



REUTERS INSTITUTE
FOR THE STUDY OF JOURNALISM

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

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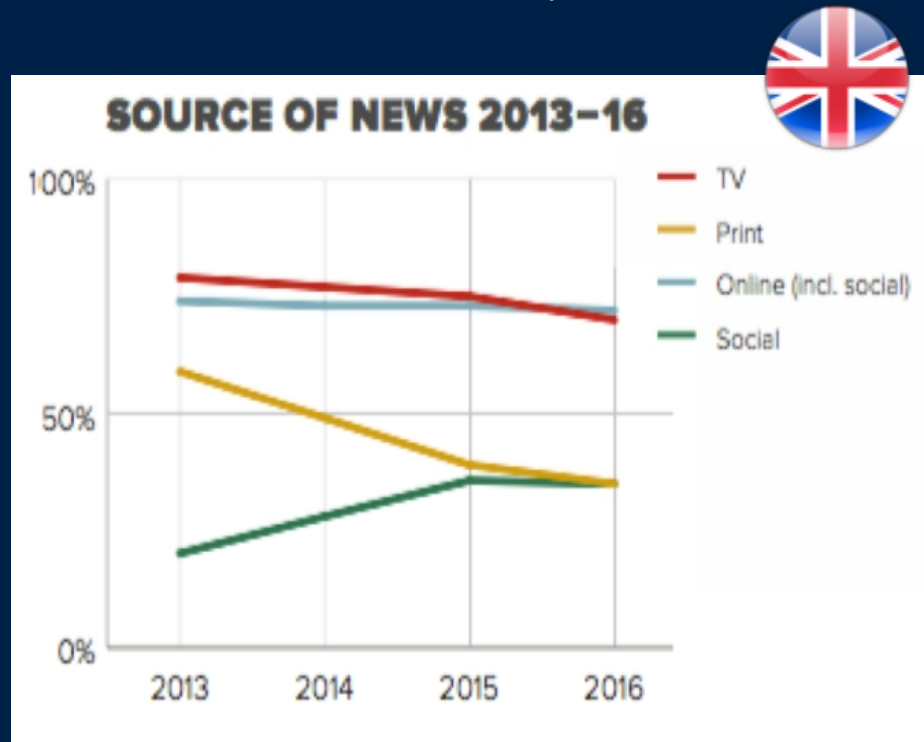
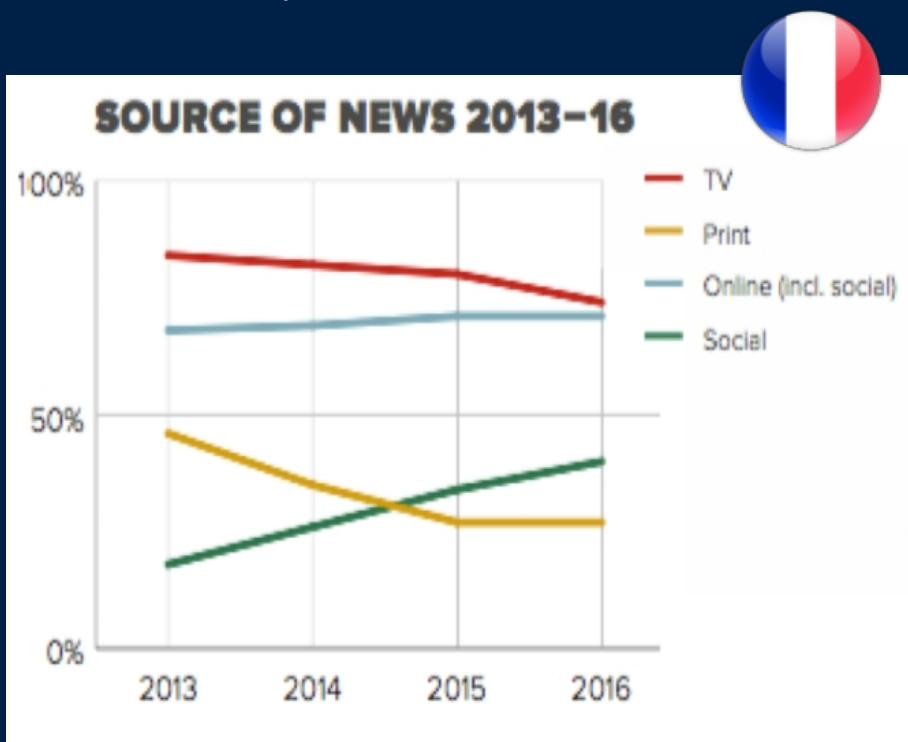


NEWS CONSUMPTION AND DISTRIBUTION

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)

