We’re heading for a world with more smartphones than bank accounts

By Lily Xu

Bank accounts are out, smartphones are in. In 2011, some 2.5 billion people in the world were “unbanked” (pdf), as the infographic goes, according to the World Bank. By 2016, more people will have bank accounts, but in regions like the Asia-Pacific and the Middle East, even more will have smartphones, research and consulting...
“Boldly creative intelligence.”
1. Mobile first
2. Global
3. Journalistic

Naming a new website in the year 2012 requires a fair amount of creativity and compromise. All the obvious good domains have been taken, and plenty of the bad ones, too.

Atlantic Media went heavy on the creativity in naming the business news site it plans to launch later this year. It will be called Quartz, a name whose connections to the world of global business and finance aren’t immediately obvious.

They do exist, however, says Kevin Delaney, the new site’s editor in chief. “The choice ultimately came down between a more classic, traditional name and something we felt was less conventional and possibly a little more surprising to people,” says Delaney, who joined Atlantic Media in January from The Wall Street Journal.

“We like Quartz. It’s a really interesting word on a number of levels.”
This Putin buddy is going to make a bundle from the Alibaba IPO

The world’s largest export engines are running hot
Interactive: Travel through 129 years of automotive innovation

Firsts and Onlys

1886

The first gas-powered car

In 1886, Carl Benz is awarded German patent number 37435 for a three-wheeled, self-propelled "Motorwagon." With a rear mounted single cylinder engine, the first gasoline-powered automobile forever changes the way people move, and sparks a legacy of innovation that continues to this day.

Since their first automobile was introduced in 1886, Mercedes-Benz has made constant reinvention a priority. From developing landmark safety…
World in Motion

POWERED BY GE
Explore the innovations driving India’s economy forward.

AFRICA
AUSTRALIA
CANADA
CHINA
EUROPE
INDIA
JAPAN
KOREA
LATIN AMERICA
MIDDLE EAST
RUSSIA
USA

THEMES
- industrial internet
- energy
- healthcare
- skills & work
- transportation
- manufacturing
- infrastructure
- GE Store

FORMAT
- article
- slideshow
- video
- infographic
- social
TOUGH TRENDS

Some key measures of traffic and engagement point to an inescapable truth: The Times needs to work harder to reach and hold onto readers.

![Home Page Visitors Chart]

![Page Views Chart]
This is every active satellite orbiting earth

By David Yanofsky and Tim Fernholz

There are more than 1,200 active satellites orbiting earth right now, taking pictures, relaying communications, broadcasting locations, spying on you, and even housing humans. Thanks to a database compiled by the Union of Concerned Scientists, we can show you each one, as of August 21, 2014.

The satellites are sized according to their launch mass and are colored by their country.

Launch weight:
- US
- Russia
- China
- Japan
- India
- European
- multinational
- Other

100 kilometers (km) above earth
The Quartz Daily Brief

- 160,000+ subscribers
- 48% executives
- 40% open rate
Where executives get their news:

78% of executives get their news from an email newsletter.

And 41% rely on email newsletters more often now than they did a year ago.
A team of scientists has just explored the deep sea off the coast of Puerto Rico for the first time.
The Quartz Curve
The likelihood of success generally decreases as the word count increases, reaching a minimum at around 500-800 words.
The economic case for paternity leave

likelihood of success

Length/ambition
Which features and formats draw you into a piece of content?

- Charts: 60%
- Photography: 47%
- Interviews: 39%
- Interactive features: 35%
- Maps: 31%
- Video: 26%
- Audio: 9%

The more women who rise to the top levels of management, the better the results are for the companies they're managing. It's a link long-
All of the charts we made in 2014

David Yanofsky  |  December 30, 2014

Quartz created about 3,800 charts in 2014. Below they are divided by the month they published and grouped with the other charts it published with. Click a chart to read more.

December
Births of American girls that share names with Disney heroines

Name, Film (Year)

- Mulan, Mulan (1998)
- Jasmine, Aladdin (1992)
- Wendy, Peter Pan (1953)
- Elsa, Frozen (2013)

4,000 girls per million births

Data: US Census Bureau

Nikhil Sonnad | Quartz
Things are the grist of the social web. They are the stuff people pass around, saying: “Here, look at this thing.”
The Steve Jobs email that outlined Apple’s strategy a year before his death

Jobs said 2011 would be “the Year of the Cloud.” (AP/dapd/Marcio Jose Sanchez)
Things can be...

a surprising factoid or statistic
a chart that shows a clear trend
a photo that you have to look at
a long, authoritative feature
an exclusive bit of news
a very strong argument
a good headline
a quip

Things are always just one thing.
Engineer asks Quora which job offer to take. CEO replies: not ours.

That reasoning didn’t sit well with Zenefits CEO Parker Conrad (fresh off an enormous $500 million fundraising round). The question on Quora was titled, “What is the best way to start my career: Uber or Zenefits?” Conrad began his reply, “Definitely not Zenefits.” He also said the company was revoking its job offer, though later removed that part, saying it “didn’t seem fair” to make that public.

It’s preserved in this screenshot:

Quora User, Zenefits Co-founder and CEO
54 upvotes by Max Mautner, Anonymous, Quora User, (more)

Definitely not Zenefits. (n.b. -- we are revoking the questioner’s offer to work at Zenefits).

A spokesman for Zenefits confirmed that the job offer was revoked and that the reply on Quora was from Conrad, the company’s CEO.
This is what it looks like when the bond market breathes a giant sigh of relief

The secret to a higher salary is to ask for nothing at all

The chart Tim Cook doesn’t want you to see

At Apple’s iPhone presentation today, Tim Cook presented the following chart:
Our core focus:

Create smart content and advertising for business readers to experience and share on any device.
Thank you.

Kevin Delaney/ @kevinjdelaney / k@qz.com
Editor in chief and president, Quartz