The Global Editors Network
Hong Kong Editors Lab
4-5 December 2015

In partnership with:

Summary

The Editors Lab Programme

The GEN Editors Lab programme is a worldwide series of hackdays hosted by leading news organisations such as *The New York Times*, *The Guardian* and *El País*. Editors Lab brings together developers, journalists and designers from top newsrooms to build news prototypes during an intensive two-day competition. The Global Editors Network has run three successful seasons of Editors Lab.

About the Global Editors Network

The Global Editors Network (GEN) is a cross-platform community committed to sustainable journalism, empowering newsrooms and media innovators through a variety of programmes designed to inspire, connect and share. The organisation is a community of more than 1000 editors-in-chief and media professionals from all platforms. It is a non-profit, non-governmental organisation.

About Google

Google's mission is to organise the world's information and make it universally accessible and useful. The Editors Lab programme was founded with the support of Google in 2011. Thanks to Google, GEN has been able to run Editors Labs for data journalists and designers all over the world.

About the Partners

JMSC, HKU: The Journalism and Media Studies Centre brings professional journalism education to Hong Kong's premier university, creating an environment for vibrant interaction among students from Hong Kong, mainland China, Asia and the rest of the world. The curriculum, with instruction in English, is designed to produce graduates for all types of local, regional and international media, whether the graduates ultimately practice in English, Chinese, or some other language.

AP: The AP is one of the largest and most trusted sources of independent newsgathering, supplying a steady stream of news to its members, international subscribers and commercial customers. AP is neither privately owned nor government-funded; instead, as a not-for-profit news cooperative owned by its American newspaper and broadcast members, it can maintain its single-minded focus on newsgathering and its commitment to the highest standards of objective, accurate journalism.

Contents

External Links

GEN Community
The Global Editors Network
GEN Board Members
Data Journalism Awards
Editors Lab Programme

SOPA: The Society of Publishers in Asia (SOPA) was founded in 1982 to champion freedom of the press, promote excellence in journalism and endorse best practices for all local and regional publishing platforms in Asia Pacific. SOPA is a not-for-profit organisation based in Hong Kong and representing international, regional and local media companies across Asia. The Society of Publishers in Asia is also host to the prestigious annual SOPA Awards for Editorial Excellence which serve as the world-class benchmark for quality journalism in Asia.

School of Journalism and Communication (CUHK): Founded in 1963, The Chinese University of Hong Kong (CUHK) is a forward-looking comprehensive research university with a global vision and a mission to combine tradition with modernity, and to bring together China and the West. CUHK teachers and students hail from all around the world.

Theme

The teams were invited to develop innovative video news prototypes.

Workshops

Innovating Video News Content & Growing Your Online Audience. Workshop given by Dorian Stone head of YouTube Space Tokyo.

AP's insights on video innovation. Workshop given by Aritz Parra, Senior Producer at AP.

Tell me a Story, Content Delivery in the Digital Age. Workshop given by Ying Chan, founding director of the Journalism and Media Studies Centre of the University of Hong Kong.

Insights from Storyful about video verification and virality: The Role of user-generated video in today's journalism, the Storyful model and content verification. Workshop given by Sophia Xu, Asia Journalist at Storyful.

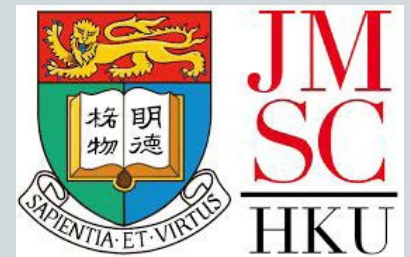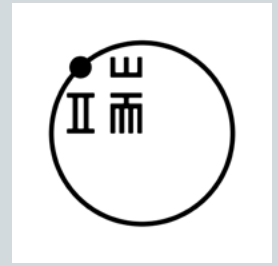Keynote workshop given by Ludwig Siegele, Technology Editor at *The Economist* on their video strategy.

Introduction of the GEN Editors Lab programme and the best prototypes developed around the world. Workshop given by Evangeline de Bourgo-ing, Director of Programmes at the Global Editors Network.

