

IMPLICATIONS FOR REGULATORS

**EPRA Meeting Nuremburg
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REUTERS INSTITUTE
DIGITAL NEWS REPORT 2015

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REUTERS
INSTITUTE for the
STUDY of
JOURNALISM

Background and methodology

One of the largest news surveys in the world. Explores the online news habits of more than 30,000 people in eighteen countries in 2015. Research conducted online in January/early February 2015.

Additional analysis of key themes, country level insights from network of partners

SURVEY BY



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12 COUNTRIES IN MAIN REPORT

Country	Starting sample	Non News Users	Final Sample Size	Total population	Internet penetration
US	2588	11%	2295	318,892,103	87%
UK	2313	7%	2149	63,742,977	90%
Germany	2035	3%	1969	80,996,685	89%
Spain	2127	5%	2026	47,737,941	75%
Italy	2059	3%	2006	61,680,122	59%
France	2131	7%	1991	66,259,012	83%
Ireland	1575	5%	1501	4,832,765	79%
Denmark	2097	4%	2019	5,569,077	97%
Finland	1527	1%	1509	5,268,799	97%
Urban Brazil	2091	3%	2033	202,656,788	54%
Japan	2141	6%	2017	127,103,388	86%
Australia	2164	6%	2042	22,507,617	94%

Please note that Brazil is representative of an urban population rather than a national population.
Source: Internet World Stats www.internetworldstats.com internet population estimate 2014.

A FURTHER 6 COUNTRIES IN OCTOBER REPORT

	 POL	 CZE	 AUT	 NED	 TUR	 POR	 (UK)	 (GER)	 (ESP)
Starting sample	2060	1049	1053	2265	1076	1086	2313	2035	2127
Non news users	2%	2%	4%	10%	3%	3%	7%	3%	5%
Final sample size	2015	1023	1009	2044	1041	1049	2149	1969	2026
Total population	38,346,279	10,627,448	8,223,062	16,877,351	81,619,392	10,813,834	63,742,977	80,996,685	47,737,941
Internet penetration	67%	78%	87%	96%	57%	65%	90%	89%	75%

Note: Turkey is representative of an urban population rather than a national population as such the internet penetration is likely to be higher than stated above, which must be taken into consideration when interpreting results.

Source: Internet World Stats <http://www.internetworldstats.com> internet population estimate 2014

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26 countries in 2016

- **8 Existing European countries from Main Report**
UK, Denmark, Finland, France, Germany, Italy, Ireland, Spain
- **12 New European Countries in Main Report**
Austria, Belgium, Czech Republic, Greece, Hungary, Netherlands, Norway, Poland, Portugal, Sweden, Switzerland, Turkey.
- **6 Confirmed Countries beyond Europe**
Australia, Brazil, Japan, South Korea, US, Canada

Planned Expansion in 2017/18

- **8 Existing European countries from Main Report**
UK, Denmark, Finland, France, Germany, Italy, Ireland, Spain
- **12 New European Countries in Main Report**
Austria, Belgium, Czech Republic, Greece, Hungary, Netherlands, Norway, Poland, Portugal, Sweden, Switzerland, Turkey.
- **6 Confirmed Countries beyond Europe**
Australia, Brazil, Japan, South Korea, US, Canada
- **Staged expansion for 2017/18 may include**
Bosnia, Bulgaria, Croatia, Cyprus, Roumania, Latvia, Lithuania, Estonia, Slovakia, Slovenia.

