



TOMORROW'S NEWS

2017 EDITION



REUTERS

OBJECTIVES

Understand news consumption patterns of Reuters.com users

Explore preferred content and news types and platforms/sources used

Explore impact of fake news on consumers

Assess the drivers of fake news

Identify appeal of news brands

Evaluate the impact of fake news on news brands and advertisers

Explore current and future tech influencers of news consumption

METHOD

Global online survey among 1,711 Reuters.com users currently working

Survey used database of users registered with Reuters.com and popup boost on Reuters sites

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: 10th April- 3rd May 2017

PROFILE

GENDER

24% FEMALE
76% MALE

AGE

33% < 44
67% > 45

INCOME

\$100,000+
28%

JOB POSITION

DIRECTOR+
31%

SECTOR

18% BANKING
14% TECH

Consistent with last year's sample size

A photograph of Barack and Michelle Obama embracing on a stage. Barack is on the left, wearing a dark suit and tie, with his eyes closed and a slight smile. Michelle is on the right, wearing a blue jacket, also with her eyes closed and a smile. The background is a deep blue with faint, glowing geometric patterns.

STRUCTURE

**NEWS
CONSUMPTION**

FAKE NEWS

**NEWS BRANDS AND
ADVERTISERS**

FUTURE

A woman with long dark hair and glasses, wearing a black and white patterned dress, stands in profile on a city street. She is facing a line of riot police who are wearing helmets with clear visors and carrying shields. The scene is set outdoors with trees and a building in the background. A large white rectangular box is overlaid on the center of the image, containing the text "NEWS CONSUMPTION" in bold black capital letters.

NEWS CONSUMPTION

HEALTHY NEWS CONSUMPTION

54%

**Agree their news
consumption will continue
to grow**

(50% agreed last year)

54%

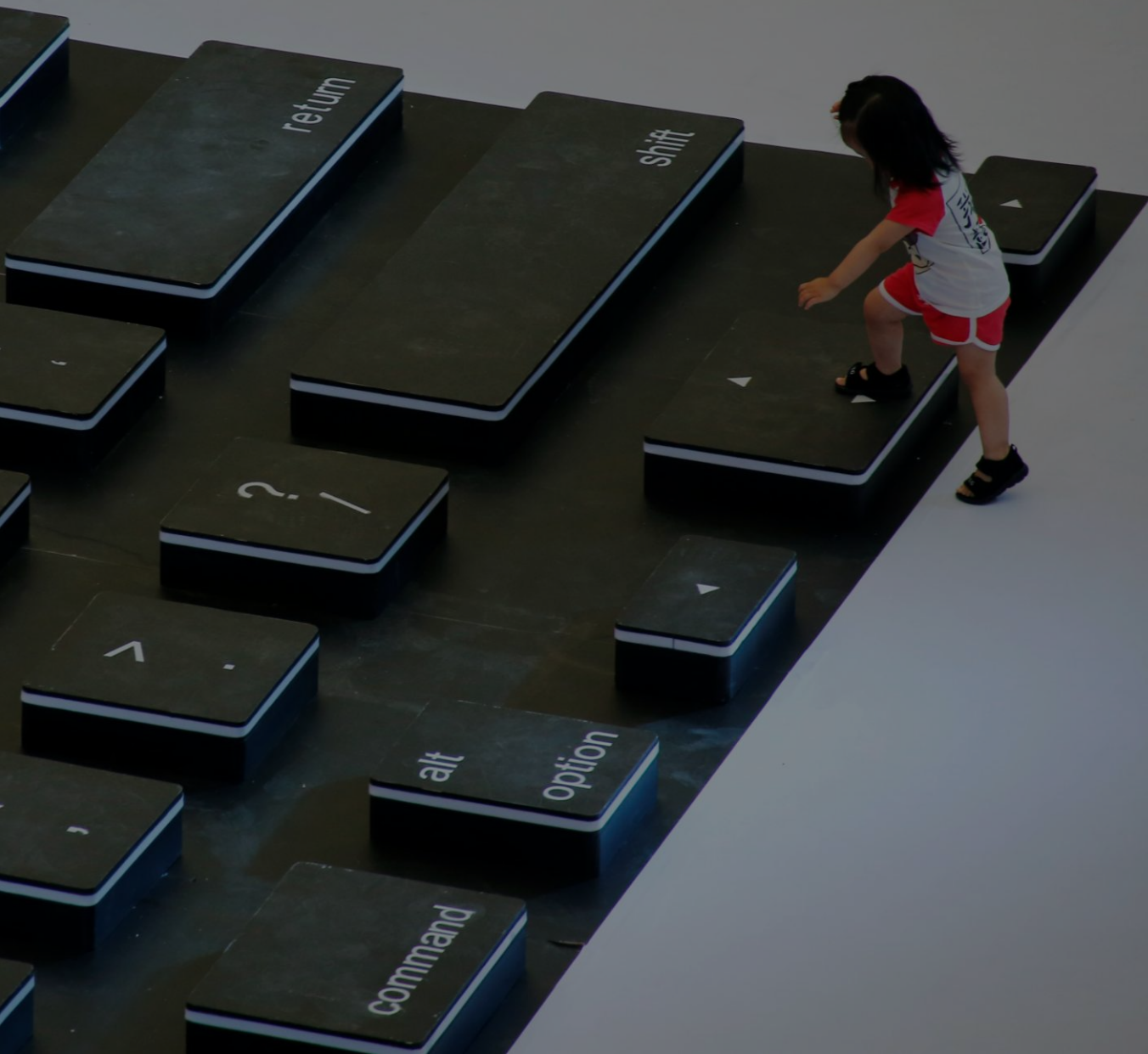
**Usually check multiple
sources when a news
story breaks**

