

# **RYOT STORYTELLING**

**BUSINESS  
MODEL**

**What**

**THANK  
YOU**

**ASSESSMENT**

Presented by Shuran Huang for  
Fall 2017 Virtual Reality  
Storytelling class

# What

---

- Immersive media company founded in 2012
- RYOT is a citizen, not an enterprise.

FOUNDER

Acquisition

# FOUNDER

---

- CEO: Bryn Mooser
- Nepal Earthquake The first breaking news site that links every single story published to an action you can take





# THE NEPAL QUAKE PROJECT

OFFICIAL SELECTION  
KALEIDOSCOPE  
VR FESTIVAL  
2015

OFFICIAL SELECTION  
TRAVERSE CITY  
FILM FESTIVAL  
2015

OFFICIAL SELECTION  
MOUNTAINFILM  
2015

# Acquisition

---

The Huffington Post, owned by AOL, owned by Verizon, is buying a virtual reality studio called RYOT to build VR content production on the site,

# **RYOT STORYTELLING**

**BUSINESS  
MODEL**

**What**

**THANK  
YOU**

**ASSESSMENT**

Presented by Shuran Huang for  
Fall 2017 Virtual Reality  
Storytelling class

## **BUSINESS MODEL**

- Keep your eye on the future : reimaging journalism and disrupting the news business
- Always choose passion : There were eight of us literally living at the office, Every dollar we spent on rent was money that could be spent on film, and it only took one film to give us our big break.
- Understand the profitability of purpose: innovative activism
- Partner up: partnerships with nonprofit organizations and the clients it worked with on film projects. Lending its talent and content creation to other organizations not only helped bring in money but also spread its work on a wider scale

# RYOT STORYTELLING

**BUSINESS  
MODEL**

**What**

**THANK  
YOU**

**ASSESSMENT**

Presented by Shuran Huang for  
Fall 2017 Virtual Reality  
Storytelling class



# ASSESSMENT

- different shooting techniques
- Illustration, Photoshop, and After Effects
- iPhone



A woman with long blonde hair is sitting on a black motorcycle in a room. She is wearing a patterned top and is looking down at a laptop on her lap. The room has a white wall with large, black, stylized letters that appear to be 'ROOT'. There is a desk with a computer monitor to the left and a door in the background. The overall scene is dimly lit, with the woman and the motorcycle being the main focus.

the  
future  
of news







# RYOT STORYTELLING

**BUSINESS  
MODEL**

**What**

**THANK  
YOU**

**ASSESSMENT**

Presented by Shuran Huang for  
Fall 2017 Virtual Reality  
Storytelling class



**THANK YOU**

# **RYOT STORYTELLING**

**BUSINESS  
MODEL**

**What**

**THANK  
YOU**

**ASSESSMENT**

Presented by Shuran Huang for  
Fall 2017 Virtual Reality  
Storytelling class