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News Item

Born in the fire: What we can learn from how digital publishers in the Global South approach platforms | Reuters Institute for the Study of Journalism

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> Based on interviews with a strategic sample of 11 publishers in eight low- and middle-income countries, in this report we analyse how various digital publishers across a range of Global South countries approach digital platforms: both big platform companies such as Google and Meta; rapidly growing ones, including TikTok; and smaller ones such as Twitter and Telegram.
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> We highlight key shared aspects of their approaches that can serve as inspiration for journalists and news media elsewhere, in terms of how they see platforms (what we call 'platform realism'), how they approach them in their day-to-day work (what we call 'platform bricolage'), and key aspects of their overall approach (what we call 'platform pragmatism').
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