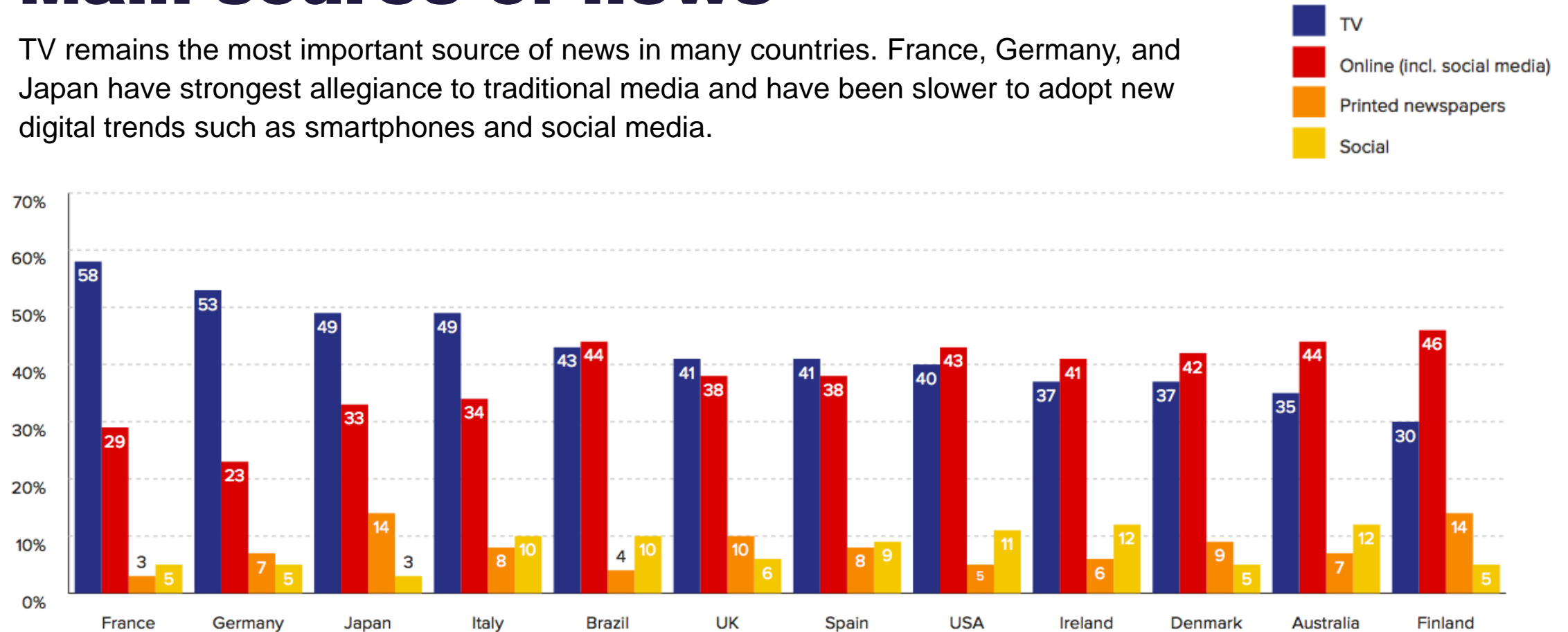
Topics covered today

- Sources of News & Trust
- Routes/Gateways to News
- Disruption to Media markets

SOURCES OF NEWS & TRUST

Main source of news

TV remains the most important source of news in many countries. France, Germany, and Japan have strongest allegiance to traditional media and have been slower to adopt new digital trends such as smartphones and social media.

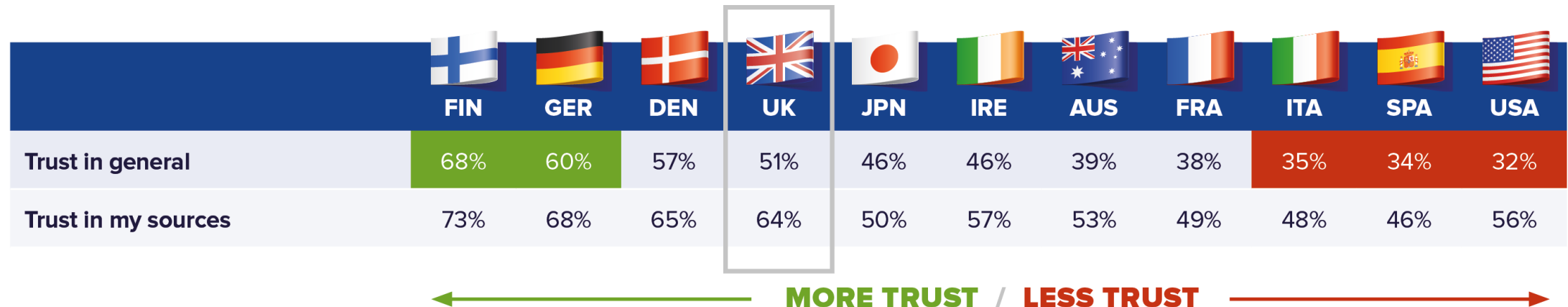


Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news? Base: All who used a source of news in the last week in each country.

