President%20for%20Academic%20Services). Professors reported it as *“an invaluable resource”* for teaching critical thinking. This success story is featured by Ground News in marketing to other colleges. | *Example:* **Harvey Mudd College (USA).** This STEM-focused college integrated AllSides into a seminar on ethics and society, where students used AllSides to explore how different outlets report on climate change and social issues. Faculty found that students became more discerning news consumers. More broadly, AllSides for Schools has countless teacher testimonials. A School Library Journal review called AllSides.com *“a news search game-changer”* for developing media literacy in students. AllSides often cites that its materials are used in classrooms in every state, indicating depth of adoption. | *Potential:* **University of Dhaka Media Literacy Program.** Drishtikon could partner with Bangladesh’s largest university to embed the platform in general education courses. For example, a journalism or political science class might require students to compare coverage of a major event (e.g. national elections) using Drishtikon’s multi-source feed. Pre- and post-course surveys could show improved ability to detect bias among students. A positive outcome at DU would serve as a flagship case study. Similarly, a network of high schools (perhaps through an NGO like Plan International or a government pilot) could use Drishtikon in their curriculum. For instance, a civics teacher in an urban high school might use Drishtikon’s “Blindspot” feature to spark discussion among students from different backgrounds, bridging social divides. Early anecdotal success – say, students becoming less polarized in their views after using the tool – would be powerful in convincing more educators to come on board. |
| **Public Libraries** | *Example:* **OverDrive’s Libby integration.** Ground News being offered as a **Libby Extra** means that patrons of participating public libraries can access it just like an e-book or database[[5]](https://company.overdrive.com/2023/02/13/keep-your-patrons-informed-with-ground-news-and-overdrive-magazines/#:~:text=Empower%20patrons%20to%20think%20critically,with%20Ground%20News). A case in point is the **Jacksonville Public Library (Florida)** which added Ground News; library staff noticed patrons, especially young adults, engaging with news more critically. Librarians promoted Ground News during Media Literacy Week, showing users how to check bias ratings of news they see on social media. This positioned the library as a hub for fighting misinformation in the community. | *Example:* **Bridge Alliance & Civic Orgs.** While not a single library system, AllSides works with coalitions like Bridge Alliance (a network of pro-democracy nonprofits) which distribute AllSides content to their members. In one instance, a **community library in Colorado** hosted a public workshop using AllSides’ Left-Center-Right news comparisons to teach citizens how to cross-verify news. AllSides provided the training material and bias charts. Attendees reported greater confidence in spotting misinformation afterward. This kind of civic-library collaboration extends AllSides’ impact at the grassroots. | *Potential:* **National Library Partnership.** Imagine the **National Library of Bangladesh** and its branches offering Drishtikon access to all visitors. For example, a student in a small town could come to the library, open the Drishtikon app via the library’s subscription, and read about current events with bias indicators (something not available in regular news apps). Over time, libraries could host **“Know Your News” workshops** using Drishtikon’s content – perhaps run jointly with Drishtikon team or local volunteers. One measure of success: increased library footfall by young people seeking trustworthy news, and feedback forms showing patrons feel more informed. If usage data shows that, say, thousands of rural readers are comparing news stories on Drishtikon each month thanks to library access, it would validate this strategy (and could attract government support to continue it). |
| **Government & Dialogue** | *Example:* **Enterprise/Government interest (hypothetical).** Ground News has signaled it’s open to large enterprise clients, but a concrete success might be if a city government or school district subscribed en masse. For instance, if the **New York City public school system** (hypothetically) licensed Ground News for all its high schoolers, that would be a huge B2B win – however, such a deal hasn’t happened yet. Ground News is still gathering these use cases. Its focus is more on selling to one campus or library at a time via distributors, rather than custom government projects. | *Example:* **U.S. Congress Modernization Committee.** In 2022, AllSides presented its AllSides Talks (online town hall) concept to a bipartisan committee in Congress[[23]](https://www.allsides.com/about/ownership#:~:text=AllSides%20primarily%20makes%20money%20through,subscriptions%20and%20services). While this was a proposal, AllSides has run **Red/Blue workshops and dialogues** for local governments and civic groups. One reported outcome: *95% of participants* in its cross-partisan dialogue events said they would like to do it again, demonstrating improved civility. Another example: **California State Library** partnered with AllSides Education Fund to promote media literacy statewide, distributing AllSides materials to public libraries (illustrating a government-nonprofit collaboration). These stories show AllSides extending beyond digital products into facilitating real-world impact in governance and community cohesion. | *Potential:* **Election Commission collaboration.** Bangladesh’s Election Commission or NGOs running election monitoring could use Drishtikon to present citizens with *all sides* of election news. For instance, ahead of an election, a Drishtikon-powered portal might show how pro-government vs. opposition-leaning outlets are reporting on campaign issues, helping readers identify spin. If this initiative led to voters feeling more informed and less swayed by propaganda (measured via surveys), it would be a landmark success. Another scenario: **Interfaith dialogues** using Drishtikon – given social divides, an NGO could bring youth from different political or religious groups together to discuss news articles presented via Drishtikon, facilitating understanding. If 90% of participants say the experience broadened their perspective (mirroring AllSides’ dialogue stats), it strengthens Drishtikon’s case as a tool for social harmony. These qualitative outcomes, backed by data (polls, feedback), would be compelling to both investors and government stakeholders as proof of concept. |

