TOMORROW'S NEWS

REUTERS™

OBJECTIVES

- Understand news consumption patterns of Reuters.com users
- Explore content and news preferences, platforms used, and sources accessed
- Identify news consumption routines and preferred news formats
- Delve into social media and identify what makes news sharable
- Assess the value of news brands…. and the future outlook
- Explore the impact of technology change on news consumption

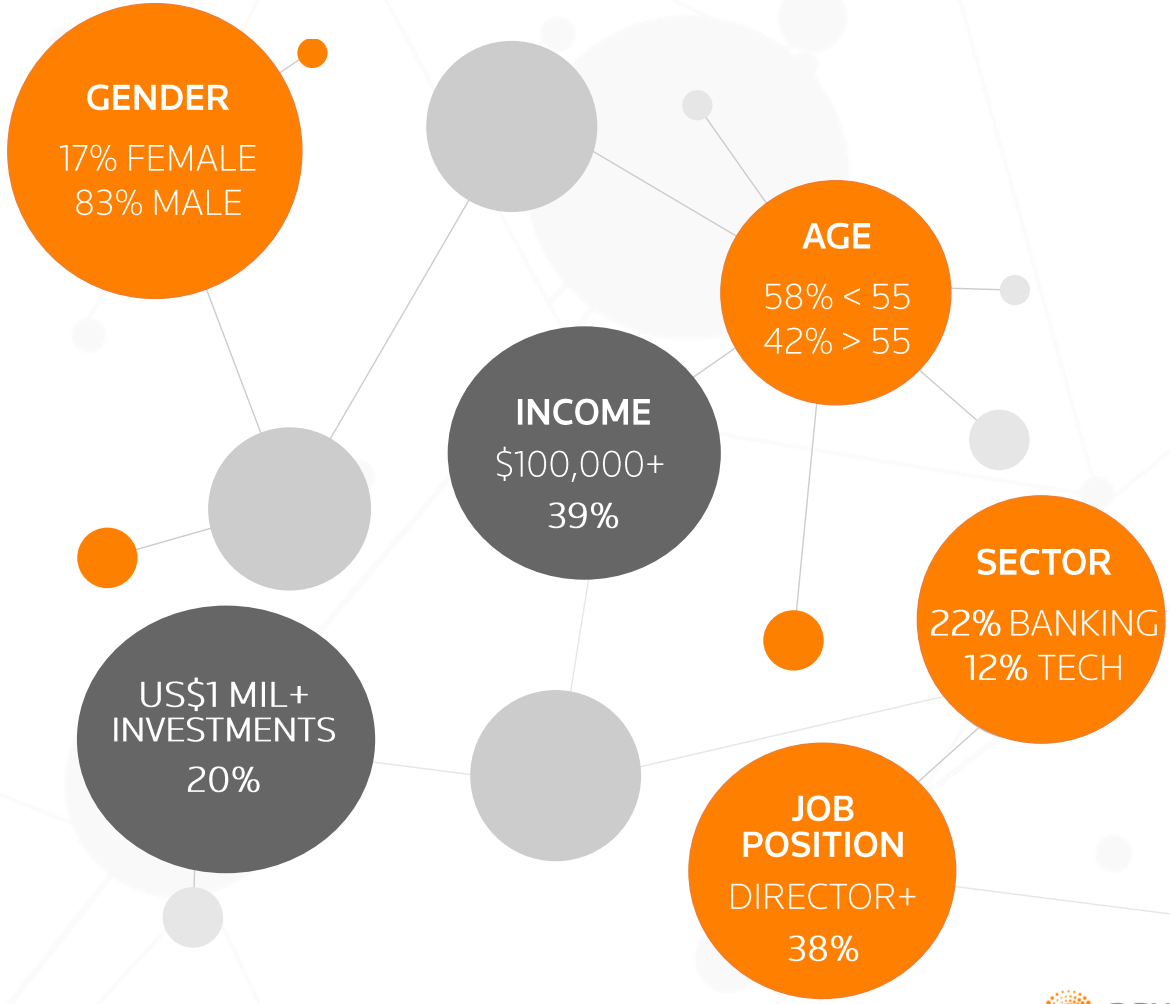
METHOD

- Global online survey among 1,230 Reuters.com users who are currently working
- Survey used database of users who have registered with Reuters.com as the sample source
- Regions covered include Americas, EMEA and APAC
- Regional data weighted equally across regions to produce global average data
- Project managed by research agency: Synergy Research and Consulting.
- Fielded between 8th and 29th April 2016

