THE INDUSTRY, AND THE RIGHT DIRECTION

# News is looking the wrong way. We are not.

The publishing industry got hooked on advertising, then on subscriptions, and stopped inventing. Readers want accurate information, kept current, that saves them time. PromptTugal is built for that, and it is already running.



TWO HUNDRED YEARS, TWO BUSINESS MODELS, ONE PRODUCT: THE READER

# First the reader was sold. Then the reader was charged rent.

**ADVERTISING** — the reader's attention is what is sold

**THE WEB** — takes the monopoly

**RENT** — subscriptions and paywalls

1833 · 2005 · 2008 · 2020 · 2026

## 1833

**The penny press.**
The paper is cheap because the reader becomes the product.




## 82%

**of US newspaper revenue** was advertising, in 2005. Then the web took it.

## −57%

**US newsroom jobs,** 2008 to 2020.

## 37%

**trust the news;** 42% avoid it.

> *"The industry did not go back to 1832. It went to rent."* DINIS CRUZ

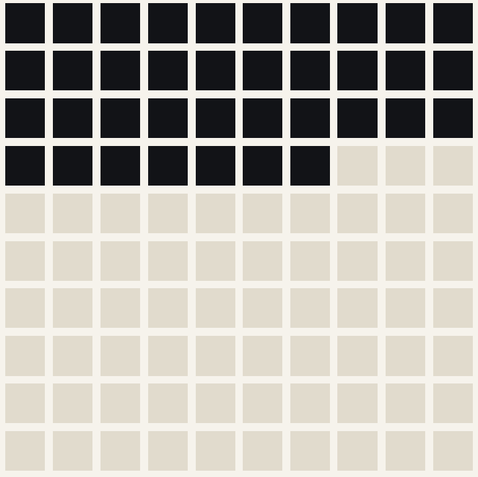
Not to scale. Figures as cited by Dinis Cruz in "The future of news is the story vault, not the paywall" (22 Sep 2026) and "The reader was always the product" (29 Sep 2026), newsroom.sgit.ai; trust and avoidance: Reuters Institute, 2026.

