

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

Deputy Managing Director

Co-Managing Editor

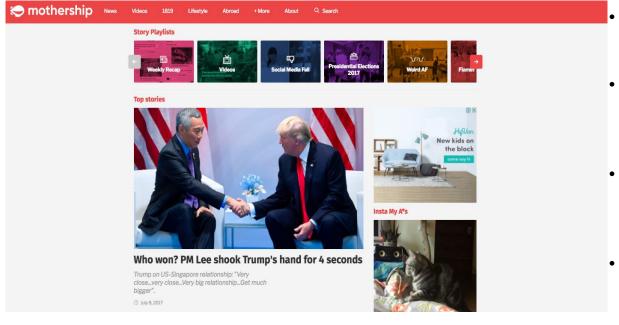
Mothership.sg







Mothership.sg: Buzzfeed with S'pore characteristics?



- 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

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.





Comment







⚠ 🗀 😂 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.sq 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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