

[First Look Media](#)

FIRST LOOK MEDIA TAKES SHAPE

By Pierre Omidyar January 27, 2014

Today we're sharing some new details about First Look Media. Our approach and our model are beginning to take shape. Since there's been a lot of interest in our work, we put together the video above to help articulate our thinking. [Read more](#)

COMING SOON FROM FIRST LOOK MEDIA

We'll cover the world, from sports and entertainment to politics and business.

ABOUT US

First Look Media seeks to reimagine journalism for the digital age, combining the promise of technological innovation with the power of fearless reporting. Founded by Pierre Omidyar, the organization will pursue original, independent journalism that is deeply reported and researched, thoroughly fact checked, and beautifully told. We are driven above all by a belief that democracy depends on a citizenry that is not just highly informed, but deeply engaged. In all our work, we are committed to strict standards of accuracy and honesty, a willingness to report our own errors and inconsistencies as well as those of others, and a deep respect for the transformative power of true stories.

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What's not included in the video is specific timing about some of our plans. We'll launch First Look Media's flagship news site later this year. There's a lot to be done between now and then, given we're creating a general interest news site that will cover topics ranging from entertainment and sports to business and the economy.

That said, there's some news that just needs to get out and is too important to wait. In the coming weeks, we'll be launching the first of our digital magazines, publications that have an independent editorial voice and a unique look and feel, led by a visionary and experienced journalist or team of journalists. We'll share more about this soon.

We still have a lot of work to do, but we're making progress. Our small team is growing quickly, but we're also taking the time we need to do this right.

For those of you who prefer to read instead of watch, you can access the video transcript here: [video transcript](#)

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MEDIA INQUIRIES

For more information about First Look Media or to request interviews with members of our team, please email media@firstlookmedia.org

JOBS

We are looking for talented journalists, technologists, designers and developers to join our team. If you would like to be considered, send your resume to jobs@firstlookmedia.org

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First Look Media Video – Voice-over
www.firstlook.org
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These days we're overwhelmed by all manner of media competing for our attention in this complex and interconnected world. We all want news and information in a way that works for each of us. But it's hard to find on our own time, on our own devices, every day.

I'm Pierre Omidyar. Among other things, I'm a technologist, philanthropist, and publisher. I created First Look Media to meet this challenge of modern journalism. First Look is a marriage between a technology company and a new kind of newsroom. Our goal is to experiment, innovate and overcome existing obstacles – to make it easier for journalists to deliver the transformative stories we all need.

Our team is hard at work. Today, there are three things we know about First Look:

- **Number one:** We'll create multiple digital publications. Our flagship site will launch later this year, covering news and stories from entertainment and sports to politics and business. It will feature a wealth of original content and curated news. It will also draw from a family of digital magazines that we plan to launch. Each of these magazines will be dedicated to a specific topic. Each will have its own look and feel, its own editorial voice and each will be led by a visionary, experienced journalist.
- **Number two:** We'll bring back to journalism what's been lost – the critical but expensive support that's often neglected in the digital age. In our model, teams of data analysts, fact checkers, visual designers, editors, and technologists will work together with writers, reporters and producers to create powerful stories presented in compelling packages.

We'll give our journalists everything they need to do their jobs well. The freedom to travel. Legal protection when they need it. New and innovative technology. And the rarest resource of all – the time and organizational backing to develop their skills.

- **Number three:** Instead of simply putting a technology team inside a news organization, we're building an entirely separate technology company. This allows us to play with ideas, develop new platforms, and explore ways to turn our innovations into commercial opportunities.

How does a company support itself given such ambition? We're figuring that out. We'll experiment with new and old revenue sources and create entirely ones. We don't have all of the answers. But we're really good at asking questions, and learning from our mistakes.

I'm deeply committed to the success of First Look Media, and I'm in it for the long haul. I want to help ensure that journalism has a healthy future. For me, journalism is about more than just telling stories. Journalism is about telling stories that make a difference.

If we're successful, we will not only have built a great news organization, we will have contributed to the greater good.

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