READERS ARE WALKING AWAY

# Fewer trust it. More avoid it. Fewer make it.

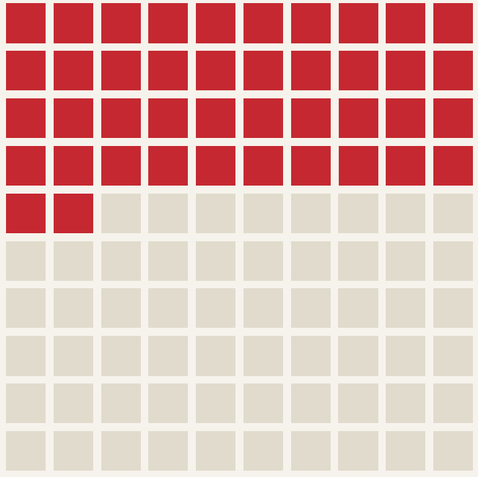
## 37%

**trust the news.** Each square is one person in a hundred.



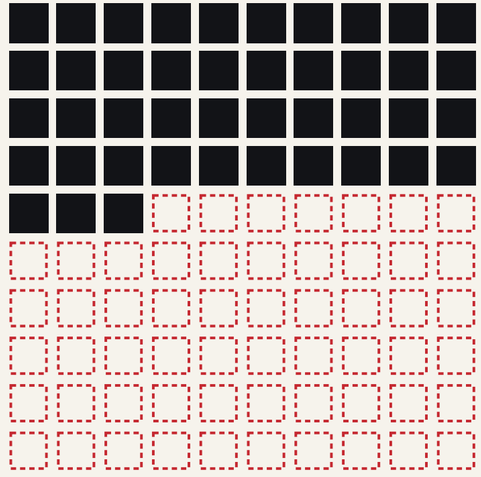
## 42%

**avoid the news.** Not cannot reach it: choose not to.



## −57%

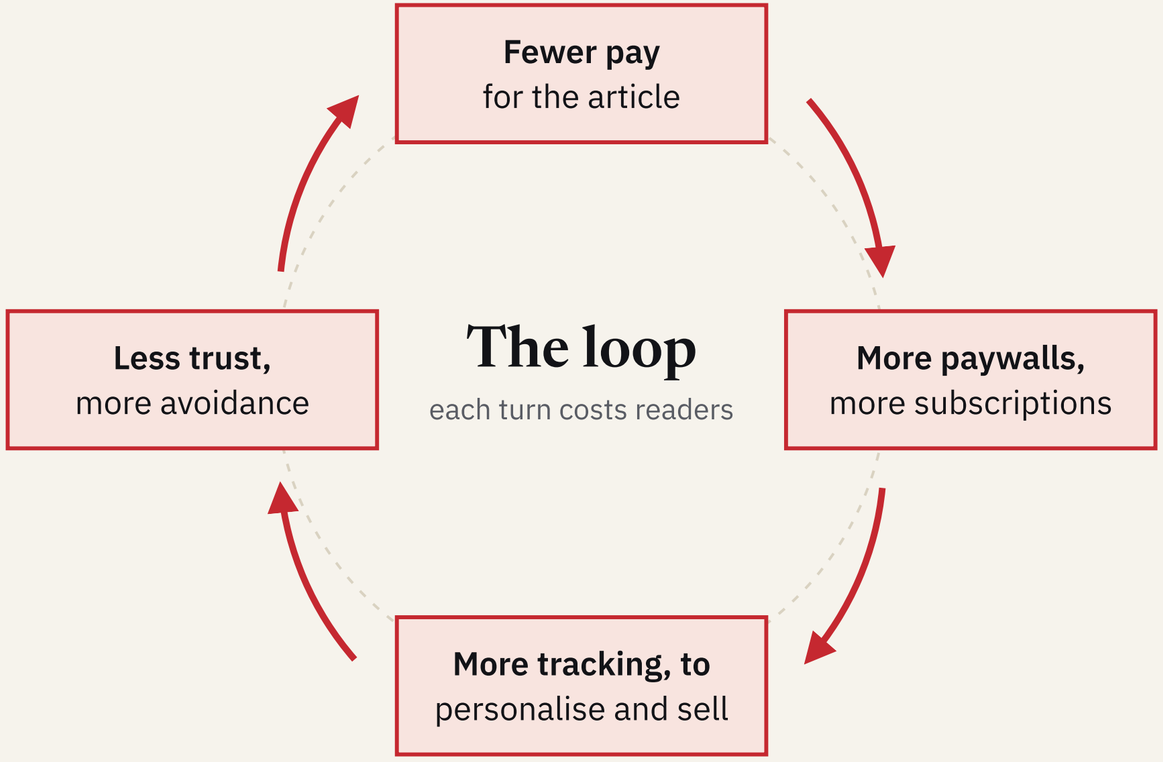
**US newsroom jobs, 2008 to 2020.** For every 100 jobs, 43 left.



Reuters Institute, 2026; jobs as cited in "The reader was always the product" (Dinis Cruz, newsroom.sgit.ai, 29 Sep 2026).

WHAT THE INDUSTRY IS DOING ABOUT IT

# Its answer is more of what drives readers away.




> *"You pay 100% for the 10% you actually wanted."*
>
> on subscriptions

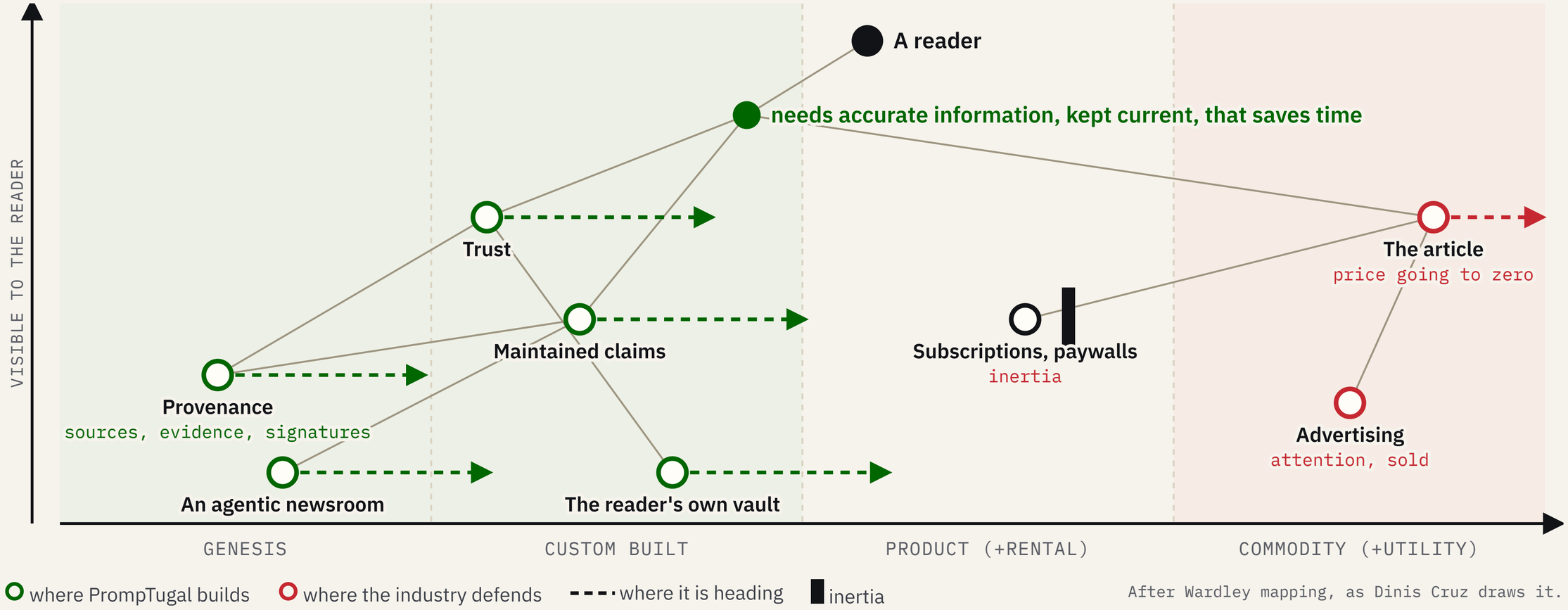
> *"The industry's answer to both is more subscriptions and more personalisation."*
>
> on falling trust and falling revenue