(50% agreed last year)

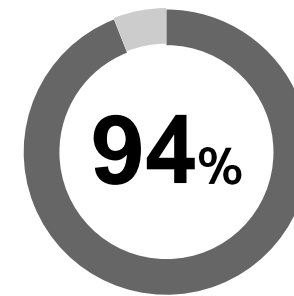
Q: Now thinking of the future of your news and content consumption, which of the following do you agree with?

Q: To what extent do you agree with the following statements regarding news consumption?

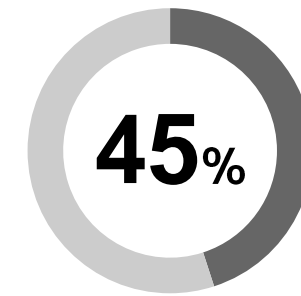
ONLINE NEWS SOURCES



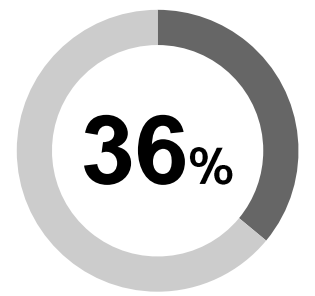
NEWS SOURCES PREFERRED



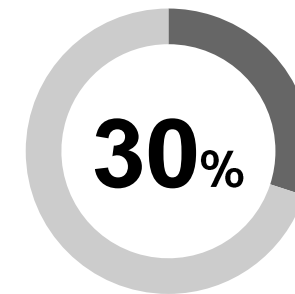
NEWS WEBSITES
OR APPS



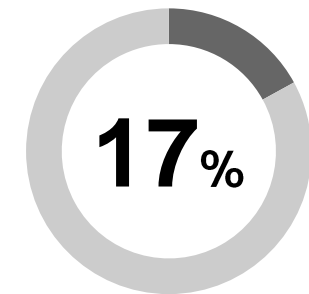
SEARCH
ENGINES



EMAILS,
NEWSLETTERS



SOCIAL MEDIA



AGGREGATORS

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

DECLINING TRUST IN SOCIAL MEDIA

10%

Agree social media will be
their primary source in the
future

(14% agree last year)

28%

Agree they trust the source
of the news stories shared
by family, friends,
colleagues via social
networks

(32% last year)

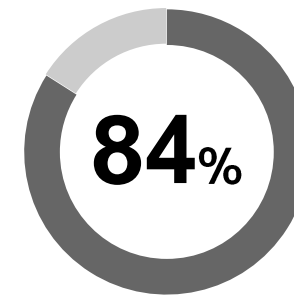
69%

Agree they would only share
news content once they have
all information

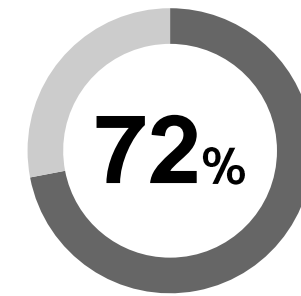
Q: To what extent do you agree with the following statements?

