Reuters Institute Digital News Report 2015

TRACKING THE FUTURE OF NEWS

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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

Next year's report will poll in 26 countries.

SURVEY BY

YouGov
What the world thinks

SUPPORTED BY

BBC Global News · University of Canberra · BAI · Google · Gruppo Editoriale L'Espresso SpA · Media Industry Research Foundation of Finland · Tow Center for Digital Journalism · Ofcom · francetélévisions · Hans-Bredow-Institut for Media Research at the University of Hamburg · Edelman · Universidad de Navarra

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.

Background and methodology

A FURTHER 6 COUNTRIES IN 2nd REPORT

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	POL	CZE	AUT	NLD	TUR	POR
Starting sample	2060	1049	1053	2265	1076	1086
Non news users	2%	2%	4%	10%	3%	3%
Final sample size	2015	1023	1009	2044	1041	1049
Total population	38,346,279	10,627,448	8,223,062	16,877,351	81,619,392	10,813,834
Internet penetration	67%	78%	87%	96%	57%	65%

SUPPORTED BY

Google

SURVEY BY

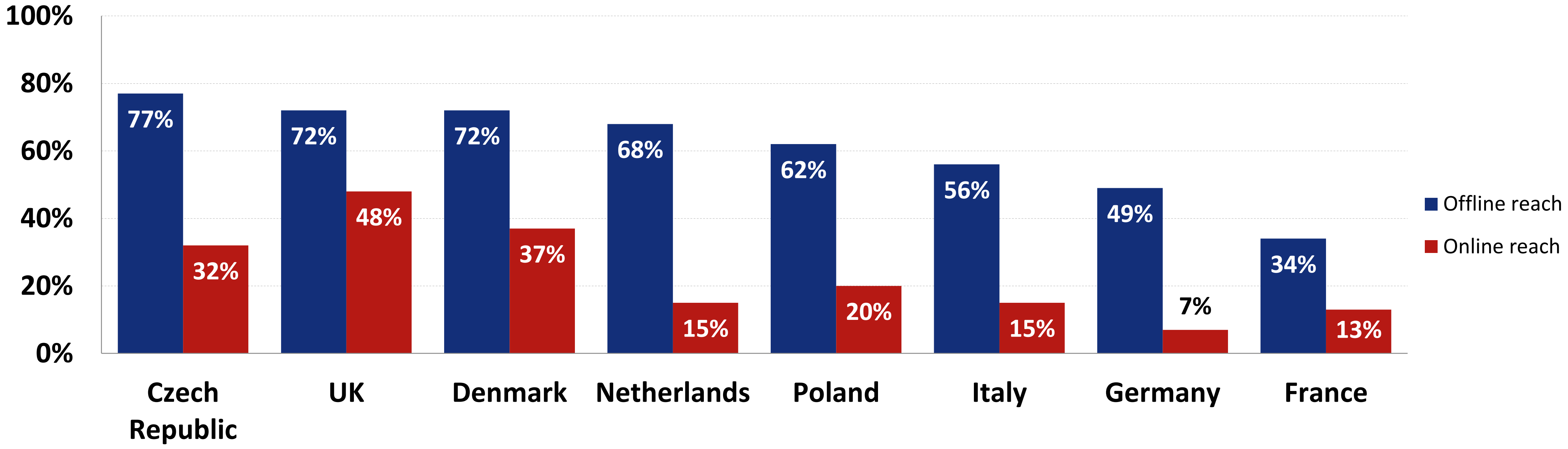
YouGov
What the world thinks

Key findings

- Move to mobile quickening – smartphone ever more central
- Growing power of social platforms (and messaging apps)
- Video and new visual formats finally taking off
- Increased disruption for traditional media from new wave of digital-born companies and aggregators

PUBLIC SERVICE BROADCASTERS

Offline and online reach of the public service broadcaster in each country (News)