> *"The news industry sells the one thing whose price is going to zero, the article."*

Dinis Cruz, "The future of news is the story vault, not the paywall", newsroom.sgit.ai, 22 Sep 2026.

A MAP OF THE NEWS BUSINESS, AS IT EVOLVES

# The industry defends what is turning into a commodity.




After Wardley mapping, as Dinis Cruz draws it.

THE USERS MOVED AWAY FROM THE PRODUCT, NOT FROM THE NEED

# Not more articles. Information they can trust, that saves them time.



## Accurate.

Every fact with its source and the date it was read; every article signed by whoever wrote it.

ON PROMPTUGAL · 31 SIGNED ARTICLES, EVERY FACT SOURCED



## Current.

Kept up to date for as long as the story runs, not printed once and left to go stale.

ON PROMPTUGAL · THE FRONT PAGE, REFRESHED EVERY DAY



## Time saved.

The talk you would have missed, where to go, who is there: the answer, not a pile of pages.

ON PROMPTUGAL · MY DAY, THE GRAPH, ASK THE NEWSROOM

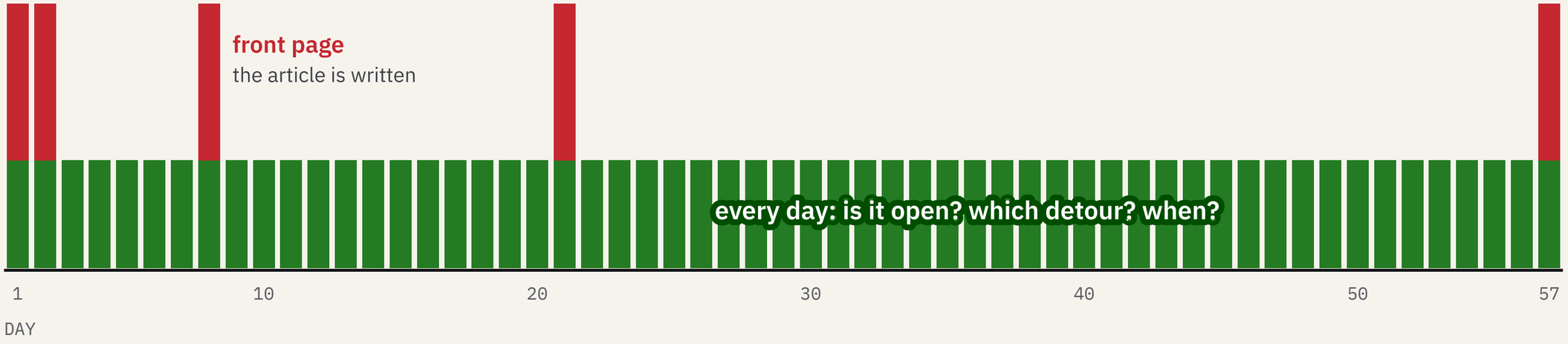
People will pay for accurate information, **"because it's going to save them time"** (Dinis Cruz).

