

# THE BIG PICTURE

## BEHIND THE SCENES

REUTERS JOURNALISTS PROVIDE UNPARALLELED COVERAGE OF AMAZON AND ITS IMPACT ACROSS THE GLOBE. HERE IS AN INSIDE LOOK AT REUTERS REPORTING WITH TECHNOLOGY CORRESPONDENT JEFFREY DASTIN.

### HOW HAVE WE APPROACHED COVERING AMAZON?

We have aimed to go beyond the hype that Amazon can dominate any industry, by uncovering its specific innovations as well as the real challenges it faces. This led us to an airport in Allentown, Pennsylvania, where we found workers filling Amazon's planes with the kind of cargo that would have been lucrative for UPS. We revealed how Amazon could block rival retailers from tracking its price changes. And conversely, we uncovered lease deals that limited how Amazon could turn some Whole Foods stores into delivery hubs.

We have also prioritized covering Amazon's global expansion, with the help of reporters around the world. Deal news we have broken in the Middle East and India and our reports of new warehouses in Mexico and Brazil have shown where Amazon is focusing its attention - and which local incumbents are under threat.

**Jeffrey Dastin**

*Technology  
Correspondent*

### WHAT HAVE BEEN SOME OF THE MOST DEFINING MOMENTS IN OUR REPORTING?

Last month we published a scoop describing how Amazon's original TV shows lured more people to shop, citing the online retailer's internal data. The story addressed a fundamental question about Amazon's strategy: was this novel approach to Hollywood at \$5 billion per year paying off? The legwork to get the story taught me important lessons about cultivating and protecting sources, too.



REUTERS/Kim Kyung Hoon

# BEHIND THE SCENES

A Q&A WITH JEFFREY DASTIN

## WHAT HAVE BEEN SOME OF THE CHALLENGES REPORTING ON AMAZON?

Amazon is famously secretive. And it can be quite siloed: an excellent source inside Amazon's devices team will know little if anything about Amazon's logistics operation. Meeting a variety of sources - whether at conferences or through cold calls - is critical to keep pace with the company and understand its highly technical work across industries.

## WHAT HAS SOME OF THE IMPACT BEEN FROM AMAZON'S EXPANSION?

Amazon is causing companies around the world to rethink their businesses. In retail, shoppers now expect two-day delivery or faster at little cost; in the computing business, developers now expect to pay for what they use rather than agree to longer-term contracts. For incumbents fighting to stay relevant, it doesn't help that their capital plummets the moment Amazon signals an interest in their market.

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-Jeffrey Dastin

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## WHY IS THIS STORY IMPORTANT FOR READERS AND CLIENTS?

Amazon fascinates readers, whether they are curious about the voice called Alexa that emanates from their Echo speakers, or whether they want to know if their 5-year investment in a drug distributor is going to be erased the instant Amazon makes a move. Jeff Bezos, Amazon's founder turned internet sensation and richest person in the world, has a large following as well.



Workers collect customer orders during Black Friday deals week at an Amazon fulfilment centre in Hemel Hempstead, Britain November 25, 2015. REUTERS/Neil Hall