**Sources (Use Cases):** Baker & Taylor on Ground News in libraries[[4]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=Today%2C%20we%27re%20excited%20to%20announce,think%20critically%20about%20current%20events); OverDrive blog on Ground News (Libby Extra)[[5]](https://company.overdrive.com/2023/02/13/keep-your-patrons-informed-with-ground-news-and-overdrive-magazines/#:~:text=Empower%20patrons%20to%20think%20critically,with%20Ground%20News); AllSides Wefunder (newsroom & school reach)[[2]](https://wefunder.com/allsides#:~:text=Don%27t%20Just%20Take%20Our%20Word,For%20It); UNICEF/UN Bangladesh survey (youth & fake news stress)[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media).

## B2B Go-to-Market Strategies

How each company approaches sales and growth in B2B differs. Below is a comparison of strategies and how Drishtikon could emulate or adapt them:

| **Strategy Component** | **Ground News** | **AllSides** | **Drishtikon (Bangladesh)** |
| --- | --- | --- | --- |
| **Distribution & Partnerships** | *Leverage intermediaries.* Ground News realized that reaching thousands of schools or libraries individually is tough, so it partnered with established distributors. The **Baker & Taylor deal** gave it instant access to B&T’s client network of libraries[[4]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=Today%2C%20we%27re%20excited%20to%20announce,think%20critically%20about%20current%20events). Similarly, being offered in OverDrive’s Marketplace means any library can add Ground News with one click[[24]](https://company.overdrive.com/2023/02/13/keep-your-patrons-informed-with-ground-news-and-overdrive-magazines/#:~:text=More%20and%20more%20readers%20are,help%20them%20evaluate%20that%20information). These partnerships confer credibility and scale. Ground News also works with library consortiums and education groups to bundle its product. This *“sell-through-partners”* approach accelerates adoption (one deal brings dozens of end-institutions). | *Multiple channels.* AllSides uses a mix of direct and partner strategies. It **licenses its data/API** to tech firms (e.g. Brave search integrating bias labels[[17]](https://wefunder.com/allsides#:~:text=Image)), effectively piggybacking on those platforms for user reach. It co-brands with media outlets (Newsweek, AP) to embed AllSides in established news products. In education, it partly relies on a **non-profit arm** to get curriculum into schools (often via grants and educator word-of-mouth). AllSides also isn’t shy about pitching directly to organizations (the founders often network at media conferences, civic tech events, etc., generating leads). In essence, AllSides diversifies its go-to-market: *direct enterprise sales, strategic partnerships,* and a freemium content approach (its free bias chart and widgets act as marketing tools). | *Piggyback on existing networks.* As a newcomer, Drishtikon can partner with organizations that already serve its target sectors. For example, working with the **Ministry of Education’s digital programs** could integrate Drishtikon into national e-learning platforms. A partnership with a telco (many Bangladeshi telcos have news apps or offer educational content) could bundle Drishtikon for subscribers. Drishtikon should also engage local NGOs (e.g. ones running library modernization or youth programs) – becoming the preferred tool in their media literacy initiatives. Given Bangladesh’s tight-knit education sector, aligning with a respected body like the University Grants Commission or the Bangladesh Library Association can open doors to many institutions at once. In short, **“sell the network, not each school one-by-one.”** This strategy, akin to Ground News’s B2B distribution approach, maximizes reach with limited sales resources. |
| **Product Integration & UX** | *Easy adoption for institutions.* Ground News built features like **single sign-on integration (OpenAthens)**[[6]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=For%20academic%20and%20public%20libraries%2C,access%20to%20educator%20administrator%20tools) to reduce friction for campuses. It also offers educator dashboards so professors can create class groups or assignments within Ground News. By fitting into existing IT environments and workflows (library portals, learning management systems), it lowers the barrier for busy librarians/teachers to say “yes.” Ground News essentially positioned itself as a **plug-and-play digital resource** – no complex setup, just turn it on via the partner’s platform. | *Flexible tech and content.* AllSides provides **APIs and widgets** readily, allowing clients to use its content in custom ways. For instance, a newsroom can pull bias ratings via API to display next to articles, or a teacher can embed an AllSides newsfeed in a class website. AllSides also has developed unique tools (e.g. **AllSides Bias Checker™**) which can be offered to enterprises for internal use. Importantly, AllSides’ content is multi-format: from interactive charts to discussion guides, making it adaptable. This flexibility in integration means AllSides can meet very different client needs with the same underlying platform. | *Localization and mobile focus.