*!% more choose online than TV in urban Brazil but this difference is not statistically significant

Overall trust in the news environment

Overall we see the highest levels of trust in media systems with a good mix of strong public service broadcasters **and** robust commercial players - such as Finland, Germany, Denmark and the UK.















Q6a. Thinking about news in general, do you agree or disagree with the following statement? “I think you can trust most news most of the time”. Q6b. Thinking specifically about news sources that you use, do you agree or disagree with the following statement? “I think I can trust most of the news that I use most of the time”. *Base: Total sample in each country*

GATEWAYS TO NEWS

Gateways to news

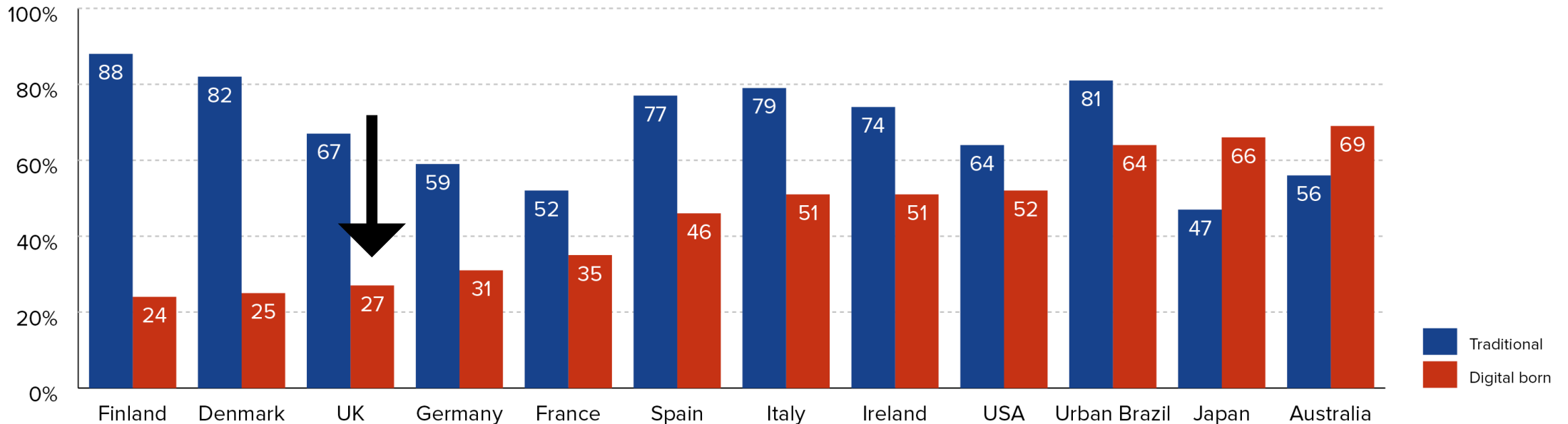
In countries like the UK, Denmark, and Finland, **branded websites** are often the starting point for any news journey. By contrast, a **search engine** is often the key gateway in Italy, Spain, Germany, Ireland, Japan or France while **social media** are very important in Australia and Urban Brazil and quite important in Ireland.

												
	UK	US	FRA	GER	IRE	DEN	FIN	ITA	SPA	JPN	BRA	AUS
Direct to news brand	52%	36%	27%	26%	44%	54%	63%	20%	36%	15%	46%	33%
Search	32%	40%	40%	45%	46%	29%	26%	66%	54%	54%	52%	49%
Social Media	28%	35%	21%	20%	36%	38%	28%	33%	35%	14%	48%	41%
Email	10%	25%	21%	15%	9%	24%	9%	17%	14%	15%	23%	20%
Mobile notifications and alerts	10%	13%	14%	9%	9%	9%	7%	7%	8%	7%	11%	9%
Other aggregator site, newsreader, or app	4%	5%	6%	5%	7%	9%	12%	6%	11%	27%	17%	8%

Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply. *Base: Total sample in each country.*