A WORKED EXAMPLE: A LOCAL BRIDGE CLOSES FOR 57 DAYS

# The paper leads with it five times. Readers need it on fifty-seven days.

EACH COLUMN IS ONE DAY

DAY 57: IT REOPENS




**5 days** the story leads. Each time, an article is written once, and starts to age.

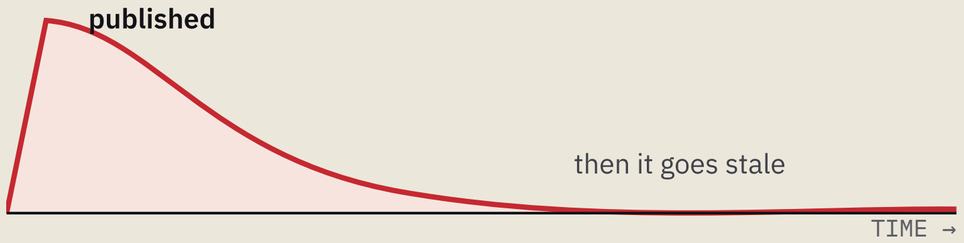
**57 days** people need the current state. The answer changes; the article does not.

From "The bridge, followed to the end" (Dinis Cruz, newsroom.sgit.ai, 7 Oct 2026): a worked simulation in a fictional town. Which five days lead is illustrative.

THE UNIT OF NEWS CHANGES, AND SO DOES THE WAY IT IS PAID FOR

# An article is written once. A maintained claim, kept current, is a service.

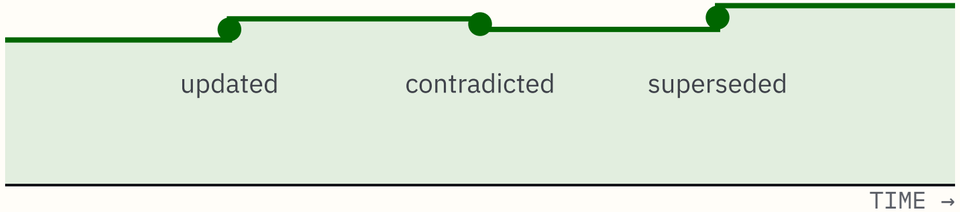
## An article




Sold once, by the page or the bundle. Its price is going to zero.

→

## A maintained claim




Kept current until the story ends: worth more every day it is right.

**1**

### A starting credit

Read first. No wall, no subscription.

**2**

### Pence per page

Pay for what you read, not for the bundle.

**3**

### Below zero is fine

The balance can go negative: value first.

