

# A WILD RIDE THROUGH OUR CHANGING DIGITAL MEDIA ECO-SYSTEM

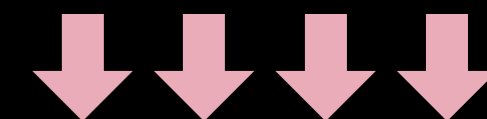
THE NEWS INDUSTRY IS UNDER PRESSURE AS NEVER BEFORE.

This summarizes the latest insights from the world's largest ongoing news survey. **ATTENTION LOSS, NEWS AVOIDANCE, NEWS FATIGUE... AND TRUST IN NEWS AT AN ALL-TIME LOW.**

**Globally, 60% of the public does not trust most news most of the time,** despite living through an era of polycrises, wars, global power shifts, and pivotal elections for nearly half of the world population.

**HAVE A LOOK AT SOME DRASTIC CHANGES IN GLOBAL MEDIA ECOSYSTEMS—AND ASK YOURSELF WHAT'S HAPPENING WITH NEWS FOR YOU...**

All information here is taken from the **DIGITAL NEWS REPORT** by Oxford University's Reuters Institute for the Study of Journalism. The annual report is regarded as the most important source of information on media consumption and is based on a survey of over 95,000 online news users in 47 markets across 6 continents, representing about half of humanity.



## PEOPLE ARE LOSING INTEREST IN NEWS

Online consumers are accessing news less frequently and showing less interest. Despite the political and economic threats many people face, fewer than half now say they have a strong interest in news, **down from 63% in 2017.**

Traditional media, like TV and print, continue to decline, and online/social news consumption is not bridging the gap.

### INTEREST IN NEWS

2017: 63%



2024: 48%

(-15% across all countries)

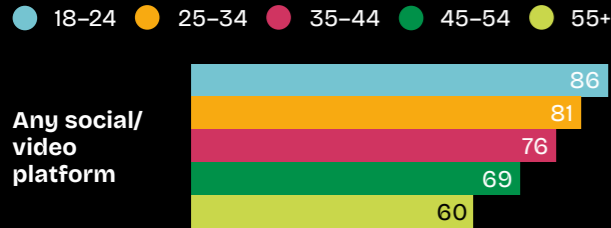
### ELECTIONS HAVE INCREASED INTEREST IN THE NEWS IN A FEW COUNTRIES,

including the United States (+3%), but the overall trend remains a downward one. Interest in news in Argentina, for example, has fallen from 77% in 2017 to 45% today. In the United Kingdom, interest in media coverage has almost halved since 2015. In both countries, the change is mirrored by a similar decline in interest in politics. In Germany, interest in news has fallen by almost 20%, down to 55%.

ARE YOU STILL INTERESTED IN NEWS?

# MOST PEOPLE ARE SEEING NEWS AS VIDEOS ONLINE ▶

Proportion that say each is their main online news video platform by age group—all markets



# 72%

of all people say their main locus of news consumption is on social media or video platforms.

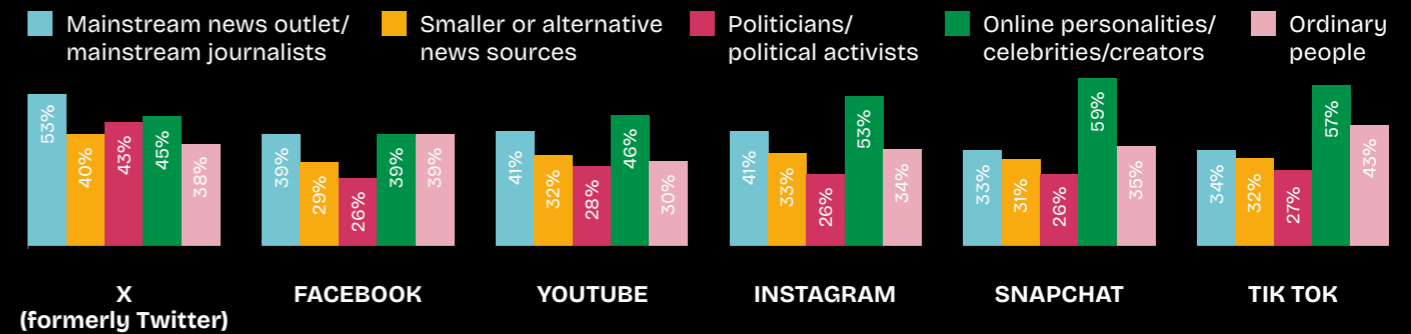
The analysis showed three core reasons for audiences to be attracted to video, shorts and reels.

- 1 SEEING IS BELIEVING**  
"You can trust it more."
- 2 CONVENIENCE**  
"Aligns with my interest."
- 3 DIVERSE PERSPECTIVE**  
"Variety of opinions. Not just mainstream media."

