



IHS Markit™

Why 'what' is not enough

Journalism has move beyond reporting the facts

October 2016

A little bit about me

I have been a journalist for 20 years, much of which I have spent covering the maritime industry, working of weekly, daily and bi-monthly publications

- I have just about had every role in the newsroom, having work as a reporter, sub-editor, production editor, news editor and feature editor
- During these decades I have witnessed how reporting has changed
- I have seen print disappear and stage a return
- I have seen how data transforms what journalists do



So what do I mean by 'What'

It all goes back to your five 'w's and an 'h'

What

When

Who

Why

Where

How

- The most important ingredients for a straight news story

There was a time when 'what' was enough

Let's roll the clock back to 1996

What was it like to be a journalist in 1996?

Competitive but exclusives were exclusives

Networking was everything (that hasn't changed)

Newsrooms had many layers and most people only had one key skill

Local knowledge was key

It was hard work, you relied on your contacts... and....



The telephone was your main tool of the trade

Your contacts were absolutely vital

You couldn't just use google to find out the name of the person and contact details that you wanted to speak to. You either needed to have met them already or ring around your network to find that information

The internet was in its infancy

You may have had an email account but it was more than likely your contacts did not

You couldn't easily compare what your rivals were up to...

Stories tended to be a one-off unless they were very significant. They didn't have provenance like they do today

It's been two decades of change within maritime publishing

- Technology

- > Internet

- > Software – huge implications for your skillset. You can do pictures, graphics and videos

- > Devices - Smart phones and tablets... you can do things on the move

- > Social media, everything is more immediate, citizen journalism and fewer controls

And the changes were not limited to technology

- Corporate communications
 - > Growth and immediacy of PR
 - > Companies self publishing
- Data
 - > Easily collected, stored and distributed

So what have these changes meant for journalists?

Not all stories are written by humans

Software is used to produce some forms of content

Photo by Esther Vargas via Flickr.

The Washington Post is using robots to cover the Olympics and the election

By [Benjamin Mullin](#) • August 5, 2016



Four years ago, The Washington Post covered two major news events the old-fashioned way.

For the Olympics in London, sports reporters tallied up the medal counts on television and hand-wrote briefs for the website. And when the election came around a few months later, four Post scribes took a look at election returns and hand-wrote lots of little results stories — who won what, and where.

This year, that work is being done by robots. Kind of.

Earlier today, The Washington Post [announced](#) it's joining the [growing number of news organizations](#) who are using language-generation technology to produce stories automatically.

News has been commoditised
– to stand out you must do
more than report facts

You must...

Explain the significance and look beyond the event itself

You have to put a development into context 'what does this mean'

and

You need to try and point to 'what may happen next' by using your industry knowledge and data that can validate or support your view

This is good news – one's
expert knowledge of
shipping is more valuable
than ever

And having access to data can make a huge difference to stories

It will let you add value to any piece of work

and

It can give rise to unique and original reporting

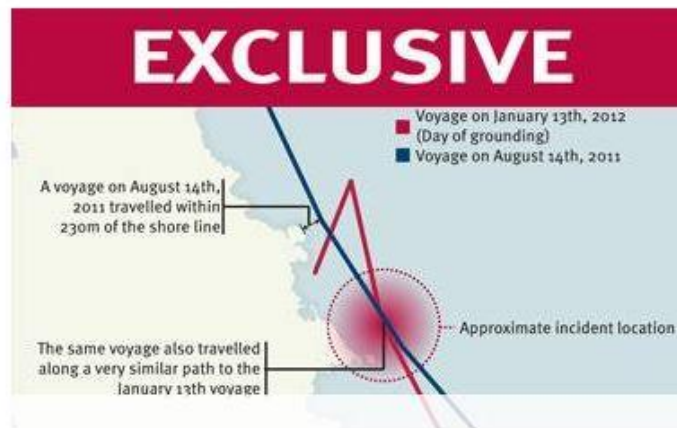
Case of Costa Concordia in Jan 2012

- AIS information showed that the cruiseship had sailed fatal route before
- Being able to prove this was the result of information captured in a database