STRUCTURE

- CONTENT
- BRANDS
- FUTURE

PROFILE



Base: All global respondents

CONTENT

REUTERS

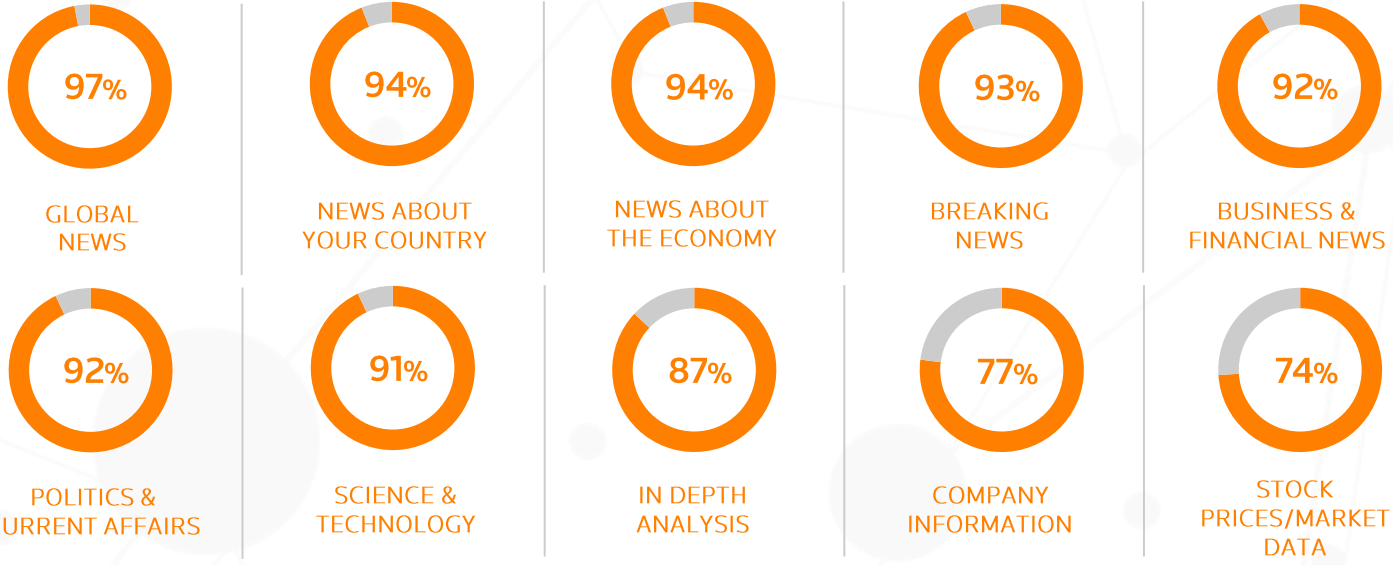
PASSION FOR NEWS

84% like to know about a news story as soon as it breaks

Question: To what extent do you agree with the following statements regarding news consumption? (% AGREE)

Question: Which of the following types of news/content do you usually consume?

Consistent interest in news genres across regions and age



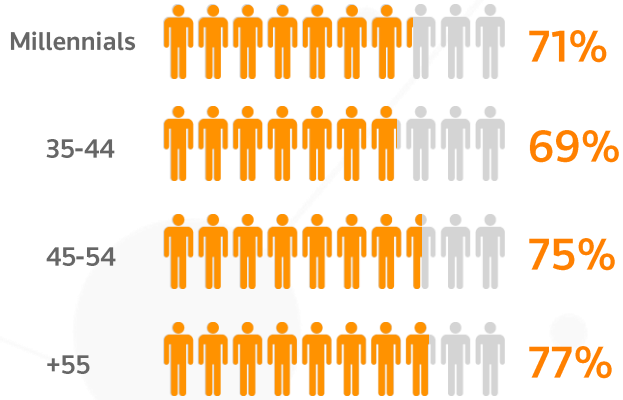
Base: All global respondents

NEWS ROUTINE FOR THE WORKING WEEK

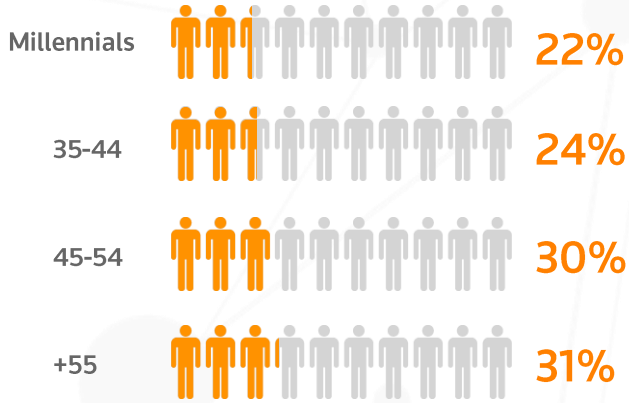
74% have a daily routine for consuming news during the week

Question: Do you have a routine for consuming news?