# Growing Influence of Influencers

Audiences pay more attention to partisan commentators, celebrities, social media personalities, and young news creators than journalists, especially on Youtube, Instagram and TikTok. But on social networks such as Facebook and X, traditional news brands and journalists still tend to play a prominent role.

Where do we pay most attention when it comes to news via platforms?



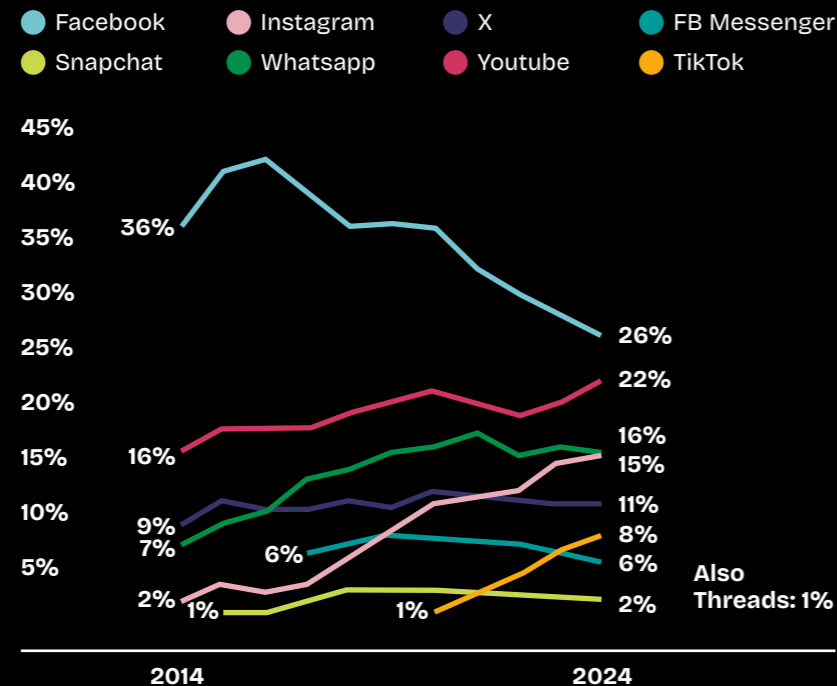
# NEWS CONSUMPTION IS FRAGMENTING MAINLY ACROSS SIX NETWORKS

WHERE DO YOU GET YOUR NEWS?

FACEBOOK has changed its algorithm, de-prioritising news in favour of more engaging content. YOUTUBE is used for news by almost 31% across all markets, WHATSAPP by around a fifth (21%), while TIKTOK (13%) has overtaken X (10%) in usage for the first time.

## FURTHER DECLINE IN FACEBOOK, RISE OF VIDEO NETWORKS FOR NEWS

PROPORTION THAT SAY THEY ACCESS EACH NETWORK FOR NEWS WEEKLY—AVERAGE OF 12 SELECTED COUNTRIES



## RISING USE OF TikTok FOR NEWS

Among 18-24-year-olds,

# 23% USE TikTok FOR NEWS

— with a rapid increase in the last 5 years, but with significant variations between countries, from up to 30% in Thailand down to only 3% in Germany and 2% in Denmark.

# THE GOLDEN AGE OF PODCASTS?

News podcasts are attracting younger, well-educated audiences. Across 20 countries, just over a third (35%) access a podcast monthly, though...

# only 13%

listen to news-related content.

# PEOPLE ARE WARY OF AI IN NEWS-ROOMS

The news industry is poised for a wave of disruption from AI TECHNOLOGIES.

DO YOU TRUST AI IN NEWS?

# FEARS AROUND AI AND MIS-INFORMATION

AI-generated images and videos are increasingly appearing across social platforms—with a rising number of AI-generated so-called “deep fakes”. Qualitative research suggests that while most people do not think they have personally come across these kinds of synthetic images or videos, some younger, heavy users of social media now think they see them regularly.

PROPORTION SAYING THEY ARE UNCOMFORTABLE WITH NEWS BEING PRODUCED WITH THE HELP OF AI

**USA: 52%**  
**EU: 47%**

## Journalistic uses of artificial intelligence

News organisations have started to adopt AI for automating behind-the-scenes processes such as transcription, copy-editing, and layouting, substantially reducing costs, and also for personalising content with varying degrees of human oversight. Nordic publishers, including Schibsted, now include AI-generated “bullet points” at the top section of many of their stories to increase engagement. One German publisher uses an AI robot named Klara Indernach to write more than 5% of its published stories. Others have deployed tools such as Midjourney or OpenAI’s Dall-E for automating graphic illustrations. In Indonesia, South Korea, Slovakia, Taiwan, and Mexico, amongst others, experimental chatbots and avatars now present the news.

## MORE CONCERN ABOUT WHAT’S REAL

MISINFORMATION CONCERN IS UP IN MANY COUNTRIES.

**59%**

say they are concerned about what is real and what is fake on the internet when it comes to online news.

