



## National World Partners with The News Movement

**Thursday, 13 October 2022**

National World and social-first media company, The News Movement, have today announced a strategic partnership.

The News Movement is focused on providing fact-based, high-quality, engaging news and useful information on platforms including TikTok, Instagram, YouTube, Twitter and Snap.

This exclusive UK news relationship is an industry-first collaboration. The partnership will accelerate National World's development of a new operating model while welcoming a younger audience to its portfolio of franchises such as *The Yorkshire Post*, *The Scotsman* and [nationalworld.com](https://nationalworld.com).

As part of the partnership, The News Movement's young journalists and creators, supported by established mainstream editors, will provide insights and innovative content to help National World's iconic brands engage with a ready-and-waiting TikTok generation.

William Lewis, former CEO, Dow Jones and Publisher, The Wall Street Journal and Founder and Chief Executive of The News Movement said: "This partnership represents more than a united focus on engaging a younger generation, it highlights how we are doing things differently. By working alongside experienced journalists from creative businesses such as National World, we can truly reach the next generation of consumers and opinion formers."

"To be involved in helping reimagine 'the newsroom' is exactly why I joined The News Movement" said Lucy Marley, journalist and creator at The News Movement. "It's great to see such a respected organisation as National World appreciate the work we're doing at TNM and join us on this important journey, creating unique and different content for those who want a different style of 'news'."

As part of the relationship, The News Movement will produce news content for National World websites in addition to The News Movement's social platforms. The editorial process will be a blend of traditional and social-first techniques, including The News Movement team's attendance at the long-standing daily news conference meetings, as well as conducting extensive social listening to help determine selected stories. These stories will be used to accelerate TNM's growth and its tech development, and further develop the data offering at the heart of The News Movement.

David Montgomery, Executive Chairman, National World, said: “We are delighted to welcome The News Movement creators into the National World content team and we look forward to joining theirs. The partnership with The News Movement will provide us with the expertise and experience to reach new and younger audiences, on platforms and in formats that they want to consume content.”

Audiences across National World’s 50 plus online brands will start to see branded content appear from October and The News Movement followers will get a chance to view on TikTok, Instagram, Twitter, Snap and YouTube.

### **About The News Movement:**

Founded in 2020, The News Movement is focused on providing fact-based, high-quality engaging news and linked content on the platforms that young audiences use in their millions. It was co-founded by experienced media executives William Lewis (former CEO of Dow Jones, Publisher, The Wall Street Journal), Kamal Ahmed (former Editorial Director of BBC News), Ramin Beheshti (former Group Chief Product and Technology Officer at Dow Jones), Eleanor Breen (former Chief of Staff at Dow Jones), and Dion Bailey (former VP, Head of Technology and Architecture at The Wall Street Journal). To date, The News Movement has 80,000 followers across its social platforms and its content has been viewed over 26 million times. It has offices in London and New York.

You can follow The News Movement on **TikTok**, **Instagram**, **YouTube**, **Twitter**, and **Snap** and visit its website [thenewsmovement.com](https://thenewsmovement.com).

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