

There are **10 kinds** of people
in this world.



Those that understand
binary and **those that don't.**



EBU Meeting @ BBC

Teemo Tebest, Finland
Yle, Finnish Broadcasting Company



@teelmo

Yle Plus Desk Team



2 Producers



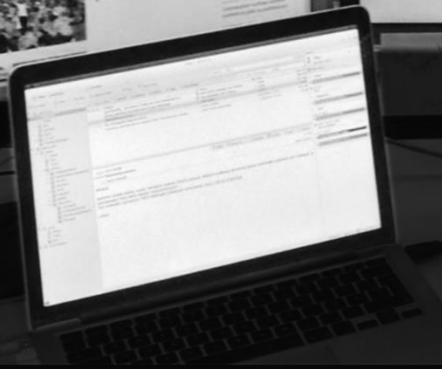
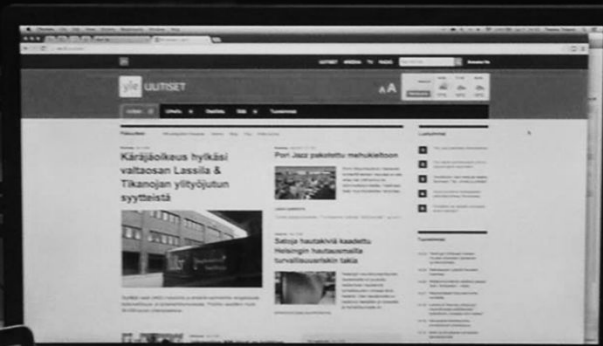
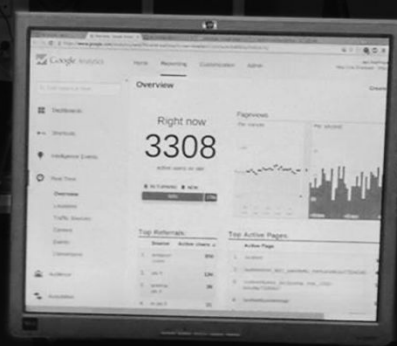
3 Coders



3 Graphic Designers

Yle News





What is Yle?

- Finnish Broadcasting company
- Several TV and radio stations
- 18 regional offices across the country
- **Online**, social media, etc.
- More than 3,000 employees



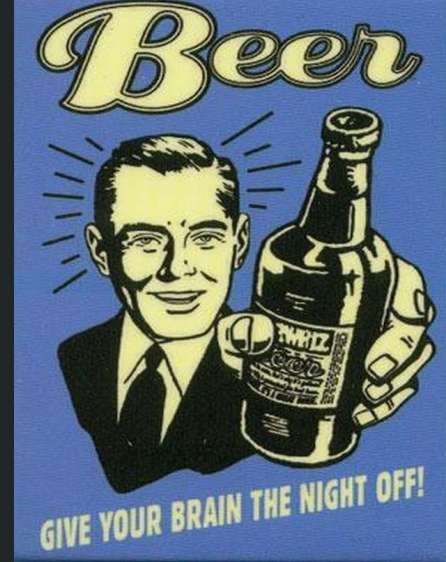
What is Plus Desk?

- We make **online stories** in **co-operation** with other teams
- More **bigger** and **investigative** projects, less fast-ones
- We make **the most read** stories at Yle



For who?

- Our audience are **not the experts**
- They'd rather Netflix or drink beer



We need to make the data **understandable** and **reachable**. We have to give **meaning** to the data!

What this means?

In our model the understanding is created through **co-operation** of professionals.

Journalist + coder + graphic designer = **Profit!**

Links

[Daylight savings story](#)

[Municipality radar](#)

[Postal code scales](#)

[School machine](#)

[Plus Desk](#)

Thanks!



Teemo Tebest, Yle

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