

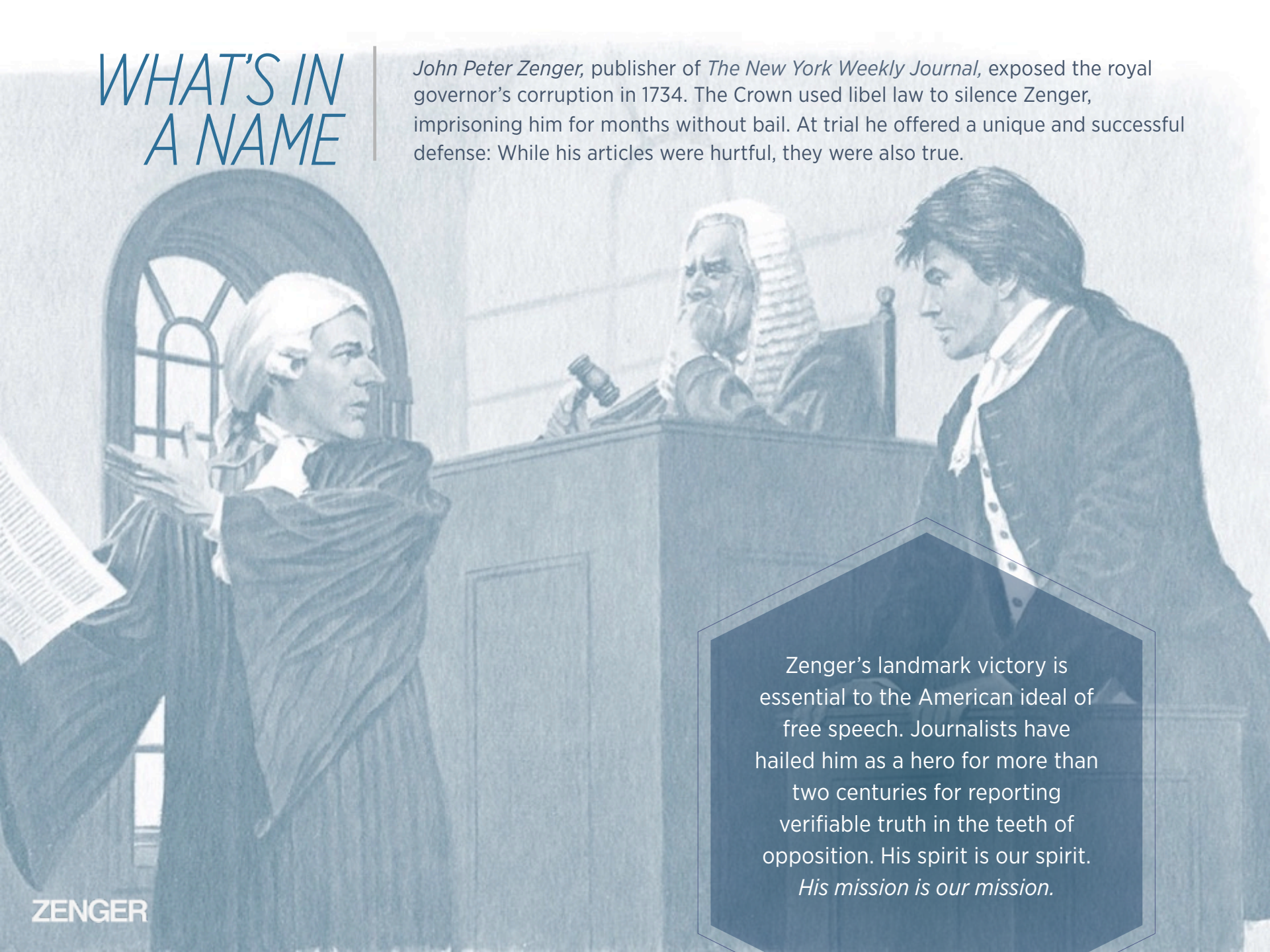


# ZENGER

VERIFIED & TRUSTWORTHY NEWS. *FINALLY.*

# WHAT'S IN A NAME

*John Peter Zenger, publisher of The New York Weekly Journal, exposed the royal governor's corruption in 1734. The Crown used libel law to silence Zenger, imprisoning him for months without bail. At trial he offered a unique and successful defense: While his articles were hurtful, they were also true.*



Zenger's landmark victory is essential to the American ideal of free speech. Journalists have hailed him as a hero for more than two centuries for reporting verifiable truth in the teeth of opposition. His spirit is our spirit.  
*His mission is our mission.*

ZENGER



# UNIQUE

Zenger News has a unique proposition for distribution partners, advertisers and consumers



## Distribution Partners

Other newswire services charge large fees. Depending on your market, that could be \$100,000 per month or more. Zenger works primarily on barter syndication. You run our stories with ads attached, you get a revenue share and world-class content is part of our package.