Jury Members

Aritz Parra, Senior Producer at AP
Dorian Stone, Head of YouTube Space Tokyo
David Schlesinger, Founder and Managing Director at Tripod Advisors
Wei Gu, China Wealth and Luxury Editor at *The Wall Street Journal*
Evangeline de Bourgoing, Director of Programmes at the Global Editors Network

Teams

About the Teams

Caixin Media is a prominent Beijing-based media group. Caixin Data Visualisation Lab is one of the best Asian data journalism teams.

EJ Insight is the English service of the Hong Kong Economic Journal, Hong Kong's first Chinese-language financial newspaper. The team was supported by Code4HK and Honeycomb Design.

The Initium Media, headquartered in Hong Kong, is a news agency that serves the Chinese-speaking population worldwide.

Sznews.com belongs to the Shenzhen Press Group, one of the dominant publisher in South China.
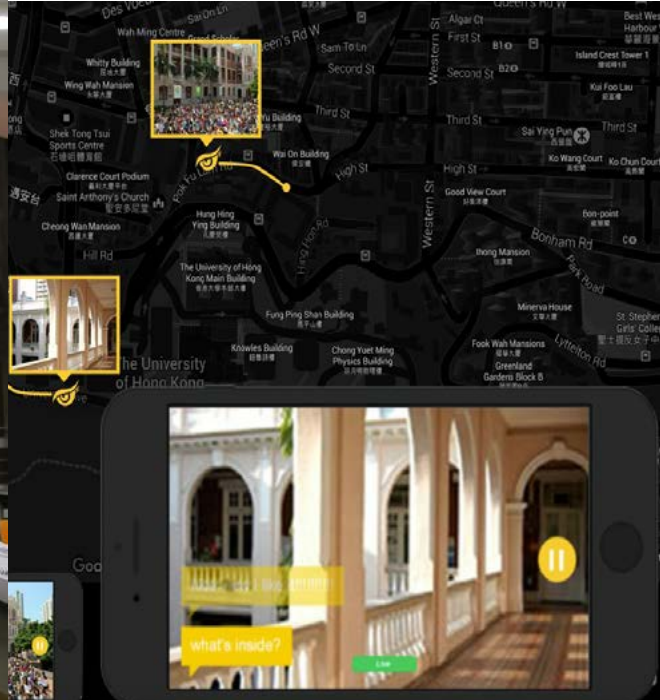
Malaysiakini is an award-winning Malaysian independent news provider published in four languages – English, Malay, Chinese and Tamil.

Renmin University of China is one of the most prestigious and selective universities in China.

Wuhan University, based in Wuhan, Hubei, China, is one of the best universities in China.

Polidata Studio is an independent media outlet featuring data visualisation stories on Chinese politics.

The University of Hong Kong (HKU) is the territory's oldest institute of higher learning and also an internationally-recognised, research-led, comprehensive university.

The winning team: Yuan Ren, Chunyuan Wei and Meng Wei, along with the jury. Ying Chan, founding director of the Journalism and Media Studies Centre of the University of Hong Kong and Ksenia Duxfield-Karyakina, Public Policy & Government Relations Manager at Google APAC presented the prize to the winning team.

The Winner: Caixin

The team from Caixin won the competition with their project called Hawkeye.

