

WHERE
GLOBAL
MEETS
LOCAL

Instablogs enable you to read or contribute news from local or regional levels of your cities and towns to a Global Level. Tell your stories to a global audience.

We are here to provide you latest tools and new exciting methods of gathering and sharing news from around the globe.

Instablogs is all about you.
Giving voice to your opinions.



Everyone has a **Viewpoint**

News is just the beginning

BRINGING PEOPLE FROM DIFFERENT REGIONS, CULTURES, RELIGION TOGETHER

Instablogs™, is a conversational platform build around the collaborative news model. Hosting and aggregating news from the News Agencies and combining them with the contributions from thousands of its members around the world, Instablogs couples the power of mainstream media with the empowerment of the citizens.

Instablogs was launched on October 2005, and currently has 130 News based blogs, 200+ freelancers, 80 citizen journalists and 34 full time employees. Instablogs has offices in New Delhi and Shimla.

In its two years of operations, Instablogs has been cash flow positive.

Journalism by the People, for the People

MISSION STATEMENT

1. Highlight critical world issues through the eyes of the people most affected from them.
2. Increase collaboration and dialogue between people of different nationalities, ideas and cultures.
3. Initiate dialogue between world's citizens. Understand each other's issues and encourage them to see themselves as citizens of the world.

CROSS-LICENSING DEALS

All content on Instablogs and its sister sites are readily available in various formats. This makes it extraordinarily easy to strike cross-licensing deals with companies interested in using Instablogs content.

MEDIA COVERAGE

Instablogs Network and its blog has been featured or linked by many mainstream Media sites like NY Times, Business Week, London Times, MSNBC, WSJ Blogs, Wired Blogs, etc.

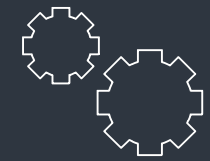
A widely read Web 2.0 and Tech blog (www.mashable.com) has quoted Instablogs to be the "Future Role Model for Newspapers".

INTELLIGENT ALGORITHM

Instablogs has an intelligent algorithm which not only detects advertorial content and thus helps in keeping spam at bay.

DEMOCRATIZATION OF NEWS

Stories which make to homepage are decided by reader's votes. Every story submitted is sent to "Upcoming" section, where anyone can vote to mark its importance.



PROPRIETARY TECHNOLOGY

Instablogs runs on in-house software designed by an internal tech team from grounds up. Our competitors spend five to ten times the amount of money we do.



DAILY NEWS VIDEO SHOW

We are the first online news site to produce a daily news show featuring different citizen journalists from all over the globe.
<http://tv.instablogs.com>



FRIENDLY INTERFACE

Instablogs design is intuitive, simple and has beautiful user interface complemented by robust features, which are built to encourage more user participation.

Unity of action

AT A GLANCE

- 20 lakh readers per month
- 300 citizen journalists
- 25,000 registered members
- 400% growth in last year
- Fastest growing citizen journalism site online.