## Consumers

Verified news from Zenger is the beginning of the end of fake news. Consumers can click on a quote in real time and hear audio of the person saying it. No guesswork. No BS.



## Advertising Partners

Verified news from Zenger means advertisers know the content is certified safe and guaranteed top quality. Our Urban News Service is the largest network of its kind serving African American news outlets. Our Hispanic Network talks to the most influential consumers in their local communities.

# PROBLEM

Despite spending billions in manual fact checking, today's news agencies often fail to uphold their duty to provide accurate, unbiased information.



**DOW JONES**

In 2017, Dow Jones posted fake headlines claiming "Google to buy Apple." The company then blamed a "technical error."



**REUTERS**

In 2006 Reuters used two photos doctored by a Lebanese freelance photographer, to exaggerate the results of a recent conflict.



**Bloomberg**

In 2018, Bloomberg released a report claiming that China had infiltrated Apple and Amazon, without offering proof or verifiable sources.



**AP**

In 2013 the AP's Twitter account was hacked, and the intruders released a hoax tweet about fictional attacks in the White House that supposedly left President Obama injured.

# SOLUTION

Zenger is leveraging artificial intelligence to create the *world's first verified news service* for digital subscribers.

## THE ZENGER MODEL



### CONTRIBUTOR NETWORK

Zenger leverages a network of thousands of independent contractors to create content...



### PROPRIETARY SOFTWARE

...the company then edits and verifies this content using its proprietary software...



### SYNDICATION

... and then Zenger syndicates that content news outlets, sharing advertising revenues with the publishers and the contributors.

## CONSUMER & AFFILIATE BENEFITS

- ✓ **ACCURATE:** Anonymous sources are banned; voice and facial recognition are used to verify sources and quotes; AI checks for false citations and logical fallacies.
- ✓ **COST-EFFICIENT:** Zenger leverages automation and both distribution and contributor networks to avoid the bloated cost structure of old school news agencies.
- ✓ **PERSONALIZED:** Zenger will provide a customized feed that uses a predictive algorithm to provide news tailored to each customer.

# VERIFIED NEWS

Zenger uses a proprietary software driven by artificial intelligence to edit and verify content. *This is the beginning of the end of fake news.*



## KEY PRODUCT FEATURES

- ✓ Scroll over any quote and hear exactly what was quoted.
- ✓ Software spots and corrects biased words.
- ✓ Hold your cursor over a quoted source's name and see his/her picture (verifying identity with facial-recognition software) and a time-stamp, documenting when the interview occurred.
- ✓ Datelines are checked against a smartphone's GPS coordinates to verify the reporter was on the scene.



# WHY NOW?

Americans' trust in the media has *declined significantly* over the last two decades.

## Percent of Americans with a "Great Deal" or "Fair Amount" of Trust in Mass Media



# WHAT THEY'RE SAYING

The most influential  
African American  
and Hispanic  
publication websites  
in the U.S.

**“Excellent!”**  
THE  
PENSACOLA VOICE

**“**  
*Your story  
is the cover  
story in our  
print edition!”*

**ADW**  
ATLANTA DAILY WORLD

**“**  
We're  
honored  
**”**

THE INFORMER ONLINE  
NEWS MAGAZINE





# ZENGER

THANK YOU

QUOTED

**ZENGER**

ZINGERS FROM ZENGER NEWS

# Zingers!

Zenger News' Andre Johnson  
is quoted on NBC News



“My question is simple: Where are the rest of the presidential candidates and their ads in the black press?”

**SIGN UP TO BE A DISTRIBUTION PARTNER!**  
[GO TO \*\*zenger.news\*\*](http://go.to/zenger.news)

**ADVERTISE TO REACH A HIGHLY TARGETED AUDIENCE**  
[EMAIL \*\*sales@zenger.news\*\*](mailto:sales@zenger.news)