During a 2021 survey, 50 percent of respondents from 27 countries worldwide stated that they trusted the media as a source of reliable information. However, in the G7 countries, this percentage drops down to 42% of the population.

A Deloitte survey shows that roughly half of the millennials think that the mass media hurts the world. Furthermore, around a quarter of them have zero trust in the press as reliable or accurate information sources.

A survey by the Edelman trust barometer 2022 revealed that trust in the media in the United Kingdom and the United States was under 40 percent. The same was true of respondents from Colombia, France, Japan, and South Korea.

We interviewed people of different ages from multiple countries and cultural backgrounds to get personal insights. We realized that people were getting frustrated because they could not distinguish if what they were reading was biased or gave complete information. Moreover, we also discovered that people like to check multiple news sources to get contrasting views on the news. Nevertheless, they do not like spending much time on this task, both the younger generation and working professionals.

Based on this information we collected, we wanted to create a website that platform that

Rafa do you think that targeting 18-54 people who are looking for non partisan information is too broad ? I like the age range, but non partisan idk, lemme give it some thought.

TARGET MARKET: 18-54

Activism, economics, politics, global news.

Yeah partisanship is the most frequent critic made by those ppl

**Some stats to pick according to our storytelling :**

UK : 69% pop think that media are not being objective and non partisan. That journalists are purposely trying to mislead people and are ideology driven

Hungary (can be generalized to western countries) : Over the years, people are getting more and more skeptical about the neutrality of the press blah blah from 62% in 2016 to 74% in 2020

US: 90% of americans think that news sources are biased, from a little to a great deal

Could be used for segmentation :

Age !! 18-34 and 34-54 yo are the most skeptical (85% concedes that there IS a bias)

Right-wing and centrists people are more likely to think that there is a bias

Both genders are equally likely to acknowledge that there is a bias

Media bias perception IS NOT influenced by the educational background so