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Invisibly Unveils Partnership with McClatchy on Stage at SXSW

AUSTIN TX, 14 March 2022 -- Invisibly, a St. Louis-based technology startup revolutionizing how consumers derive value from personal data and access premium content online, announced a major partnership with McClatchy during a SXSW conference keynote address on Friday.

Founded by Jim McKelvey (co-founder, Block, formerly known as Square) and backed by Peter Thiel's Founders Fund, Invisibly is building a future where people are in control of their personal data – and can even earn from it.

"Invisibly's partnership with McClatchy paves the way for a data economy in which people are at the center," said McKelvey. "Imagine a world where individuals are repaid each time an advertiser or big tech company uses their data for profit. Invisibly and McClatchy are working together to build the foundation for that vision to become reality."

With McClatchy on board, Invisibly's recently released iOS and Android apps give users the power to earn points in exchange for sharing personal data by completing brand surveys, connecting data sources like social media channels and bank information, or installing a Chrome extension. Those earned "data dividends" can then be used to bypass paywalls from each of McClatchy's iconic brands, including The Miami Herald, Kansas City Star, Fort Worth Star-Telegram, Sacramento Bee, The Tribune, Modesto Bee, Merced Sun-Star, and The Fresno Bee, without signing up for a recurring monthly subscription to the online platforms.

"We are thrilled to partner with Invisibly to provide the communities we serve access to the exceptionally high-quality, locally-relevant content created by McClatchy journalists," said McClatchy Chief Revenue Officer Tony Berg. "McClatchy is leveraging technology to reimagine what is possible, and to deliver to readers a customized, data-driven experience that delivers news how they want it, when they need it."

The Invisibly app is currently available to download on the App Store and Google Play.

Visit www.invisibly.com for more information about how Invisibly is creating an equitable data economy that puts people in control.



Visit www.mcclatchy.com to learn more about McClatchy's deeply-rooted commitment to the role of local journalism.

About Invisibly

Founded by Jim McKelvey (co-founder, Block, formerly known as Square) and backed by Peter Thiel's Founders Fund, Invisibly is building a future where people have power over their data and attention. In taking the current data economy and breaking it down for parts, we built a system that we're proud of, because it's people-first by design. We seek to set a new ethical benchmark for every company in the data space – to become living proof that a better way is possible.

About McClatchy

We help people and communities thrive. Through our deeply-rooted commitment to the role of local journalism, McClatchy is a catalyst for informed engagement, greater understanding, and deeper community connections. We ensure delivery of news and information essential to enhancing individual lives and improving the 30 distinct communities that are home to our journalists and iconic brands, including the Miami Herald, The Kansas City Star, The Sacramento Bee, The Charlotte Observer, The (Raleigh) News and Observer, and the Fort Worth Star-Telegram. We extend our unique local and regional reach, relevance and resources to our advertising partners through fully-integrated marketing solutions.

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