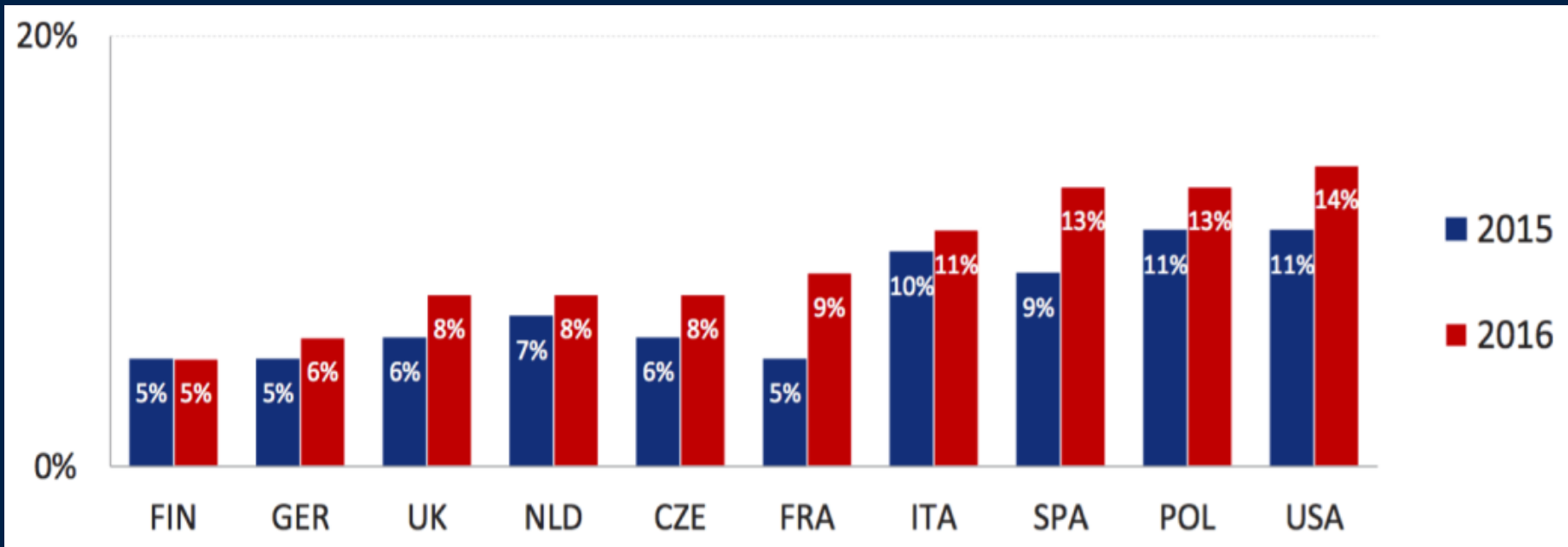


Data from the Reuters Institute Digital News Report 2013-2016

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)

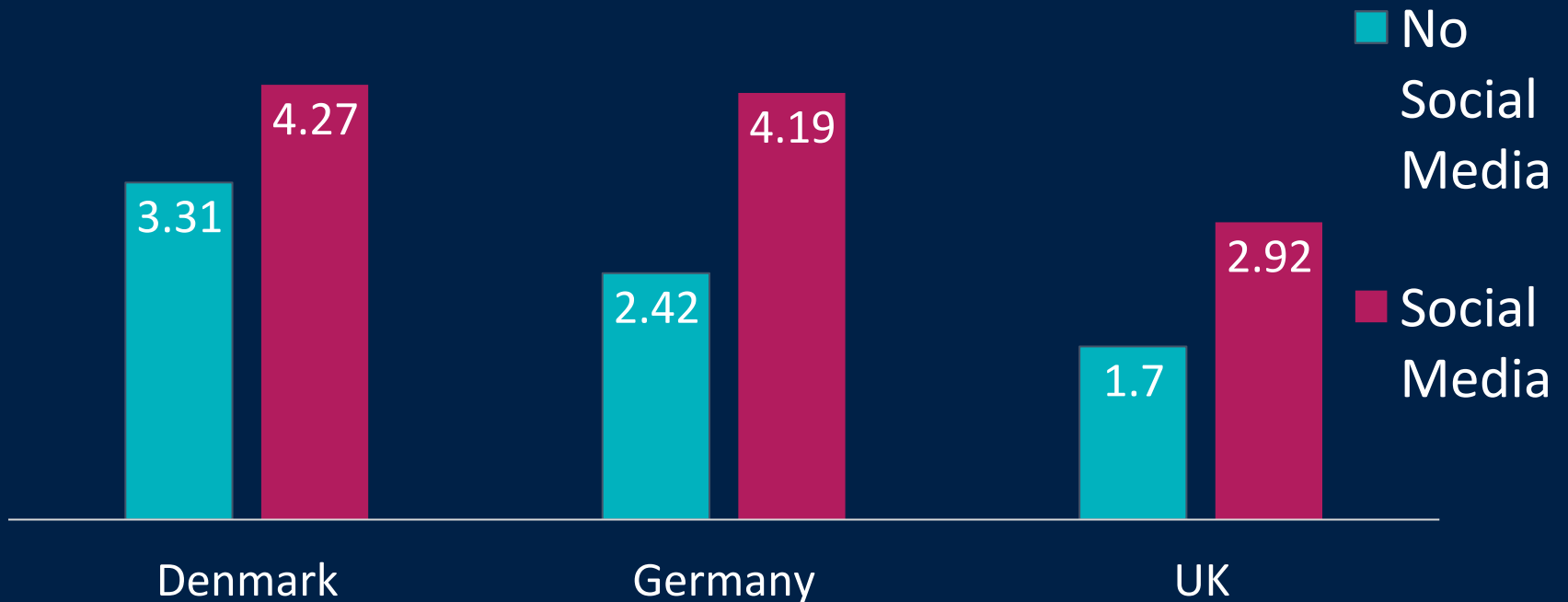
	UK	GER	FRA	FIN	GRE	POL
Direct to website/app	47%	27%	27%	62%	44%	27%
Search	20%	37%	35%	15%	54%	62%
Social Media	25%	21%	26%	24%	55%	38%