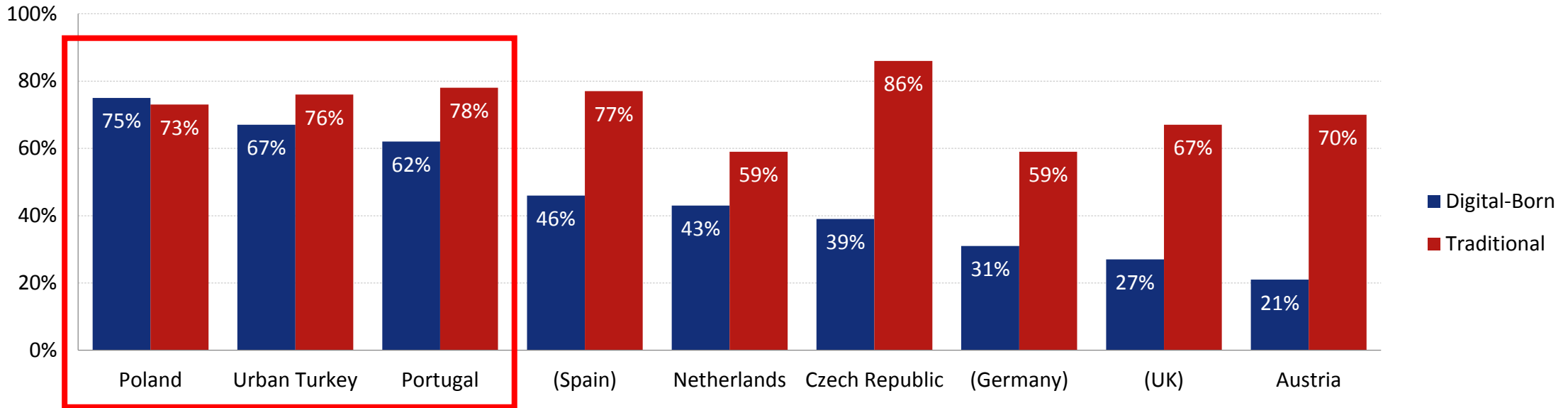
DISRUPTION TO TRADITIONAL BRANDS

Japan, Australia suffering most disruption – Finland, Denmark and UK the least (12 Countries)



Q5b. Which, if any, of the following have you used to access news in the last week ? Via online platforms (web, mobile, tablet, e-reader).
Base: All markets 2015.

Traditional news brands popular online everywhere, but a mixed picture for digital-born brands (6 countries)



Q5b. Which, if any, of the following have you used to access news in the last week? Please select all that apply. Via online platforms (web, mobile, tablet, e-reader)
Base: Total sample in each country

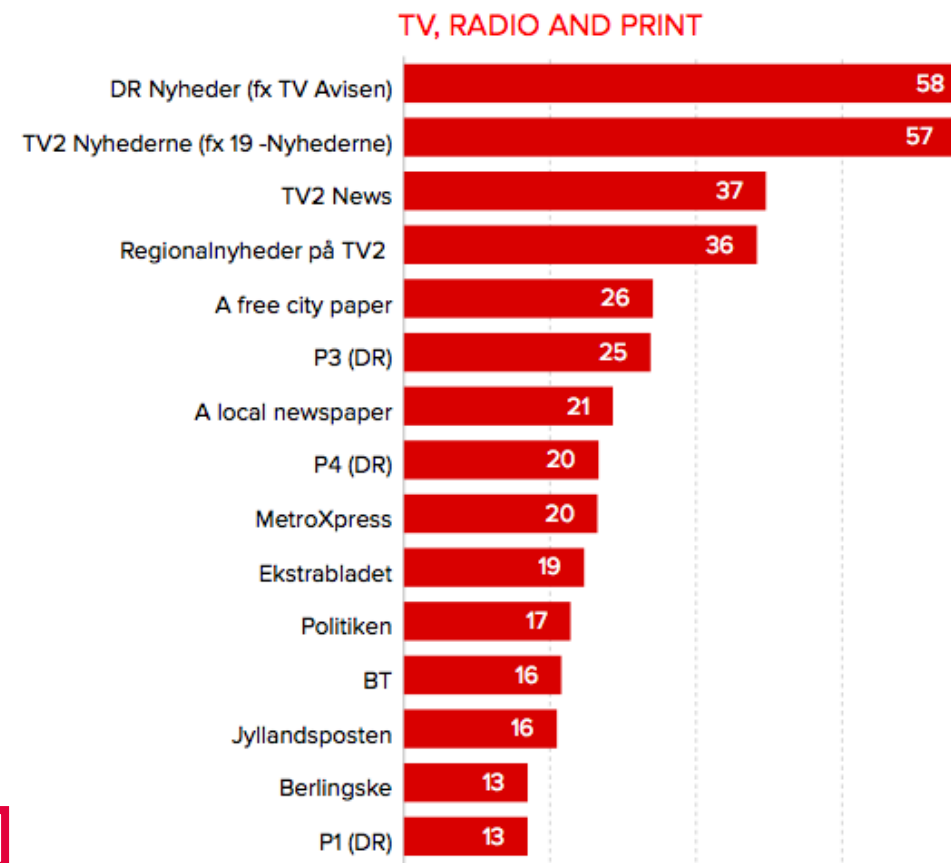


Domestic born digital brands outperform international online in Poland, Czech, Turkey and Portugal