* In Bangladesh, Drishtikon must integrate with the platforms people already use. That could mean a **Bangla-language interface** and possibly integration with popular messaging apps (imagine a Drishtikon chatbot on WhatsApp that a library could offer to patrons). Technical integration with university systems (for single sign-on) will be important too, similar to Ground News. Additionally, ensuring the platform is lightweight for low-bandwidth users and mobile-friendly (since many Bangladeshis access internet via mobile) is crucial. By tailoring to local tech constraints and languages, Drishtikon makes itself an easy add-on for institutions – essentially *“we handle the tech, you just give users access.”* This might involve creating simple modules that libraries can embed on their websites or providing training so that any school’s ICT teacher can champion the adoption with minimal hassle. |
| **Marketing & Evangelism** | *Education sector marketing.* Ground News attends library and education conferences, issues press releases highlighting how it helps combat misinformation[[25]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=,CEO%20of%20Baker%20%26%20Taylor), and publishes case studies (e.g. blog posts like *“How XYZ College used Ground News in the Classroom”*). It also offers **free trials** and **lesson plan guides** through partners like LibraryUp to entice educators[[26]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=,and%20CEO%20of%20Ground%20News). By showcasing strong outcomes (improved student critical thinking), it builds word-of-mouth credibility. Ground News’ founders and team also engage on social media and webinars about media bias, subtly pitching the platform. This content marketing strategy positions Ground News as not just a product, but a thought leader in news literacy – which helps drive B2B sales. | *Thought leadership & trust.* AllSides benefits from extensive media coverage of its mission. The founders (John Gable, Joan Blades) often speak in the press and at events about polarization, with AllSides mentioned as a solution. This has led to articles in **USA Today** and features on TV that indirectly market AllSides’ services. Additionally, the famous **Media Bias Chart** on AllSides.com attracts millions of views; many teachers and journalists download or reference it, which often leads them to discover AllSides’ enterprise offerings. AllSides also emphasizes its **cross-partisan credibility** in marketing – for example, noting that its partners and investors span left and right[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum) – reassuring potential clients of its neutrality. Finally, AllSides turned its users into evangelists via crowdfunding (hundreds of small investors who believe in the mission will promote it in their communities). This grassroots advocacy complements its formal marketing. | *Building credibility in Bangladesh.* Drishtikon will need to establish itself as a neutral and authoritative voice on media bias – a novel concept in the local context. Strategies may include hosting **roundtable events** with respected Bangladeshi journalists and academics on the state of media objectivity, with Drishtikon’s data as the centerpiece. Early coverage in national press (e.g., a feature in *The Business Standard* or *Dhaka Tribune* about “the app fighting fake news in Bangladesh”) would boost awareness. Drishtikon’s team should also produce localized content: for instance, periodic reports or infographics showing **bias trends in Bangladeshi media** (similar to AllSides’ studies on US media bias). These can go viral on social media and catch the attention of educators and policymakers. Moreover, partnering with trustable NGOs or influencers (perhaps a prominent professor or a non-partisan civic figure) as **advisors/ambassadors** will lend cross-partisan credibility. Essentially, Drishtikon must sell not just a service, but a **movement for media literacy** – tapping into the fact that *66% of Bangladeshi youth are stressed by online misinformation*[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media). By aligning with that societal need and highlighting success stories (e.g. students or communities who benefited), Drishtikon can create a groundswell of support that attracts both users and institutional buyers. |

**Sources (GTM):** Ground News press release (Baker & Taylor)[[25]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=,CEO%20of%20Baker%20%26%20Taylor); AllSides ownership/financial info[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum); AllSides Wefunder (marketing highlights)[[27]](https://wefunder.com/allsides#:~:text=The%20AllSides%20Edge); UNICEF Bangladesh poll (youth & misinformation)[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media).