**4**

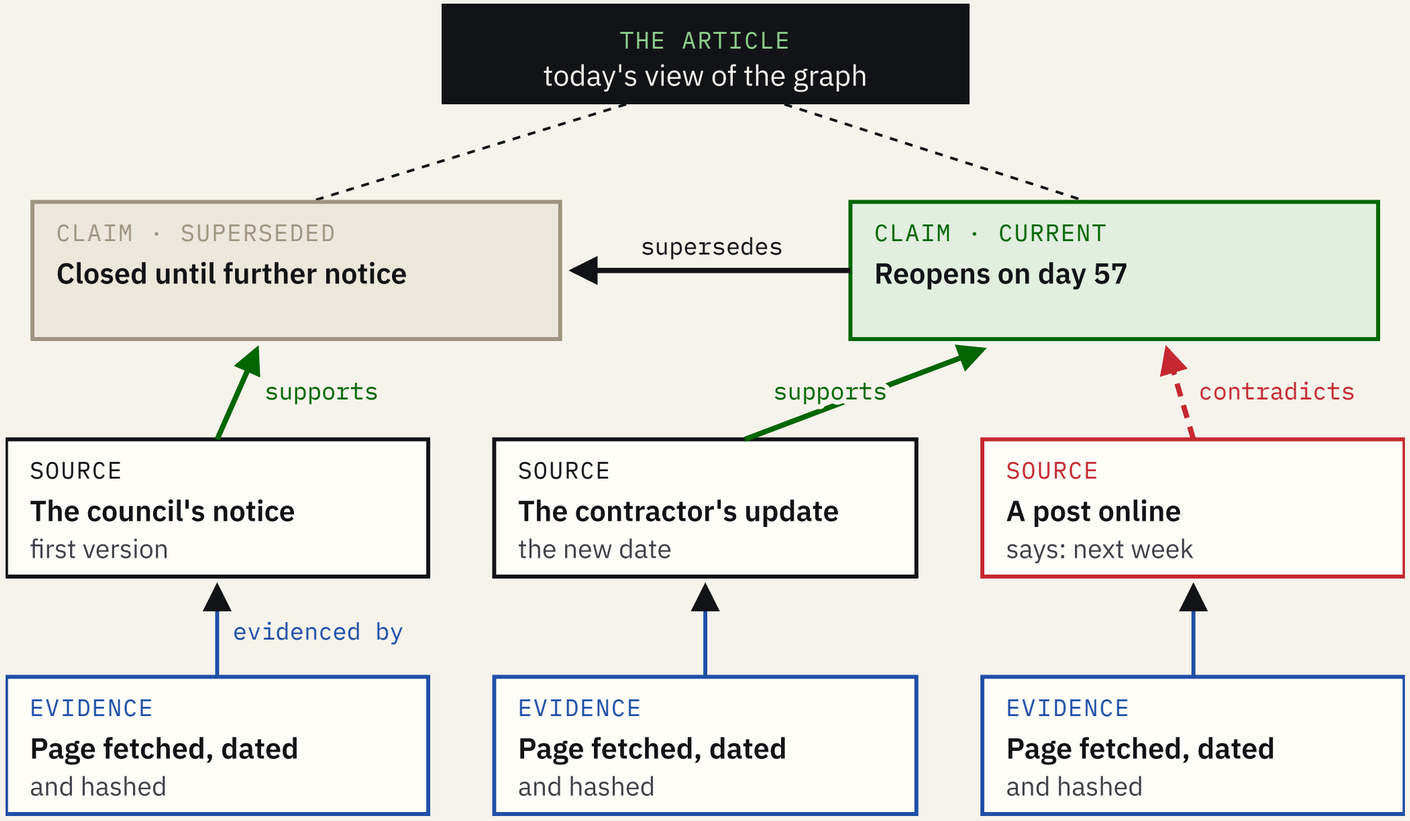
### Top up

Because you already got the value.

"Paying after the value" (Dinis Cruz, newsroom.sgit.ai, 14 Oct 2026), live there since 11 Oct 2026; on PromptTugal: the reading meter and card top-up.