I have a daily routine for catching up with news during the working week



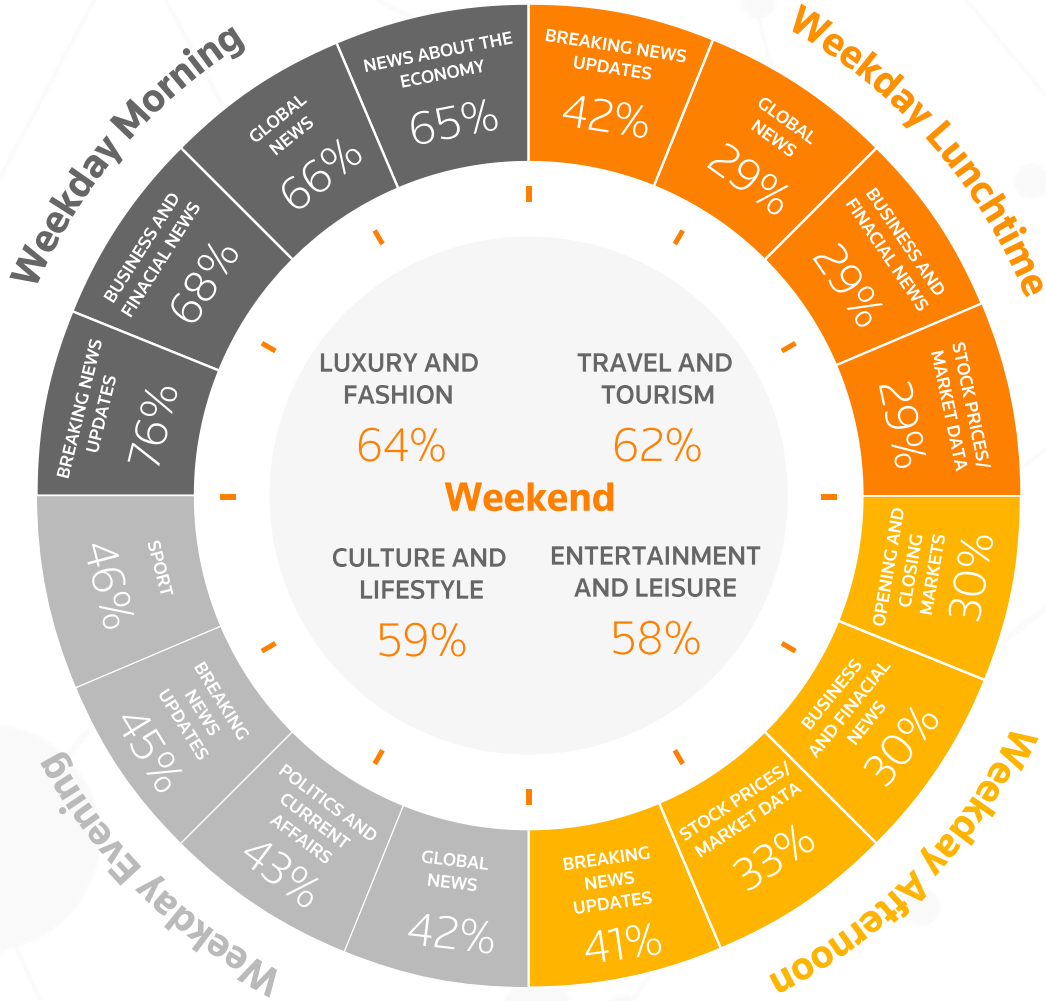
I have a routine for catching up with news at the weekend



Base: All global respondents

MORNING NEWS FIX, WEEKEND LEISURE

Question: When do you consume the following types of content/news?

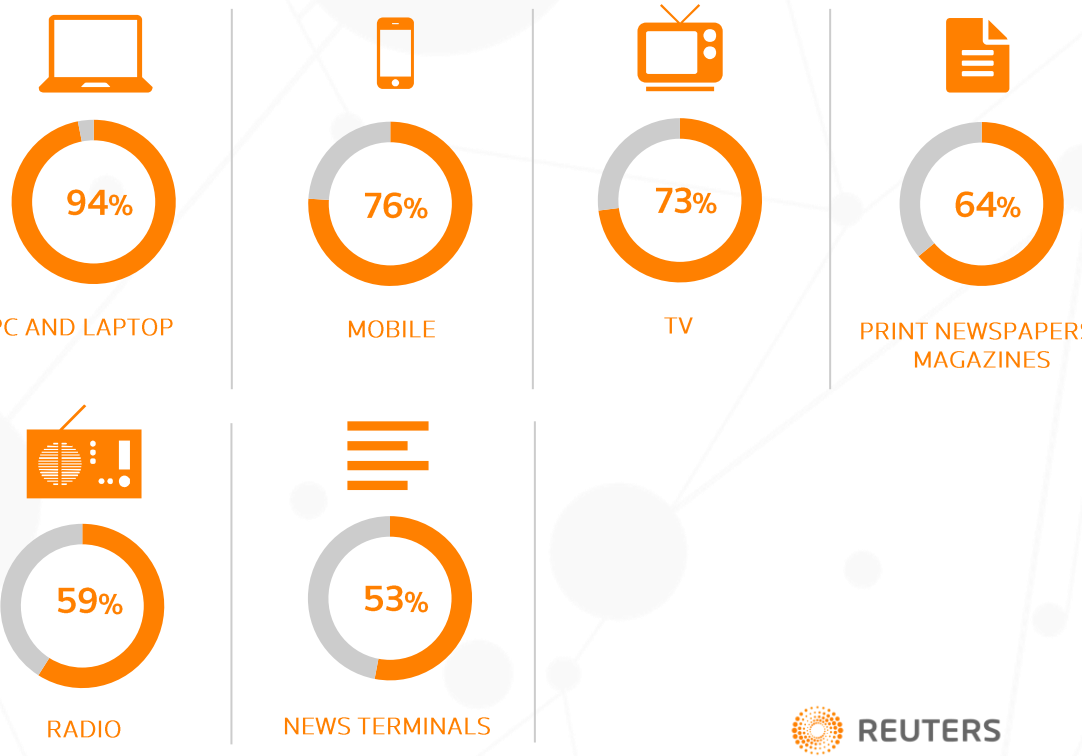


Base: All global respondents

PC AND LAPTOP DOMINANT
NEWS PLATFORMS

94% access PCs and laptops for their news fix

Question: When do you access news on the following platforms? (% ANY ACCESS)