## Market Outlook for Drishtikon in Bangladesh

Both Ground News and AllSides show that **demand for balanced, bias-aware news is global**. In Bangladesh, the need is acute: media outlets are often politically aligned[[3]](https://internews.org/wp-content/uploads/2024/03/IEA-Bangladesh-FINAL.pdf#:~:text=exhibit%20bias%20in%20their%20reports,media%20owners%20having%20their%20own) and social media misinformation is rampant, leading to real societal stress[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media). This creates an opportunity for Drishtikon to become a pioneer in the **news literacy and bias-transparency space** in the country. Below is a speculative market analysis for Drishtikon:

* **Total Addressable Market:** Bangladesh’s population of ~170 million includes over **40 million internet news readers** (as indicated by 52.9 million social media users in 2024[[28]](https://www.banginews.com/web-news?id=01f44232261ebd1a9847b6fa47c7b7ae2829091c#:~:text=Social%20media%20use%20in%20Bangladesh,90%20million%20users)). The **institutional market** consists of ~170 universities, 1,000+ colleges, and thousands of secondary schools, plus ~70 government public libraries (and many private/community libraries). There are also 3,000+ print and online news outlets[[29]](https://rsf.org/en/country/bangladesh#:~:text=Betar%20radio%2C%20function%20as%20government,Star%2C%20manage%20to%20maintain%20a). Not all will pay for a service like Drishtikon initially, but even a fraction (the most prominent institutions and outlets) represents a multi-million taka/year opportunity (several million USD if fully realized).
* **Serviceable Market (Initial Focus):** A realistic near-term focus might be the top 50 universities, top 20 private school networks, ~50 major public libraries, and the top 20 media houses. These early adopters are more likely to see value in media bias tools. If Drishtikon charges, say, **$2,000/year** for a university license and **$1,000/year** for a library, capturing 50 universities and 50 libraries yields $150K/year. Adding media partnerships (perhaps some on a sponsorship model rather than fees initially) and NGO/government projects, you approach **$200–300K/year** in the first phase of scale. This is in line with the projections in the tables above (Year 3: ~$300K).
* **Growth Potential:** As media literacy becomes a mainstream concern (possibly bolstered by government or donor initiatives), Drishtikon’s market could expand. For instance, if even 25% of universities eventually subscribe, that’s ~40 universities. If corporate sponsors step in (e.g., a telecom company could underwrite Drishtikon access for all public libraries as part of CSR), revenue could jump significantly. Moreover, Drishtikon can introduce **premium consumer plans** (like Ground News did) for individual users – even if a small fraction of the 40+ million news consumers in Bangladesh pay a few dollars per year, that’s substantial. However, given low per-capita income, B2B is likely the main driver.
* **Competitive Landscape:** Currently, **Drishtikon would be first-to-market in Bangladesh** for this specific solution. Traditional fact-checkers exist (and government media campaigns), but no consumer-friendly app aggregating news with bias indicators in Bengali/English. This blue-ocean means Drishtikon can quickly become synonymous with “balanced news” locally – an enviable position. It also means Drishtikon may capture regional interest: neighboring countries with similar media polarization (India, Pakistan, etc.) could be expansion targets, multiplying the TAM if pursued.
* **Investor Appeal (YC Pitch):** By drawing parallels to Ground News and AllSides, we show that:
* The **model is validated** elsewhere (AllSides’ 72% B2B revenue, profitability[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum); Ground News’ rapid library adoption[[4]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=Today%2C%20we%27re%20excited%20to%20announce,think%20critically%20about%20current%20events)).
* Drishtikon is adapting it to an **underserved market** with huge social impact potential (improving news literacy for a young population – Bangladesh’s median age is ~27).
* There is a clear path to monetization through institutions, not just eyeballs. This aligns with YC investors’ interest in sustainable growth.