Hawkeye is a video platform that maps multiple live streams and videos shot by reporters that are covering a live event on the ground. It provides its users with a new multi-perspective storytelling experience and thus a more complete view of the unfolding event.
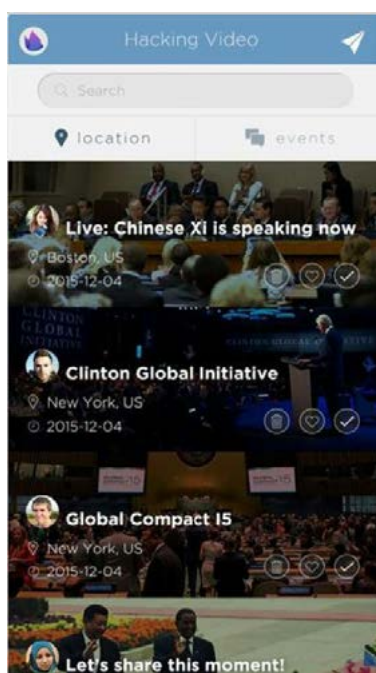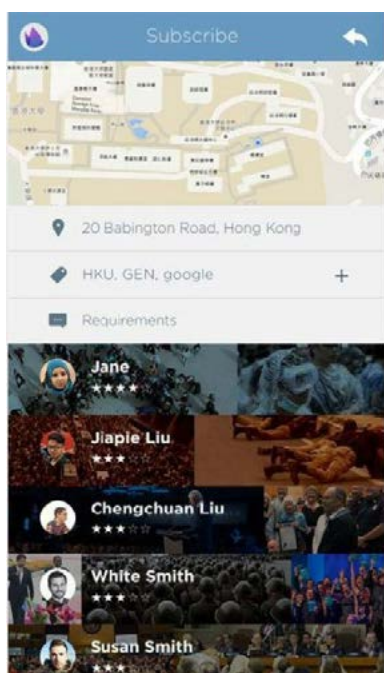
The platform also allows the users to interact with the reporters, send them questions and ask them to shoot from different locations or different angles. Users become part of the reporting process, they are more engaged and the reports are better tailored to their actual needs.

According to the team, "Hawkeye is a map-based live streaming tool for:
- Journalists who value timeliness in breaking news reporting
- Editors who want to build an eye catching multimedia web page on a location based story
- Viewers who want to interact with the reporter and be part of the news-gathering process
- Citizens who would like to participate in finding news clues".

"Caixin combined maps, professional video, contributed video and an appealing interface to tell stories in a new way," said David Schlesinger, member of the jury. "The potential for interactivity, too, could turn news editing on its head. This project has real applicability for covering natural disasters, civic emergencies, protests, demonstrations — any story, in fact, where the action is dispersed and it is important to understand the geography of the emerging narrative."
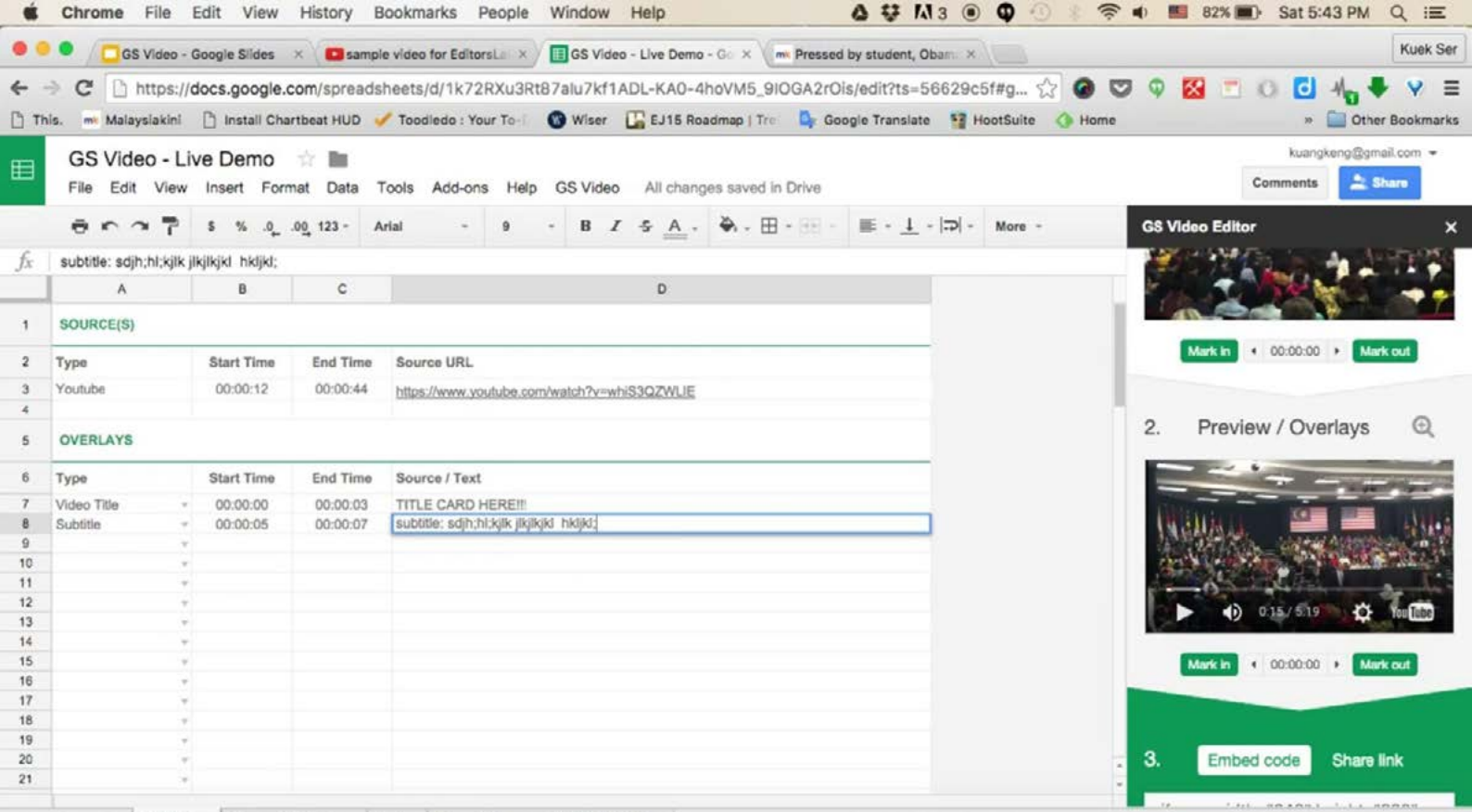
Special Mentions