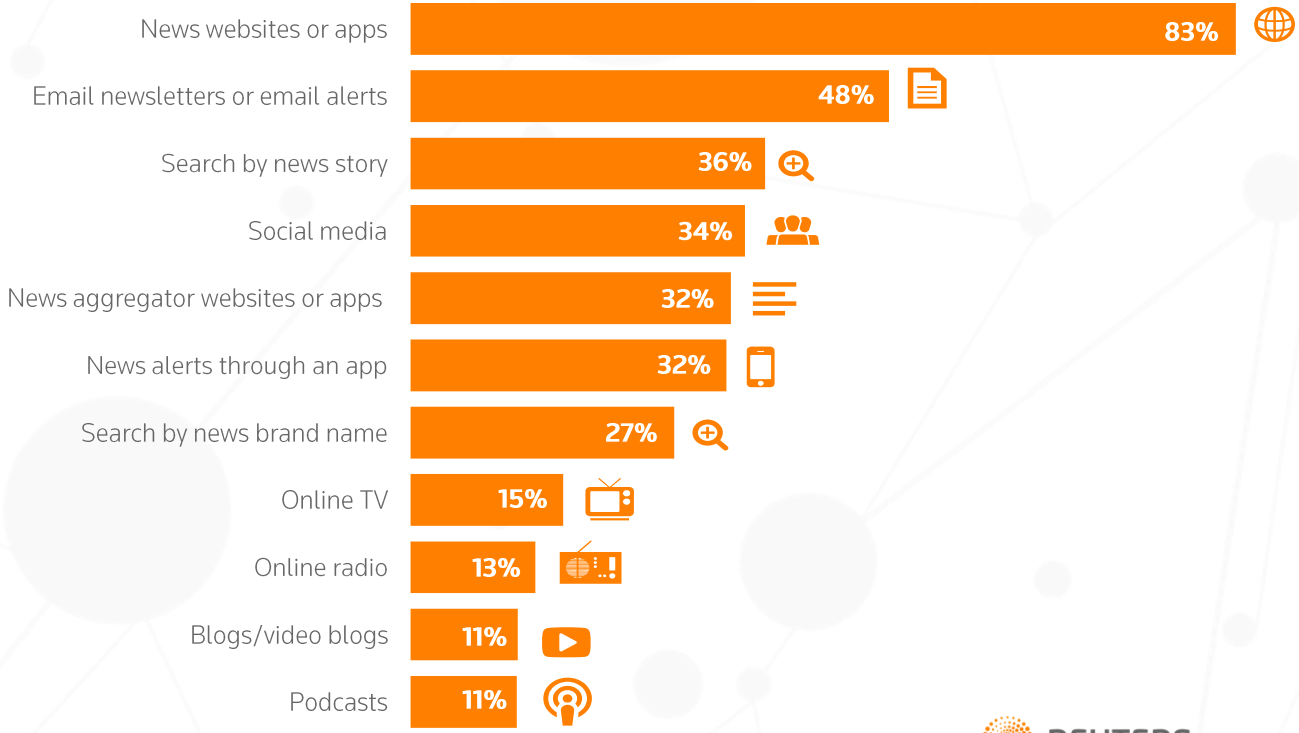


Base: All global respondents

NEWS WEBSITES AND APPS
DOMINANT NEWS SOURCES

83% access websites or apps for news stories

Question: Which of the following sources do you refer to when consuming news stories online?



Base: All global respondents

SOCIAL MEDIA DOMINANT AMONG MILLENNIALS

56% of Millennials turn to social media when consuming online news

Question: Which of the following sources do you refer to when consuming news stories online?

	Search by news brand	News alerts through app	News aggregator website or apps	Social media	Search by news story	Email newsletter or alerts	News websites or apps
Millennials	26%	38%	31%	56%	36%	36%	79%
35-44	28%	26%	31%	49%	37%	48%	83%
45-54	24%	36%	35%	33%	34%	51%	87%
55+	28%	31%	32%	21%	36%	50%	83%

Base: All global respondents

DIFFERENT NEWS SOURCES USED IN DIFFERENT WAYS

Question: Which of the following sources do you tend to use/access in the following news situations?