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

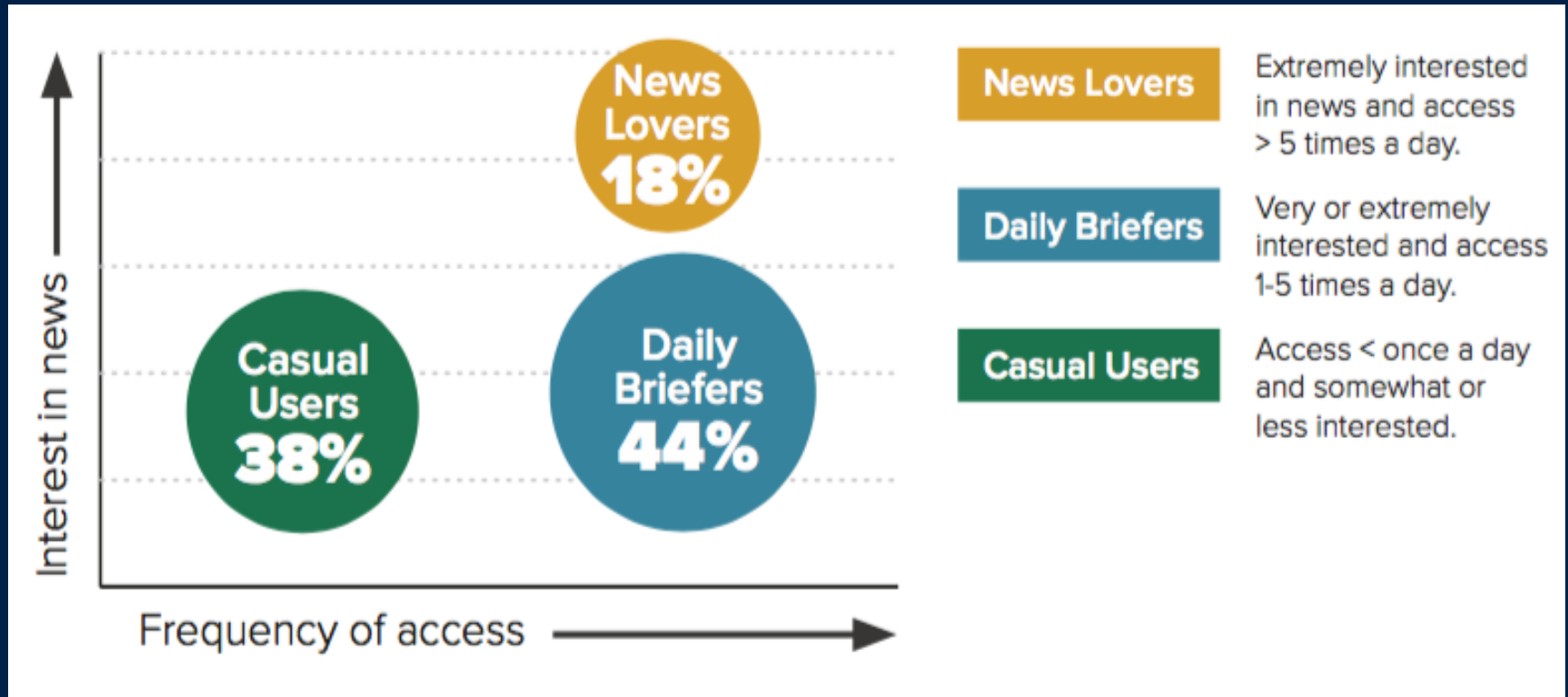
(number of online news sources used in the previous week by social media users and respondents who don't use social media)