PASSION FOR NEWS

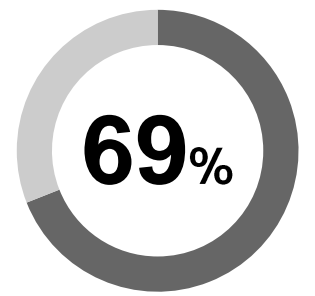
CONTENT TYPES PREFERRED



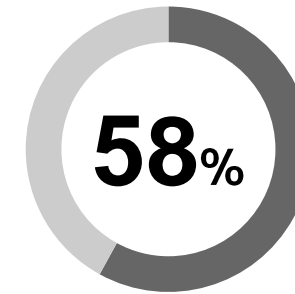
GLOBAL
NEWS



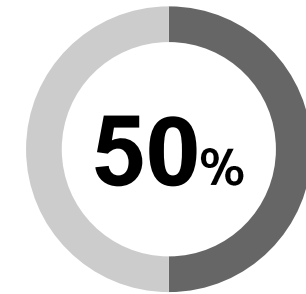
BREAKING
NEWS



FINANCIAL
NEWS



SCIENCE AND
TECHNOLOGY



IN-DEPTH ANALYSIS
OF NEWS STORIES

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

QUALITIES OF A NEWS STORY

90%

TRY TO AVOID
SENSATIONALISM IN
THE NEWS

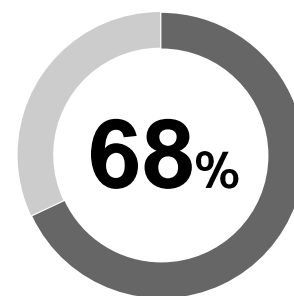
(82% agreed last year)

95%

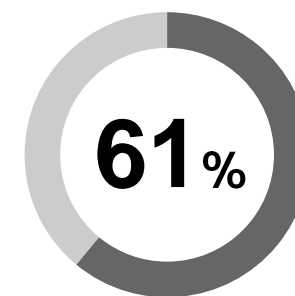
PREFER FACTUAL AND
IMPARTIAL NEWS
CONTENT

(95% agreed last year)

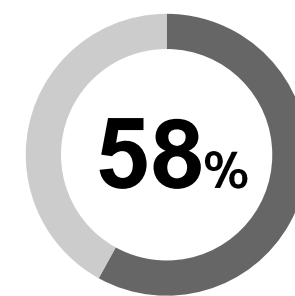
ATTRIBUTES MAKING A NEWS STORY ATTRACTIVE



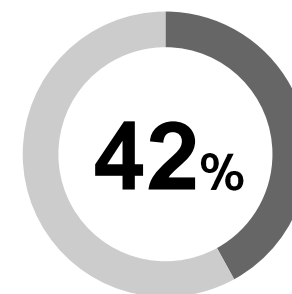
INTELLECTUALLY
STIMULATING
CONTENT



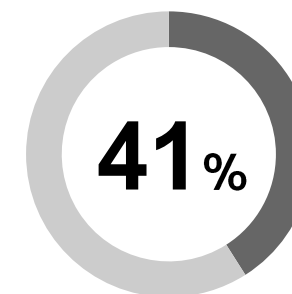
IN-DEPTH
ANALYSIS



THE SOURCE OF
A NEWS STORY



RECOGNIZED,
RESPECTED
JOURNALISTS



A CAPTIVATING
TITLE

Q: In your view, what makes a news story attractive and shareable?