News website or apps
86% To access a reliable news source I can trust

Online radio
56% To catch up with the news first thing in the morning

News aggregator website/ apps
60% To catch up with the news first thing in the morning

Online TV
66% To view videos of a news story that unfolds

Social media
75% To share news stories/ updates with friends/colleagues

Podcasts
58% To consume previously downloaded content

Blogs/ video blogs
57% To obtain opinions from thought leaders and influencers

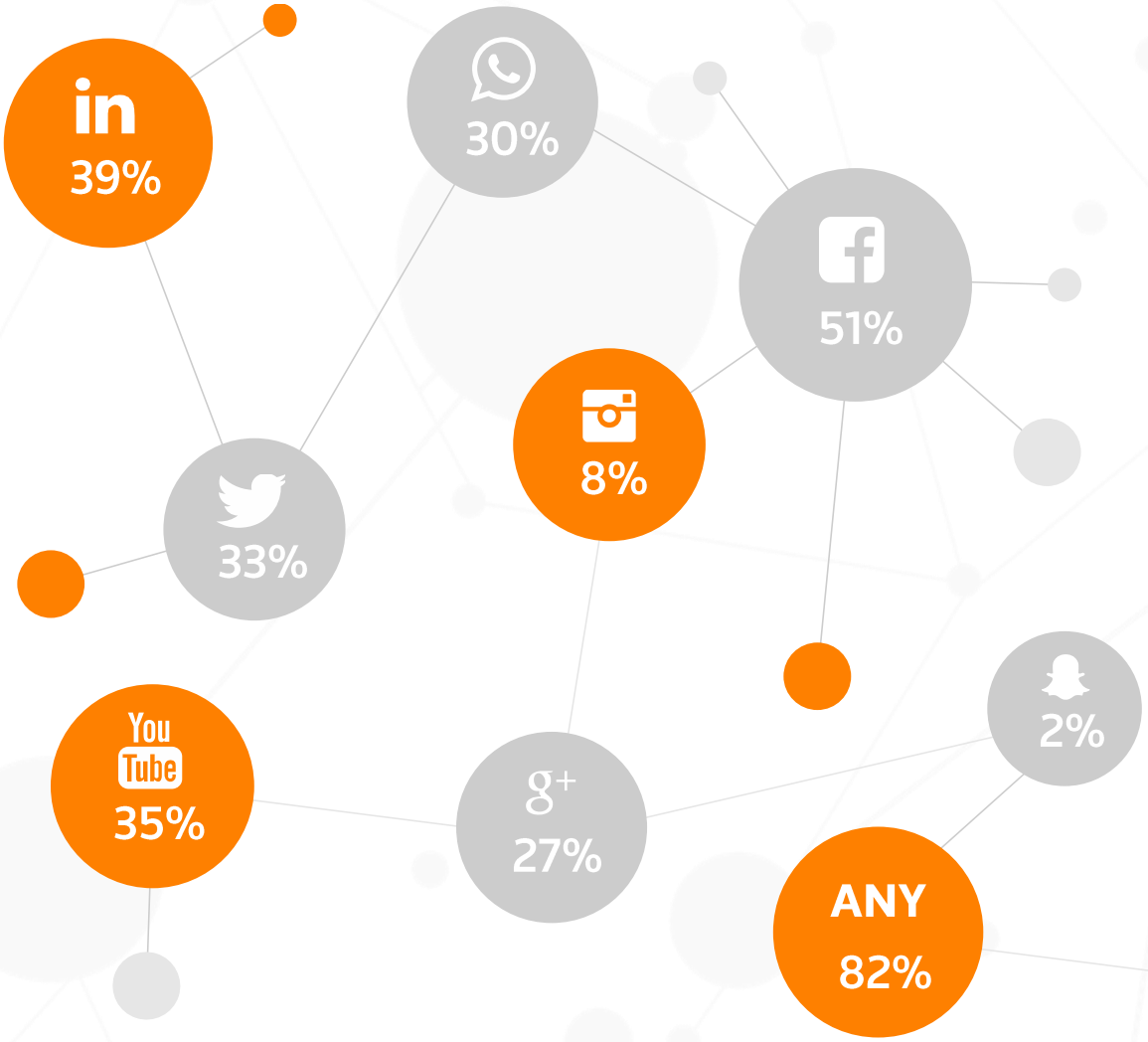
News alerts via email or apps
52% To find out about a news story that has just broken

Search engines
67% To obtain news updates on a company or sector

Base: All global respondents

HIGH ENGAGEMENT WITH NEWS VIA SOCIAL NETWORKS

Question: Which of the following social networks or messaging apps do you ever use for consuming or sharing news?



Base: All global respondents

MILLENNIALS DRIVE SOCIAL MEDIA

96% of Millennials use social media for consuming and sharing news

Question: Which of the following social networks or messaging apps do you ever use for consuming or sharing news?

									ANY
Millennials	4%	14%	17%	34%	42%	40%	34%	71%	96%
35-44	3%	11%	24%	40%	40%	37%	44%	59%	91%
45-54	2%	5%	26%	31%	33%	34%	42%	49%	82%
55+	1%	7%	31%	23%	26%	33%	36%	42%	74%

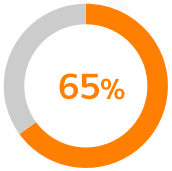
Base: All global respondents

INTELLIGENT CONTENT STIMULATES NEWS SHARING

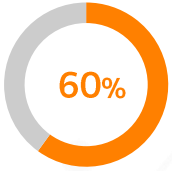
54% actively share news on social media

Question: What makes a news story attractive and shareable?