A table summarizing the projection might look like:

| **Metric** | **Ground News (2023)** | **AllSides (2024)** | **Drishtikon (Proj. Year 5)** |
| --- | --- | --- | --- |
| Annual Revenue | ~$5.7M[[12]](https://growjo.com/company/Ground_News#:~:text=Estimated%20Revenue%20%26%20Valuation) | ~$7.1M[[13]](https://growjo.com/company/AllSides#:~:text=Estimated%20Revenue%20%26%20Valuation) | ~$2M (stretch goal) |
| Primary Revenue Source | Consumer subs (~80%) | B2B services (72%)[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum) | B2B services (~80%) |
| Paying B2B Clients | ~100+ (libraries, schools) | 200+ (newsrooms, schools, etc.) | 100+ (mix of univ, libs, orgs) |
| Monthly Active Users | ~Millions (global) | 511k+ (US)[[16]](https://wefunder.com/allsides#:~:text=7) | 200k+ (Bangladesh) |
| Key Partnerships | Baker & Taylor, OverDrive[[4]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=Today%2C%20we%27re%20excited%20to%20announce,think%20critically%20about%20current%20events) | Brave, Newsweek, AP, Twitter | To be forged: Ministry, leading media |
| Market Context | High US polarization, demand for comparison news | US nationwide trust crisis in media | High BD media bias, **66% youth troubled by fake news**[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media) |

*(Drishtikon figures are aspirational, assuming strong execution.)*

In conclusion, **Drishtikon can chart a trajectory similar to Ground News and AllSides** by focusing on B2B clients in education and media for its initial revenue, building strategic partnerships for distribution, and establishing itself as the go-to source for unbiased news comparisons in Bangladesh. The experiences of Ground News and AllSides suggest that once credibility and user trust are earned, the model not only generates revenue but also creates a moat through network effects (schools talk to other schools, media references drive consumers to the platform, etc.). Given Bangladesh’s pressing need for media literacy solutions, Drishtikon has both a profitable business opportunity and a socially impactful mission – a combination that is highly attractive to investors and stakeholders alike.

**Sources:** AllSides Ownership & Financial info[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum); Growjo (Ground News revenue)[[12]](https://growjo.com/company/Ground_News#:~:text=Estimated%20Revenue%20%26%20Valuation); Growjo (AllSides revenue)[[13]](https://growjo.com/company/AllSides#:~:text=Estimated%20Revenue%20%26%20Valuation); UNICEF Bangladesh poll (misinformation stress)[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media); RSF report (Bangladesh media landscape)[[29]](https://rsf.org/en/country/bangladesh#:~:text=Betar%20radio%2C%20function%20as%20government,Star%2C%20manage%20to%20maintain%20a).

[[1]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=At%20Ground%20News%20we%20process,reporting%20practices%20of%20the%20publication) [[4]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=Today%2C%20we%27re%20excited%20to%20announce,think%20critically%20about%20current%20events) [[6]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=For%20academic%20and%20public%20libraries%2C,access%20to%20educator%20administrator%20tools) [[22]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=,Vice%20President%20for%20Academic%20Services) [[25]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=,CEO%20of%20Baker%20%26%20Taylor) [[26]](https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3#:~:text=,and%20CEO%20of%20Ground%20News) Ground News partners with Baker & Taylor to bring media literacy platform to libraries

<https://librarytechnology.org/pr/27825/ground-news-partners-with-baker-and-taylor-to-bring-media-literacy-platform-to-libraries/?Row=3>

[[2]](https://wefunder.com/allsides#:~:text=Don%27t%20Just%20Take%20Our%20Word,For%20It) [[14]](https://wefunder.com/allsides#:~:text=Serving%20a%20%24356MM%20addressable%20market,within%20a%20%2477B%20industry) [[15]](https://wefunder.com/allsides#:~:text=6) [[16]](https://wefunder.com/allsides#:~:text=7) [[17]](https://wefunder.com/allsides#:~:text=Image) [[19]](https://wefunder.com/allsides#:~:text=Future%20Equity) [[21]](https://wefunder.com/allsides#:~:text=,in%202022%20and%20growing%20fast) [[27]](https://wefunder.com/allsides#:~:text=The%20AllSides%20Edge) Invest in AllSides: AllSides provides balanced news, bias ratings, diverse perspectives, and real conversation | Wefunder, Home of the Community Round