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

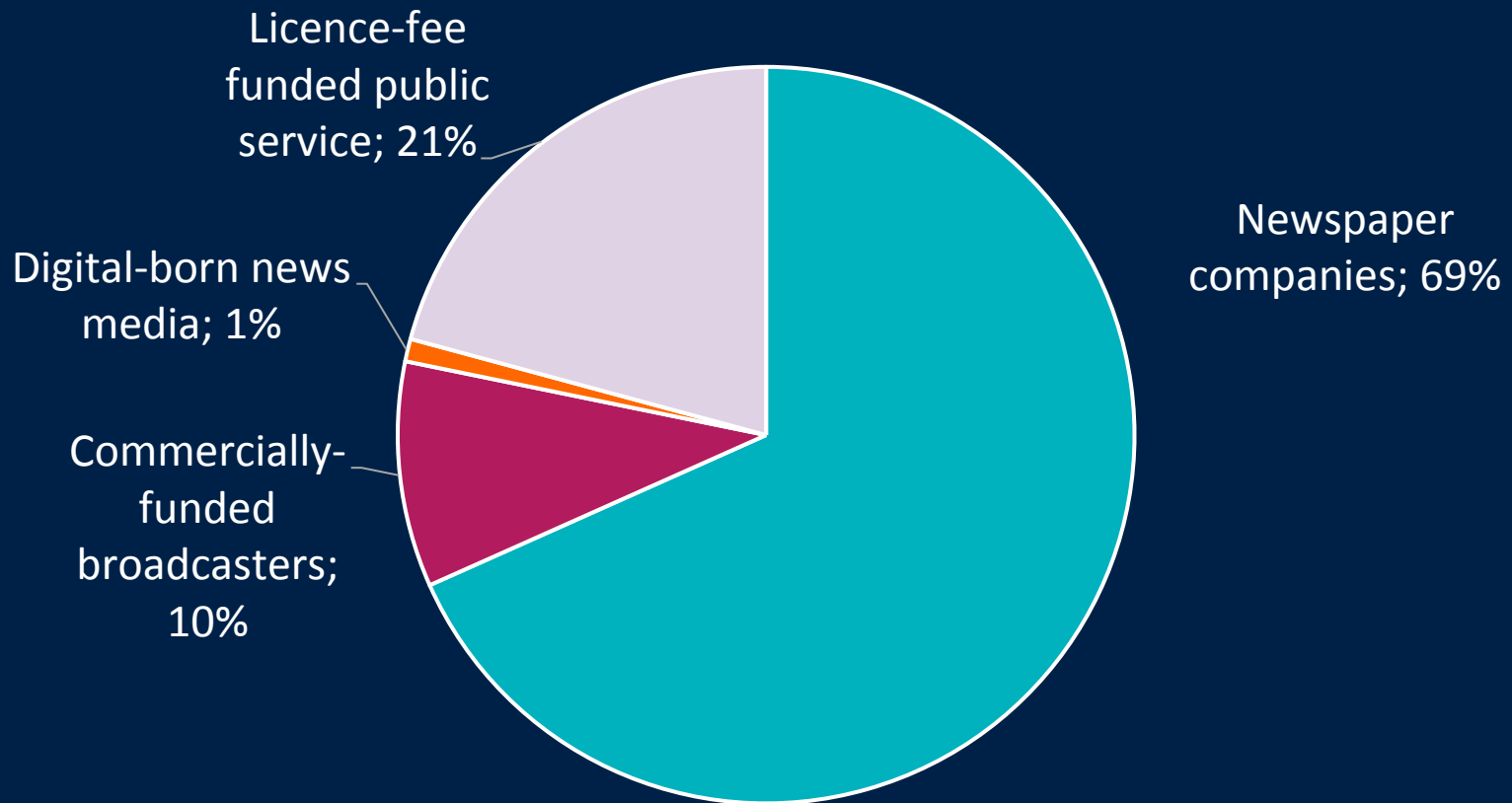


NEWS PRODUCTION

Who invest in professional journalism?

Investment in news production operations by media type

United Kingdom (2012)