Wuhan University

Dy Data Media Lab from Wuhan University with their prototype Hacking Video received a special mention from the jury. Hacking Video is a hyperlocal video marketplace that allows media organisations to buy videos from citizen journalists. The citizen journalist's identity is verified and the quality of their work is rated. Media organisations can search for videos on the platform by entering keywords and/or sending video requests to specific citizen journalists.

This platform would make it easier for news organisations to keep up with the demand for relevant and reactive content. Within minutes of a breaking news story, media could have access to videos shot by verified citizen journalists. They can cover a wide range of locations simultaneously even if they do not have the resources to send their own journalists to report on the ground. It remains unclear whether this platform could gain the very broad adoption among citizen journalists that it requires to be attractive to media organisations.

Malaysiakini

The team from Malaysiakini was also awarded a special mention. They developed GS Video, a native, agile and collaborative tool to lower the barrier for journalists by allowing them to make simple videos using Google Sheets.

With GS Video, a journalist can edit and publish a video in three simple steps. First, they upload the video to YouTube. Then they use GS Video editor to cut the footage and add captions, subtitles and the company logo. All the videos are formatted with the same style. The journalist can then share this spreadsheet with their editor who can easily make necessary changes. Finally, journalists will be provided with an iframe code that will enable them to embed the video on their publication's website.

This tool could solve two major issues:
- Many small newsrooms do not have the financial resources to invest in sophisticated video editing software but GS Video is totally free.
- Many journalists are stretched too thin and do not have the time to learn how to use the editing tools needed to create the videos they are required to produce. GS Video is extremely easy to use for journalists as they only have to use Google Sheets, a tool they've already mastered.

This highly accessible and scalable tool could have the same success as Timeline JS in becoming the intuitive and ubiquitous tool used by newsrooms worldwide. However, its development might be hampered by technical issues such as sound editing and it is bound to face serious competition as video editing tools become easier and cheaper.

Other projects

CrowdReport, the prototype developed by HKU, enables its users to dodge crowds by displaying user-generated videos of the queues at popular venues.
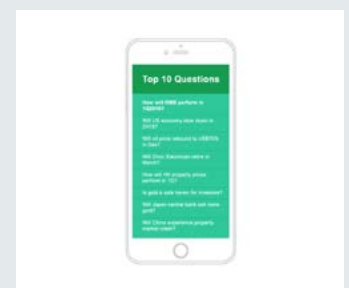
Virtual Reality 360 Reporting, the prototype developed by Sznews.com, is a map-based storytelling platform that enables its users to experience news events in virtual reality with immersive videos complemented by multimedia elements such as graphics, photos and texts.

