

# Torino's to do list:

ROBERT ALLBRITTON

"We must stay focused on who we are, imagine and anticipate the needs of our audience with value propositions".

LIONEL BARBER

"We must ask ourselves what we can do to make newspapers distinctive. Invest and expand on weekend editions".

JEFF BEZOS

"When you are writing, be riveting, be right, and ask people to pay".

MARIO CALABRESI

"We have to focus on original, necessary and substantial content. Fewer editors, more reporters and much more relevance".

CARLO DE BENEDETTI

"Concentrate on non-replicable information with high level content and work. Restart from quality and data".

LOUIS DREYFUS

"We need quality which means reliability, exclusivity, creativity. Invest in innovation, accept failure, try harder".

JOHN ELKANN

"Only trusted journalism will be able to find a growing number of loyal paying readers".

BOBBY GHOSH

"Invest in hyperlocal news and on issues that people care about. In India, 3 c's: crime, classrooms, commuting".

TSUNEO KITA

"Don't be bound by status quo. Find latest cutting edge tech to deliver quality journalism in format that meets readers' needs".

JESSICA LESSIN

"Create journalism worth paying for, audience pays with time so let's think hard at what we could charge".

GARY LIU

"We need product innovation for news and raise media literacy for through better mobile user experience".

JOHN MICKLETHWAIT

"We need to create a product that people fundamentally want to pay for".

ZANNY MINTON BEDDOES

"We need editorial independence and all sides of the business need to work together".

MAURIZIO MOLINARI

"The newspaper is an intellectual community, the challenge is to transform it in a community of intellectual services".

LYDIA POLGREEN

"Any news organization that isn't thinking about its brand is missing out on the future".

JULIAN REICHEL

"Tell the story better than anyone, embrace new technology, don't lose confidence to demand money for it".

ANDREW ROSS SORKIN

"Move faster, much faster: do it now".

MASSIMO RUSSO

"Focus on relevance, trust, value for readers. Stop playing defense, sustainably it will follow".

ASCÂNIO SELEME

"Increase audience by choosing to be surrounded by the best talents".

MARK THOMPSON

"We have a window of maybe six months to find out whether the digital platforms who claim to want to help us really mean it".

ROBERT THOMSON

"Be aware of trends but never be trendy. There must always be a premium for the premium".