

# Reporting Facts and the Future of Journalism Conference

Friday, 18 August 2017  
Ballroom 2, Level 3  
Orchard Hotel

Panel III  
Pecha Kucha – Trends and Players

PRESENTATION BY  
**Mr Martino Tan**

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and  
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Mothership.sg



# Mothership.sg: BuzzFeed with S'pore characteristics?

The screenshot shows the Mothership website interface. At the top is a red navigation bar with the Mothership logo and links for News, Videos, 1819, Lifestyle, Abroad, + More, About, and Search. Below this is a 'Story Playlists' section with six colorful tiles: Weekly Recap, Videos, Social Media Fall, Presidential Elections 2017, Weird AF, and Flamer. The 'Top stories' section features a large article about PM Lee shaking hands with Donald Trump, with a sub-headline 'Who won? PM Lee shook Trump's hand for 4 seconds' and a quote from Trump. To the right of the main article are two smaller featured images: one for 'Hyden New kids on the block' and another for 'Insta My A's' showing a cat.

- 2.15 million unique visitors per month
- 5.5 million page views per month, 2.6 million video views per month
- Most referral traffic coming from social media (58%). Google search (23%), direct traffic (12%)
- From where? Mobile (81%), Desktop (15%), Tablet (4%)
- Holds an individual online license to operate in Singapore

# Our Joseph Schooling story



# Our article on Mr Salleh Marican



**Salleh Marican**

August 9 at 10:51am · 🌐

Glad that [Mothership.sg](#) was graceful to acknowledge their mistake and taking the post down. Perhaps it is timely that today is our country's 52nd birthday. We have come a long way. Let us learn to embrace each other and forgive each other the mistakes we will inevitably make. Happy National Day to one and all.

👍 Like    💬 Comment    ➦ Share

👍❤️😄 Lien We King, P Balji and 219 others



Salleh Marican added 3 new photos.

10 August at 8:41 PM · 🌐

Pleasantly surprised by [Mothership.sg](#)'s visit today. What happened earlier this week is water under the bridge but I appreciate the kind gesture and the length they went to to redress the incident. Particularly appreciative of the cake that was baked personally by a family member of the [Mothership.sg](#) team. It truly made my day! 👍



## Reflections on fake news

- Be aware of our own limitations.
- Constantly be in beta mode.
- Do not take our role for granted, a need to renew the social compact with audience.

**For further questions about Mothership.sg, you  
can contact me at:**

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