Denmark

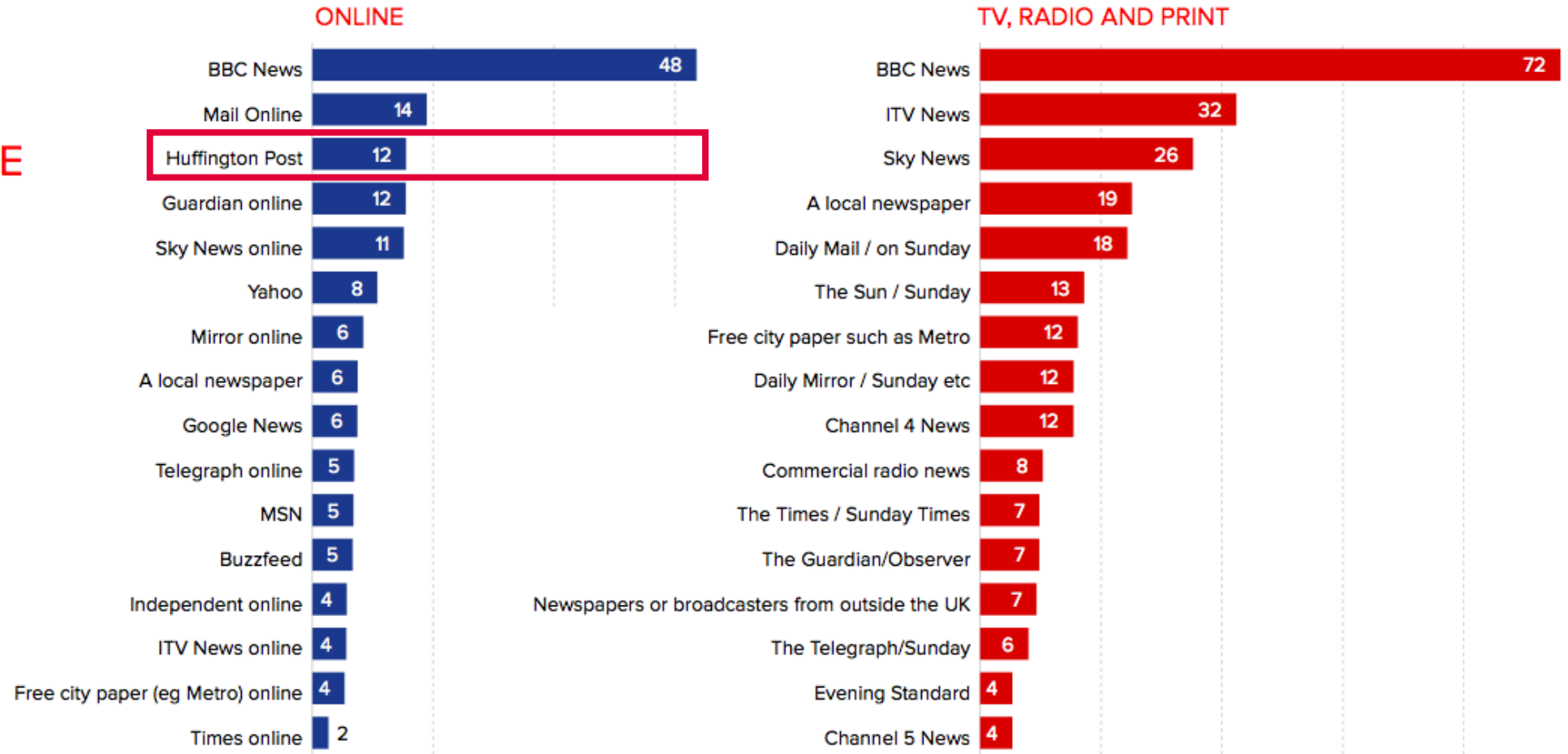
TOP BRANDS

% WEEKLY USAGE