Lloyd's List
Maritime intelligence | informa

Exclusive: Costa Concordia in previous close call -

Wednesday 18 January 2012, 00:30 by Wally Mandryk and David Osler



But cruise line insists Friday's deviation from route was unauthorised

EXCLUSIVE analysis of [Lloyd's List Intelligence tracking data](#) shows that Costa Concordia sailed within 230m of the Ligurian coast on a previous voyage, slightly closer to the shore than where it subsequently hit rocks on Friday

AIS info been used in Hanjin reporting

More than half of Hanjin vessels now out of sync with global schedules

Turloch Mooney, Senior Editor, Global Ports | 6 September 2016

print



Meta

Data can give rise to unique stories

Google x Port productivity winners x


fairplay.ihs.com/ports/article/4268966/europe-and-latam-berth-productivity-declines-in-2015-show-ihs-ship-call-data

My Workbench Content Structure People Configuration Hello Nicola Good

IHS names winners and losers in berth productivity

Turloch Mooney, senior editor, global ports | 26 May 2016

print



Meta

Eye on productivity: DP World's operation in Mozambique is ranked first in the Africa region. Credit: DP World


and receive a three month subscription to Fairplay magazine


QinetiQ
Propelling maritime technology


IHS
Published by IHS Fairplay

DOWNLOAD THE NEW ISSUE TODAY

MORE ON IHS FAIRPLAY

 Carriage of calcium hypochlorite still poses a risk to ships Safety & Regulation

 RCCL returns to Meyer Turku for its new icon class cruise ship Ship construction

 Miclyn Express Offshore's loss widens to USD21.7 million

Data can make all the difference, especially if its proprietary

- It can allow you to
 - > Compare time periods, regional activity, sectors, thereby pinpointing trends
 - > Take an educated guess at what this may mean for the future based on information recorded in the past

Collecting maritime data is not a new

- Lloyd's Register has been collecting ship data since 1764. This database is now run by IHS Markit
- Lloyd's List was originally a list of which ships were arriving in what port on a specific day

ASH-ASL

LLOYD'S REGISTER.

NAVIRES A VAPEUR.

1890-91

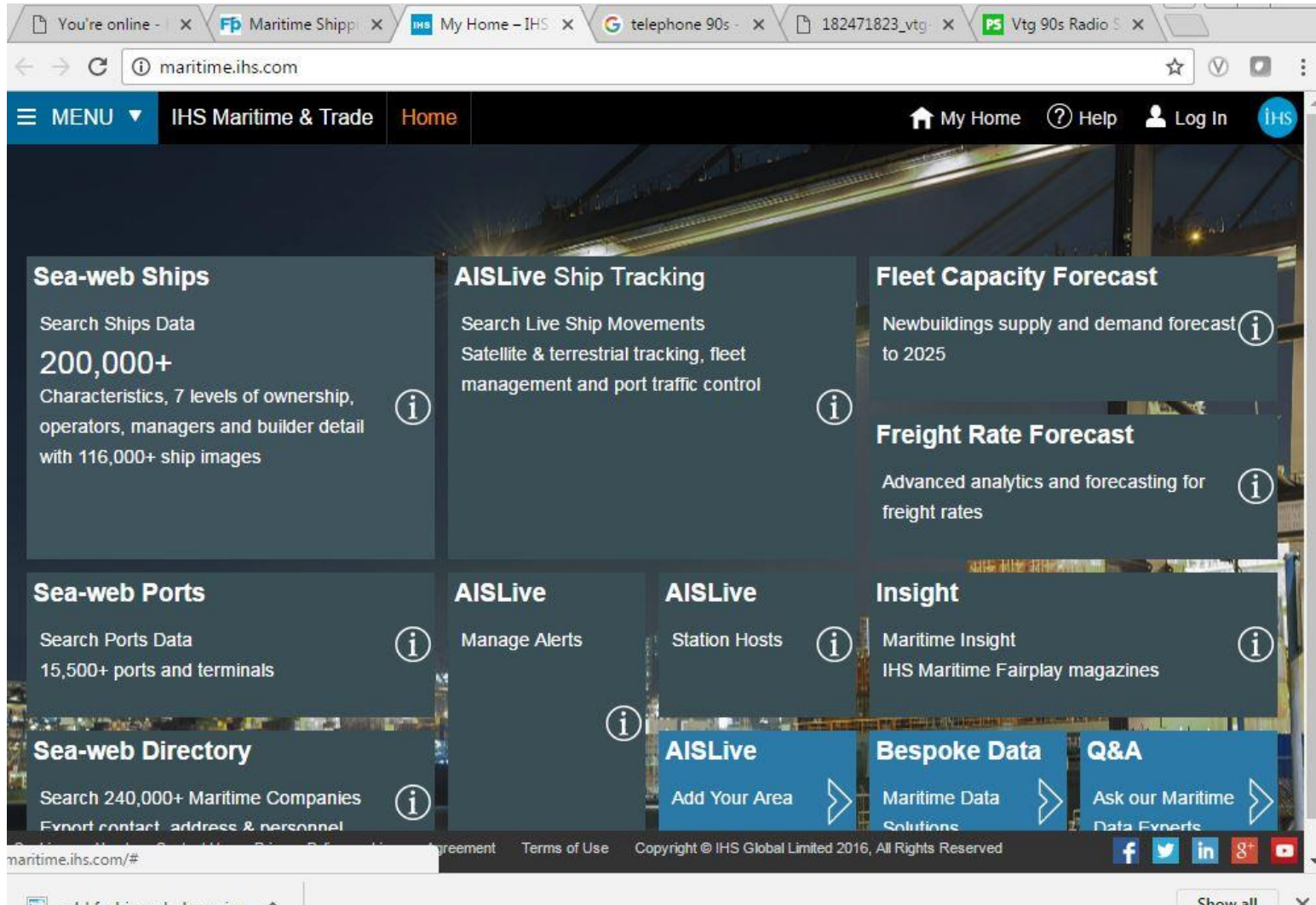
LLOYD'S REGISTER.														
SHIPS REGISTER.														
NAVIGABLES A VUE.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														
SHIPS REGISTER.														