"Online workshop cinema" - Interact with videos in groups, the prototype developed by Polidata aims to develop new ways for the audience to interact collaboratively with videos news.

news2video, the prototype developed by Initium Media converts news articles into videos.

BizQ&A platform, the prototype developed by EJ Insight, aims to improve user experience for a business news video audience. Through this app, journalists are allowed to ask business-related questions that experts and designers can answer via video.

Air in Beijing prototype developed by Renmin University, is an information platform about air pollution that is filled with data from various sources (The Municipality, The American Embassy) and user-generated videos.

Coverage

Social Media

Liveblog stats:
- 486 views
- 24 minutes spent on the page on average

Social media reach:
- 21,000 views over the two days

Sample tweets:

Press

Articles in Chinese. All posted on WeChat official channels.

Day 1 Recap: Workshops and Mini pitches - posted by JMSC, HKU

Day 2 Highlights: Intros to Each Team's Prototype - posted by JMSC, HKU

Day 1 Workshop Highlights - posted by Global and Investigative Journalism Network Chinese
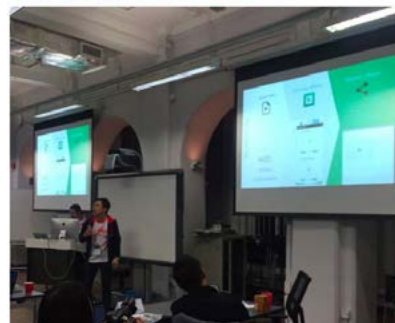
Announcement of the winner - posted by Caixin Data Visualisation Lab

Announcement of special mention - posted by Wuhan University

Sharing by the Remini University Team - posted by School of Journalism and Communication, Renmin University

Survey

How would you describe your overall experience of the Editors Lab?
- Very satisfying, exciting
- Exciting and enjoyable. Final Sprint was rather thrilling
- Exciting to see all the ideas
- Amazing. Like the format to have 3 roles in 1 team
- Fun! A great opportunity for journalists and techies to work together
- It's a little bit overwhelming but in a good way. I and my teammates forced ourselves to try new technologies and I learnt a lot.

What was the most useful part of the event for you?
- Talking to guests and experts about our ideas & projects
- The workshops by the industry experts. Building friendship and work relationships with team mates
- The pitching
- Presentation of the projects / prototypes and the speech given by Google
- Brainstorm and solve problem with the help of the organiser
- The workshops
- The lectures about those companies and ideas
- The workshops providing insight from different media professionals

What was the least useful part?
- Probably sleeping is the least useful part. Everything else was great

What did you think about the schedule of the Editors Lab?
- Balanced, not too packed
- More time to code. Less time for workshops
- If there is more communication between the experts and the team. That would be better
- Weekday made it inconvenient
- A little brief for the workshop. Maybe 3 days (1 day workshop) would be better.

What did you learn during those two days?
- Teamwork. And how much you can do in just 2 days if you are fully focused
- Lots. Mostly on where people come from and problems they face
- Originality
- Nothing is impossible
- Technology improve the way and the vision we produce media product
- Coding issue and app design
- How to balance speed and quality if time is tight
- How to quickly build something useful for news
- I forced myself to learn live-streaming technology and Google Map API. Also what other editors/ designers **are working on**

Which theme would interest you for a future Editors Lab?
- Data journalism. How to help small and medium newsroom to do more with less
- Security on the web
- Technology on data visualisation
- How to make viral stories
- Data Journalism (+3)
- Is data journalism really good?

Any suggestions to improve Editors Lab?
- Maybe do some sessions for participants to know each other like sharing their bio beforehand
- More participants
- Regular meetup
- Seems the topic is too broad
- More hand-on training

GEN
GLOBAL EDITORS NETWORK

Contact

Evangeline de Bourgoing
Director of Programmes

edebourgoing@globaleditorsnetwork.org
00 33 7 60 59 45 43

14 rue des Minimes
75003 Paris
France

Facebook.com/GENinnovate   Twitter.com/GENinnovate

The Global Editors Network is committed to developing practices and activities that
don't harm the environment. Please avoid printing this document.