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

89%

Like to know about
a news story as soon
as it breaks

(84% agreed last year)

66%

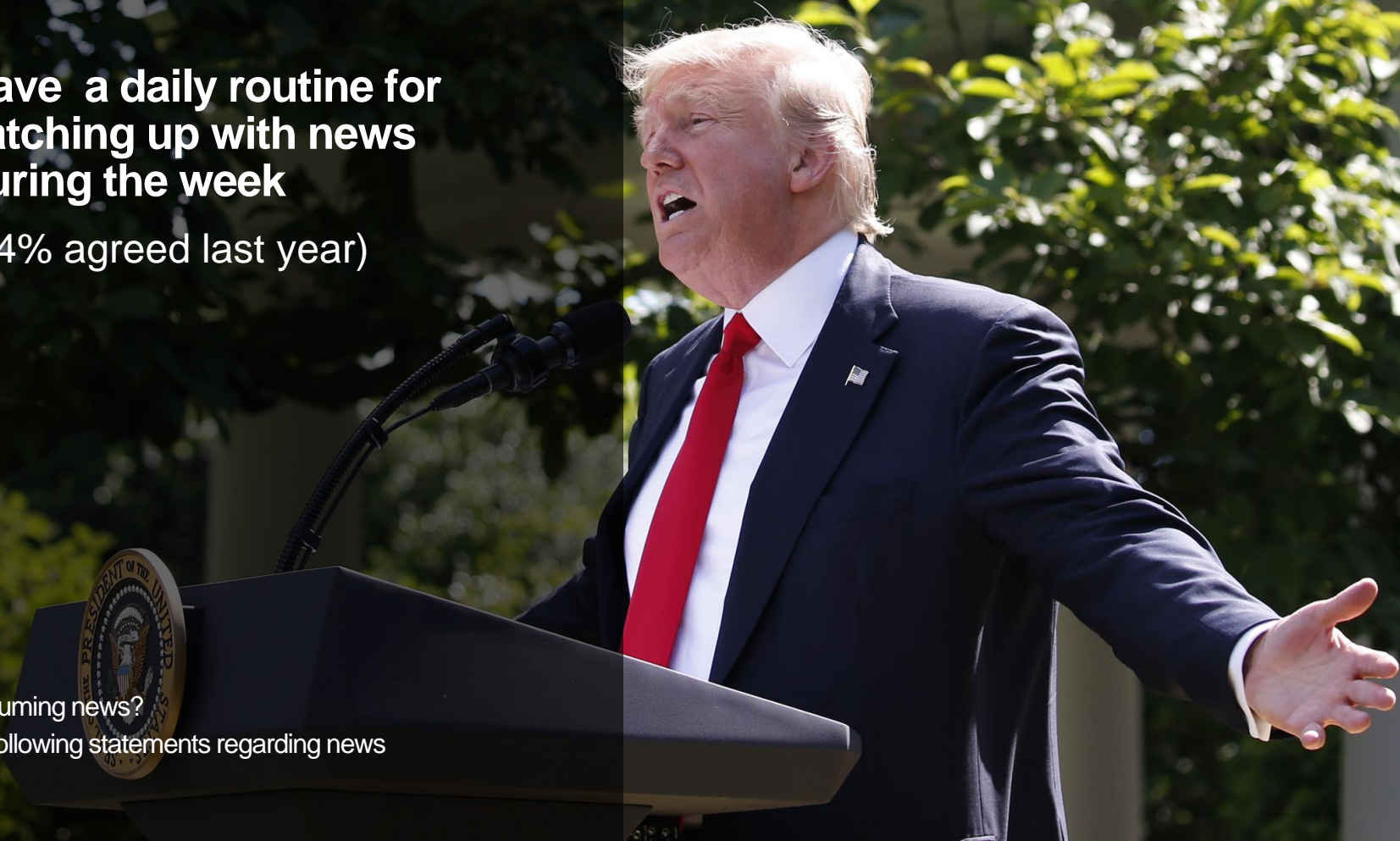
Have a daily routine for
catching up with news
during the week

(74% agreed last year)

Q: Do you tend to have a routine for consuming news?

Q: To what extent do you agree with the following statements regarding news consumption?

CHANGING NEWS PATTERN



A photograph of a man in a dark suit and white shirt, looking slightly to his right. He is surrounded by a dense crowd of people, many of whom are holding professional video cameras and microphones towards him. The scene appears to be outdoors during the day. In the foreground, the large lenses of several cameras are visible, some pointing directly at the man. A man with a white beard is visible on the left, and another man wearing sunglasses is in the center-left. The overall atmosphere suggests a high-profile public event or press conference. Overlaid on the center of the image is a white rectangular box containing the text "FAKE NEWS" in large, bold, black capital letters.