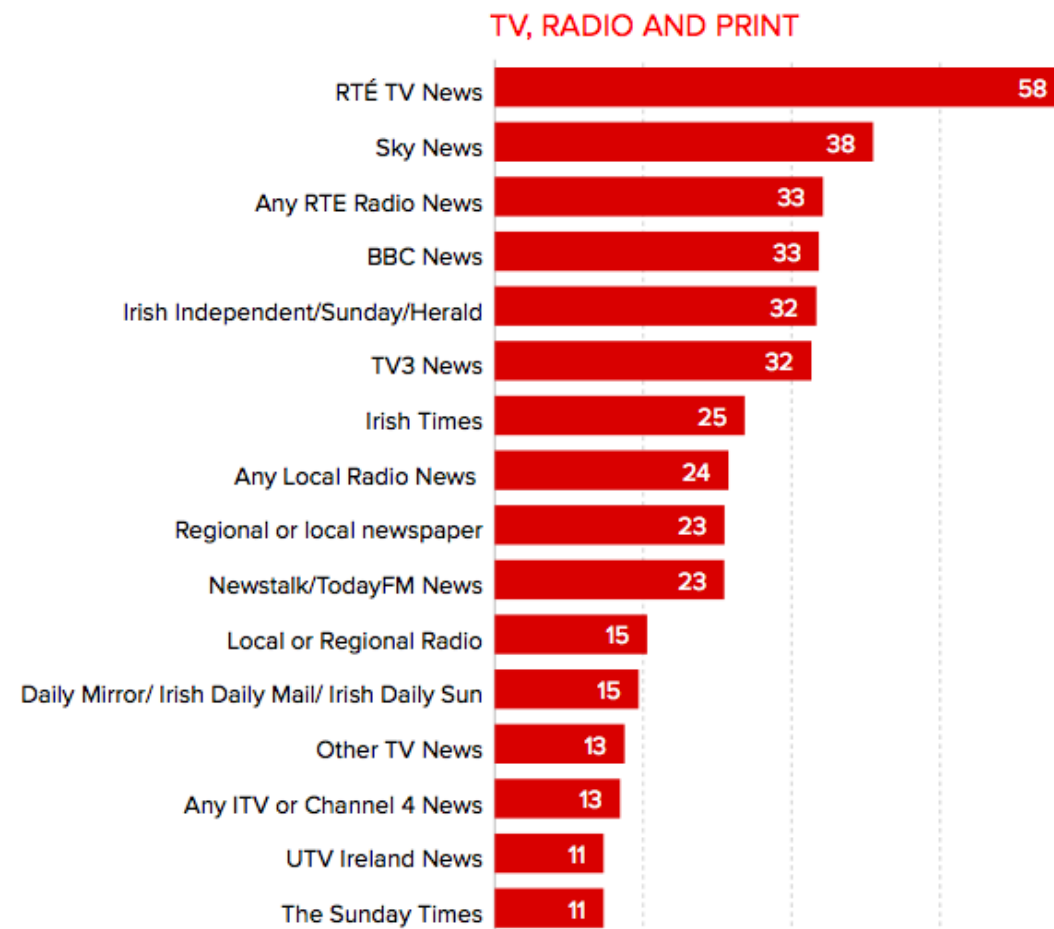
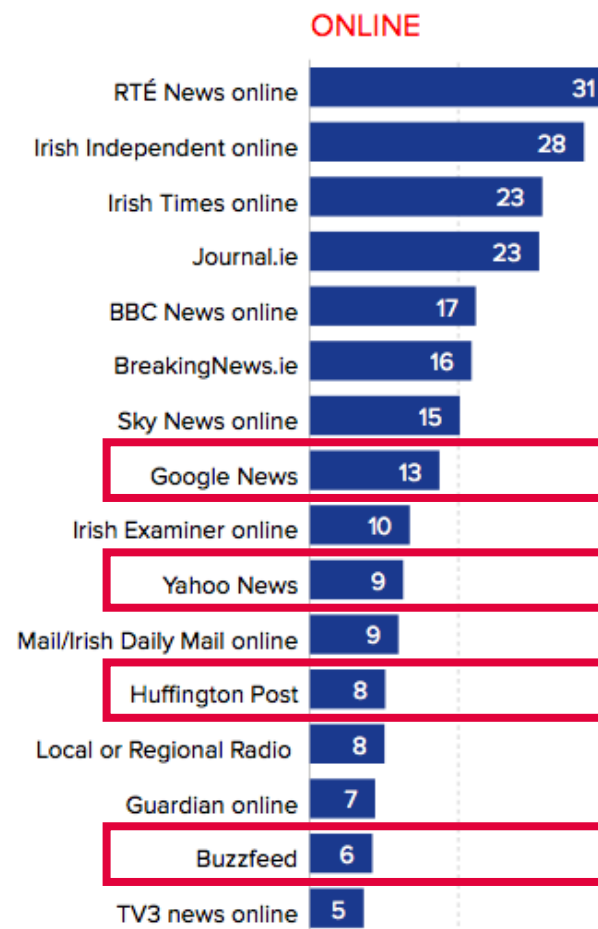
United Kingdom

