

Meta Journalism Project & INMA

Over the last three years, MJP and INMA have partnered on three major initiatives:

Bringing Accelerator publishers into INMA

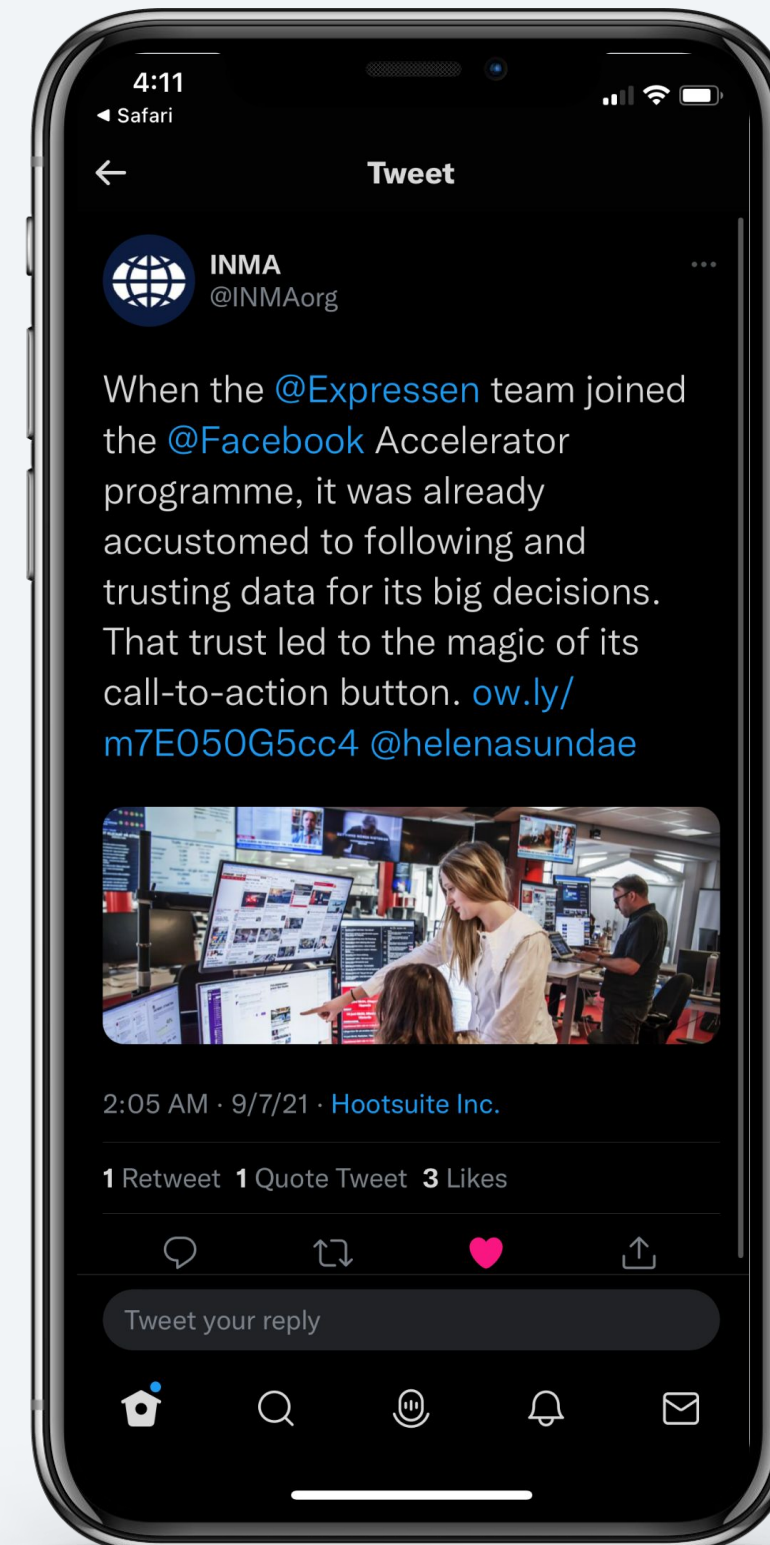
40 news publishers from around the world have joined INMA through MJP sponsorship, bringing hundreds of new members into your community.

Supporting world-class education

From the Audience Analytics Accelerator to the Readers First Initiative to masterclasses on all matter of key subjects, Meta is proud to support INMA's incredible research and training agenda.

Providing practical inspiration

INMA's case studies highlighting amazing work done by Meta Reader Revenue Accelerator publishers have reached thousands of readers.



Top 5 Learnings

Technology is real

The hardware and technology has moved on so much in the last few years that the “tipping point” is coming soon. AR is fully integrated into social apps such as Snapchat, Instagram and Facebook. This is pre iPhone days. Plus we will soon have glasses, how will these be used?

Learn to use technology

Use the technology. We can't effectively create for something that we don't understand. And the easiest way to understand is to immerse ourselves.

Build your XR muscle

Getting started today means that we have the skill sets, tools, and maybe even a small library of content ready as immersive technologies develop. Which is happening quickly.

It's not expensive.

There are multiple software options to create immersive experiences. These range from free to heavy duty licensed software. Interoperability is not a barrier to content creation.

Commercial opportunity

Just as we are thinking about content, brands are thinking about new ways to engage with audiences. Advertising and commercial opportunities are very real, even now.