FAKE NEWS

FAKE NEWS REALITY



70% Agree that fake news
to some people is real
news to others

65%

Agree the fake news
debate is nothing new

28%

Agree the fake news
debate is dying down

22%

Agree they would actively
seek out a fake news story
once they hear about it

74%

Agree their news
consumption habits have not
changed due to the fake
news debate

Q: To what extent do you agree with the following statements regarding news consumption?

IMPACT ON NEWS BRANDS AND ADVERTISERS



93%

Agree they are more likely to use news brands that have not been associated with fake news

(3 in 4 strongly agree)

64%

Strongly agree that it is damaging for a brand to advertise on a news brand associated with fake news
(87% agree)

74%

Strongly agree the association of a news brand with fake news can damage the perception of a news brand
(95% agree)

INSTIGATORS

WHO IS FUELLING THE
FAKE NEWS DEBATE?

POLITICAL SUPPORTERS	72%
SOCIAL MEDIA	70%
ACTIVISTS	69%
GOVERNMENTS	52%
COMPANIES, BUSINESSES	30%



Q: Who do you think is fuelling the fake news debate?

FIXERS

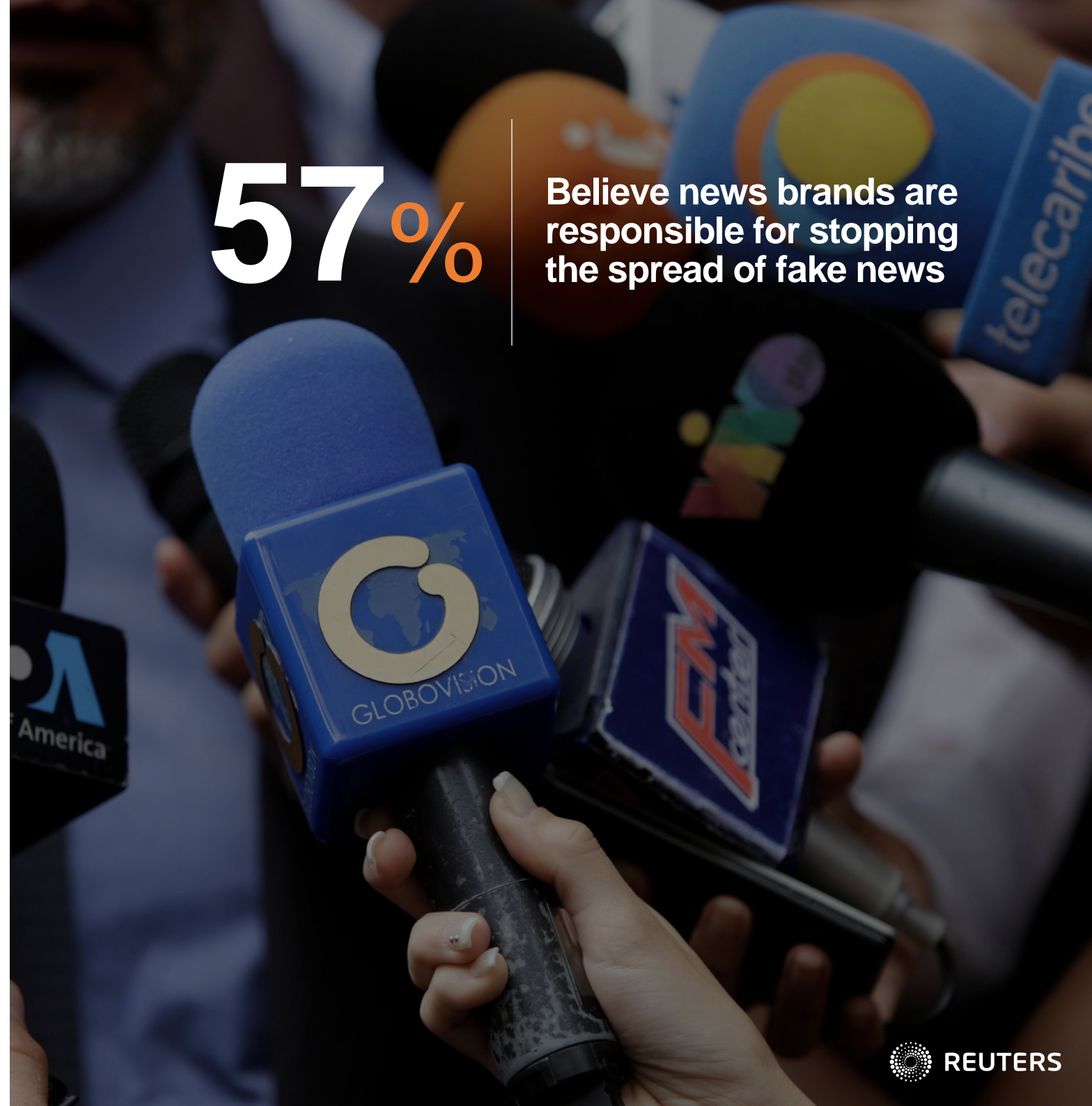
WHO IS RESPONSIBLE FOR STOPPING SPREAD OF FAKE NEWS?