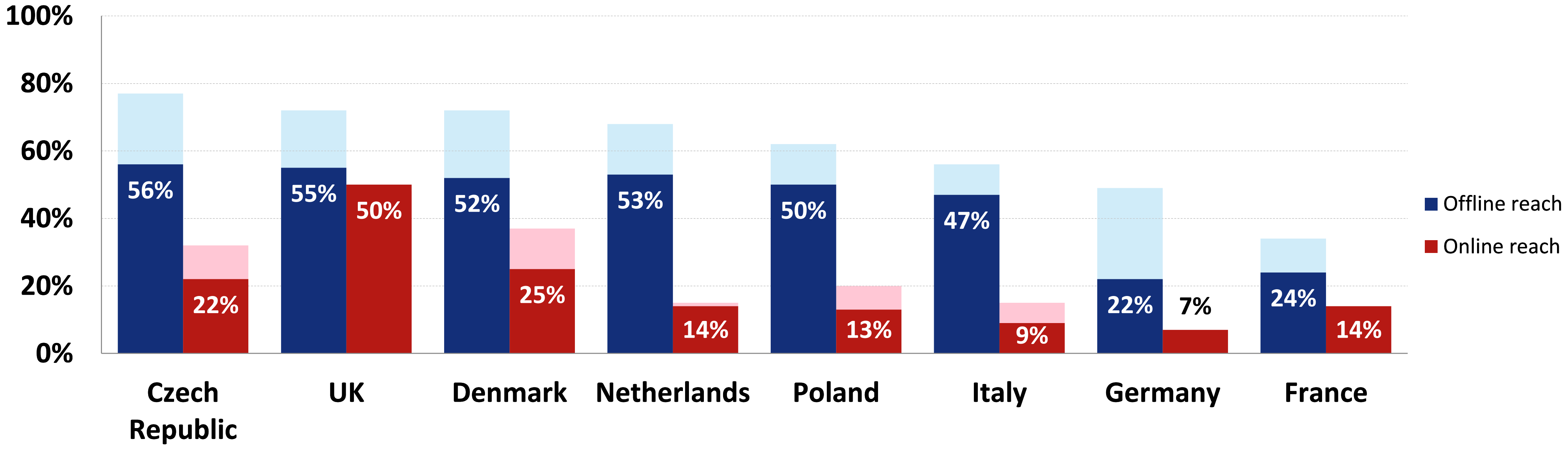
Q5a. Which, if any, of the following have you used to access news in the last week ? Please select all that apply. Via TV, RADIO OR PRINT ONLY (Traditional platforms)

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

Note: Italy offline reach estimated as TG1,2,3 combined with RAI News with an assumption of 66% TG1,2,3,4,5 code.

Offline and online reach of the public service broadcaster in each country among 18-24s (News)



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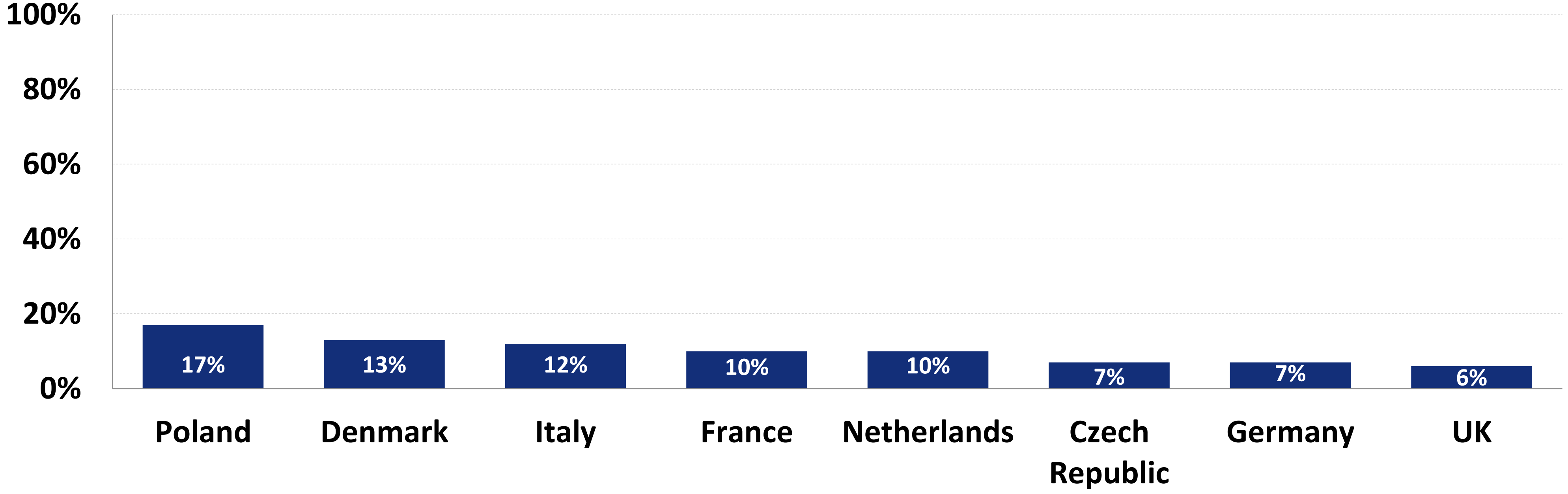
PRIVATE MEDIA