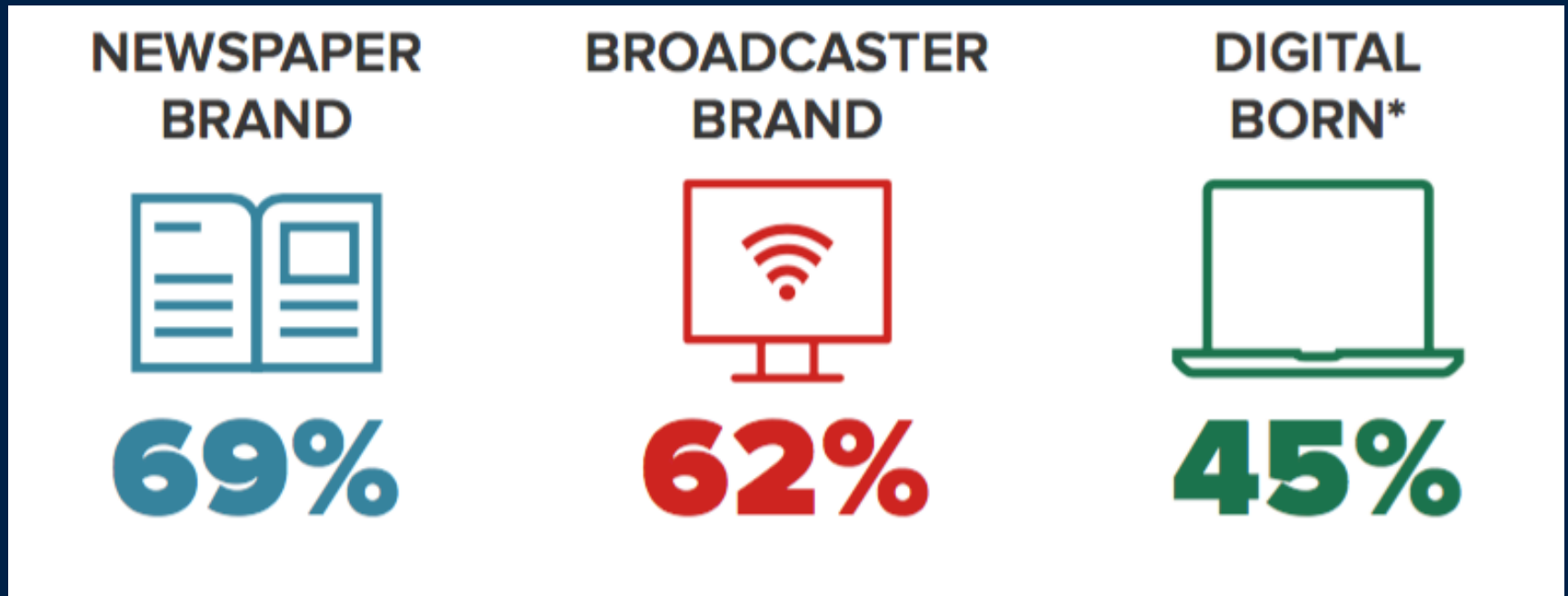


Data from Mediatique (2012) for Ofcom

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)