WHAT MAKES NEWS WORTH PAYING FOR: YOU CAN CHECK IT

# The story is a graph. The article is one projection of it.




*"Trust through provenance, provenance via evidence."*

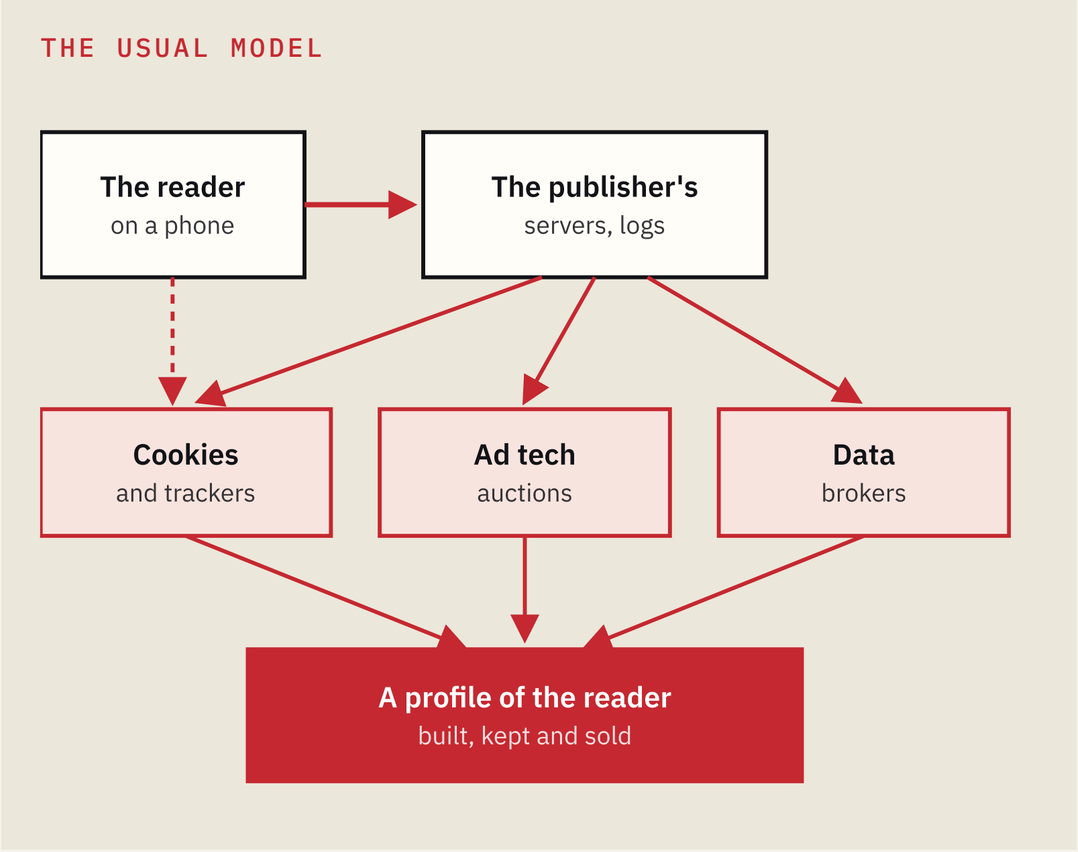
Dinis Cruz, newsroom.sgit.ai

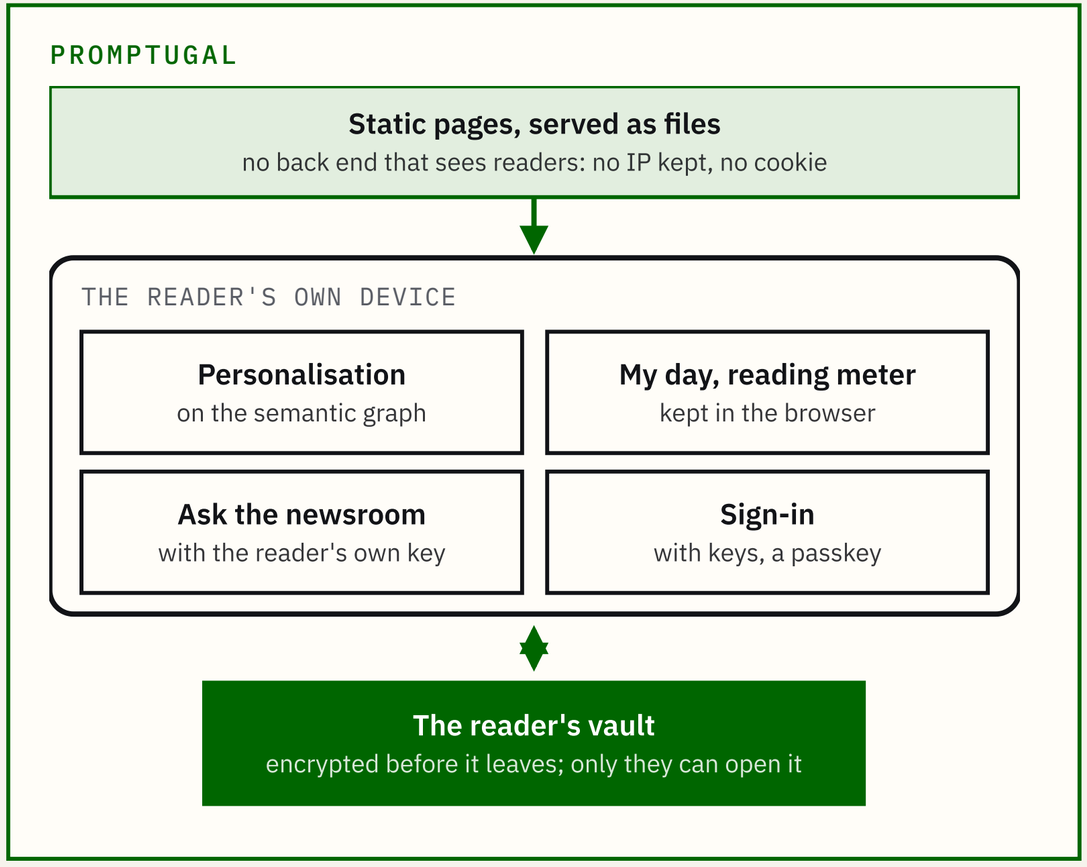
- **Claims** carry their status: current, contradicted, superseded.
- **Sources** are named, so they can be checked, and paid.
- **Evidence** is the page as fetched, with its date and a hash.