Proportion that paid for any form of online news content in the last year



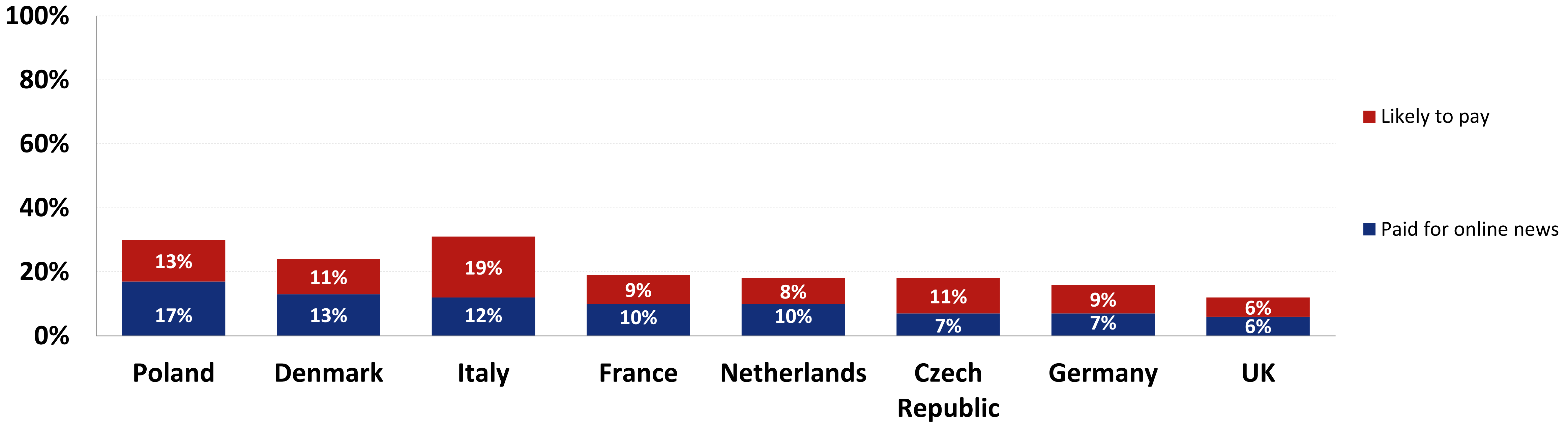
Q7a. Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be digital subscription, combined digital/print subscription or one off payment for an article or app)

Q7aii. You said you have not paid for online digital content in the last year… How likely or unlikely would you be to pay IN THE FUTURE for online news from particular sources that you like?

Base: Total sample in each country

Note: Figures for likely to pay include those who said that they are either very likely or somewhat likely to pay for online news content in the future.