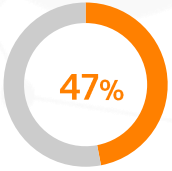
Question: To what extent do you agree with the following statements? (% AGREE)



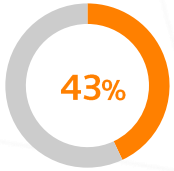
INTELLECTUALLY STIMULATING CONTENT



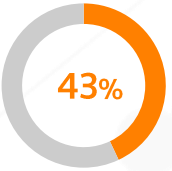
IN-DEPTH ANALYSIS OF NEWS STORY



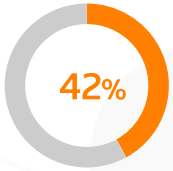
THE SOURCE OF THE NEWS STORY



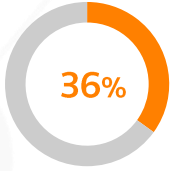
EASY TO UNDERSTAND CONTENT



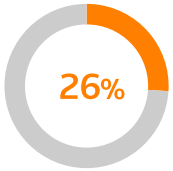
CONTENT I CAN RELATE TO



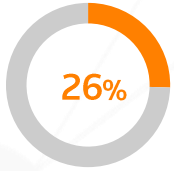
RECOGNIZED AND RESPECTED JOURNALISTS



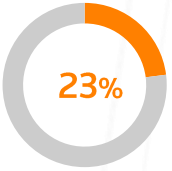
IMPACTFUL PICTURES AND INFOGRAPHICS



SHORT ARTICLES



A CAPTIVATING TITLE



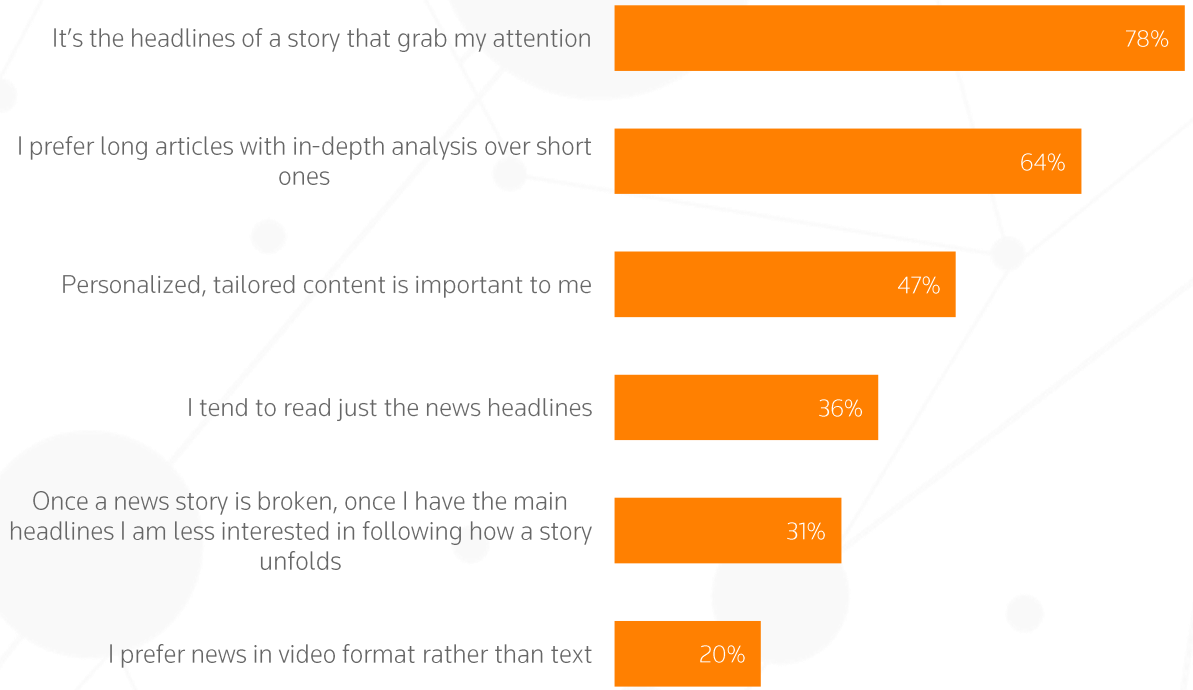
CONTROVERSIAL CONTENT

Base: All global respondents

HEADLINES GRAB ATTENTION

78% feel it is the headline of a news story that grabs their attention

Question: To what extent do you agree with the following statements regarding news formats and types? (% AGREE)