NEWS BRANDS	57%
NEWS CONSUMERS	45%
SOCIAL MEDIA	38%
GOVERNMENTS	35%
INDUSTRY BODIES	30%

Q: Who do you think is responsible for stopping the spread of fake news?

57%

Believe news brands are responsible for stopping the spread of fake news

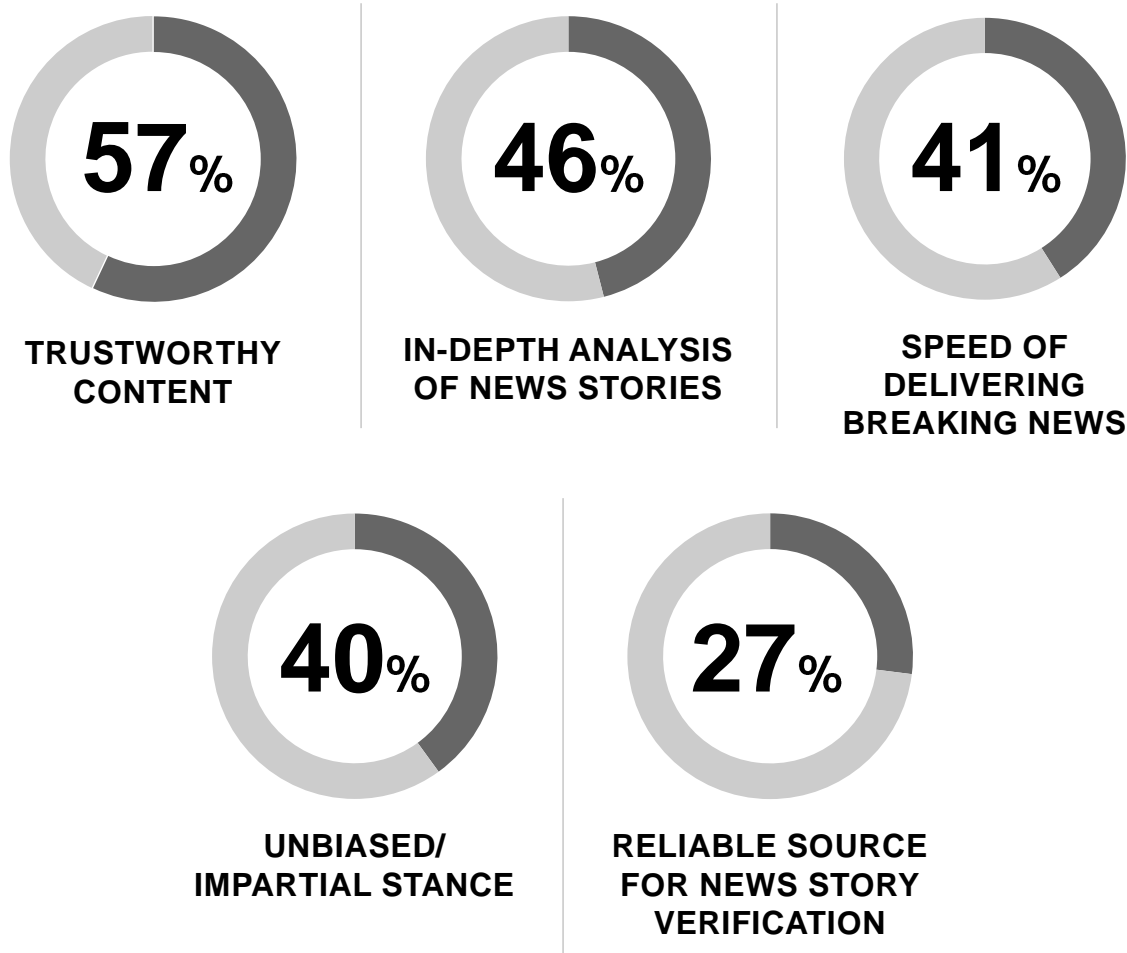




NEWS BRANDS AND ADVERTISERS

FACTORS THAT MAKE ONLINE NEWS BRANDS APPEALING

Consistent interest in news genres across regions and age



Q: which of the following do you agree with?