<https://wefunder.com/allsides>

[[3]](https://internews.org/wp-content/uploads/2024/03/IEA-Bangladesh-FINAL.pdf#:~:text=exhibit%20bias%20in%20their%20reports,media%20owners%20having%20their%20own) IEA Bangladesh

<https://internews.org/wp-content/uploads/2024/03/IEA-Bangladesh-FINAL.pdf>

[[5]](https://company.overdrive.com/2023/02/13/keep-your-patrons-informed-with-ground-news-and-overdrive-magazines/#:~:text=Empower%20patrons%20to%20think%20critically,with%20Ground%20News) [[24]](https://company.overdrive.com/2023/02/13/keep-your-patrons-informed-with-ground-news-and-overdrive-magazines/#:~:text=More%20and%20more%20readers%20are,help%20them%20evaluate%20that%20information) Keep your patrons informed with Ground News and OverDrive Magazines - OverDrive

<https://company.overdrive.com/2023/02/13/keep-your-patrons-informed-with-ground-news-and-overdrive-magazines/>

[[7]](https://bdnews24.com/bangladesh/hifwib2mqp#:~:text=Bangladesh%20has%20over%20150%20universities%2C,However%2C%20many) Bangladesh has over 150 universities, but are they providing a ...

<https://bdnews24.com/bangladesh/hifwib2mqp>

[[8]](https://worldlibraries.dom.edu/index.php/worldlib/article/view/305#:~:text=There%20are%2065%20public%20libraries,most%20successful%20libraries%20are) Libraries and Librarianship in Bangladesh

<https://worldlibraries.dom.edu/index.php/worldlib/article/view/305>

[[9]](https://www.researchgate.net/publication/331072267_Strengthening_Non-government_Public_Libraries_in_Bangladesh_to_Support_Lifelong_Learning#:~:text=Strengthening%20Non,) Strengthening Non-government Public Libraries in Bangladesh to ...

<https://www.researchgate.net/publication/331072267_Strengthening_Non-government_Public_Libraries_in_Bangladesh_to_Support_Lifelong_Learning>

[[10]](https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying#:~:text=DHAKA%2C%2011%20February%202025%20%E2%80%93,stress%20when%20using%20social%20media) UNICEF youth poll: Misinformation is the leading cause of stress for youth on social media, followed by bullying and harmful content | United Nations in Bangladesh

<https://bangladesh.un.org/en/289086-unicef-youth-poll-misinformation-leading-cause-stress-youth-social-media-followed-bullying>

[[11]](https://www.allsides.com/about/ownership#:~:text=Online%20subscriptions%20and%20donations%20,investors%20span%20the%20political%20spectrum) [[20]](https://www.allsides.com/about/ownership#:~:text=financially%20rewarded%20for%20remaining%20balanced,and%20financial%20incentives%20all%20align) [[23]](https://www.allsides.com/about/ownership#:~:text=AllSides%20primarily%20makes%20money%20through,subscriptions%20and%20services) Owner & Financial Information | AllSides

<https://www.allsides.com/about/ownership>

[[12]](https://growjo.com/company/Ground_News#:~:text=Estimated%20Revenue%20%26%20Valuation) Ground News: Revenue, Competitors, Alternatives

<https://growjo.com/company/Ground_News>

[[13]](https://growjo.com/company/AllSides#:~:text=Estimated%20Revenue%20%26%20Valuation) [[18]](https://growjo.com/company/AllSides#:~:text=,revenue%20per%20employee%20is%20%24164%2C000) AllSides: Revenue, Competitors, Alternatives

<https://growjo.com/company/AllSides>

[[28]](https://www.banginews.com/web-news?id=01f44232261ebd1a9847b6fa47c7b7ae2829091c#:~:text=Social%20media%20use%20in%20Bangladesh,90%20million%20users) Social media use in Bangladesh grows by 22.3% in 2024

<https://www.banginews.com/web-news?id=01f44232261ebd1a9847b6fa47c7b7ae2829091c>

[[29]](https://rsf.org/en/country/bangladesh#:~:text=Betar%20radio%2C%20function%20as%20government,Star%2C%20manage%20to%20maintain%20a) Bangladesh | RSF

<https://rsf.org/en/country/bangladesh>