**"A page that cannot name its source cannot pay it."**

WE SELL TIME, THE EXPERIENCE AND TRUST

# Never the reader. Not by policy: by design.



THE PRODUCTS CLOSEST TO US, IN FOUR GROUPS

# Each of them does one part. Of those we read, each does one part.

01 · AI AND NEWS

## Summarise, script, grade

**Particle**
AI summaries of others' reporting

**Channel 1**
cited scripts and video for media

**NewsGuard**
rates the reliability of sources

MONEY: partnerships, data products; Particle's notice mentions ads

02 · EVENT APPS

## Serve the organiser

**Web Summit's app**
schedule, meetups, networking

**Swapcard**
registration, app, matchmaking

**Brella**
matchmaking, sponsor meetings

MONEY: sold to organisers, sponsors, with the ticket

03 · PAYING PER READ

## A layer for publishers

**Axate**
pay as you go, passes and subscriptions for publishers

MONEY: sold to publishers

04 · OPEN-SOURCE PUBLISHING

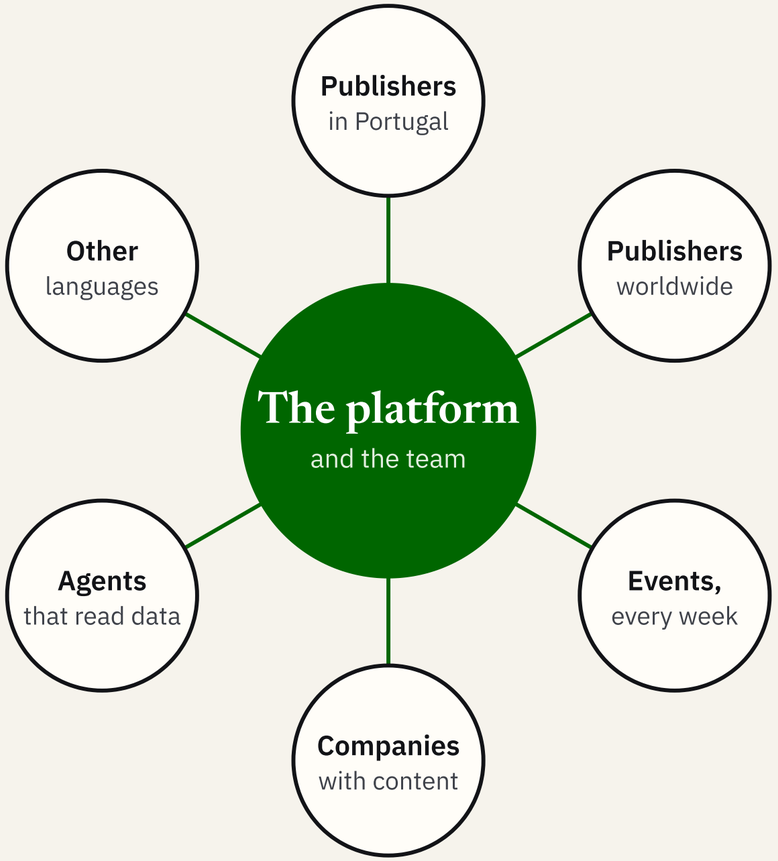
## A tool for writers

**Ghost**
blog and newsletter platform with paid memberships

MONEY: hosting plans, funded by users

**PrompTugal** All four parts in one publication: **writes its own news, every fact sourced and signed**, serves the reader and the attendee, pays per read without tracking, open source, and run by a team of agents with a named human.

Each read at its own site on 7 November 2026; what each says about how it makes money, as stated (promptugal.news/investors/competition).




PUBLISHERS NEED TO CHANGE

# They can change, and we can help them do it.

If the industry goes this way, there is work and revenue in helping existing publications, in Portugal and around the world, to run the same way.

SERVICE

### The agentic team, deployed

Roles, limits, budgets and the record, for a publication or an event.

SERVICE

### Workflows, taught and installed

The method, the setup and the hand-over, run safely.

LICENCE

### Dual licensing

Our open-source technology on a company's own terms, maintained by us.

REACH

### Multilingual

Pages in more languages and cultures as the platform matures.

AS THINKERS, AS COMPETITORS, AND AS A CUSTOMER OF THE METHOD

# Four things we wish the industry would do. We do them every day.

| | WHAT WE WISH | ON PROMPTUGAL TODAY |
|---|---|---|
| 1 | **Publish its sources and sign its articles.** | ✓ 31 signed articles; every fact with its source and the date it was read. |
| 2 | **Make every page readable by agents as well as people.** | ✓ A markdown twin for every page, an llms.txt and a JSON API. |
| 3 | **Stop tracking readers to sell them.** | ✓ No IP, no cookie; personalisation runs on the reader's side. |
| 4 | **Try agentic teams with written limits and a human who decides.** | ✓ About 25 named roles, each with a key, a written policy, a budget and run reports. |