Base: All global respondents

FACTUAL AND IMPARTIAL NEWS PREFERRED

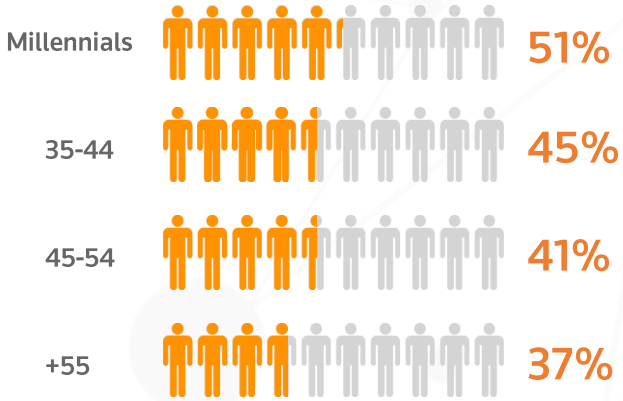
95% prefer factual and impartial news content

Question: To what extent do you agree with the following statements regarding news formats and types? (% AGREE)

82% I usually try to avoid sensationalism in the news

41% I prefer news stories with an opinion or stance

Variation by age for news with an opinion or stance



Base: All global respondents

ADVERTISING RECEPTIVENESS AND AVOIDANCE

Question: Which of the following do you agree with? (% AGREE)

42% I am more receptive to sponsored content/ advertising when it appears within a trusted online news brand

32% I am more receptive to sponsored content/ advertising when it is within a news story that interests me

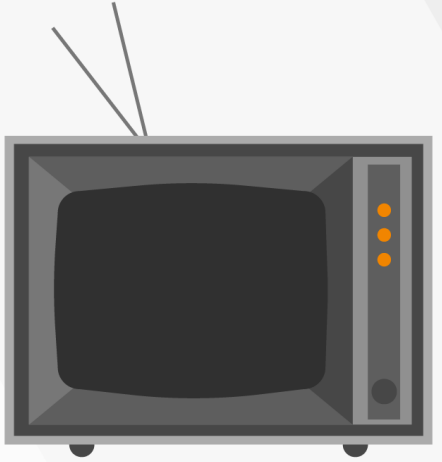
47% the ad blocking trend will continue across all media

I am more receptive to sponsored content/advertising when it appears within a trusted online news brand

I am more receptive to sponsored content/advertising when it is within a news story that interests me

Base: All global respondents

BRANDS



QUALITY HEALTH CHECK

Question: To what extent do you agree with the following statements? (% AGREE)

81% believe a news brand is a mark of quality on a story

85% usually check multiple sources when a news story breaks

BUT

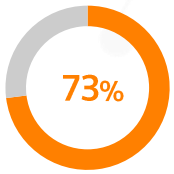
9/10 often turn to the news brands they trust to verify the source of a breaking news story

Base: All global respondents

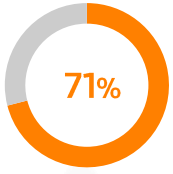
TRUST REPUTATION AND CREDIBILITY DRIVE APPEAL

OVER 70% find trustworthy content, reputation and credibility appealing

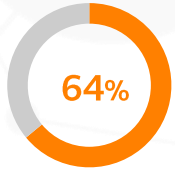
Question: Which FIVE of the following attributes do you think make an online news brand most appealing? (ANY TOP FIVE %)



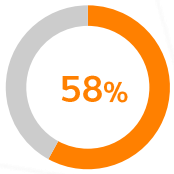
TRUSTWORTHY CONTENT



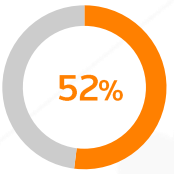
REPUTATION AND CREDIBILITY



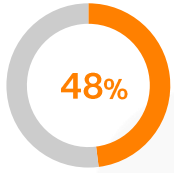
IN DEPTH ANALYSIS



UNBIASED/ IMPARTIAL STANCE

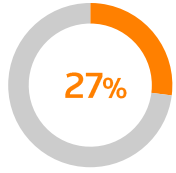


SPEED OF DELIVERING BREAKING NEWS

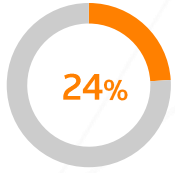


TRUSTED AND RESPECTED JOURNALISTS

BREADTH OF CONTENT AVAILABLE



USER EXPERIENCE AND SATISFACTION



ON THE GROUND REPORTING

Base: All global respondents

HIGH SATISFACTION WITH NEWS BRANDS ACROSS REGIONS AND AGE

Question: Do today's online news brands satisfy your news consumption needs and habits? (% SATISFIED)

Question: To what extent do you agree with the following statements? (% AGREE)

71% feel satisfied with today's online news brands

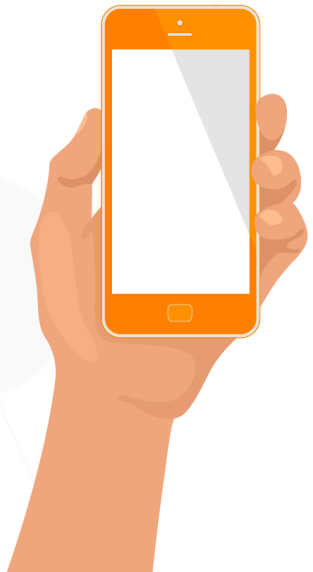
9 in10 took action after consuming news content