Proportion that paid for any form of online news content in the last year, and said they are likely to pay in the future



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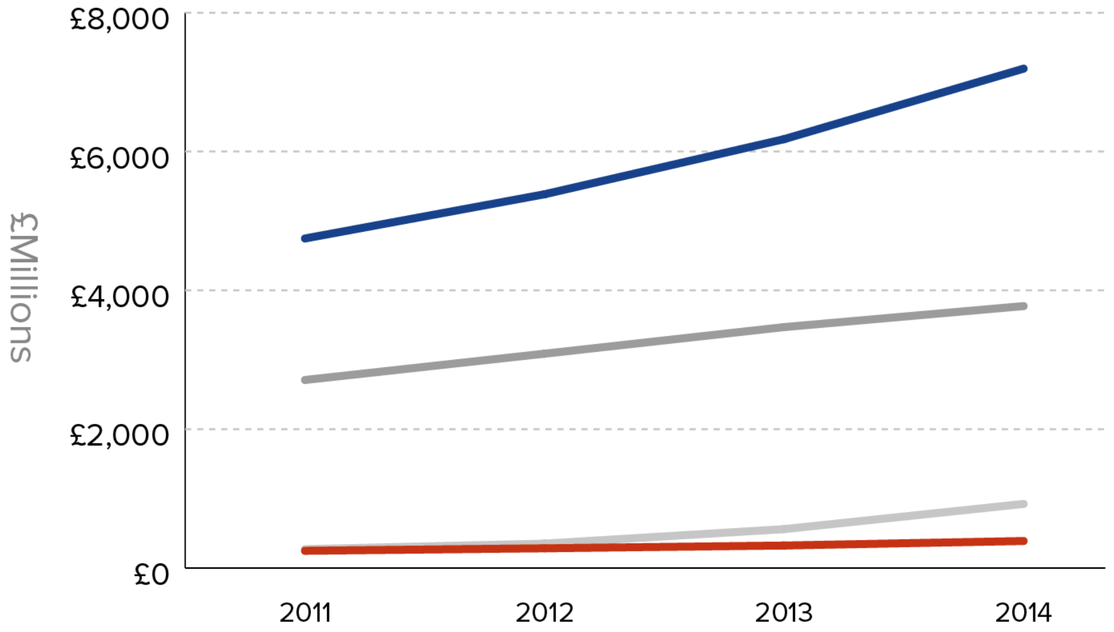
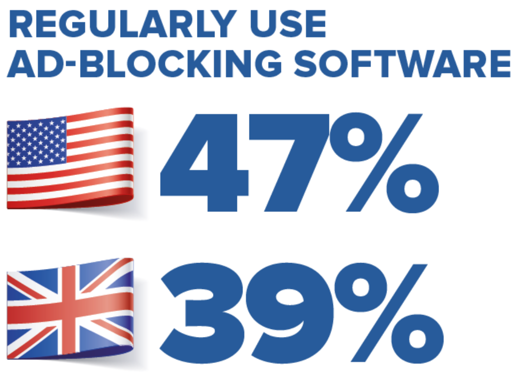
Advertising revenues and ad-blockers





Sources: IAB, News Digital Ad Spend from Advertising Association/Warc Expenditure Report

