Biasly(fig 3.5):

Biasly is a research project, aiming to rank all media providers according to their credibility scores. It claims to use a specialized algorithm, and mainly targets researchers & students, who want to find out about the credibility of their source. It follow a free payment structure, as ut ranks outlets based on a spreadsheet and has a minimal UI.

Strengths	Weaknessess
Biasly is a professional, research project, that takes providing bias ratings as it's main purpose. It is an extremely important tool, due to the fact that it helps students and researchers can utilize it to get a detailed analysis of what sources are trustworthy and what sources are not. This granularity aids in better understanding and evaluating media consumption. Biasly provides easy-to-use tools and browser extensions that allow users to see bias ratings directly on the articles they're reading. This accessibility ensures that users can quickly assess bias without leaving their usual news-reading environment, enhancing the user experience.	As with anything in this world(especially in regards to AI) Biasly has receives many remarks from critics as untrustworthy, and subjective. Many users may disagree with the ratings or feel that their preferred sources are unfairly categorized, leading to loss of credibility. Biasly does not cover the ratings of every news source or article, especially when considering niche outlets. This limitation reduces the utility of the product for the people who already decide to consume a wide range of sources, thus negatively impacting the problem.
Opportunities	**Threats**
Biasly could expand into more educational markets, as it is a research problem, it could help inform the public about news bias, thus not requiring a proper solution to the problem. They could do this through webinars, meetings, or courses, thus solving the issue of media bias.	In an increasingly polarized media landscape, users might be less interested in engaging with tools that challenge their preferred news sources. Biasly could struggle to attract or retain users who are more comfortable in echo chambers or resistant to questioning their news consumption habits. With growing concerns about AI and data privacy, users might be wary of platforms that analyze their reading habits. Biasly will need to ensure strong privacy protections and transparent data practices to maintain user trust.

The Factual(fig 3.6):

The Factual is a leader in sector of categorizing media according to the bias, as it is open-source, transparent, as well as objective with it's ratings. It appeals to a very wide audience, as it has a very accessible UI, as well as understandable information that has been curated an verified by advanced algorithms, overall proving it to be one of the best media categorizer in the sector.

Strengths	Weaknessess
The Factual uses a detailed, credible algorithm to evaluate news articles based on several factors like author expertise, source diversity, & bias. This approach can be considered as objective, and data driven, allowing for credible assessment, and the user consuming factual, truthful news. On top of this, the factual provides a transparent view into their algorithm as it is open-source, meaning the users can clearly see how each article is scored. This builds trust with the users, thus creating a name for the product.	Even though the factual is good at assessing credibility, it may not account for other important aspects of news consumptions, such as context, depth, or broader S.E.E.P implications of the product. The singular issue may limit it's appeal to specific users, looking for more holistic approaches.
Opportunities	**Threats**
The factual could partner with news organizations to provide real time credibility scores that could also increase the products visibility to the public. Integrating these scores directly into the media producers websites could also assist the consumer in staying more informed. The platform could offer more customizability to the user by allowing them to change there feeds, based on credibility scores, or other factors. This make the platform more user-centric, and thus cater to various priorities, enhancing the product, and beating the competition.	As the market for fact-checking and credibility assessment grows, The Factual faces competition from other platforms offering similar services, including those with broader coverage or different methodologies. Staying ahead of these competitors will require continuous innovation. There is the rising issue of media companies resisting or rejecting the grading of the quality of there products, especially if they feel their product is negatively scored. This pushback could lead to lack of co-operation from major media outlets, leading to discrepancies and inconveniences to the consumers, limiting the app's potential due to legal challenges.