...with higher figures in countries like South Africa (81%) and the United States (72%)—both countries currently in a pre-election phase.

**81%** SOUTH AFRICA (+6)  
**72%** UNITED STATES (+8)

# “Across the world, much of the public does not trust most news most of the time.”

UW/H STUDIUM FUNDAMENTALE LECTURER 2024



Quote by Rasmus Kleis Nielsen  
Director of the Oxford University’s Reuters Institute for the Study of Journalism.  
→ In: “Public perspectives on trust in news” (June 2024)

# TRUST IN NEWS AT AN ALL-TIME LOW

## TRUST IN NEWS GLOBALLY HAS FALLEN TO ONLY

**40%** —with Finns having the highest trust (69%), while Greeks and Hungarians rank lowest (both 23%). In Germany, only 43% (down from 60% in 2015) feel they can trust the news most of the time.

## SUSPICION OF MEDIA OWNERS AND MANAGERS

Many people suspect that news coverage is influenced by media managers and owners with their own agendas. Most of the people surveyed in Brazil, India, the UK and the US as part of Reuters Institute's Trust in News Project place blame for problems in news coverage on the management and ownership level, with individual journalists often being perceived as doing the bidding of the higher-ups.



## PERCENTAGE WHO THINK JOURNALISTS ARE FORCED TO COVER STORIES ACCORDING TO THE NEWS ORGANISATIONS' WISHES:

**USA 59%**   **UK 54%**   **BRASIL 65%**   **INDIA 42%**



DO YOU AVOID NEWS?

CONSISTENTLY ACROSS DEMOGRAPHICS, THE NUMBER OF PEOPLE WHO AVOID NEWS IS INCREASING WORLDWIDE.

# 39%

(up from 29% in 2017) say they often or sometimes scroll past news, change channels when the news comes on, or avoid certain topics.

# Rise in News Avoidance

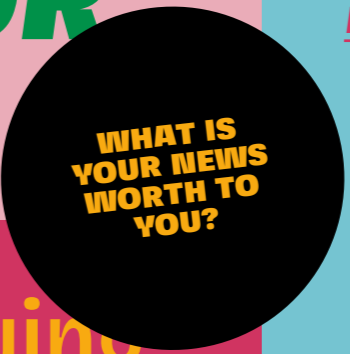
## AVOIDANCE OF THE WAR IN UKRAINE IS WIDESPREAD

Amongst avoiders, 39% say they had avoided news on the war in Ukraine, followed by national politics (38%), and social-justice issues (31%).

People avoiding news about the war in Ukraine:

**FINLAND: 75%**  
**CZECH REP.: 60%**  
**GERMANY: 52%**  
**HUNGARY: 47%**  
**UK: 40%**  
**POLAND: 35%**  
**USA: 32%**

# PEOPLE DON'T WANT TO PAY FOR NEWS



## Who is paying for news?

Those who pay regularly for online news are mostly men with high incomes who say they are very or extremely interested in politics.

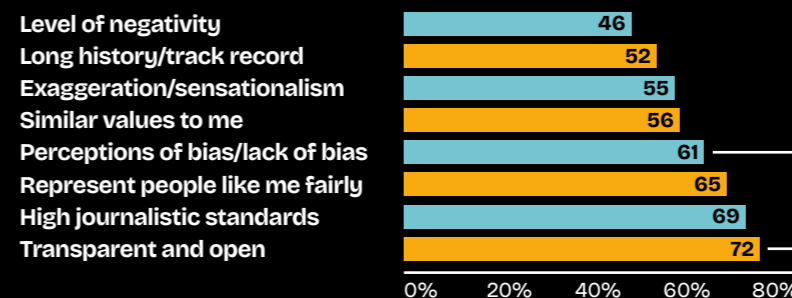
# Only 17%

of people are willing to pay for online news, with higher subscription rates in Nordic Countries. Germany ranks slightly below the average (13%).

<b>NORWAY</b>	<b>40%</b>
<b>USA</b>	<b>22%</b>
<b>UK</b>	<b>8%</b>
<b>FRANCE</b>	<b>11%</b>
<b>GERMANY</b>	<b>13%</b>
<b>SWEDEN</b>	<b>31%</b>
<b>DENMARK</b>	<b>17%</b>
<b>SPAIN</b>	<b>11%</b>

## What people think makes news trustworthy

### PROPORTION THAT SAY EACH IS VERY OR SOMEWHAT IMPORTANT WHEN DECIDING WHAT NEWS OUTLETS TO TRUST—ALL MARKETS



Openness accuracy, fairness, lack of bias are key factors

→ **60% MEN** with high incomes (79%),

though many of them pay reduced prices for their subscriptions. In Poland, up to 78% pay less than full price; in France, that number is as low as 21%. Germany ranks mid-table, with 46% paying less than full price.

All over the world and across age, gender, educational, income, and political divides, most people feel that transparency in news production is crucial for maintaining or regaining trust in the news media.

