

QUIZ ANSWERS:

What do you know about MEDIA?

01

What percentage of all the news you read every day comes from the three major international press agencies: Associated Press (AP), Reuters and Agence France-Presse (AFP)?

ANSWER: 80–85%

Leading media research institutes estimate that around 80% to 85% (70 to 90%) of all news content—whether text, photos, videos, or multimedia—that we consume daily in mainstream media originates from the three major international news agencies: Associated Press (AP), Reuters, and Agence France-Presse (AFP). These agencies play a pivotal role in providing raw news content, which is then republished by various media outlets around the world, sometimes with minimal alterations. This dominance highlights their significant influence on the global news landscape, as they are the primary source for the majority of news stories.



→ reutersinstitute.politics.ox.ac.uk/our-research/news-agencies-and-social-media-relationship-future

02

How many of the 26 regional newspapers in Poland are owned by the 49.9% state-owned oil company ORLEN?

ANSWER: 24



→ www.pewresearch.org/topic/news-habits-media/news-media-trends/state-of-the-news-media-project



→ www.ecpmf.eu/poland-media-capture-fears-confirmed-in-new-report-examining-pkn-orklen-takeover-of-polska-press

03

By what percentage has the news media industry's revenue from advertising declined in the last 20 years due to the rise of social media platforms?

**ANSWER:
United States: 80%, European Union: 60%, Germany: over 50%**

This decline in advertising revenue across all these regions highlights the broader challenges faced by traditional media in the digital age. Despite growth in digital advertising, the revenue generated often fails to compensate for the losses from traditional sources, resulting in financial strain and the closure or downsizing of many media outlets.

04

What has been the percentage reduction in staff at U.S. newspapers over the past 15 years?

ANSWER: More than 70%

Total newspaper employment in the U.S. has plummeted by more than 70% in the past 15 years, with the number of newsroom journalists dropping more than 50%, from 75,000 to less than 32,000 by 2022.



→ localnewsinitiative.northwestern.edu/projects/state-of-local-news/explore/#/localnewslandscape

Waves of redundancies continued in 2023 and 2024, with roughly 2,700 layoffs tracked in 2023, prompting media observers to warn of an impending "extinction-level event" for journalism.



→ www.nytimes.com/news/the-weekend-essay/is-the-media-prepared-for-an-extinction-level-event

The start of the 2024 presidential election year has also been described as a "brutal start for the new industry", as mass layoffs devastate publishers, raising questions about the future of journalism.



→ edition.cnn.com/2024/01/25/media/news-industry-future/index.html



→ styli.medium.com/news-industry-meltdown-market-failure-or-creative-destruction-6e7fe334f317

05

How many more SLAPP cases (Strategic Lawsuits Against Public Participation) did the Coalition against SLAPPS in Europe (CASE) register in 2023 compared to 2022?

ANSWER: +44%

In 2023, the Coalition against SLAPPS in Europe (CASE) recorded over 820 SLAPP cases (Strategic Lawsuits Against Public Participation), a sharp increase from the 570 cases

reported in 2022. This trend reflects a growing threat to freedom of expression and public discourse across Europe. Most of these lawsuits are based on national defamation laws or similar provisions and primarily target journalists, activists, and NGOs. The number of unreported cases is probably higher, says Uwe Krüger from the Institute of Communication and Media Studies at Leipzig University. "The legalisation of journalism has been increasing for more than ten years. For example, it has become increasingly commonplace for political television programmes to receive press law warning letters from well-known law firms during their research."



→ www.the-case.eu/wp-content/uploads/2023/08/20230703-CASE-UPDATE-REPORT-2023-1.pdf



→ www.uni-leipzig.de/newsdetail/artikel/studie-einschuechterungsklagen-bedrohen-presse-und-wissenschaftsfreiheit-2024-02-22

06

How many newsroom staffers are already using generative AI for journalistic content production despite ethical concerns?

ANSWER: Nearly 70%

According to the April 2024 study by Nicholas Diakopoulos, Hannes Cools, Charlotte Li, Natali Helberger, Ernest Kung, Aimee Rinehart, "Generative AI in Journalism: The Evolution of Newswork and Ethics in a Generative Information Ecosystem", nearly 70% of newsroom staffers surveyed by the Associated Press report using generative AI to create content (text), despite ethical concerns. Only 21.5% say they are using it for information gathering & sensemaking, and just 7.7% utilize it for working with data.



→ DOI:10.13140/RG.2.2.31540.05765



07

What percentage of people in Germany believe they can trust most of the news most of the time?

ANSWER: 43%

The Oxford Reuters Institute's Digital News Report 2024 reveals the lowest level of trust in news since the question was first included in the study in 2015—a 20% decline.



→ reutersinstitute.politics.ox.ac.uk/digital-news-report/2024

08

What percentage of people still go to news media websites for news?

ANSWER: 22%

According to the 2023 Digital News Report from the Oxford Reuters Institute, the majority of people consume most of their news as videos on online and video platforms (72%). Across markets, only 22% of respondents now say they prefer to start their news journeys on a news website or app—a decline of 10 percentage points since 2018. The shrinking numbers are causing publishers and news media increasing financial difficulties due to reduced advertising revenues.



→ reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/dnr-executive-summary

09

How many people think that having stories selected by an algorithm based on their previous consumption is a good way to receive news?

ANSWER: 30%

Based on the results of the 2023 Digital News Report by the Oxford Reuters Institute, much of the public is skeptical about the algorithms used to curate content on search engines, social media, and other platforms. Less than a third (30%) consider it a good approach to have news stories selected based on their previous consumption, 6 percentage points lower than in 2016. Despite this, on average, users still slightly prefer news selected this way to that chosen by

editors or journalists (27%), suggesting that worries about algorithms are part of a wider concern about news and how it is selected.



→ reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/dnr-executive-summary

10

In the U.S., who garners more attention—mainstream news brands or alternative voices from political influencers or politicians?

**ANSWER:
42% of Americans say they pay attention to mainstream news brands. 58% of Americans cite other accounts including alternative media, influencers, politicians.**

In the U.S., the most frequently mentioned news brands are CNN, Fox News, MSNBC, ABC News, and the New York Times. According to the Digital News Report 2024, the biggest news brand, CNN (62.7 million followers on X; CNN Politics 4.5 million on X*), was mentioned five times more than the most referenced individual account (Tucker Carlson with 13.6 million followers on X*). Influential figures making political commentary, such as Elon Musk, who regularly discusses topics like free speech, AI, and the shortcomings of mainstream media to his 194.6 million followers on X, have up to 14 times more followers than some news accounts.

(*Figures updated by the editorial team in August 2024)



→ reutersinstitute.politics.ox.ac.uk/digital-news-report/2024/rise-alternative-voices-and-news-influencers-social-and-video-networks

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