Ibrahim Eren Chairman TRT World

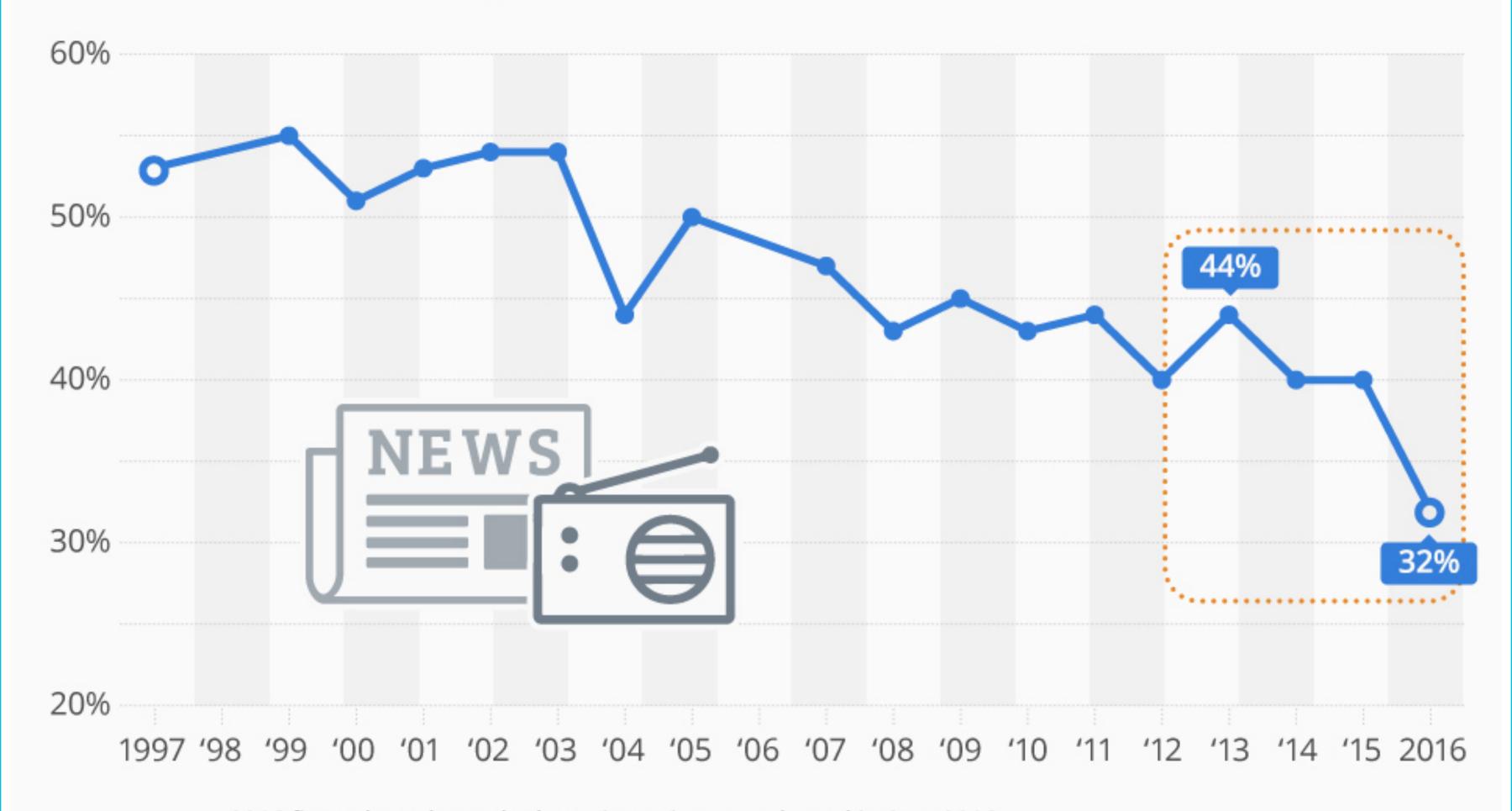


Commanding Confidence and Building Credibility in a New World



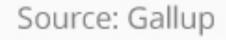
Trust in Mass Media Erodes

% of Americans who have a great deal/a fair amount of trust in mass media



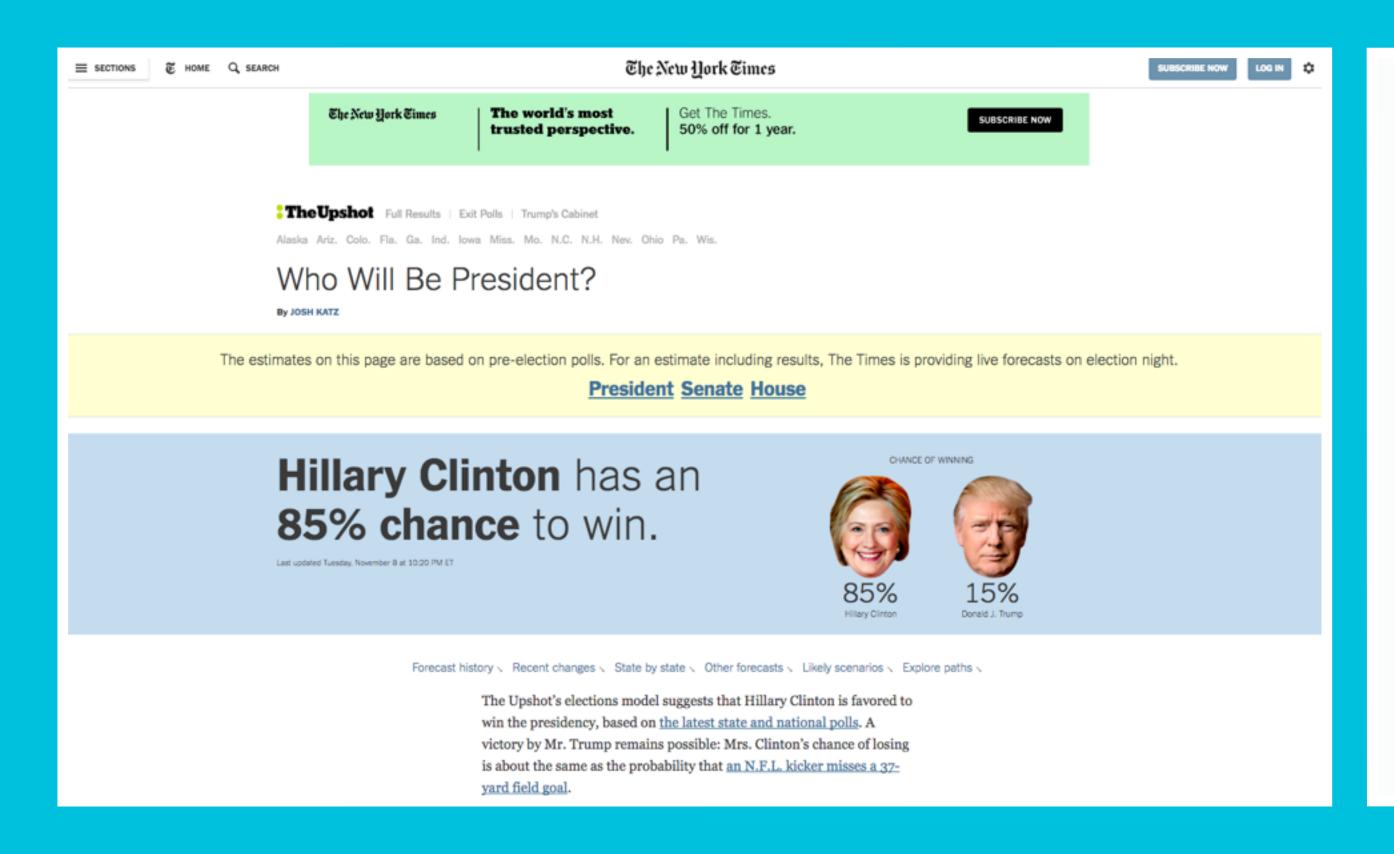


2016 figure based on telephone interviews conducted in Sep. 2016, with a random sample of 1,020 adults living in the U.S.











Tech Chart of the Day Fake News Is A Real Problem Facebook engagement of the top five fake election stories* Headline Publisher Engagements "Pope Francis Shocks World, Endorses Donald 960,000 Trump for President, Releases Statement" Ending the Fed "Wikileaks CONFIRMS Hillary Sold Weapons to ISIS...Then Drops Another BOMBSHELL! Breaking News" 789,000 The Political Insider "IT'S OVER: Hillary's ISIS Email Just Leaked & It's 754,000 Worse Than Anyone Could Have imagined" Ending the Fed "Just Read The Law: Hillary Is Disqualified From 701,000 Holding Any Federal Office" Ending the Fed "FBI Agent Suspected in Hillary Email Leaks Found 567,000 Dead in Appartment Murder-Suicide" Denver Guardian Total Facebook engagement for top 20 election stories (August-election day) Fake news 8.7 m Mainstream news 7.3 m * Engagement is measured as total number of shares, reactions and comments

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Solving The Problem

1.

2.

3.

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