Sponsored and branded content

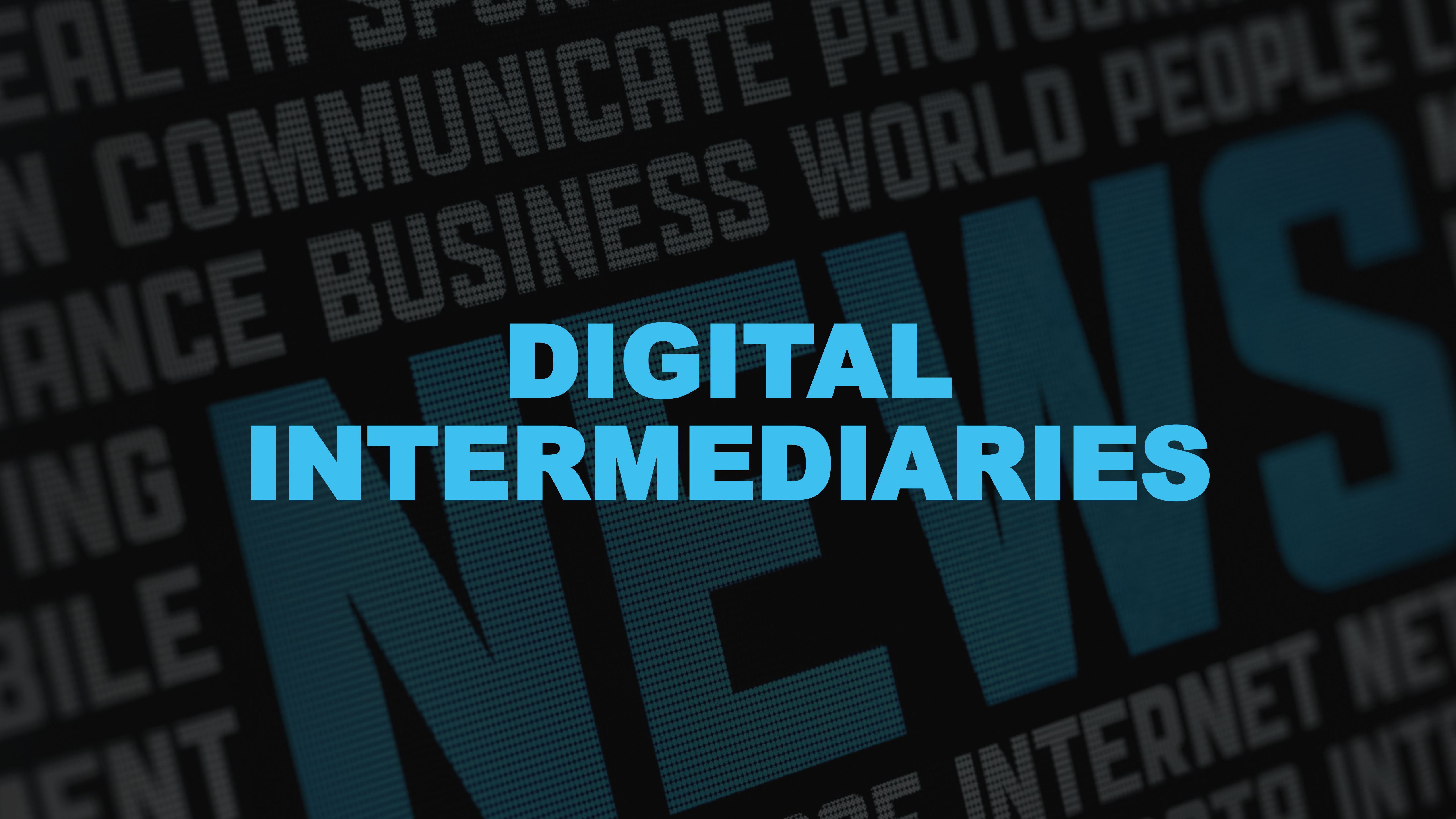
33%

feel disappointed or deceived after reading an article that turned out to be paid for by an advertiser

28%

feel more negatively towards the news organisation

DIGITAL INTERMEDIARIES



Proportion that use each method as a pathway to online news content

	POL	CZE	FRA	ITA	NED	DNK	UK	GER
Direct access to brand	30%	38%	27%	20%	43%	54%	52%	26%
Search engine	65%	59%	40%	66%	24%	29%	32%	45%
Social media	41%	34%	21%	33%	34%	38%	28%	20%

Q13. 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

Points for discussion

- Clear common trends as well as national differences
- More news available than ever before but challenges for industry
  - New platforms and generational shifts
  - Search for new business models and increased political tensions
  - Some brands succeed in breaking through in more competitive and distributed environment

More information

www.digitalnewsreport.org