Q: Which THREE of the following do you feel make an online news brand most appealing?

VALUE OF TRUSTED NEWS BRANDS

88%

Agree a news brand is a mark of quality on a story

(81% agree last year)

85%

Agree they only share news stories from news brands they trust

(70% agree last year)

RISE IN NEWS VERIFICATION

82%

Agree that nowadays they are more likely to check or investigate news stories

74%

Strongly agree they often turn to news brands they trust to verify the source of a breaking news story

(66% strongly agree last year)







76%

Turn to online news brands to verify the source of a news story I found on social media

TRUSTED NEWS BRANDS

88%

Access multiple news
sources when a news
story breaks

 REUTERS	70%
 BBC	52%
Bloomberg	23%
The New York Times	23%
 The Economist	20%
 CNN	19%
theguardian	18%
 FT FINANCIAL TIMES	17%
THE WALL STREET JOURNAL.	13%
 CNBC	7%

Q: Which THREE of the following brands do you trust the most? TOP 10,

54%

Believe they are more likely to notice an advertiser if it appears on a trusted news site

54% among those earning \$100,000+
54% among Director+

57%

Agree they have a more favourable opinion of a brand if it advertises on a trusted news site

59% among those earning \$100,000+
60% among Director+

48%

Believe they are more likely to respond to an ad if it appears on a trusted news site

52% among those earning \$100,000+
54% among Director+

ADVERTISING WITH TRUSTED NEWS BRANDS

77%

Expect to see trusted brands advertising on Reuters sites

78%

Expect to see quality advertising on Reuters sites



FUTURE

TECHNOLOGY SHAPING NEWS CONSUMPTION

87%

Feel the capabilities
of mobile devices
will drive news
consumption

		LAST YEAR
POWER OF MOBILE DEVICES	87%	89%
MOBILE APP DEVELOPMENT	81%	84%
ALGORITHMS	74%	
ARTIFICIAL INTELLIGENCE	72%	
INTERNET OF THINGS	72%	81%
360 CONTENT	63%	
ROBOTICS	61%	
AUGMENTED REALITY	57%	57%
VOICE ASSISTANTS	56%	
DRIVERLESS VEHICLES	56%	
VIRTUAL REALITY	55%	58%
WEARABLE TECHNOLOGIES	55%	60%
VIRTUAL NEWS READER	53%	63%

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

GLOBAL ECONOMY		71%
GLOBAL POLITICAL LANDSCAPE		59%
AUTOMATION	}	38%
BIG DATA AND ANALYTICS		37%
ARTIFICIAL INTELLIGENCE		37%
TRUMP		30%
REVENUE PRESSURES		29%
INTEREST RATES		26%
EMERGING MARKETS		26%
CSR		25%
OIL PRICES		24%
BUDGET CUTS		22%
BREXIT		21%
CORPORATE GOVERNANCE LEGISLATION		21%
EXCHANGE RATES		16%
OUTSOURCING		13%

Q: Please select the FIVE most important factors you feel will influence businesses in the next 4 years.

TECHNOLOGY SHAPING BUSINESSES



SUMMARY

News consumption continues to grow – but not influenced by fake news

Consumers use multiple news sources for news - news sites preferred

Preference for global, breaking and financial news

Intelligent, impartial, factual content is key

Demand for in-depth analysis

Fake news to some is real to others

Fake news fuelled by political supporters and social media

Advertisers prefer news brands ‘not implicated’ in fake news

Brands advertising with news sites associated with fake news can be damaging

Trust is the most important attribute for news brand appeal

Advertisers partnering with trusted news brands can benefit

Artificial Intelligence and voice-tech are the trends to watch



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