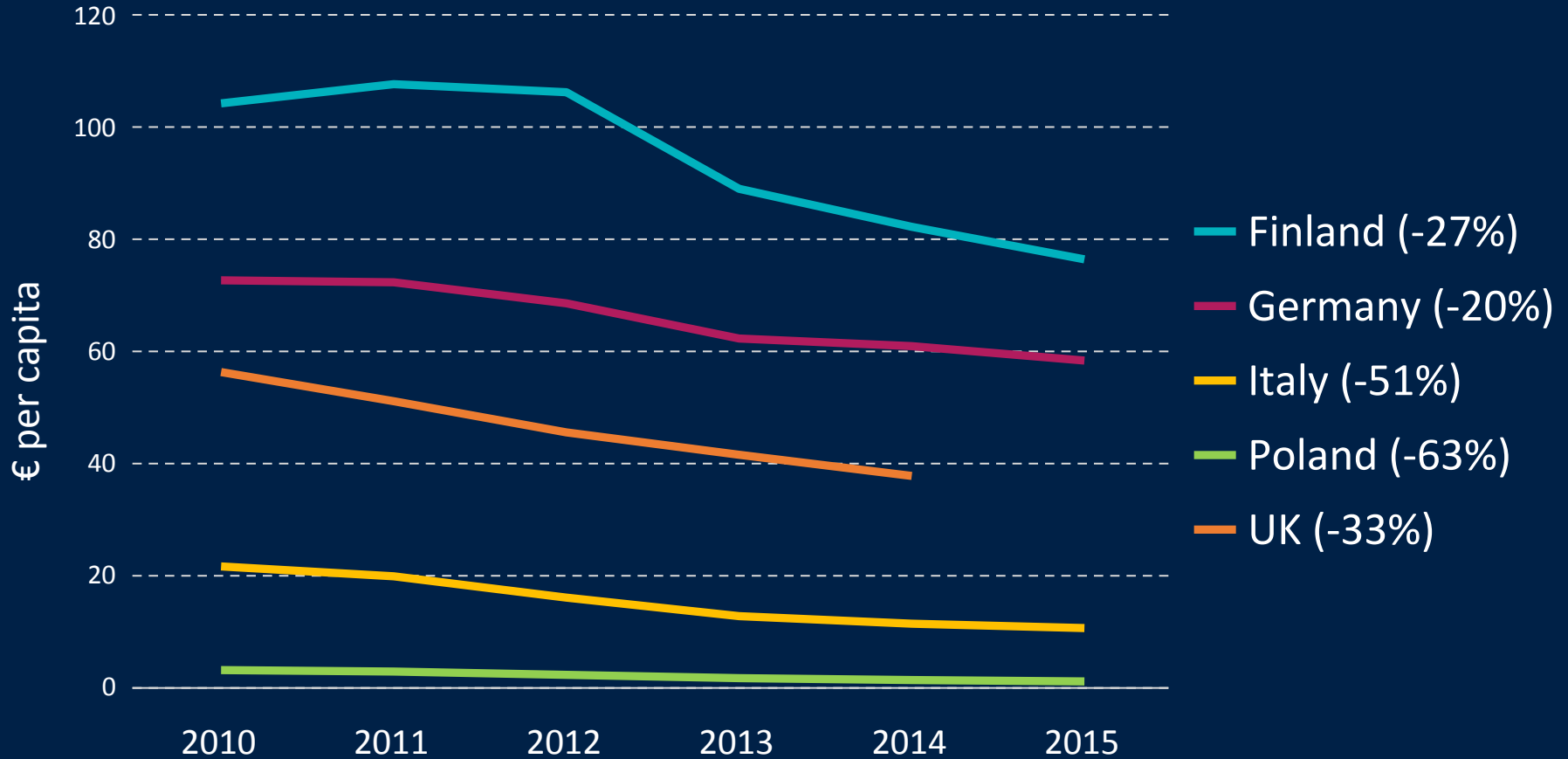


Data from the Reuters Institute Digital News Report 2016



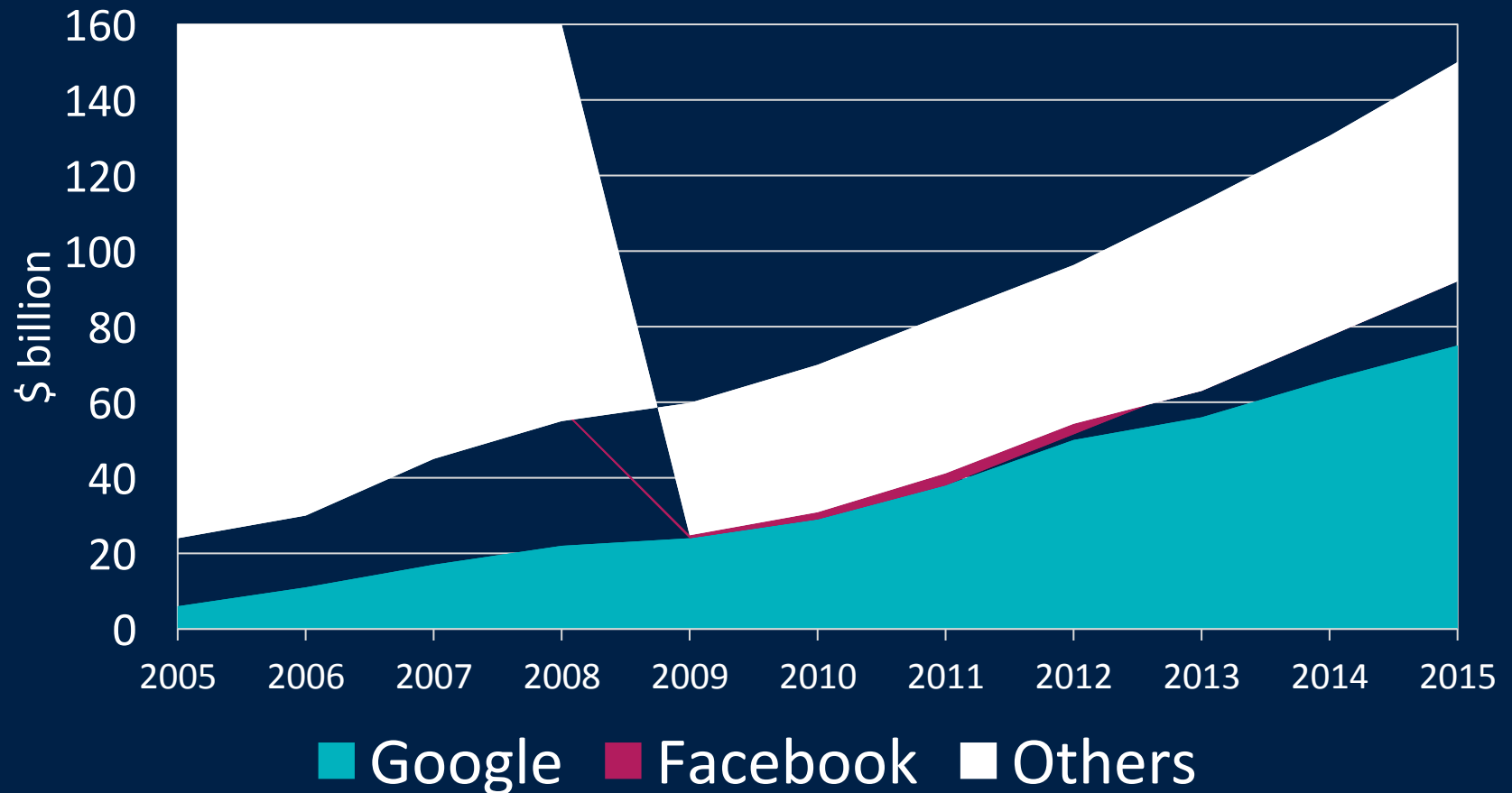
BUSINESS OF NEWS

Newspaper print advertising revenues 2010-2015



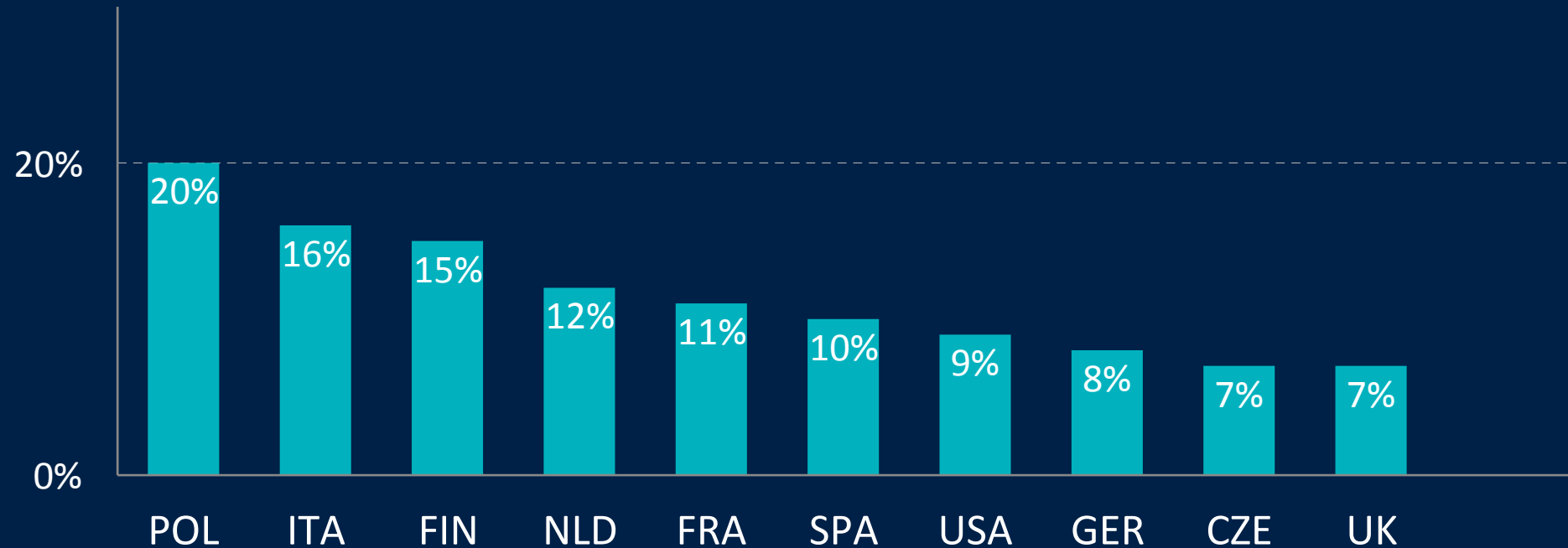
Data: Our calculation based on WAN-IFRA (2016) data on advertising expenditure per medium and Wold Bank (2016) data for population per country in 2010–15.

Estimated global digital advertising revenues (2005-2015)



Sources: Ian Maude, Be Heard Group, data from Google, Facebook, and estimates from Enders Analysis

Percent of online news users paying for news (2016)