TOP BRANDS % WEEKLY USAGE



Ireland

TOP BRANDS % WEEKLY USAGE



IMPLICATIONS

Implications for Regulators

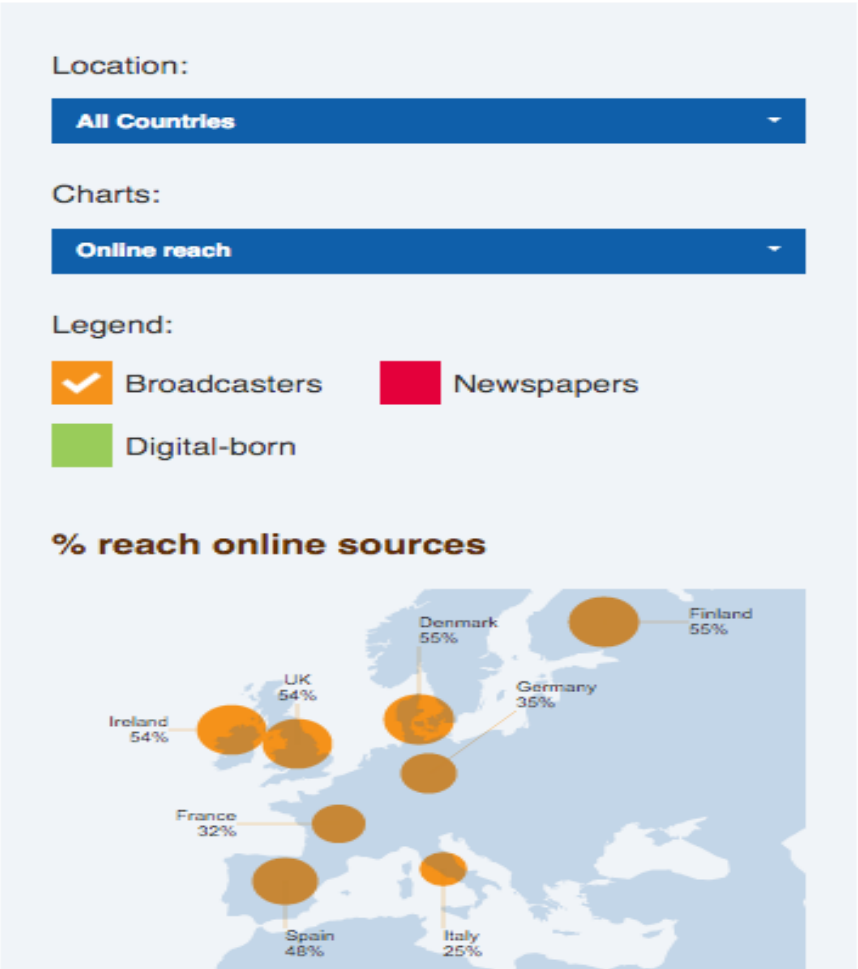
- Understanding of news experience for users
- Can throw light on influence of existing brands offline and online
- New disruptive trends, aggregators and portals
- Role of social media as gateway to news and in sharing/participation
- Key data on business prospects – paying for news, ad blocking etc

Resources

- Most comprehensive and up to date source of international data
- Survey Repeated annually to deliver trend results
- Data accessible on publication
- Opportunity to compare countries side by side – data visualisation and interactives
- Already supported by Ofcom and BAI – open to future partnerships

Interactive

Explore the 2015 data. Compare between or within countries using the drop down menus below..



REUTERS INSTITUTE DIGITAL NEWS REPORT 2015

More information

www.digitalnewsreport.org

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