TopEasy200000
Austrian Press Agency & capito/atempo
Ministry for social affairs

Walburga Froehlich, CEO capito/atempo
40 percent of all adults in Austria and Germany have difficulties to understand daily news published of quality media.

Source: LEO Study, University Hamburg, 2011
People who have problems to understand common news services

Social NGO networks

Daily news service in easy language

Compact news overview including four to six stories, five times a week

Media (newspapers, tv-stations, online media)

40,000 People per month
The Vision

Around 40,000 persons use the service now.

200,000 in year 2018

20,000,000 in year 2025
Next steps towards our vision

🌱 Consortium of media and supporters
🌱 More easy to read news and levels
🌱 More media channels
🌱 Easy access via capito App
Let’s change
THANK YOU

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