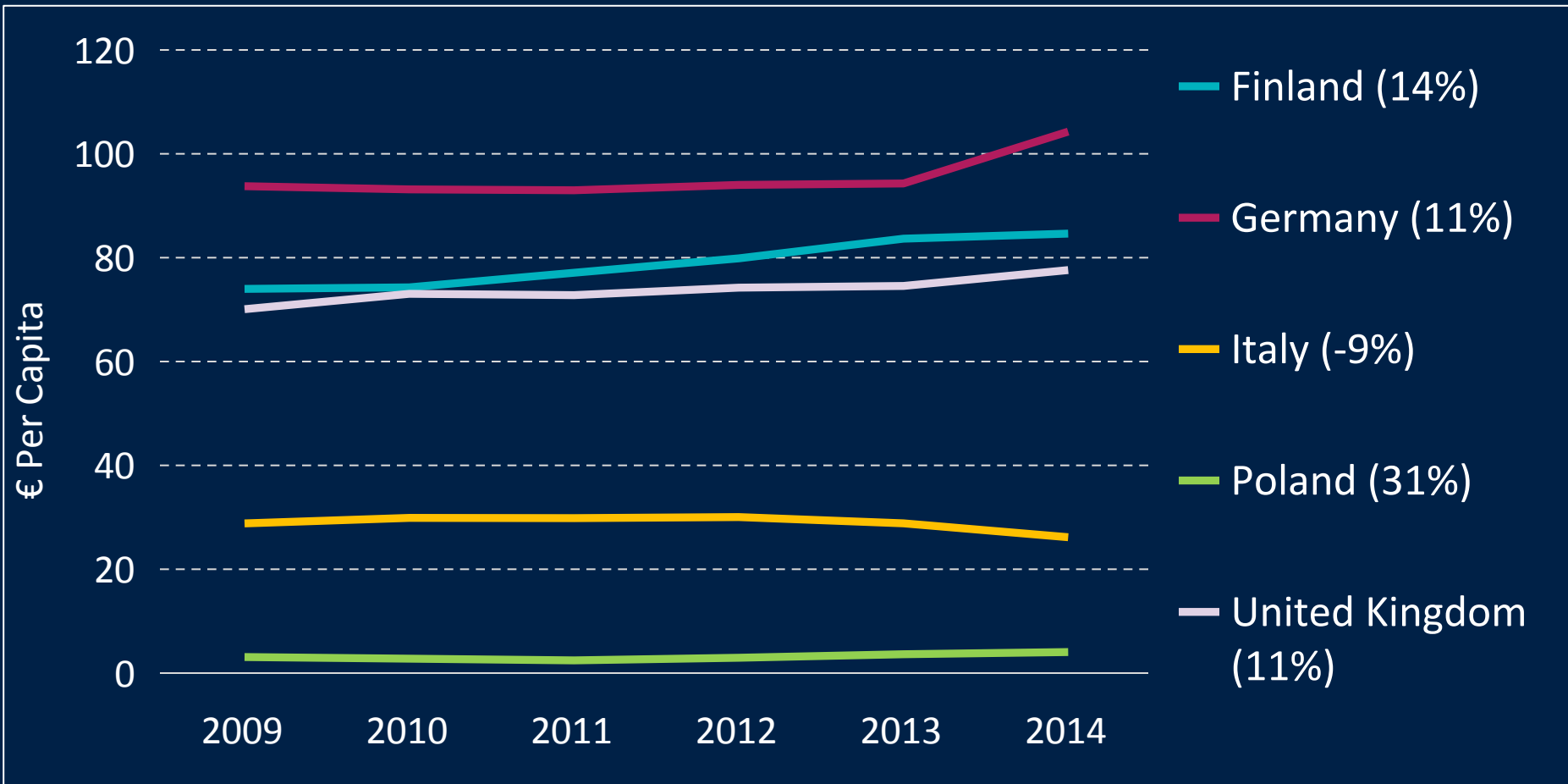


Data from the Reuters Institute Digital News Report 2016



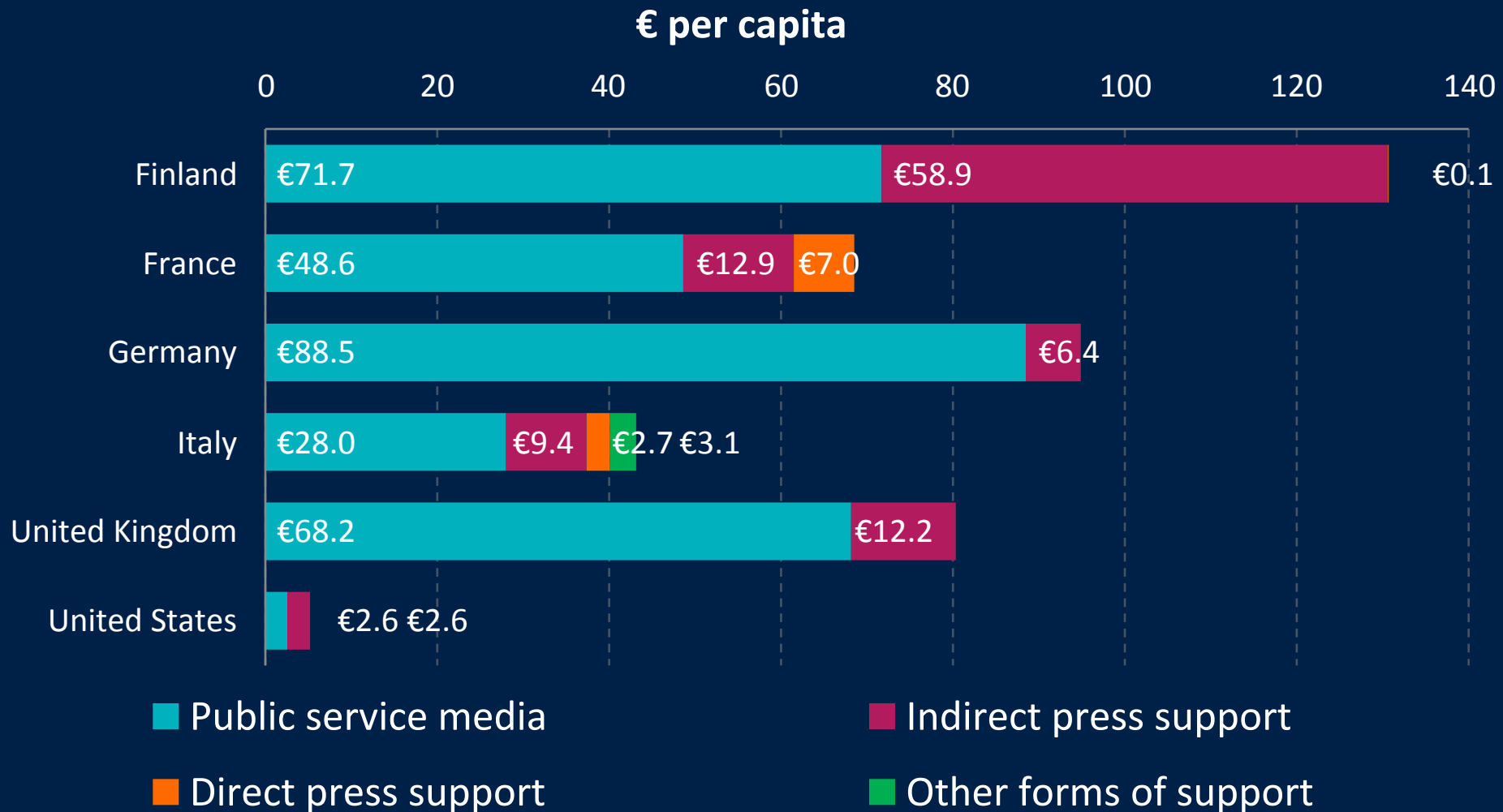
MEDIA POLICY

Public funding for Public Service Media



Data: Our calculation based on EAO (2016 and 2014-2010) data on breakdown of revenues of public broadcasting organisations and World Bank (2016) data for population per country in 2009-14.

Indirect/direct support for news media



Sources: Nielsen and Linnebank (2011).

Thank you for your attention!

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