Challenges and opportunities for news media and journalism in an increasingly digital, mobile and social media environment

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NEWS CONSUMPTION AND DISTRIBUTION
Changes in news consumption

Sources of news in France and the UK (2013-2016)
(% of respondents who used the different sources of news in the previous week)

Data from the Reuters Institute Digital News Report 2013-2016
Social media and news

Growth in social media as main source of news

(% of respondents who name social media as their main source of news in 2015 and 2016)

Data from the Reuters Institute Digital News Report 2015-2016
Where do people get news online?

Ways of coming across news online
(% of respondents who came across news in the previous week by direct access to the website/app, search engines, and social media)

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>GER</th>
<th>FRA</th>
<th>FIN</th>
<th>GRE</th>
<th>POL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct to website/app</td>
<td>47%</td>
<td>27%</td>
<td>27%</td>
<td>62%</td>
<td>44%</td>
<td>27%</td>
</tr>
<tr>
<td>Search</td>
<td>20%</td>
<td>37%</td>
<td>35%</td>
<td>15%</td>
<td>54%</td>
<td>62%</td>
</tr>
<tr>
<td>Social Media</td>
<td>25%</td>
<td>21%</td>
<td>26%</td>
<td>24%</td>
<td>55%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Data on 26 countries from the Reuters Institute Digital News Report 2016
More diverse news use via social media

Average of online news sources used

(number of online news sources used in the previous week by social media users and respondents who don’t use social media)

Data from the Reuters Institute Digital News Report 2016
A more polarized pattern of media use

Audience segmentation by frequency of access and interest in news

Data from the Reuters Institute Digital News Report 2016
Who invest in professional journalism?

Investment in news production operations by media type

United Kingdom (2012)

- Newspaper companies; 69%
- Licence-fee funded public service; 21%
- Commercially-funded broadcasters; 10%
- Digital-born news media; 1%

Data from Mediatique (2012) for Ofcom
Where do people get news online?

Proportion that use each type of news brand online
(% of respondents who have used each type of news brand in the previous week)

NEWSPAPER BRAND: 69%
BROADCASTER BRAND: 62%
DIGITAL BORN*: 45%

Data from the Reuters Institute Digital News Report 2016
BUSINESS OF NEWS
Newspaper print advertising revenues 2010-2015


Sources: Ian Maude, Be Heard Group, data from Google, Facebook, and estimates from Enders Analysis
Percent of online news users paying for news (2016)

Data from the Reuters Institute Digital News Report 2016

0% 20%

POL 20% ITA 16% FIN 15% NLD 12% FRA 11% SPA 10% USA 9% GER 8% CZE 7% UK 7%

Data from the Reuters Institute Digital News Report 2016
MEDIA POLICY
Public funding for Public Service Media

Indirect/direct support for news media

Sources: Nielsen and Linnebank (2011).

<table>
<thead>
<tr>
<th>Country</th>
<th>Public service media</th>
<th>Indirect press support</th>
<th>Direct press support</th>
<th>Other forms of support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>€71.7</td>
<td>€58.9</td>
<td>€0.1</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>€48.6</td>
<td>€12.9</td>
<td>€7.0</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>€88.5</td>
<td>€6.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>€28.0</td>
<td>€9.4</td>
<td>€2.7 €3.1</td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>€68.2</td>
<td>€12.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>€2.6 €2.6</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
Thank you for your attention!

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