SAME NEED, OPPOSITE DIRECTION

# Where the industry looks, and where we are going.

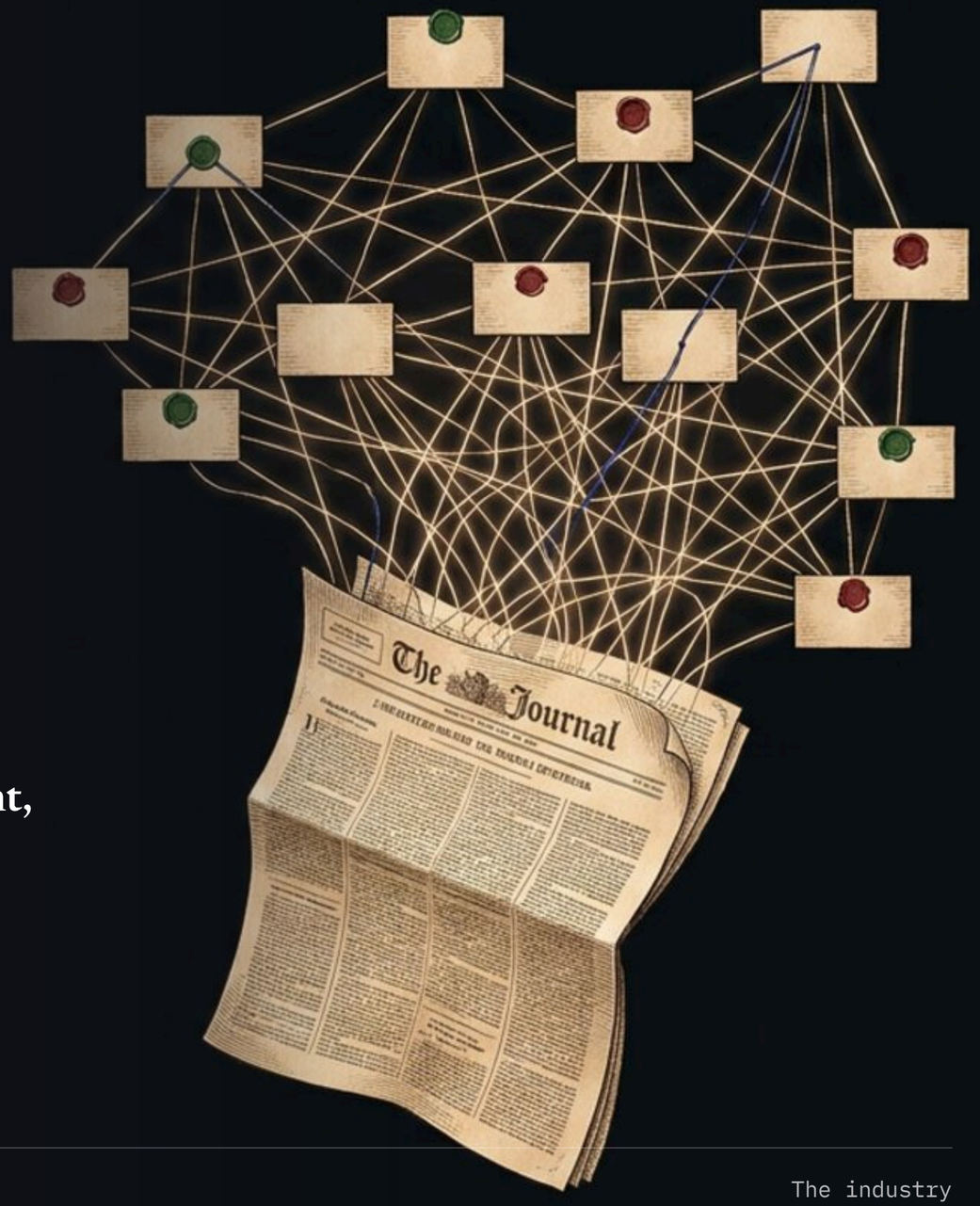
| | THE INDUSTRY | | PROMPTUGAL |
|---|---|---|---|
| WHAT IS SOLD | ~~the reader's attention~~ | → | time, the experience, trust |
| THE UNIT | ~~the article, written once~~ | → | the maintained claim, kept current |
| WHEN PEOPLE PAY | ~~before, for a bundle~~ | → | after the value, pence per page |
| READER DATA | ~~tracked, profiled, sold~~ | → | kept by the reader, in their vault |
| WHY BELIEVE IT | ~~the brand says so~~ | → | provenance: sources, evidence, signatures |
| WHO MAKES IT | ~~a shrinking newsroom~~ | → | people and agents, released many times a day |

NOT THE PAYWALL: THE EVIDENCE

# *"Trust through provenance, provenance via evidence."*

DINIS CRUZ · FOUNDER · NEWSROOM.SGIT.AI

The industry sells the one thing whose price is going to zero. **We sell what it cannot make free: news you can check, kept current, that saves you time.**



FOUR DECKS, ONE COMPANY

# The industry is stuck. Come and see the way out, running.

DECK 1

## The investment case

Why invest: the next generation of news publishing, already running.

DECK 2 · THIS ONE

## The industry

Why it is stuck, and the right direction.

DECK 3

## The platform

Every feature, live, to try today.

DECK 4

## The Algarve's case

Jobs, talent and startups, from Loulé.

### Read everything

promptugal.news/investors, and the argument in full on newsroom.sgit.ai.

### Try it

Read the news, build your day, ask the newsroom a question.

### Talk to Dinis Cruz

At Web Summit Lisbon, 9 to 12 November 2026. No figures yet: we do not have them to give honestly. We are talking to investors.