BUT

65% I will not pay for news content even if it's unique and high quality

Base: All global respondents

FUTURE

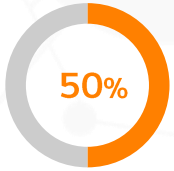


NEWS BRANDS ARE HERE TO STAY

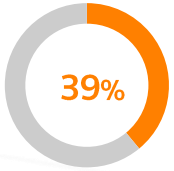
Question: Which of the following statements regarding the future of news do you agree with? (% AGREE)

ONLY **12%** feel that news brands will disappear

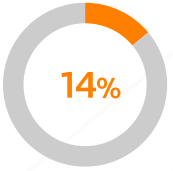
MY CONSUMPTION OF NEWS IS LIKELY TO CHANGE THROUGH LIFE



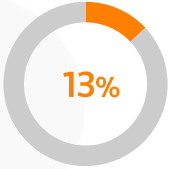
MY NEWS CONSUMPTION WILL CONTINUE TO GROW



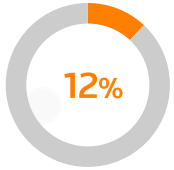
MY CONSUMPTION OF LINEAR TV WILL DECLINE



SOCIAL MEDIA WILL BE MY PRIMARY NEWS SOURCE



ROBOTICS AND AUTOMATION WILL BE THE NEXT JOURNALISTS



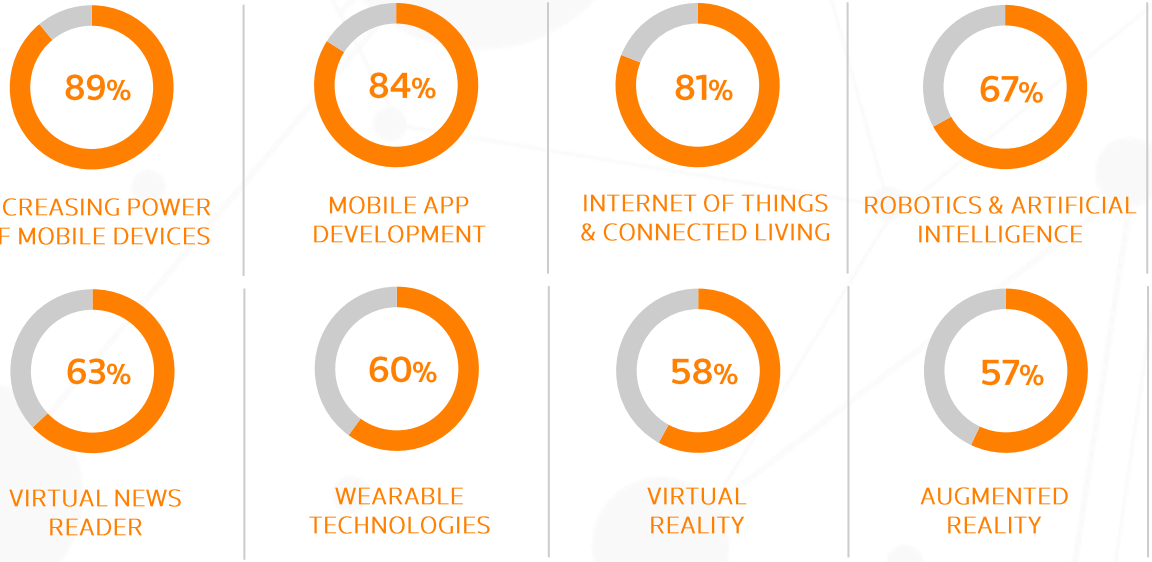
NEWS BRANDS WILL DISAPPEAR

Base: All global respondents

TECHNOLOGY CHANGE
TO SHAPE NEWS CONSUMPTION

89% feel the capabilities of mobile devices will drive news consumption

Question: To what extent do you think the following technological innovations will influence your consumption of news in the long term?
(% INFLUENCE)



Base: All global respondents

MILLENNIALS TO DRIVE NEWS TECHNOLOGY REVOLUTION

79% of Millennials feel VR will influence their news consumption

Question: To what extent do you think the following technological innovations will influence your consumption of news in the long term?
(% INFLUENCE)

	Augmented reality	Virtual reality	Wearable technologies	Virtual news reader	Robotics, artificial intelligence	Internet of Things	Mobile app development	Increasing power of mobile
Millennials	76%	79%	71%	77%	78%	87%	88%	93%
35-44	60%	61%	61%	64%	69%	85%	86%	91%
45-54	58%	58%	63%	64%	66%	81%	83%	88%
55+	50%	51%	55%	57%	64%	77%	82%	87%

Base: All global respondents

WRAP-UP

- Respondents consume news across many platforms and different sources
- 9 in ten turn back to their trusted news brands to verify the source of a breaking news story
- Ownership of the 'content validation space' is an area that news brands should continue to exploit
- Trust is a key attribute that makes a news brand appealing
- Only two thirds won't pay for content even if it's unique and high quality
- Access to different news sources varies depending on different 'news situations and needs'
- The Importance of In-depth analysis is a consistent theme
- Take developing technologies seriously

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