The early days of data collection

IHS Markit has been recording ship data for centuries

Manual, labour intensive and the data remained in the hands of a very few people

And how you can (and we) can now access data



The screenshot displays the IHS Maritime & Trade website interface. The top navigation bar includes a 'MENU' dropdown, 'IHS Maritime & Trade' branding, and a 'Home' link. The main content area is divided into several service tiles, each with an information icon (i):

- Sea-web Ships**: Search Ships Data, 200,000+ Characteristics, 7 levels of ownership, operators, managers and builder detail with 116,000+ ship images.
- Sea-web Ports**: Search Ports Data, 15,500+ ports and terminals.
- Sea-web Directory**: Search 240,000+ Maritime Companies, Export contact, address & personnel.
- AI SLive Ship Tracking**: Search Live Ship Movements, Satellite & terrestrial tracking, fleet management and port traffic control.
- AI SLive**: Manage Alerts.
- AI SLive**: Station Hosts.
- Fleet Capacity Forecast**: Newbuildings supply and demand forecast to 2025.
- Freight Rate Forecast**: Advanced analytics and forecasting for freight rates.
- Insight**: Maritime Insight, IHS Maritime Fairplay magazines.
- AI SLive**: Add Your Area.
- Bespoke Data**: Maritime Data Solutions.
- Q&A**: Ask our Maritime Data Experts.

The footer contains the website URL 'maritime.ihs.com/#', a 'Show all' button, and social media links for Facebook, Twitter, LinkedIn, Google+, and YouTube. Copyright information for IHS Global Limited 2016 is also present.

Having access to data is empowering but it has brought challenges

- As a journalist, you now need to be
 - > More numerate in order to understand the data and to pass the message on to your readers
 - > Be able to think visually – complex information must be made simple and you must get key points across

It has never been a more exciting time to be a journalist

- You have more tools at your disposal than ever before
- Flatter news room structures mean that you have more skills than your predecessors
- In the past you could report from anywhere, now you can publish from anywhere

Online vs print, which is better?

- Online has its advantages
 - >Immediacy
 - >Vertical stories with provenance
 - >Ability to update
 - >You can add layers (images, video, datasets)
 - >You can curate within topic pages

Online vs print, which is better?

- But so does print
 - >Gavitas
 - >Portability
 - >Confidence with presentation and easier interplay with words, images, quotes

At the end of the day – it's all about the content

- Online or in print, the packaging will be down to personal preference
 - > How you want to access it
 - > When and where you want or need to access it
 - > And what you want to do with it

Any questions?

Thank you for your attention

Nicola.good@ihsmarkit.com
@NicGoodmaritime